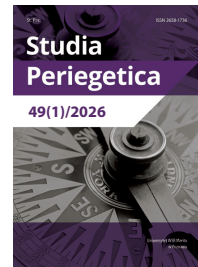


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When Nations “Clash” but Tourists Travel: Understanding Hospitality Orientation towards Inbound Tourists during Strained Bilateral Geopolitical Relations

Abstract. The study addresses the little-researched problem of how national animosity generated during a geopolitical conflict affects attitudes of residents of a receiving country towards tourists from a country perceived as antagonistic. Drawing on the theoretical assumptions of an extended Stimulus-Organism-Response (e-S-O-R) model, the author analyses a PLS-SEM model of South African residents’ hospitality orientation during strained bilateral geopolitical relations with the USA. The model was used to test a number of hypotheses based on data collected from a sample of 494 South African residents. It was found that national animosity reported by respondents towards the USA undermined their perceptions of this country’s image and heightened their sense of socio-psychological risk, which in turn influenced respondents’ hospitality orientation towards American tourists in the context of strained bilateral geopolitical relations. Moreover, the mediated relationship between national animosity and residents’ hospitality orientation validated the e-S-O-R. The study contributes to the understanding of residents’ behaviour, while providing tourism and international relations (diplomacy) practitioners with critical insights into resident-tourist relations during a bilateral geopolitical conflict.

Keywords: bilateral relations, country image, geopolitics, nation animosity, resident hospitality, risk perceptions

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1. Introduction

Given the widely publicised heightened geopolitical tensions between South Africa (SA) and the United States of America (USA) in 2025 (The White House, 2025; Papanikos, 2025), the following study investigated the potential effects of national animosity on the level of hospitality exhibited by SA residents hosting American tourists. The USA is the world's largest travel and tourism economy and one of the top source markets for global tourism expenditure (McKinsey & Company, 2024). The USA is also the top overseas tourist source market for SA, accounting for 17.4% (372,362 visitors) of overseas tourism arrivals in SA in 2024 (Statistics SA, 2025). Consequently, the bilateral geopolitical tensions between the two countries may have significant implications for bilateral tourism, as was the case between the USA on the one hand and Russia (Stepchenkova et al., 2018), China (Dai et al., 2023), Iran (Gorji et al., 2022), as well as North Korea and Iraq (Alvarez & Campo, 2020) on the other. National animosity generally arises from specific (temporary) negative events and more protracted processes (such as military action, economic sanctions, and political intolerance) (Stepchenkova et al., 2018; Yu et al., 2020). Such animosity inherently influences tourists' decision-making and behaviour, as well as the willingness of residents of the receiving country to be hospitable towards foreign tourists (Abraham & Poria, 2020). The context for the following study is the situation where the USA is the perceived antagonist in the conflict, while being the country generating tourists, and SA is the country that serves as the tourist destination.

Notwithstanding the central tenet of resident support for tourism and its impact on sustainable tourism planning remaining prevalent in the tourism discourse (Erul & Woosnam, 2021; Fan, 2023), contemporary scholars are increasingly focusing on the more indirect and existential effects of resident behaviour on tourist-resident interactions (Kim et al., 2023; Tse & Tung, 2022). The notion that global tourism is susceptible to extrinsic factors not related to tourism is well established (Shin et al., 2025). However, UN Tourism (2026) cautions that as global geopolitical tensions increase, their impact on tourism will become more pronounced. Consequently, certain scholars (Farmaki, 2024; Gillen & Mostafanezhad, 2019; Stepchenkova et al., 2018) acknowledge that contemporary international tourism experiences are increasingly susceptible to geopolitics and place-based biases towards tourists based on their country-of-origin.

While animosity is a well-examined phenomenon in tourism, relatively few studies (Abraham et al., 2021; Farmaki, 2024; Matiza, 2024) have explored the effects of animosity on resident behaviour towards visitors. Resident behaviour towards tourists is critical to the overall tourist experience and is an important

factor determining which destinations tourists choose and their consumptive behaviour when visiting a destination (Dai et al., 2023; Griffiths & Sharpley, 2012; Tse & Tung, 2022). Prior studies have found that the effects of geopolitical conflicts can manifest as animosity, which can influence how countries are perceived (Dai et al., 2023; Stepchenkova et al., 2018), thus heightening the risk associated with interacting with specific countries (Gillen & Mostafanezhad, 2019), and ultimately how individuals relate to citizens of specific countries (Dai et al., 2023). Therefore, as new geopolitical threats to tourism emerge, deficiencies in tourism research regarding the effect of geopolitics on tourism and tourist behaviour become more apparent (see Dai et al., 2023; Gillen & Mostafanezhad, 2019; Stepchenkova et al., 2018; Gorji et al., 2022), implying that contemporary academic inquiry must focus on the antecedents and outcomes of geopolitical conflict-induced behaviour in tourism and their role in predicting potential shifts in demand dynamics.

The present study investigates the influence of animosity induced by strained bilateral geopolitical relations on resident behaviour towards foreign tourists from a country perceived as antagonistic. The study addresses the following research questions:

RQ1: What socio-psychological factors drive residents' animosity toward a geopolitically antagonistic country?

RQ2: How does national animosity shape residents' hospitality orientation toward tourists from a country perceived as antagonistic?

RQ3: How do residents' ideological orientations and identity affiliations moderate their hospitality behaviour towards tourists from a country perceived as antagonistic?

RQ4: Do animosity-induced country image and sense of risk mediate the relationship between national animosity and residents' hospitality orientation?

The novelty of the study and its results consist in measuring the behaviour of South Africans towards American tourists in the context of strained bilateral geopolitical relations. The study is one of the first to adapt and extend Mehrabian and Russell's (1974) Stimuli-Organism-Response (S-O-R) model to explore the influence of residents' (national) animosity on their perceptions of a country perceived as antagonistic (country image — CI) and risk associated with it (RP), and how these factors interact to subsequently influence their hospitality orientation towards foreign visitors in the context of strained bilateral geopolitical relations between two countries. The model is also used to examine the influence of identity and ideology on resident hospitality. The study makes three contributions. First, it addresses a theoretical gap related to modelling resident behaviour in tourism by developing, operationalising, and testing an extended S-O-R model (e-S-O-R). Second, it

fills the empirical evidence gap related to the effect of geopolitical tensions on the tourist-resident relations (Farmaki, 2024; Josiassen et al., 2022; Gillen & Mostafaez, 2019). Third, the results provide useful insights for tourism practitioners, international diplomats, and politicians into how politics can influence tourism from a resident perspective, especially when a geopolitical conflict contributes to strained bilateral relations. The following section discusses the related literature.

2. Literature Review

2.1. Theoretical Underpinning

This study is grounded in an extension of Mehrabian and Russell's (1974) s-o-r model and integrates three complementary frameworks: the Tourist Stereotype Model (TSM) posited by Tung et al. (2020), Social Identity Theory (SIT) by Tajfel et al. (1971), and Emotional Solidarity Theory (EST) based on the work of Woosnam (2012). Despite its comparatively limited use to model resident behaviour in tourism, the s-o-r model is a versatile integrative framework widely adapted and utilised to model consumer behaviour in tourism (Erul et al., 2024). The e-s-o-r in this study assumes that, like tourists, residents are susceptible to external environmental stimuli (s) that impact their socio-psychological state (o), which in turn influences their response (r) behaviour in the tourism context (Erul et al., 2024; Mehrabian & Russell, 1974).

