

## Research article

# Geopolitics and tourism: Animosity and resident intention to be hospitable towards inbound tourists from an antagonising country

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### ABSTRACT


This study innovates and extends the Model of Goal-Directed Behaviour (EMGB) to delineate the interaction among animosity (general and personal), the antecedents of travel desire, and, subsequently, hospitality within the resident-tourist nexus. A quantitative cross-sectional deductive study was conducted. Partial least squares - structural equation modelling analysed the resident data generated from an online survey of n = 494 residents of Country B. As it emerged, animosity negatively affects residents' desire via behavioural and emotional antecedents. However, residents' desire to interact with tourists positively influences intended hospitality towards inbound visitors from Country A. The study reinforces the symbiotic relationship between tourism and public diplomacy. Moreover, the potential importance of residents to the tourism experiences of inbound tourists from antagonising nations during bilateral tensions. The results aid tourism practitioners and international policymakers in delineating resident-tourist behaviour and providing a better understanding of the nuances of consumer behaviour in tourism during bilateral geopolitical conflict.

### KEYWORDS

Resident-tourist nexus; animosity; resident hospitality; resident desire; extended Model of Goal-Directed Behaviour

## Introduction

Resident hospitality towards international tourists visiting their locale is a critical aspect of the overall tourist experience, as residents provide tourism products and services, as well as embodying the local culture (Ahmed & Dar, 2024; Kim et al., 2023; Wechtler et al., 2025). In geopolitical conflict, the transfer of animosity [which is hostility or negative feelings] towards the citizens of aggressor countries, whose governments' antagonistic political actions or poor international diplomacy, is an established phenomenon (Scarlett, 2024; Yu et al., 2020). The current primary research gap, however, is limited knowledge regarding the critical concern for tourism practitioners: whether the contemporary bilateral geopolitical tensions initiated by the government of Country A trigger resident animosity towards inbound tourists from that country and, if so, whether this animosity negatively affects residents' intention to be hospitable towards them. Notwithstanding the importance of resident behaviour to tourist experiences and overall satisfaction, scholars (Farmaki, 2024; Josiassen et al., 2022) point out the dearth of empirical insights related to residents' responsive behaviour as a result of the impact of any animosity felt towards a specific group of inbound tourists. To this end, Farmaki (2024) acknowledges the relatively limited academic inquiry into the factors influencing residents' desire to interact with inbound tourists and their subsequent hospitable behaviour towards them in the context of bilateral conflict. Taking the case of Country A's negative shifts in public diplomacy towards Country B, the present study examined the potential role and influence of animosity on residents' predictive behaviour, their desire to interact with, and subsequently their intention to be hospitable towards inbound international visitors from an antagonist country. The findings have significant practical implications for tourism practitioners, who require empirical insights in an increasingly uncertain global environment, to manage potentially complex resident-tourist interactions influenced by geopolitical tensions, and to some extent, outbound tourism from Country A to countries such as Country B. The paper is structured

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as follows: Section 2 reviews the extant literature and operationalises the hypotheses of the study. Section 3 summarises the methodology, and Section 4 presents the results of the study. Section 5 discusses the findings and concludes the study, including the presentation of the implications of the results for tourism and tourism practitioners, the limitations and recommended avenues for future research.

## Literature review and hypothesis development

### *Theoretical underpinning and hypothesis development*

The Model of Goal-directed Behaviour (MGB) is an explanatory socio-psychological framework that delineates the antecedents of goal-oriented behaviour (Perugini & Bagozzi, 2001). MGB is widely considered to be a reflexive model, as it has been innovated in the extant literature to accommodate additional variables in response to dynamic stimuli (Chiu & Cho, 2022). MGB is a powerful predictive and explanatory model for consumer behaviour in tourism (Chiu & Cho, 2022). Based on five antecedent variables, the theory posits that the desire that motivates behavioural intention is influenced by attitude, subjective norms, PBC, and anticipated positive and negative emotions (Perugini & Bagozzi, 2001). Attitude refers to the extent to which an individual perceives behaviour to be favourable or unfavourable, whereas subjective norms are related to the positive or negative influence of social reference groups in individuals' behaviour and decision-making (Ajzen, 1991; Kim et al., 2020). PBC refers to the self-confidence of a consumer in their ability to perform a directed goal (Ajzen, 1991; Kim et al., 2020), while anticipated emotions reflect the positive and negative reaction to achieving or not achieving a goal in relation to predicting desire that induces goal-seeking behaviour (Perugini & Bagozzi, 2001).