As an extension of the s-o-r, this study proposes a model of a two-stage stimuli process where national animosity is a reflective outcome of the interaction of endogenous variables, which include four constructs: (1) stereotypical xenophobia (pre-set prejudiced attitudes), (2) perceived xenophobia (fear of strangers based on direct experience, tangible fears) (Stephan & Stephan, 2000), as well as (3) negative and (4) positive perceptions, which reflect subjective opinions about out-group individuals (Tung et al., 2020). The TSM (Tung et al., 2020) supports this effect, positing that resident interactions with tourists are shaped by generalised perceptions and beliefs about their civility, travel behaviour, and power (economic, social, and political) dynamics associated with tourists. The four constructs are treated as proximal antecedents of a potential national animosity of residents towards visitors from a specific country based on cognitive biases (Tse & Tung, 2022; Tung et al., 2020).

In this study, national animosity operates as the macro-environmental stimulus (s) that shapes residents' image and risk perceptions associated with another coun-

try (O). The SRT (Tajfel et al., 1971) supports this effect, positing that individuals can come to share an induced subjective norm (group-based self-definition), like national animosity towards a specific group of tourists, and then spread group-based predispositions towards tourists based on their country of origin, which shape its image and risk perceptions (Gao & Zhu, 2025; Scheepers & Derks, 2016; Yousaf & Li, 2015). Resident identity and ideology (O) are also modelled as additional contextual exogenous variables influencing hospitality orientation. Subsequently, residents' CI and risk perceptions influence their hospitality orientation towards tourists from a country perceived as antagonistic (R).

Residents' hospitality orientation, i.e. their propensity to be hospitable towards tourists (Matiza, 2024), is supported as a response behaviour (R) by the EST (Woosnam, 2012). The EST posits that resident behaviour towards tourists and tourism is shaped by cognitive and affect dimensions: understanding and a welcoming nature on the one hand, and emotional closeness on the other. In this study, hospitality orientation is akin to the welcoming nature dimension of the EST, which considers the interest of residents and their positive attitude towards tourists as a predictor of resident behavioural intention (response) (Erul et al., 2024; Hasani et al., 2016). While acknowledging the scarcity of behavioural studies related to resident-tourist interaction, Erul et al. (2024) have combined EST with the S-O-R model to investigate resident behaviour in tourism.

2.2. Hypothesis Development

This study is grounded in the e-s-o-r. We assume that residents (Organisms) are triggered by the current geopolitical events (Stimulus) to form perceptions and anticipate risk associated with American visitors. We further assume that the CI and risk perceptions associated with the USA will influence how hospitable (Response) residents will be towards American tourists. From a TSM (Tung et al., 2020) perspective, residents' stereotypical and perceived xenophobia as well as negative and positive perceptions influence their animosity towards American visitors. This subsequent animosity (S) affects how residents (O) view the USA as a country (via CI) and the perceived risk associated with American visitors, an effect supported by the SRT (Tajfel et al., 1971). Residents' response behaviour in the form of hospitality (R) towards American visitors as an outcome of the sequential effects posited in the model is then supported by the EST (Woosnam, 2012). Based on these theories, the following relationships were hypothesised.

2.2.1. Antecedents of National Animosity

Animosity towards a specific country is a dynamic phenomenon, rooted in both historical and contemporary events, that generally reflects various degrees of antipathy towards “the way in which that country has treated the person’s home country” (Stepchenkova et al., 2018, p. 557). Constructs like national animosity can be based on international stereotypical images informed by perceived relations between two countries (Abraham & Poria, 2020; Chen et al., 2016). Animosity has been found to stem from subjective evaluations of people involved in events such as military action, economic disputes, and, more pertinently, diplomatic confrontations, which are the primary sources of national animosity (Gorji et al., 2022; Stepchenkova et al., 2018). These events are also subject to current and pre-existing factors, such as the influence of media framing, the timeframe and context of the event, previously held attitudes toward tourists, political or cultural affinity, and subjective norms, which contribute to the heterogeneity of national animosity (Chen et al., 2016; Farmaki, 2024). In this study, stereotypical xenophobia, perceived xenophobia, and negative and positive perceptions interact as distinct proximal antecedents of national animosity during a period of strained bilateral geopolitical relations.

From a TSM (Tung et al., 2020) perspective, residents’ phobic stereotyping of visitors is a reflective behaviour associated with biases in their cognition, thereby impacting their affect and behavioural responses towards specific social groups (Constantin & Cuadrado, 2021; Matiza, 2024; Zenker et al., 2021). Residents’ perceptions can also reflect emotional preconceptions about a group, ranging from annoyance or aggression toward tourists to politeness and sincerity (Tung et al., 2020). This study hypothesises that national animosity can reflect a specific event, subject to exogenous effects of stereotypes and perceptions, whereby a pre-existing phobic bias towards a country or its citizens interacts with perceptions to reinforce these biases (Chen et al., 2016; Tse & Tung, 2022; Tung et al., 2020). Hence, these dimensions can contribute to animosity based on both historical and more contemporary strained bilateral geopolitical relations (Gillen & Mostafanezhad, 2019). Although the effects of stereotypes and perceptions on resident behaviour have been widely studied as independent dimensions, some scholars (Tse & Tung, 2022) acknowledge the need for further inquiry into their interaction and the outcome behaviour thereof. Therefore, the resident perspective is the basis for the following hypothesis:

H₁: National animosity towards a country perceived as antagonistic is influenced by residents’ [H_{1a}] stereotypical xenophobia, [H_{1b}] perceived xenophobia, [H_{1c}] negative and [H_{1d}] positive perceptions.

2.2.2. National Animosity (Stimulus)

Animosity is complex and multi-dimensional, encompassing both group and inter-group dynamics on a cognitive, attitudinal and affect (hostility) level (Farmaki, 2024). In general, animosity can be defined as enmity induced by various social (religion, xenophobia, racial profiling), political (immigration, war, aggressive diplomacy), and economic (trade wars, tariffs) factors (Dai et al., 2023; Gorji et al., 2022). In tourism, scholars (Farmaki, 2024; Gorji et al., 2022; Tse & Tung, 2022) point out that the effects of national animosity affect residents and tourists alike, in terms of cognitions (stereotyping, phobic behaviour, perceptions) and affect (emotions, acceptance, trust). In terms of *SRT* (Tajfel et al., 1971; Scheepers & Derks, 2016), group dynamics such as heightened ethnocentrism due to perceived aggression towards one's country, as a result of strained bilateral geopolitical relations, may result in a shared feeling of enmity on the part of residents, manifested as national animosity (Farmaki, 2024; Gao & Zhu, 2025; Tse & Tung, 2022).

Contemporary examples of resident animosity towards specific groups of foreign tourists include the emergence of resident phobic behaviour towards Asian tourists post the COVID-19 pandemic (Abraham et al., 2021; Matiza, 2024), as well as Russian citizens being unwelcome as tourists in some countries in the wake of the Russia-Ukraine war (Dai et al., 2023; Farmaki, 2024). This study explores the notion that pervasive resident stereotypes and perceptions can interact and manifest in discernible attitudes. For instance, national animosity as an attitude can inform both positive and negative preconceptions towards a group of tourists and subsequently influence behavioural responses such as hospitality orientation. This perspective is the basis for the following hypothesis:

H₂: National animosity towards a country perceived as antagonistic influences resident hospitality orientation towards tourists from that country.

2.2.3. The Effect of Animosity on Resident Socio-Psychological Dimensions (Organism)

The image is “the sum of beliefs, attitudes, and impressions that a person or group of persons has of an object” (Buhmann, 2016, p. 38). As a subjective attitude towards a country or nation, individuals and groups hold specific beliefs and general feelings informed by four dimensions: functional, normative, aesthetic, and emotional (Buhmann, 2016; Matiza & Köchling, 2023). The present study adapts and models two of the four dimensions of Buhmann's (2016) 4D model, namely functional country image (CI) — nation-specific cues related to citizens, economy, culture — and normative CI (nation-specific cues related to value systems, norms,

inherent traditions), as they relate specifically to nation-based cognition and subjective norms respectively (Matiza & Köchling, 2023).

Geopolitics and tourism attractiveness may induce dichotomous CI perceptions, indicating the need for inquiry to determine the effects of attitudes, such as resident animosity, on CI (Stepchenkova et al., 2018). Conventionally, animosity amongst consumers translates to heightened ethnocentrism, which may incite negative CI perceptions and adverse consumptive behaviour towards products (including tourist destinations) associated with a particular country (Chen et al., 2016; Dai et al., 2023; Stepchenkova et al., 2018). To this end, Farmaki (2024) observes the negative effect of animosity and CI, while Alvarez and Campo (2020) suggest that CI perceptions may be considered a threat within the animosity context. More pertinently, Alvarez et al. (2020) observed the negative effects of national animosity on residents' CI perceptions. This view is the basis for the following hypothesis:

H₃: National animosity towards a country perceived as antagonistic influences residents' [H_{3a}] functional and [H_{3b}] normative perceptions of that country.

Risk in tourism is a multidimensional concept related to perceived (negative) physical, social, psychological, financial, and performance consequences associated with a tourism experience, destination, or country (Alvarez et al., 2020; Choe, 2025; Joo et al., 2021). Within the scope of this study, residents' risk perception focuses on social (insecurity, social reference group disapproval, negative self-image) and psychological (tension, worry, feeling uncomfortable, poor reflection on SA's image) risk (Adam, 2015; Fuchs & Reichel, 2006; Fuchs & Reichel, 2011; Olya & Alansi, 2018; Wang, 2017). Potential social contact between tourists and locals has significant implications for tourists' visitor experiences and residents' psycho-social well-being (Eusebio et al., 2018; Sánchez et al., 2018). Like tourists, residents can be similarly susceptible to perceptual (psychological risk) discomfort and social anxiety (social risk) associated with potential interactions with foreign tourists visiting their communities (Griffiths & Sharpley, 2012; Joo et al., 2021; Matiza, 2024). Moreover, when there is a preceding animosity, risk perceptions are amplified (Alvarez et al., 2020; Choe, 2025; Fuchs et al., 2024).

Residents' negative perceptions are influenced by the 'enemy schema' which can be associated with heightened risk perception (Chen et al., 2016). Prior studies (Alvarez et al., 2020; Constantin & Cuadrado, 2021; Dai et al., 2023; Gao & Zhu, 2025; Gorji et al., 2022) have observed a positive correlation between animosity and (visitor) risk perceptions in various contexts, including conflicts. Gorji et al. (2022) do, however, acknowledge the scarcity of research on how animosity affects perceived risk across varying contexts. Given that research is also limited on how

the relationship between animosity and perceived risk affects resident behavioural intentions in the context of strained bilateral geopolitical relations, the following hypothesis has been put forward:

H₄: National animosity towards a country perceived as antagonistic influences residents' [H_{4a}] psychological and [H_{4b}] social risk perceptions towards tourists from that country.

Risk perceptions are associated with negative feelings towards a specific place and invariably impact CI perceptions (Alvarez et al., 2020). Consequently, the resident 'enemy schema' can extend from heightened risk perceptions to negatively influence CI perceptions (Chen et al., 2016; Nouri et al., 2018). COVID-19-related studies in tourism have established how heightened risk perceptions associated with the virus triggered the phobic behaviour and animosity of residents towards specific countries, thus damaging their CI and, in turn, perceptions of their citizens as tourists (Abraham et al., 2021; Erul et al., 2022; Joo et al., 2021; Matiza, 2024). This aspect has led to the formation of the following hypothesis:

H₅: Residents' [H_{5a1}] psychological and [H_{5b1}] social risk perceptions towards tourists from a country perceived as antagonistic influence residents' functional image of that country.

Residents' [H_{5a2}] psychological and [H_{5b2}] social risk perceptions towards tourists from a country perceived as antagonistic influence residents' normative image of that country.

2.2.4. Residents' Hospitality Orientation (Response)

The EST (Woosnam, 2012) contextualises residents' hospitality orientation as a response behaviour shaping their predispositions towards tourists (Erul et al., 2024; Hasani et al., 2016). In this study, hospitality orientation is modelled as a positive response behaviour associated with residents being helpful, hospitable, and welcoming towards tourists from a country perceived as antagonistic (Kock et al., 2020). However, this positive orientation is susceptible to the influence of residents' perceptions of tourists' country of origin (Alvarez & Campo, 2020; Stepchenkova et al., 2018). Buhmann (2016) considers country image as an attitudinal antecedent to how people behave towards a country; hence, in this study, this attitude is extended to its potential influence on hospitality orientation towards tourists from a given country, as follows:

H₆: Residents' hospitality orientation towards tourists from a country perceived as antagonistic is influenced by their [H_{6a}] functional and [H_{6b}] normative image of that country.

Risk perceptions associated with interacting with tourists from a specific country may influence resident response behaviour (Gao & Zhu, 2025; Chen et al., 2016; Joo et al., 2021). Evidence from the COVID-19 pandemic suggests that residents' heightened subjective risk perceptions of tourists from certain countries can decrease their willingness to accept tourists from those countries (Joo et al., 2021; Matiza, 2024). In this study, this acceptance is hypothesised to include hospitality orientation, which is affected by residents' perceived risk of interactions with a specific group of tourists:

H₇: Residents' hospitality orientation towards tourists from a country perceived as antagonistic is influenced by their [H_{7a}] psychological and [H_{7b}] social risk perceptions.

The EST (Woosnam, 2012) is extended to model the influence of residents' emotional closeness to the country being the object of animosity and the degree of their political identification with that country (Abraham & Poria, 2020). Emotional closeness can be associated with the existence of a certain bond with citizens of that country and a sense of empathy towards them (Chen et al., 2021). Studies (Abraham & Poria, 2020; Gorji et al., 2022; Griffiths & Sharpley, 2012) show that a politically induced and shared identification with tourists influences resident attitudes and response behaviour. Therefore, in this study, the following hypothesis was formulated:

H₈: Residents' hospitality orientation towards tourists from a country perceived as antagonistic is influenced by residents' degree of identification with that country.