### *The relationship between general animosity and MGB dimensions*

Animosity may be characterised as antipathy (negative feelings) towards a country or its citizens, induced by economic, social or political conflict (Stepchenkova et al., 2018; Wechtler et al., 2025). Additionally, cultural, war, and religious dimensions are also considered antecedents of animosity (Yu et al., 2020). To this end, Brummett et al. (1998) suggest that animosity as a multidimensional construct encompasses a triad of effects: cognition (beliefs held of others); behaviour (hostility or aggression); and attitude (targeted negative emotions). As a dynamic phenomenon that is susceptible to the influence of media framing, timeline of events, and pre-existing socio-political and cultural affinities, animosity has a heterogeneous, but predominantly negative effect on resident behaviour (Dai et al., 2023; Farmaki, 2024; Yu et al., 2020). Studies have established the negative effect of animosity on resident perceptions of inbound tourists (Farmaki, 2024; Kim et al., 2023), as well as the generally negative effect of animosity on inbound tourists' decision-making (Abraham & Poria, 2020), as well as inbound tourist behaviour towards destinations (Alvarez & Campo, 2019; Qiao et al., 2021; Stepchenkova et al., 2018; Yu et al., 2020) and their citizens (Dedeoglu et al., 2023; Lin, 2021; Siyamiyan et al., 2022). There is a gap in studies related to the impact of resident animosity on the MGB dimensions correlated to hospitality towards inbound tourists; hence, the following hypotheses were articulated:

*H<sub>1</sub>: General animosity has a negative effect on [H<sub>1a</sub>] attitude, [H<sub>1b</sub>] subjective norms, [H<sub>1c</sub>] positive anticipated emotion, and [H<sub>1d</sub>] negative anticipated emotion.*

### *MGB dimensions influence desire*

Described as “the motivational state of mind wherein appraisal and reasons to act are transformed into a motivation to do so” (Perugini & Bagozzi, 2001: p.84), desire within the MGB is affirmed as the proximal cause of intention formation (Perugini & Bagozzi, 2001; Zhang et al., 2024). As is widely hypothesised, desire is stimulated by the five primary MGB dimensions and is an outcome of the ‘intricate’ interaction between social (subjective norms), emotional (positive and negative anticipated emotions) and rational (attitude and PBC) behavioural factors (Chiu and Cho, 2022; Lee et al., 2020; Zhang et al., 2024). Chiu & Cho (2022) further observe the well-established relationship between the original TPB dimensions and anticipated emotions as antecedents to desire in a cross-section of various tourism contexts. However, there is heterogeneity in the effect of behavioural dimensions on desire. A study by Meng & Choi (2016) established a positive relationship between MGB dimensions (PBC, subjective norms, and attitude) and tourist desire towards slow tourism. Kim et al. (2020) found that the conventional MGB dimensions influenced tourists' desire not to travel to Hong Kong during the residents' protest action. While Zhang et al. (2021) established the positive impact of attitude, subjective norms, and (place) emotion on desire. Some studies have also found that only certain behaviour dimensions affect tourist desire. For instance, only subjective norms and attitudes influence tourists' desire to visit heritage-oriented destinations (Lee et al., 2020). Kim et al. (2020) also confirmed the influence of all MGB dimensions except for positive anticipated

emotions in influencing international tourists' desire not to travel. Whereas only subjective norms, anticipated emotions, and attitudes influenced tourists' desire to use Airbnb accommodation (Zhang et al., 2024). This study posits that the primary MGB antecedents of desire: attitude, PBC, anticipated emotions, and subjective norms, influence the desire of residents to interact with Country A's tourists (resident desire hereafter) as follows,

*H<sub>2</sub>: Resident desire to interact with Country A tourists is positively influenced by behavioural components: [H<sub>2a</sub>] attitude, [H<sub>2b</sub>] subjective norms, [H<sub>2c</sub>] perceived behavioural control, [H<sub>2d</sub>] positive anticipated emotions, and [H<sub>2e</sub>] negative anticipated emotions.*

As a reflection of reference-group endorsed behaviour, the notion that subjective norms influence an individual's attitude is well-established (Sawaneh et al., 2024). Anecdotal evidence from prior tourism studies (Blackie et al., 2023; Gursoy et al., 2019; Šegota et al., 2024) suggests that normative beliefs influence resident attitudes towards critical tourism aspects such as support for tourism development. Moreover, evidence from studies of tourism crises such as the recent COVID-19 pandemic indicates that negatively reinforced subjective norms and stereotypes towards out-of-group individuals, such as xenophobia, tend to negatively shape resident attitudes towards inbound tourists as a form of community self-preservation (Blackie et al., 2023; Woosnam et al., 2023). However, within the scope of residents' response in the face of geopolitical tensions, this study hypothesises that,

*H<sub>3</sub>: Subjective norms positively influence residents' attitudes towards Country A tourists.*

#### **Personal animosity and resident behaviour**

Jung et al. (2002) delineate animosity based on locus of manifestation, namely, national and personal animosity. Driven by antagonistic factors at an individual level, in instances of bilateral tensions, personal animosity is idiosyncratic, often emanating from a nuanced sense of ethnocentrism triggered by perceived aggression towards one's country (Stepchenkova et al., 2018). Albeit being temporary and associated with specific events, personal animosity is hostility towards others primarily due to individual experiences (Farmaki, 2024; Kim et al., 2023). Hence, animosity may elicit negative emotional responses such as defiance and resentment towards, as well as alienation from, individuals or groups (Matiza, 2024). To this end, Josiassen et al. (2022) observe that animosity may be a barrier to resident-tourist interaction. Therefore, the following hypothesis is proposed,

*H<sub>4</sub>: Residents' personal animosity has a negative effect on residents' desire.*

#### **Postulating the resident desire and hospitality nexus in tourism**

Resident hospitality is crucial to the tourist experience and the overall sustainability of a destination (Huo et al., 2023; Kim et al., 2023). In tourism, resident hospitality is a general reflection of positive 'hospitable' behaviour (tolerance, friendliness, a welcoming nature) towards tourists (Chen, 2021). To this end, studies (Dedeoglu et al., 2023; Lin, 2021; Riefler & Diamantopoulos, 2007) have shown that tourists are more likely to visit destinations where they would feel welcomed and the resident population would be hospitable towards them. Thus, highlighting the significance of harmonious resident-tourist interactions in tourists' decision-making, including destination choice (Dedeoglu et al., 2023; Stepchenkova et al., 2018). However, despite a discernible dearth in specific prior research into resident desire and its influence on resident hospitality towards international visitors within the context of bilateral geopolitical tensions, extant literature has established the effect of resident attitudes (Kim et al., 2023) and phobic behaviour (Matiza, 2024) on resident hospitality as a behavioural intention. Seminal MGB theory (Perugini & Bagozzi, 2001) suggests that desire is a powerful predictor of behavioural intention. Despite the heterogeneity in the effects of the antecedent MGB variables on desire, Chiu & Cho (2022) determined that the most consistently positive MGB relationship in the model is between desire and behavioural intention. Desire is an established antecedent to behavioural intention in various tourism contexts, including wine tourism and pop culture event attendance (Lee et al., 2020; Li and Su, 2022). Further, Zhang et al. (2021) found that health-conscious desire positively influenced tourist intention to engage in rural eco-tourism, while tourist coolness-directed desire positively influenced the propensity of tourists to use peer-to-peer accommodation (Zhang et al., 2024). Scholars (Chiu & Cho, 2022; Moghavvemi et al., 2024) have also determined the direct effect of PBC on behavioural intentions, including support for inbound tourism. The interaction between resident desire and PBC with resident hospitality has, however, yet to be fully explored in the context of bilateral geopolitical tensions; hence, the following hypotheses were posited,

*H<sub>5</sub>: Residents’ intention to be hospitable is positively influenced by [H<sub>5a</sub>] resident desire and [H<sub>5b</sub>] perceived behavioural control.*

The importance of residents in creating a hospitable, welcoming environment for tourists is one of the most well-established notions in resident behavioural research (Chi et al., 2017; Erul & Woosnam, 2021; Kim et al., 2023). Scholars (Allport, 1979; Fan, 2023; Matiza, 2024) recognise that the social contact that is inherent in the resident-tourist nexus as part of the tourism experience entails the need for preceding *goodwill*, and that resident hospitality diminishes the effects of group-based stereotypes and prejudices by promoting tolerance and acceptance of visiting tourists. However, as an antonym of resident *goodwill*, Josiassen et al. (2022) observed that animosity negatively influences the hospitality of residents towards inbound tourists from a specific country. Therefore, the following hypothesis was tested.

*H<sub>6</sub>: Residents’ personal animosity has a negative effect on residents’ intention to be hospitable.*

**The mediating effect of resident desire**

As previously discussed, within the scope of this study, the EMGB posits TPB dimensions, positive and negative emotions, as well as general and personal animosity as socio-psychological distal variables that influence the outcome behaviour (residents’ intention to be hospitable) through desire as the proximal variable (Lee et al., 2020; Zhang et al., 2024). Prior research also argues that the aforementioned variables indirectly affect behaviour via an individual’s desire (Zhang et al., 2021). Furthermore, scholars (Han & Yoon, 2015; Kim et al., 2020; Li & Su, 2022; Perugini & Bagozzi, 2001) also acknowledge the mediating effect of desire in the MGB as the proximal determinant of behavioural intentions. Thus, the following hypotheses were postulated,

*H<sub>7</sub>: Resident desire positively mediates the effect of [H<sub>7a</sub>] attitude, [H<sub>7b</sub>] subjective norms, [H<sub>7c</sub>] perceived behavioural control, [H<sub>7d</sub>] positive anticipated emotions, [H<sub>7e</sub>] negative anticipated emotions, and [H<sub>7f</sub>] residents’ personal animosity on residents’ intention to be hospitable.*

Figure 1 illustrates the conceptual framework of the study.