Residents' ideology is a function of nationalism based on language, symbolism, socio-political movements or doctrines (Griffiths & Sharpley, 2012). Therefore, shared ideology with the country which is the object of animosity can be defined as a shared understanding based on shared ideology of authoritarian leadership and social movements such as 'Make America Great Again' (MAGA) (Chen et al., 2021). With this in mind, the following hypothesis was formulated:

H₉: Residents' hospitality orientation towards tourists from a country perceived as antagonistic is influenced by the extent to which residents share that country's ideology.

Fig. 1 illustrates the model of hypothesised relationships analysed in the study.

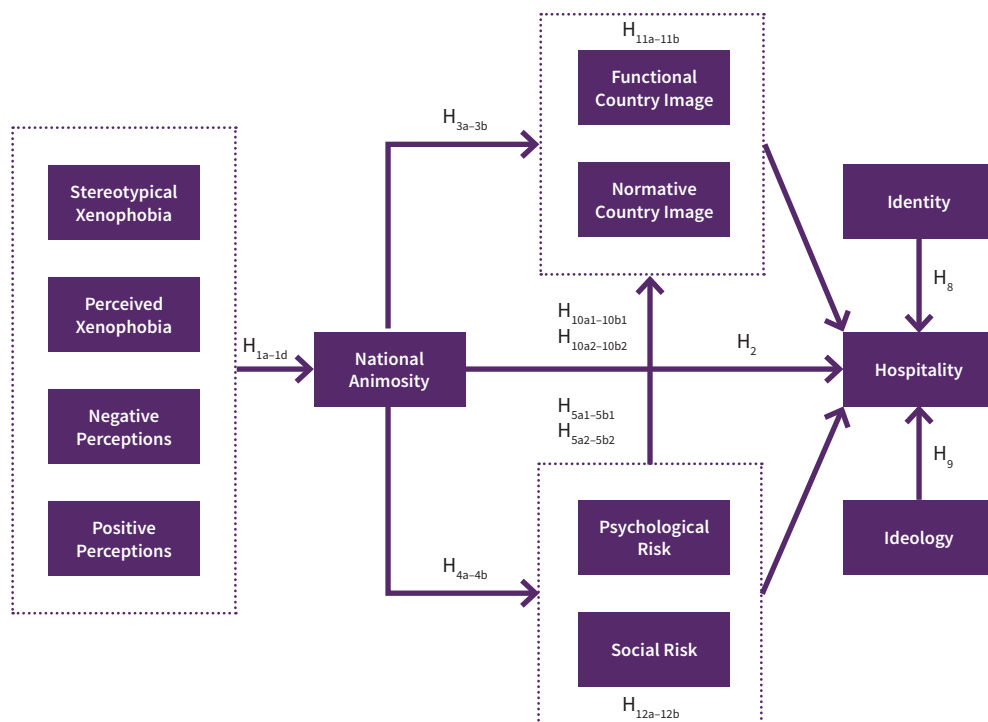


Figure 1. Hypothesised model

Source: Author's own work

The core relationships illustrated by the model refer to how perceptual constructs interact to influence residents' national animosity, which may directly influence residents' propensity to be hospitable towards tourists from a country perceived as antagonistic during strained geopolitical tensions. However, the model suggests that the impact of animosity on resident hospitality is subject to the influence of residents' animosity-induced country image and risk perceptions as intervening mechanisms. The model also includes the potential direct effect of residents' ideology and the extent of their identification with the country perceived as antagonistic on resident hospitality.

2.3. Indirect Hypotheses

Empirical research suggests that national animosity heightens risk perceptions (Gao & Zhu, 2025; Gorji et al., 2022). Further, heightened risk perceptions induced by animosity negatively impact the CI of a tourism destination and its citizens,

which includes both the tourist (Gorji et al., 2022) and resident (Chen et al., 2016; Nouri et al., 2018) perspectives. Therefore, the mediating effect of perceived risk is hypothesised as follows:

H₁₀: Residents' [H_{10a1}] psychological and [H_{10b1}] social risk perceptions of tourists from a country perceived as antagonistic mediate the relationship between national animosity and residents' functional image of that country.

Residents' [H_{10a2}] psychological and [H_{10b2}] social risk perceptions of tourists from a country perceived as antagonistic mediate the relationship between national animosity and residents' normative image of that country.

The literature indicates that national animosity directly influences CI (Alvarez et al., 2020; Farmaki, 2024) and residents' behavioural intentions (Stepchenkova et al., 2020), while CI perceptions have a discernible direct influence on behavioural intentions (Alvarez & Campo, 2020). Therefore, within the s-o-r context, it is plausible that national animosity may heighten in-group ethnocentrism to influence residents' CI perceptions of the tourists' home country, and, consequently, their hospitality orientation.

H₁₁: The relationship between national animosity and residents' hospitality orientation is mediated by their [H_{11a}] functional and [H_{11b}] normative image of a country perceived as antagonistic.

Risk perception is central to inter-group interaction, especially in the context of animosity between groups. Prevalent negative stereotypes and perceptions reflected by animosity can heighten risk resident perceptions (Matiza 2024). Scholars have also established the effect of risk perceptions on residents' response behaviour towards tourists (Chen et al., 2016; Joo et al., 2021). Therefore, risk perception may be an important psychological mechanism through which national animosity influences resident hospitality orientation. Therefore, the intervening effect of risk perception could be hypothesised as follows:

H₁₂: The relationship between national animosity and residents' hospitality orientation is mediated by residents' [H_{12a}] psychological and [H_{12b}] social risk perceptions of tourists from a country perceived as antagonistic.

3. Materials and Methods

A quantitative, deductive study was conducted between April and May 2025, at the time when the USA government sanctioned South Africa (SA) via Executive Order 14204 (The White House, 2025), cutting all aid and technical support for SA, which marked a negative shift in diplomacy towards SA. Data were collected via a self-administered online survey of South African residents, which was organised by Springvale Research, a South African research firm. The sample included middle to upper-income respondents who lived in tourism hotspot provinces or visited popular tourist attractions and facilities and therefore would likely interact with foreign tourists. The sample inclusion criteria for respondents were a minimum age of 18 and a minimum of previous encounters with foreign visitors in their community or at tourist attractions. The minimum required sample size for the hypothesised SEM model with 6 latent and 44 observed (indicator) variables was $n = 489$, with the effect size = 0.5, statistical power = 0.8, p -value = 0.05 (Soper, 2025). Therefore, the final sample of 494 respondents was deemed sufficient. The same conclusion was reached by following Krejcie and Morgan's (1970) sampling heuristics, according to which a sample of at least 384 can be regarded as sufficient for statistical and practical significance.

3.1. Measuring Instrument

A composite measuring instrument was developed for the study and subjected to a scientific review process. The study received ethical clearance from the North-West University and was conducted under ethics number: NWU-00683-25-A4. Scale items for the modelled variables were adapted from the literature, and responses were recorded on a five-point Likert scale, where 1 = ‘Strongly disagree’ and 5 = ‘Strongly agree’.

- *Exogenous variables:* South Africans' positive and negative perceptions of American tourists were measured by 10 items adapted from the scale developed by Tung et al. (2020). Respondents' stereotypical xenophobia and perceived xenophobia were measured using 10 items adapted from Zenker et al. (2021).
- *Stimulus variable:* Respondents' national animosity was measured using three items adapted from the work of Stepchenkova et al. (2018).
- *Organism variable:* Respondents' perceptions of the USA (CI) were measured using 12 items adapted from Buhmann's (2016) multi-dimensional construct, including two dimensions: functional (6 items) and normative

(6 items). Respondents' perceived risk of American tourism in South Africa was measured using 8 items associated with perceived psychological (4 items) and social (4 items) risk respectively (see Adam, 2015; Fuchs & Reichel, 2006; Fuchs & Reichel, 2011; Olya & Al-ansi, 2018; Wang, 2017). The influence of respondents' identification with Americans (4 items) and their ideology (3 items) were measured using items adapted from the literature (Chen et al., 2021).