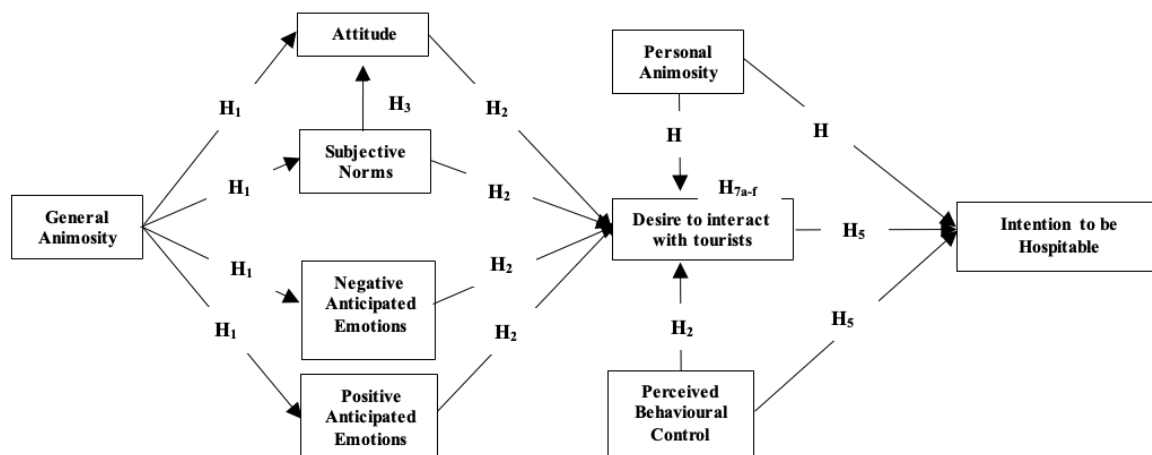


Figure 1: Conceptual framework

**Methodology**

An online survey of Country B residents was conducted between the 16<sup>th</sup> of April and the 6<sup>th</sup> of May 2025. Administered by Springvale Online Research, the perceptions of Country B residents towards potential Country A tourists to Country B were surveyed. The survey targeted (1) middle to upper-income Country B citizens (who are most likely to live and visit in and around tourist attractions and facilities that are popular with Country A tourists, who were (1) over the age of 18 years old, and (2) had previously interacted with, or encountered foreign tourists visiting Country B (outside of a service-related environment). A priori sample size (Soper, 2025) was calculated for the study based on the latent (9) and observed variables (40), estimated probability (0.05), required statistical power (0.8) and minimum effect size (0.3). Therefore, a minimum sample of n = 184 was required for structural equation modelling (SEM). Sampling heuristics recommend a

sample size of  $n > 384$  for the generalisability of the findings to the population of Country B (Krejcie & Morgan, 1970). Therefore, the final sample of  $n = 494$  was deemed to be of statistical (Ahmed & Dar, 2024; Soper, 2025) and practical (Krejcie and Morgan, 1970) significance.

### ***Measuring instrument***

Established scales were adapted from the literature to develop an English composite measuring instrument for the study. The study was subjected to a Scientific and Research Ethics Committee review process. First, the study solicited socio-demographic information to profile the sample. The question randomisation function was used in QuestionPro to ensure that questions were posed to each respondent in random order to mitigate bias and ensure participant engagement. The variables were measured as follows. Residents' *General Animosity* (three items) and *Personal Animosity* (four items) were measured by items adapted from Stepchenkova et al. (2018). Predictive behaviour dimensions were measured based on 15 items identified and adapted from the literature (see Lee et al., 2023; Zhang et al., 2024) to measure subjective norms, attitude and perceived behavioural control with five items each. Anticipated emotions were measured based on *Positive Anticipated Emotion* (four items: see Lee et al., 2023; Zhang et al., 2024) and *Negative Anticipated Emotion* (four items: see Kim & Hall, 2021; Lee et al., 2012). *Desire* (five items) was measured by a scale adapted from Lee et al. (2023). While residents' intention to be hospitable (five items) was measured by an adapted scale from Kock et al. (2020). All responses were recorded on a 5-point Likert agreement scale, where 1 = 'Strongly disagree' and 5 = 'Strongly agree.'

### ***Data analysis***

Data was cleaned using the QuestionPro Data Quality tool to ensure the data was accurate, consistent and complete. MGB modelling is synonymous with structural equation modelling (Chiu & Cho, 2022; Meng and Choi, 2016; Zhang et al., 2024). SmartPLS 4 was utilised to analyse the data (Ringle et al., 2024). The EMGB-based hypotheses were tested via partial least squares structural equation modelling (PLS-SEM). PLS-SEM was suitable for this study as it: (1) offered a practical approach to assessing the complex model posited, (2) could predict relationships as opposed to testing theory, (3) analysed data outside of the potential restrictions posed by randomness of data, normal distribution of variables and sample size, and (4) could produce good predictive and explanatory power (Liébana-Cabanillas et al., 2025; Zhang et al., 2021; Zhang et al., 2024). The measurement and structural models were assessed.

## **Results**

### ***Socio-demographic profile***

Most respondents were Country B citizens (89.3%) and had interacted with or encountered foreign tourists visiting Country B (85.4%) before participating in the study. The typical respondent was female (63.1%), aged between 25 and 34 years (49.8%), and possessed a bachelor's degree (32.2%). Most of the respondents were either single (56.9%) or married (25.8%), generally travelled with family (31.6%), were employed in the private sector (32.6%), and resided in Country B's capital province of Province 1 (39.7%). The typical respondent had also engaged in domestic tourism in the past two years (63.5%), was exposed to information about Country A via the internet (25.8%) and television (23.4%).

### ***Measurement model***

As shown in Table 1, normal distribution in the data was affirmed by Excess kurtosis ranging between -0.484 and 4.713, and Skewness, which ranged between -1.679 and 1.286, hence both statistics fell within the established thresholds (Kline, 2015) for Excess kurtosis ( $< 8$ ) and Skewness ( $< 3$ ). The utilisation of a single self-administered questionnaire to collect all the related data (independent and dependent variables) necessitated the assessment of common method bias (CMB). Harman's single-factor test assessed potential measurement method influence on the results (CMB  $< 50\%$ ) and reported 38.30%, suggesting bias is not a concern for the data (Zhang et al., 2024). The absence of multicollinearity was supported by the Variance Inflation Factor (VIF $< 5$ ) statistics, which ranged between 1.323 and 4.082 (James et al., 2017). The Outer Loadings (OL  $> 0.70$ ) for the measurement items were generally higher than the recommended threshold (Hair et al., 2019), except for two items, GAN (OL = 0.697) and PBC (OL = 0.587), which were retained as they did not adversely influence the validity and reliability of the respective constructs. The Cronbach's ( $\alpha > 0.70$ ) coefficients and composite reliability (CR  $> .70$ ) were higher than the recommended threshold (Mekawy & Elbaz, 2020; Henseler et al., 2015), ranging between  $\alpha = 0.853$  and  $\alpha = 0.932$ ; and CR = 0.895 and CR = 0.948, respectively. While the average variance extracted (AVE  $> 0.50$ ) statistics for all the constructs were also higher than the recommended threshold, ranging between AVE: 0.633 and 0.840 (Mekawy & Elbaz, 2020; Henseler et al., 2015).

**Table 1: Measurement model summary**

Variable	*Items	OL		VIF		Normality		$\alpha$	CR	AVE
		Min	Max	Min	Max	Excess kurtosis	Skewness			
ATT	5	0.909	0.921	2.797	3.030	4.713	-1.679	0.872	0.908	0.664
DES	5	0.872	0.894	2.769	3.331	1.863	-1.178	0.932	0.948	0.785
GAN	3	0.697	0.868	1.589	2.612	1.445	1.286	0.905	0.940	0.840
HOSP	5	0.793	0.883	2.010	3.046	2.922	-1.499	0.908	0.931	0.730
NAE	4	0.855	0.929	2.712	4.082	-0.833	0.104	0.921	0.944	0.809
PAE	4	0.856	0.921	3.408	2.498	0.593	-0.769	0.921	0.944	0.810
PAN	4	0.790	0.889	1.780	2.651	-0.484	0.347	0.876	0.915	0.729
PBC	5	0.587	0.874	1.323	2.528	3.453	-1.239	0.853	0.895	0.633
SUB	5	0.825	0.903	2.219	3.4534	2.656	-1.323	0.924	0.943	0.767

Key: \*Full variable list available on reasonable request; Outer Loading = OL; Variance Inflation Factor = VIF; Cronbach Alpha =  $\alpha$ ; Composite Reliability = CR; Average Variance Extracted = AVE; General Animosity = GAN; Personal Animosity = PAN; Attitude = ATT; Subjective Norms = SBN; Perceived Behavioural Control = PBC; Desire = DES; Positive Anticipated Emotion = PAE; Negative Anticipated Emotion = NAE; Intention to be hospitable (Hospitality hereafter) = HOSP

Hence, the measurement model affirmed the internal consistency and convergent validity of the constructs. Table 2 summarises the discriminant validity statistics via the Heterotrait-Monotrait Ratio (HTMT) matrix.

**Table 2: Discriminant validity - Heterotrait-Monotrait ratio (HTMT)**

Variable	ATT	DES	GAN	HOSP	NAE	PAE	PAN	PBC	SUB
ATT									
DES	0.664								
GAN	0.451	0.380							
HOSP	0.661	0.705	0.526						
NAE	0.061	0.179	0.132	0.055					
PAE	0.484	0.736	0.413	0.040	0.609				
PAN	0.304	0.295	0.758	0.052	0.352	0.074			
PBC	0.744	0.804	0.391	0.052	0.762	0.084	0.543		
SUB	0.847	0.733	0.402	0.033	0.657	0.082	0.554	0.322	

Key: General Animosity (GAN); Personal Animosity (PAN); Attitude (ATT); Subjective Norms (SBN); Perceived Behavioural Control (PBC); Desire (DES); Positive Anticipated Emotion (PAE); Negative Anticipated Emotion (NAE); Hospitality (HOSP)

As shown in Table 2, discriminant validity was assured by HTMT based on the widely accepted threshold of HTMT < 0.90 (Henseler et al., 2015).

### Hypothesis testing

Bootstrapping using 10,000 resamples (bias corrected) was applied to the data. Table 4 summarises the explanatory ( $R^2$ ) and predictive effect ( $Q^2$ ) of the model constructs. The predictive behavioural dimensions explained 69% ( $R^2 = 0.686$ ) of the variability in resident desire, while resident desire, personal animosity and PBC as antecedents of residents' intention to be hospitable explained 54% ( $R^2 = 0.535$ ) of the variability in the construct (Zhang et al., 2021). Adequate cross validity and predictive relevance were indicated by Stone-Geisser's  $Q^2$  criterion statistics that were above the recommended threshold ( $Q^2 > 0$ ), ranging between 0.009 and 0.497 (Henseler et al., 2015). As shown in Table 4, the predictive effect index ( $f^2$ ) for the variables influencing residents' intention to be hospitable as the outcome behaviour was medium, ranging between 0.081 and 0.195.