- *Response variable:* Respondents' hospitality orientation towards American tourists was measured using 4 items adapted from the literature (Kock et al., 2020).

3.2. Data Analysis

Data were analysed using SmartPLS4 (v 4.1.1.7), and a structural equation model (SEM) was developed to test the hypotheses of the study. Partial Least Squares SEM (PLS-SEM) was used as it: (1) is compatible with composite constructs; (2) is suitable for testing complex models, including the testing of both direct and indirect mediation effects in a single model; and (3) is most suitable for exploratory and prediction-oriented models (Hair et al., 2019; Ringle et al., 2024). First, Common Method Bias (CMB) was assessed via Kock's (2015) Variance Inflation Factor (VIF) criteria. Second, the measurement model was assessed taking into account item loadings, convergent and discriminant validity and composite reliability of the constructs and the measurement scales (Cohen, 1988; Hair et al., 2019). Lastly, the direct and indirect effects were assessed by means of the structural model (PLS-SEM), which was used to test the study hypotheses (Hair et al., 2019; Ringle et al., 2024).

4. Results

4.1. Respondents' Socio-Demographic Profiles

As expected, the majority of respondents (89%) were SA citizens (the rest being resident expatriates) and had previously interacted with a foreign tourist (85%). More female respondents completed the survey (63%). The most numerous age group was aged 25–34 years (50%). 32% of respondents had a bachelor's degree, 57% were single, and 26% were married. 33% were employed in SA's private sector, and 40% lived in Gauteng Province, the country's economic hub and administrative region. 64% of respondents had engaged in local travel and tourism in the two

years preceding the study, and 32% mainly travelled with family. Exposure to the USA was primarily through the internet (26%) and television (23%).

4.2. Common Method Bias and Higher-Order Constructs

Common Method Bias (CMB) was assessed using the Variance Inflation Factor statistics. Based on Kock's (2015) criteria, the absence of CMB is indicated by a VIF of < 3.3 for each construct in the inner model. The VIFs for the inner model ranged between 1.000 and 2.046 (Appendix 2), indicating that CMB was not a concern in the data.

Table 1. Higher-order construct validation

HoC	Variable	Items	β	STDV	t-value	p-value
CI	NCI	6	0.923	0.009	102.172	0.000
	FCI	5	0.910	0.014	64.695	0.000
PSR	PR	4	0.953	0.007	130.512	0.000
	SR	4	0.953	0.006	148.672	0.000

Key: Relationships are significant at $p < .001$, β — beta coefficient; CI — Country Image; NCI — Normative Country Image; FCI — Functional Country Image; PSR — Psycho-Social Risk; PR — Psychological Risk; SR — Social Risk
Source: Author's own work

After several iterations of the hypothesised model, two higher-order constructs emerged (Table 1), where (1) *Country Image* (CI), comprising *Normative Country Image* (NCI: $\beta = 0.923$, $p < 0.001$) and *Functional Country Image* (FCI: $\beta = 0.910$, $p < 0.001$), and (2) *Psycho-Social Risk*, comprising *Psychological Risk* (PR: $\beta = 0.953$, $p < 0.001$) and *Social Risk* (SR: $\beta = 0.953$, $p < 0.001$). Therefore, some of the direct and indirect hypotheses were reformulated as follows:

H₃: National animosity towards a country perceived as antagonistic influences residents' image of that country.

H₄: National animosity towards a country perceived as antagonistic influences residents' perceived psycho-social risk associated with tourists from that country.

H₅: Residents' psycho-social risk perceptions towards tourists from a country perceived as antagonistic influence residents' image of that country.

H₆: Residents' hospitality orientation towards tourists from a country perceived as antagonistic is influenced by their image of that country.

H₇: Residents' hospitality orientation towards tourists from a country perceived as antagonistic is influenced by their perceived psycho-social risk associated with that country.

H₈: Residents' hospitality orientation towards tourists from a country perceived as antagonistic is influenced by the degree of their identification with that country.

H₉: Residents' hospitality orientation towards tourists from a country perceived as antagonistic is influenced by the extent to which residents share that country's ideology.

H₁₀: Residents' perceived psycho-social risk associated with tourists from a country perceived as antagonistic mediates the relationship between national animosity and residents' image of that country.

H₁₁: The relationship between national animosity and residents' hospitality orientation is mediated by their image of the country perceived as antagonistic.

H₁₂: The relationship between national animosity and residents' hospitality orientation is mediated by residents' perceived psycho-social risk associated with tourists from a country perceived as antagonistic.

4.3. Measurement Model

As shown in Table 2, outer loadings (OL) of all items of the final measurement model associated with the respective constructs are above the established threshold of OL > 0.70, ranging between 0.724 and 0.953 (Hair et al., 2022). Multicollinearity was not a concern in the study as the VIFs of the outer model were below the VIF < 5 threshold recommended by Hair et al. (2022), ranging from 1.570 to 4.562. Most of the values in Table 2 fall within the bounds of normality, as indicated by excess kurtosis (ranging between -2 and +2, with one exception) and skewness (ranging between -2 and +2) (Hair et al., 2022).

Table 2. Measurement model summary

Variable	*Items	OL		VIF		Normality		(α)	CR	AVE
		Min	Max	Min	Max	Excess kurtosis	Skewness			
SX	4	0.787	0.888	1.792	2.836	-0.308	0.623	0.859	0.904	0.703
PX	5	0.775	0.906	1.942	3.579	1.334	1.255	0.908	0.932	0.732
NP	4	0.788	0.890	1.761	2.377	0.883	0.942	0.862	0.906	0.708
PP	5	0.776	0.857	1.686	2.485	1.415	-0.957	0.870	0.906	0.658
NA	3	0.932	0.953	2.981	4.562	-1.108	-0.087	0.936	0.959	0.887
IDN	4	0.769	0.857	1.750	1.906	0.720	-0.667	0.833	0.887	0.664
IDL	2	0.882	0.912	1.594	1.594	-0.854	-0.017	0.758	0.892	0.805
HSP	5	0.789	0.886	2.010	3.046	2.924	-1.499	0.908	0.931	0.730
*PSR	2	0.812	0.910	1.870	3.333	0.830	1.139	0.898	0.952	0.908
*CI	2	0.724	0.910	1.570	2.649	0.596	-0.713	0.810	0.913	0.840

Note: Full variable list is available from the authors upon request; *Higher-order constructs
 Key: OL — Outer Loading; VIF — Variance Inflation Factor; α — Cronbach's alpha; CR — Composite Reliability; AVE — Average Variance Extracted; SX — Stereotypical xenophobia; PX — Perceived xenophobia; NP — Negative Perceptions; PP — Positive Perceptions; NA — National animosity; PSR — Psycho-Social Risk; CI — Country Image; IDN — Identity; IDL — Ideology; HSP — Hospitality
 Source: Author's own work

Internal consistency and reliability were measured using Cronbach's alpha ($\alpha > 0.70$) and composite reliability ($CR > 0.70$). As shown in Table 2, the α values range from 0.758 to 0.936, and the values of CR – from 0.887 to 0.959, both of which confirm the internal consistency and reliability of the measuring instrument (Hair et al., 2022). Values of the Average Variance Extracted, ranging between 0.658 and 0.908, were above the threshold of 0.50, which is conventionally (Fornell & Larcker, 1981) adopted to confirm convergent validity. Table 3 summarises the results of the discriminant validity assessment.