**Table 3: Summary of explanatory and predictive power**

Variables	$R^2$	$Q^2$	RMSE	MAE
ATT	0.601	0.152	0.930	0.688
DES	0.686	0.463	0.738	0.527
HOSP	0.535	0.497	0.716	0.489
NAE	0.012	0.009	0.998	0.810
PAE	0.142	0.135	0.933	0.708
SUB	0.135	0.130	0.939	0.700

Key: General Animosity (GAN); Personal Animosity (PAN); Attitude (ATT); Subjective Norms (SBN); Perceived Behavioural Control (PBC); Desire (DES); Positive Anticipated Emotion (PAE); Negative Anticipated Emotion (NAE); Hospitality (HOSP);  $Q^2 > 0$

Table 4 summarises the results of the hypothesis testing. As it emerged, general animosity had a negative effect on resident attitude ( $\beta = -0.135$ ,  $p < 0.05$ ), subjective norms ( $\beta = -0.369$ ,  $p < 0.001$ ) and positive anticipated emotions ( $\beta = -0.378$ ,  $p < 0.001$ ). Hence, hypotheses  $H_{1a}$ ,  $H_{1b}$  and  $H_{1c}$  were supported. While the influence of general animosity on negative anticipated emotions was statistically significant, it was positive ( $\beta = 0.119$ ,  $p < 0.05$ ); hence, hypothesis  $H_{1d}$  was not supported. All the hypotheses ( $H_2$ ) related to the positive influence of predictive behavioural dimensions on resident desire were supported, except for hypotheses  $H_{2a}$  and  $H_{2c}$  due to the insignificant influence of attitude ( $\beta = 0.078$ ,  $p = 0.116$ ) and negative anticipated emotions ( $\beta = 0.039$ ,  $p = 0.119$ ) on resident desire. Hypothesis  $H_3$  was supported as subjective norms positively influenced ( $\beta = 0.716$ ,  $p < 0.001$ ) residents' attitudes towards tourists from Country A, while  $H_4$  was not supported since personal animosity ( $\beta = 0.005$ ,  $p = 0.869$ ) did not influence residents' desire. Hypotheses  $H_{5a}$ ,  $H_{5b}$  and  $H_6$  were supported as residents' hospitality was positively influenced by resident desire ( $\beta = 0.289$ ,  $p < 0.001$ ), and perceived behavioural control ( $\beta = 0.444$ ,  $p < 0.001$ ), whereas personal animosity had a negative effect ( $\beta = -0.139$ ,  $p = 0.05$ ) as expected, respectively.

**Table 4: Hypothesis testing**

Hypothesis	$f^2$	$\beta$	STDV	t-value	p-value	Out.
H <sub>1a</sub> GAN -> ATT	0.039	-0.135	0.039	3.437	0.001*	Supported
H <sub>1b</sub> GAN -> SUB	0.158	-0.369	0.049	7.526	0.000**	Supported
H <sub>1c</sub> GAN -> PAE	0.167	-0.378	0.048	7.839	0.000**	Supported
H <sub>1d</sub> GAN -> NAE	0.014	0.119	0.052	2.295	0.022*	Not Supported
H <sub>2a</sub> ATT -> DES	0.008	0.078	0.050	1.572	0.116	Not Supported
H <sub>2b</sub> SUB -> DES	0.019	0.140	0.058	2.425	0.015*	Supported
H <sub>2c</sub> PBC -> DES	0.212	0.399	0.057	6.969	0.000**	Supported
H <sub>2d</sub> PAE -> DES	0.250	0.365	0.051	7.184	0.000**	Supported
H <sub>2e</sub> NAE -> DES	0.004	0.039	0.025	1.560	0.119	Not Supported
H <sub>3</sub> SUB -> ATT	1.114	0.716	0.039	18.483	0.000**	Supported
H <sub>4</sub> PAN -> DES	0.000	0.005	0.028	0.165	0.869	Not Supported
H <sub>5a</sub> DES -> HOSP	0.081	0.289	0.054	5.314	0.000**	Supported
H <sub>5b</sub> PBC -> HOSP	0.195	0.444	0.061	7.278	0.000**	Supported
H <sub>6</sub> PAN -> HOSP	0.039	-0.139	0.043	3.232	0.001*	Supported

**Key:** General Animosity (GAN); Personal Animosity (PAN); Attitude (ATT); Subjective Norms (SBN); Perceived Behavioural Control (PBC); Desire (DES); Positive Anticipated Emotion (PAE); Negative Anticipated Emotion (NAE); Hospitality (HOSP);  $f^2$  effect size:  $\geq 0.02$ ,  $f^2 \geq 0.15$ , and  $f^2 \geq 0.35$  represent small, medium, and large effect sizes  
**Relationships are significant at:** \*  $p < .05$ ; \*\*  $p < .001$ ,  $\beta$  = Beta Coefficient; t-value = t – Statistics; p-value = Probability (P) value

The model also tested the mediating effect (Table 5) of resident desire in the relationship between the predictive behavioural dimensions and residents' hospitality towards potential inbound tourists from Country A.

**Table 5: Mediation hypothesis testing**

Hypothesis	$\beta$	STDV	t-value	p-value	Boot CI		Out.
					LL	UL	
H <sub>7a</sub> ATT -> DES -> HOSP	0.023	0.015	1.474	0.140	-0.004	0.057	Not Supported
H <sub>7b</sub> SUB -> DES -> HOSP	0.040	0.019	2.129	0.033**	0.010	0.087	Supported
H <sub>7c</sub> PBC -> DES -> HOSP	0.115	0.026	4.500	0.000**	0.074	0.175	Supported
H <sub>7d</sub> PAE -> DES -> HOSP	0.105	0.026	4.052	0.000**	0.058	0.160	Supported
H <sub>7e</sub> NAE -> DES -> HOSP	0.011	0.007	1.569	0.117	-0.002	0.026	Not Supported
H <sub>7f</sub> PAN -> DES -> HOSP	0.001	0.008	0.162	0.871	-0.015	0.018	Not Supported

**Key:** General Animosity (GAN); Personal Animosity (PAN); Attitude (ATT); Subjective Norms (SBN); Perceived Behavioural Control (PBC); Desire (DES); Positive Anticipated Emotion (PAE); Negative Anticipated Emotion (NAE); Hospitality (HOSP)  
**Relationships are significant at:** \*  $p < .05$ ; \*\*  $p < .001$ ,  $\beta$  = Beta Coefficient; Standard Deviation = STDV; t-value = t – Statistics; p-value = Probability (P) value

As shown in Table 5, only three statistically significant mediating effects could be established. Resident desire positively mediated the influence of subjective norms ( $\beta = 0.040$ ,  $p < 0.05$ ), PBC ( $\beta = 0.115$ ,  $p < 0.001$ ), and positive anticipated emotion ( $\beta = 0.105$ ,  $p < 0.001$ ) on residents' intention to be hospitable.

**Table 6: Variance accounted for (VAF)**

Hypotheses	Indirect Effect	Total Effect	VAF	Med.
H <sub>7b</sub> SUB -> DES -> HOSP	0.040*	0.056*	71.42	Partial
H <sub>7c</sub> PBC -> DES -> HOSP	0.115**	0.559**	20.57	Partial
H <sub>7d</sub> PAE -> DES -> HOSP	0.105**	0.105**	100	Full

**Key:** General Animosity (GAN); Personal Animosity (PAN); Attitude (ATT); Subjective Norms (SBN); Perceived Behavioural Control (PBC); Desire (DES); Positive Anticipated Emotion (PAE); Negative Anticipated Emotion (NAE); Hospitality (HOSP)

**Relationships are significant at:** \*  $p < .05$ ; \*\*  $p < .001$ ,  $\beta$  = Beta Coefficient; t-value = t – Statistics; p-value = Probability (P) value; VAF = Variance Accounted For [(IE/TE x100)]

According to Hadi et al. (2016), a variance accounted for (VAF) >80% implies full mediation, while a VAF between >20% and <80% is partial mediation, and a VAF of < 20% means there is no practical mediation. Hence, based on the VAF criteria, all the statistically significant mediation relationships (Table 6) were of practical significance (Hadi et al., 2016). As predictive behavioural antecedents, the effects of subjective norms (VAF = 71%) and PBC (VAF = 21%) on residents' intention to be hospitable were partially mediated by resident desire, whereas the effect of positive anticipated emotion on residents' intention to be hospitable was fully mediated (VAF = 100%) by resident desire (Hadi et al., 2016). The goodness of fit was assessed based on the standardised root mean square residual (SRMR > 0.08), Normed Fit Index (NFI > 0.90), with the model reporting statistics (SRMR = 0.046; NFI = 0.868;  $d_{ULS} = 1.839$ ;  $d_G = 0.752$ ) indicating a good fit (Guenther et al., 2023). The model also controlled for the effect of gender on the dependent variable. Gender ( $\beta = 0.008$ ,  $p = 0.780$ ), age ( $\beta = 0.010$ ,  $p = 0.741$ ) and the qualifications ( $\beta = 0.029$ ,  $p = 0.336$ ) of respondents were included as control variables and were statistically insignificant, implying that they did not alter the effect of variables on residents' intention to be hospitable.

## Discussion

The rationale of the study was to delineate the potential role and influence of animosity (general and personal) in the resident-tourist nexus in light of growing bilateral geopolitical tensions between Country B and Country A. The study was also unique in considering the role of animosity in the effect of resident desire to interact with inbound tourists and their intention to be hospitable towards them. In line with prior studies (Farmaki, 2024; Josiassen et al., 2022; Kim et al., 2023), which affirm the negative effect of animosity on the behaviour and emotions of individuals, it emerged that general animosity had a diminishing effect on the antecedents (attitude, subjective norms, and positive anticipated emotions) as of residents' desire to interact with visitors from the antagonist country of bilateral geopolitical tensions. Further, the results validate the

notion that government actions can generate animosity towards the aggressor's citizens (Farmaki, 2024; Matiza, 2024; Stepchenkova et al., 2018). It also emerged that residents' desire to interact with tourists from Country A was susceptible to the positive influence of subjective norms, perceived behavioural control, and positive anticipated emotions. Thus, corroborating prior studies (Kim et al., 2020; Li & Su, 2022; Meng & Choi, 2016; Zhang et al., 2021; Zhang et al., 2024) that established that predictive group (subjective norms), intrinsic (PBC) and emotional (positive anticipated emotions) behavioural components precede an individuals' desire to engage in a specific behaviour. The insignificance of residents' attitude to their desire is contrary to most of the literature (Lee et al., 2020; Zhang et al., 2024), which views individual attitude as crucial to driving human desire. The insignificance of negative anticipated emotions on resident desire also suggests that negative reinforcement may not always have the anticipated effect on desire to interact with other people (Crompton, 2025). Consistent with the extant literature (Blackie et al., 2023; Sawaneh et al., 2024; Woosnam et al., 2023), the social group dynamics of residents (subjective norms) influenced residents' attitudes, suggesting that residents' perceptions towards tourists from Country A were susceptible to how the general community viewed the inbound tourists.