Table 3. Discriminant validity assessment

	Heterotrait-Monotrait Ratio										Fornell – Larcker Criterion									
	CI	HSP	IDN	IDL	NA	NP	PP	PX	PSR	SX	CI	HSP	IDN	IDL	NA	NP	PP	PX	PSR	SX
CI											0.917									
HSP	0.523										0.452	0.854								
IDN	0.763	0.564									0.639	0.507	0.815							
IDL	0.586	0.169	0.655								0.464	0.145	0.518	0.897						
NA	0.411	0.230	0.477	0.534							-0.362	-0.216	-0.425	-0.448	0.942					
NP	0.455	0.389	0.390	0.064	0.348						-0.387	-0.348	-0.345	-0.019	0.317	0.841				
PP	0.609	0.444	0.608	0.288	0.288	0.585					0.513	0.399	0.530	0.236	-0.262	-0.508	0.811			
PX	0.348	0.615	0.345	0.063	0.403	0.572	0.391				-0.301	-0.560	-0.316	-0.019	0.379	0.508	-0.350	0.856		
PSR	0.279	0.526	0.263	0.047	0.338	0.560	0.345	0.797			-0.236	-0.478	-0.234	-0.010	0.313	0.492	-0.304	0.719	0.953	
SX	0.305	0.437	0.346	0.107	0.446	0.530	0.372	0.766	0.691		-0.256	-0.387	-0.298	-0.089	0.402	0.457	-0.323	0.678	0.604	0.839

Key: SX – Stereotypical xenophobia; PX – Perceived xenophobia; NP – Negative Perceptions; PP – Positive Perceptions; NA – National animosity; PSR – Psycho-Social Risk; CI – Country Image; IDN – Identity; IDL – Ideology; HSP – Hospitality
Source: Author's own work

As can be seen in Table 3, discriminant validity is confirmed by two measures: all values of the Heterotrait-Monotrait Ratio range from 0.169 to 0.797 and are below the threshold of 0.85 (Henseler et al., 2015); and, according to the Fornell and Larcker Criterion, square roots of all constructs exceed their correlations with other constructs in the model (Fornell & Larcker, 1981).

4.4. Structural Model

The hypotheses were tested via PLS-SEM using the bootstrapping method, with 10,000 bias-corrected resamples in SmartPLS4 (Ringle et al., 2024). Table 4 summarises the R^2 (coefficient of variance) and Q^2 (predictive relevance) statistics to establish the explanatory power of the model (Cohen, 1988).

Table 4. Model explanatory power

	Adjusted R ²	Q ² predict	RMSE	MAE
CI	0.145	0.105	0.951	0.719
HSP	0.423	0.265	0.865	0.645
NA	0.195	0.184	0.906	0.728
PSR	0.096	0.177	0.912	0.669

Notes: R²: substantial ≥ 0.26 , moderate ≥ 0.13 and weak ≥ 0.02 ; Q²: > 0

Key: NA — National animosity; PSR — Psycho-Social Risk; CI — Country Image; HSP — Hospitality

Source: Author's own work

The statistically significant antecedents of the NA had a moderate explanatory effect (19.50%, $R^2 = 0.195$) on the construct. The model explained a substantial amount of variance in HSP (42%, $R^2 = 0.423$) with predictive relevance $Q^2 > 0$ (Shmueli et al., 2019). Table 5 summarises the results of direct hypothesis testing, which are represented in the model in Figure 2.

Table 5. Direct Hypothesis Testing

	Hypothesis	f ²	β	STDV	t-value	p-value	Out.
H _{1a}	SX \rightarrow NA	0.036	0.236	0.058	4.069	0.000**	Supported
H _{1b}	PX \rightarrow NA	0.012	0.141	0.055	2.575	0.010*	Supported
H _{1c}	NP \rightarrow NA	0.006	0.092	0.054	1.706	0.088	Not Supported
H _{1d}	PP \rightarrow NA	0.007	-0.090	0.045	1.999	0.046*	Supported
H ₂	NA \rightarrow HSP	0.009	0.085	0.044	1.950	0.051	Not Supported
H ₃	NA \rightarrow CI	0.108	-0.319	0.050	6.355	0.000**	Supported
H ₄	NA \rightarrow PSR	0.108	0.313	0.040	7.822	0.000**	Supported
H ₅	PSR \rightarrow CI	0.020	-0.136	0.052	2.600	0.009*	Supported
H ₆	CI \rightarrow HSP	0.040	0.202	0.067	3.033	0.002*	Supported
H ₇	PSR \rightarrow HSP	0.196	-0.367	0.039	9.511	0.000**	Supported
H ₈	IDN \rightarrow HSP	0.133	0.388	0.059	6.538	0.000**	Supported
H ₉	IDL \rightarrow HSP	0.014	-0.115	0.043	2.654	0.008*	Supported

Key: SX — Stereotypical xenophobia; PX — Perceived xenophobia; NP — Negative Perceptions; PP — Positive Perceptions; NA — National animosity; PSR — Psycho-Social Risk; CI — Country Image; IDN — Identity; IDL — Ideology; HSP — Hospitality; f² effect size: ≥ 0.02 , $f^2 \geq 0.15$, and $f^2 \geq 0.35$ represent small, medium, and large effect sizes

Relationships are significant at: * $p < 0.05$; ** $p < 0.001$, β = beta coefficient;

Source: Author's own work

All the hypotheses regarding the antecedents of NA were supported except for H_{1c}, as NP were not found to influence NA ($\beta = 0.092$, $p = 0.088$). Hypotheses H_{1a}, H_{1b}, and H_{1d} were supported as NA was influenced by SX ($\beta = 0.236$, $p < 0.001$), PX ($\beta = 0.141$, $p < 0.05$), and PP ($\beta = -0.090$, $p < 0.05$). Interestingly, NA did not directly influence HSP ($\beta = 0.085$, $p = 0.051$); hence, H₂ was not supported.

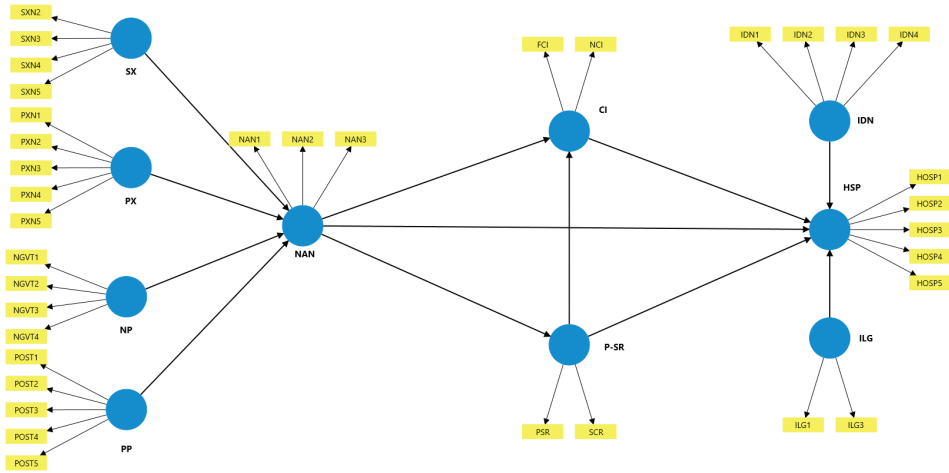


Figure 2. Structural Model

Source: Author's own work

Hypotheses H_3 and H_4 were supported as NA was found to have a negative effect on CI ($\beta = -0.319, p < 0.001$) and a positive effect on PSR ($\beta = 0.313, p < 0.001$). PSR was found to negatively affect CI ($\beta = -0.136, p < 0.05$), while CI positively influenced HSP ($\beta = 0.202, p < 0.05$); hence, hypotheses H_5 and H_6 were supported. HSP was negatively affected by PSR ($\beta = -0.367, p < 0.001$) and IDL ($\beta = -0.115, p < 0.05$) and positively influenced by IDN ($\beta = 0.388, p < 0.001$). Therefore, hypotheses H_7 , H_8 , and H_9 were supported. Table 6 summarises the mediation hypotheses.

Table 6. Mediation hypothesis testing

Hypothesis		β	STDV	t-value	p-value	Boot CI		Outcome
						LL	UL	
H_{10}	$NA \rightarrow PSR \rightarrow CI$	-0.043	0.017	2.508	0.012*	-0.079	-0.012	Supported
H_{11}	$NA \rightarrow CI \rightarrow HSP$	-0.064	0.023	2.747	0.006*	-0.119	-0.025	Supported
H_{12}	$NA \rightarrow PSR \rightarrow HSP$	-0.115	0.020	5.696	0.000**	-0.156	-0.077	Supported

Key: NA — National animosity; PSR — Psycho-Social Risk; CI — Country Image; HSP — Hospitality
 Relationships are significant at: * $p < 0.05$; ** $p < 0.001$, β — beta coefficient; STDV — standard deviation

Source: Author's own work

As shown in Table 6, PSR negatively mediated the relationship between NA and CI ($\beta = -0.043, p < 0.05$, BootCI: -0.079, -0.012). Therefore, in light of the established direct influence of NA on CI , hypothesis H_{10} was supported for partial mediation. The CI negatively mediated the relationship between NA and HSP ($\beta = -0.064, p < 0.05$, BootCI: -0.119, -0.025), and $P-SR$ ($\beta = -0.115, p < 0.001$, BootCI:

$-0.156, -0.077$); hence, hypotheses H_{11} and H_{12} were supported for full mediation since there was no established significant direct relationship between *NA* and *HSP*. BootCI statistics for the significant mediation effects did not include zero; hence, the null hypotheses could be rejected.

5. Discussion

The study investigated whether national animosity stemming from strained bilateral geopolitical relations between the USA and SA influenced SA residents' hospitality orientation toward USA visitors. As demonstrated by the model results, residents' stereotypical and perceived xenophobia, treated as proximal socio-psychological antecedents, enhanced their national animosity (Chen et al., 2016; Constantin & Cuadrado, 2021; Gao & Zhu, 2025; Zenker et al., 2021), while residents' positive perceptions of American tourists tended to have a diminishing effect on national animosity (Farmaki, 2024; Tung et al., 2020). Contrary to the extant literature (Abraham et al., 2021; Matiza, 2024; Dai et al., 2023; Fielder, 2022), national animosity did not directly affect SA residents' hospitality orientation towards American tourists. The non-significant direct relationship between national animosity and hospitality is consistent with observations reported by Farmaki (2024), who concludes that the existence of animosity and the fact that it is a predictor of behavioural intention does not necessarily translate to responsive behaviour.

In line with prior subjective empirical evidence, this study found that in the context of constrained geopolitical relations, socio-psychological risk (Gao & Zhu, 2025; Chen et al., 2016; Joo et al., 2021) tended to diminish residents' hospitality orientation, while CI had an unexpected positive effect (Farmaki, 2024; Kock et al., 2019; Yousaf & Li, 2015). This may suggest that the positive image of the USA had a positive effect on residents' hospitality orientation. On the other hand, residents' ideological views diminished their hospitality orientation, which suggests possible group contrasts between SA residents and potential American tourists with respect to authoritarian leadership and the tenets of the MAGA social movement. The literature suggests that differences in ideology may induce socio-political animosity (Chen et al., 2016; Gorji et al., 2022; Stepchenkova et al., 2018) or, in the case of this study, may be a direct barrier to understanding (and hospitality orientation) as a function of nationalism in resident-tourist interactions (Chen et al., 2021; Griffiths & Sharpley, 2012). Intriguingly, residents' political identification with the USA had a positive effect on their hospitality orientation towards American tourists. In line with the literature (Chen et al., 2021; Gorji et al., 2022; Griffiths & Sharpley,

2012; Tse & Tung, 2022), positive affect related to identity may emanate from existing bonds, acknowledged commonality, and mutual respect, and may positively influence behavioural responses of residents towards tourists.

The most significant result, which supports observations by certain scholars, is that national animosity heightened residents' risk perceptions (Dai et al., 2023; Nouri et al., 2018) and had a negative effect on CI perceptions (Alvarez et al., 2020; Farmaki, 2024). In turn, animosity-induced CI and risk perceptions exerted a negative indirect effect on the relationship between national animosity and residents' hospitality orientation. The interaction between CI and national animosity changed the effect of CI on hospitality orientation from positive (direct) to negative (mediated), indicating an erosion of pre-existing CI goodwill regarding residents' hospitality orientation (Alvarez et al., 2020; Farmaki, 2024; Stepchenkova et al., 2020). Typically, national animosity heightened perceived socio-psychological risk, which in turn negatively influenced residents' behavioural response towards American tourists, thus corroborating the findings reported in previous studies (Gao & Zhu, 2025; Gorji et al., 2022; Nouri et al., 2018). Therefore, the results establish national animosity as a valid predictor of tourism-related behaviour (Abraham & Poria, 2020), albeit indirectly, which functions as a stimulus of resident socio-psychological risk and CI perceptions, which in turn negatively influence residents' hospitality orientation.

5.1. Theoretical Implications

This study builds on the growing scholarly work that advocates for the need to expand tourist-resident interaction research to include the perspective of residents (Farmaki, 2024). Scholars (Alvarez & Campo, 2020; Dai et al., 2023; Stepchenkova et al., 2018) have also advocated for advanced research into residents' behaviour at the intersection of geopolitics and tourism. The results of this study enrich tourism theory with empirical evidence of (1) tourism as a geopolitical encounter (Gillen & Mostafanezhad, 2019); (2) resident behaviour during a bilateral geopolitical conflict (Stepchenkova et al., 2018); and (3) interactions of animosity (Dai et al., 2023; Farmaki, 2024), risk perception (Choe, 2025; Joo et al., 2021), and CI (Farmaki, 2024; Kock et al., 2019) to influence residents' response behaviour in the light of strained bilateral geopolitical relations. Furthermore, whereas prior studies (Alvarez & Campo, 2020; Dai et al., 2023; Stepchenkova et al., 2018) have focused on and determined the effect of animosity on the relationship between tourists and their perceptions of destinations and their residents, the results indicate that national animosity may arise in residents and influence their interactions with tourists, thus, suggesting the bi-directionality of national animosity between tourists and residents.