Residents' desire to interact with tourists from Country A positively influenced their intention to be hospitable toward them, hence aligning with prior tourist studies (Chiu & Cho, 2022; Lee et al., 2020; Perugini & Bagozzi, 2001; Zhang et al., 2021) in terms of desire stimulating behavioural intention. Moreover, residents' PBC typically affirmed their intention to be hospitable towards tourists from Country A, corroborating how intrinsic beliefs related to performing a specific behaviour, like being hospitable towards visitors, can predict behavioural intention (Chiu & Cho, 2022; Moghavvemi et al., 2024). The results also show that residents' personal animosity negatively influenced their intention to be hospitable towards visitors from Country A, hence corroborating Josiassen et al. (2022), who assert that the diminishing effect of animosity on hospitality in the resident-inbound tourist relationship. This study also established the mediating effect of resident desire in the relationship between residents' subjective norms, PBC, positive anticipated emotions and their intention to be hospitable towards visitors from Country A. These novel meditation outcomes in the context of resident behaviour towards inbound tourists from a specific country are supported by anecdotal evidence from prior studies that determined that, as a proximal antecedent of behavioural intention, desire has an intervening effect in explaining the relationship between the predictive MGB dimensions and behavioural intentions (Han & Yoon, 2015; Kim et al., 2020; Li & Su, 2022; Perugini & Bagozzi, 2001; Zhang et al., 2021).

## Theoretical and practical implications

The results enrich the MGB theory and the resident-tourist interaction literature in three aspects. First, the study may be one of the first to operationalise the interaction between resident animosity (general and personal animosity), residents' predictive behaviour dimensions, desire and intention to be hospitable by employing an extended model of goal-directed behaviour (EMGB). The study results support and enrich the extant MGB theory (see Han & Yoon, 2015; Kim et al., 2020; Li & Su, 2022; Perugini & Bagozzi, 2001) by, for instance, validating the proximal nature of desire, as well as introducing the intervening effect of animosity in predicting behavioural intentions of residents. In line with the extant literature (see Li & Su, 2022; Perugini & Bagozzi, 2001; Zhang et al., 2024), modelling the role of animosity in resident behaviour, the EMGB of residents' intention to be hospitable contributes to the continuing innovation of the MGB by developing and validating a novel model in the context of increasing bilateral geopolitical tensions between a host country and its major tourist source market. Thus, acceding to the call for the continued innovation of the MGB in tourism research (see Li & Su, 2022; Perugini & Bagozzi, 2001; Zhang et al., 2024). Tourism diplomacy may be harnessed as a policy tool to counter negative Country A-led narratives and use Country A tourists to the country as brand ambassadors for Country B. Tourism diplomacy may be effective in countering potentially negative sentiment and exercising soft power to engage citizens from Country A to pressure their government to be more circumspect in its policy towards Country B. In both instances, social marketing and tourism diplomacy will reassure: (1) Country B residents that Country A citizens' values are separate from contemporary politics and (2) tourists of being welcomed, as well as their safety and security when visiting Country B. The government of Country B will need to dispel and discredit false claims towards Country B, and despite the rhetoric, encourage Country A tourism via targeted campaigns (including traditional approaches such as cultural exchange) in the country and the use of celebrity endorsement from Country B celebrities based in Country A (like Trevor Noah) to promote Country A tourism to Country B. This will go a long way in settling relations and recovering Country B's global image as a country and as a tourism destination. This shift in perspective and policy will serve as a stopgap measure to mitigate the growing animosity among residents, although residents intend to be hospitable toward visitors from Country A.

## Limitations and future research

Although the study provides important insights, the results should be interpreted with some limitations in mind. First, the study concerns middle- to upper-income residents of Country B who are most likely to interact with tourists from Country A outside a tourist-service context; therefore, the results can only be generalised to this cohort of residents. Replication of the study is recommended in multiple destinations that are popular with Country A tourists, in light of growing global anti-Country A sentiment. Further, to get a broader resident perspective, future studies can be adapted to include tourism service-providers and their employees whose experiences or perspectives on animosity toward foreign visitors might differ from the cohort examined in this study. Second, as is common with behavioural studies, this study is cross-sectional; hence, there is a need for further longitudinal research within the same population to track potential changes in resident behaviour. Last, the reliance of this study on a single survey methodology may necessitate the employment of mixed, but complementary methods in the future to more comprehensively explore the hypothesised EMGB in resident behaviour.

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