Importantly, the results reported above validate the hypothesised e-s-o-r model of residents' hospitality orientation, thus extending and innovating the s-o-r model of Mehrabian and Russell (1974) in the context of resident–tourist interactions in the context of strained geopolitical bilateral relations. Although the effectiveness of the s-o-r model in modelling the influence of environmental stimuli on the internal state of consumers and their subsequent behavioural intentions is well-established (Erul et al., 2024), the model has been critiqued for its linear sequence in modelling behaviour (Bigne et al., 2020). Therefore, the novelty of the hypothesised e-s-o-r framework consists in combining TSM (Tung et al., 2020), SRT (Tajfel et al., 1971), and EST (Woosnam, 2012) with the traditional s-o-r paradigm to support the inclusion of three exogenous antecedents of the stimulus variable (national animosity) in a two-step process. The framework further models the direct and indirect effects of two socio-psychological dimensions, country image and risk perceptions, as well as the direct effects of two cognitive constructs (identity and ideology) as direct exogenous predictors of residents' hospitality orientation.

5.2. Managerial Implications

The results of this study have significant implications for tourism and international relations (diplomacy) practitioners. The results indicate that residents may exhibit animosity towards a tourism source market and its tourists. Acknowledging this is the first critical step in proactively managing potential resident–tourist conflicts. Resource allocation as well as strategic and tactical planning are dependent on a better understanding of the potential influence of resident predispositions towards certain tourist groups (see Josiassen et al., 2022; Liébana-Cabanillas et al., 2025). Therefore, it is imperative that the SA government, in conjunction with tourism practitioners, further explore the potential effects of their international diplomacy on potential resident hospitality orientation and be proactive in mitigating the risk of a geopolitical-induced tourism crisis (see Farmaki, 2024).

It is imperative that the SA and USA governments, in conjunction with tourism practitioners, further explore the potential effects of their international diplomacy on potential resident hostility and take steps to mitigate the risk of a geopolitical-induced tourism crisis (see Farmaki, 2024). A concerted two-pronged marketing campaign to foster resident–tourist relationships between SA residents and USA tourists may be required. A targeted social media-based marketing campaign may be undertaken to remind SA citizens of their inherent Ubuntu as goodwill towards inbound tourists, as well as the benefits and value of tourism to the economies of the host community and the image of SA, separate from the political rhetoric of the USA government. On the other hand, to counter government-induced stereotypes,

tourists from the USA will need to be reminded of the existing good relations between citizens of both countries, including the world-renowned welcoming and hospitable nature of SA to international tourists, which millions of tourists from the USA have experienced over the decades. Targeted social digital adverts focusing on short-form video storytelling that corrects the negative narratives and media framing resulting from the geopolitical conflict will have the largest market penetration. Influencer partnerships with SA celebrities with an American following, such as Trevor Noah and Charlize Theron, on platforms such as TikTok and Instagram, as well as Facebook communities, will increase positive visibility for SA tourism and influence the subjective norms of residents towards USA citizens. Such an approach would also be critical in the cross-promotion of bilateral tourism. The rationale being that reciprocal tourism beyond the geo-politics will result in frequent but superficial resident-tourist interactions. This approach would make tourists a part of the day-to-day lives of the residents, which may then positively alter resident behaviour towards American tourists, thus improving the experience of the tourist.

5.3. Conclusion

As can be seen, resident-tourist interactions are the product of the interplay between tourism and geopolitics in the context of strained bilateral geopolitical relations. The results reported in this study offer empirical support for the notion that international tourism experience is inextricably linked to the contemporary geopolitics and place-based biases of residents towards foreign tourists. The proposed e-s-o-r can be used as an explanatory framework that provides the theoretical basis for the sequential effects of national animosity on residents' intentions to be hospitable towards foreign tourists from a country perceived as antagonistic as a result of strained geopolitical relations, whereby residents' stereotypes and perceptions function as intrinsic socio-psychological factors affecting the relationship between residents and tourists. From a managerial perspective, the main conclusion that tourism and political practitioners and policymakers can draw from empirical evidence reported in this study is that public diplomacy (or the lack thereof) may have an impact on how their citizens relate to foreign visitors, thus potentially impacting destination image and inbound tourism. More so, despite geopolitical tensions, tourists will still travel between the conflicting countries, and resident animosity may, with time, impinge on the overall tourist experience.

5.4. Limitations

Despite the significance of the study and its findings, it has some limitations. Since it is based on a cross-sectional, non-representative sample, its results must be interpreted with caution and relate only to SA residents in the context of bilateral geopolitical relations with the USA. If the study is replicated in other contexts, the study model could potentially be validated in other geopolitical contexts.

5.5. Future Research

The geopolitical tensions between South Africa and America continue, and as they evolve, a follow-up study would make it possible to determine whether residents' perceptions evolve with the ongoing tensions. A longitudinal approach would help to track potential behavioural changes. Hence, replication studies involving this model and complementary qualitative interviews with residents (via focus groups) could be used to validate quantitative results of this study.

Disclaimer

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CRediT Authorship Contribution Statement

TM: Conceptualisation, data curation, formal analysis, investigation, methodology, writing— original draft, writing— review & editing

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Declaration of Competing Interests

None

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Turystyka w dobie konfliktu międzypaństwowego: analiza nastawienia obywateli RPA wobec turystów amerykańskich

Streszczenie. Badanie podejmuje słabo zbadany problem wpływu animozji narodowych będących wynikiem konfliktu geopolitycznego na postawy obywateli kraju przyjmującego wobec turystów z kraju postrzeganego jako antagonistyczny. Opierając się na założeniach teoretycznych koncepcyjnego modelu e-S-O-R (bodziec-organizm-reakcja), autor wykorzystuje metodę częściowych najmniejszych kwadratów do szacowania modelu równań strukturalnych (PLS-SEM) opisującego postawy gościnności mieszkańców RPA w okresie napiętych stosunków z USA. Model PLS-SEM posłużył do sprawdzenia szeregu hipotez opartych na danych zebranych od 494 mieszkańców RPA. Stwierdzono, że animozja odczuwana przez respondentów wobec USA miała negatywny wpływ na wizerunek tego kraju i zwiększała poczucie ryzyka społeczno-psychologicznego, co z kolei wpływało na postawę gościnności respondentów wobec turystów amerykańskich w okresie napiętych dwustronnych stosunków geopolitycznych. Co więcej, pośredniczący związek między animozją a postawą gościnności mieszkańców potwierdził słuszność modelu e-S-O-R. Badanie przyczynia się do lepszego rozumienia zachowań mieszkańców kraju przyjmującego i stanowi źródło istotnej wiedzy dla osób zajmujących się turystyką i stosunkami międzynarodowymi (dyplomacją) na temat relacji między ludnością miejscową a turystami zagranicznymi w kontekście dwustronnego konfliktu geopolitycznego.

Słowa kluczowe: stosunki dwustronne, wizerunek kraju, geopolityka, animozje narodowe, gościnność mieszkańców, postrzeganie ryzyka



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