



Tourist Ethnocentrism: A Systematic Scoping Review

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Abstract: Tourist ethnocentrism is a socio-psychological phenomenon that is related to in-group bias, where tourists favour the destinations of their own country of origin over those of other countries. Although a poignant factor, ethnocentrism about tourism has rarely been studied. In the aftermath of the COVID-19 crisis, a change could be witnessed in the attitude of people all over the world and the change in their patterns of consumption. As the tourism industry was one of the most adversely affected industries during the pandemic, the connection between COVID-19 and tourism has been the subject matter of numerous studies. But researchers have seldom addressed the ethnocentrism aspect in tourist behaviour.

This scoping review paper hereby focuses on building a conceptual understanding of ethnocentrism in tourist behaviour and attempts to determine areas for future studies. The articles found in OpenAlex and Scopus databases relating to tourist ethnocentrism in the last 10 years (i.e., from February 2014 to March 2024) have been identified using PRISMA guidelines. A systematic literature review approach is used to ascertain the current state of research in this area.

The conclusion of this study contributes to the field of tourism marketing and has implications for both domestic and international tourism. It shows that a substantial research gap exists in this area and suggests avenues for future studies, such as investigations into how ethnocentrism relates to sustainable tourism and cultural tourism.

Keywords: ethnocentrism, tourism, tourist ethnocentrism, tourism marketing.

I. INTRODUCTION

The topic of Ethnocentrism has been garnering significant attention in the field of consumer studies. But in the field of tourism, research on this phenomenon has been scarce. The term “ethnocentrism” was first used by William Sumner in his work ‘Folkways’, published in 1906. Initially introduced as a concept in sociology, ethnocentrism entered the domain of consumer studies through research work done by Shimp & Sharma in 1987.

Ethnocentrism refers to the tendency of putting one’s own – the ingroup – at the centre of one mind minds evaluating evaluate other communities – the-, as inferior to one’s own (Sumner, 1906). In terms of consumer psychology, it is that phenomenon that drives the tendency in consumers to favour products or services of one’s own country (home or domestic country) instead of those that originate in a different (foreign) country (Shimp & Sharma, 1987).

Research on consumer ethnocentrism in the context of products has been conducted by many. In the arena of tourism studies, it has rarely been explored. Whether and how it impacts tourist-oriented perception and behaviour has largely been ignored. However, in recent years, tourism ethnocentrism or tourist ethnocentrism has caught the attention of marketers and academicians.

During the COVID-19 pandemic, tourism – both international and domestic – was adversely affected. In fact, international tourism was considered to be one of the worst hit industries due to the COVID-19 crisis (Abbas et. al, 2021). Amidst all the uncertainties and panic, a change in people’s behaviour patterns could be observed. In some cases, people were favouring domestic tourism because of their ethnocentric tendencies, while in others, they were driven by animosity, as evinced by scepticism towards touring a foreign country. In both cases, there was an inclination or preference towards home country travel.

This paper attempts to foster understanding about ethnocentrism in tourism-related perception and behaviour. The scope of this paper is mostly limited to leisure tourism and its variants, instead of business tourism or medical tourism.

Theoretical Foundation:

Some of the constructs and terms related to ethnocentrism are summarised as follows:

Table No. 2.1- Related Terminologies of Ethnocentrism

Constructs	Concept
Ethnocentrism	Coined first by Sumner (1906) in the field of sociology, ethnocentrism refers to a cultural bias where people tend to favour the in-group over the out-groups. It is a psychological phenomenon where people tend to think of their own community, i.e., the in-group, as the centre and judge all the others as inferior to the in-group.
Country of Origin Effect	A psychological phenomenon related to the country where a product originates, that affects the perceptions, attitudes and behavioural intentions of the consumers regarding the product. The concept of the COO effect was pioneered by Schooler (1965), who put forward the idea of 'country image' and proposed that an emotional bias was present among consumers while evaluating the product's country-of-origin (Blanco-Encomienda, Chen and Molina-Muñoz, 2024).
Consumer Ethnocentrism	Shimp and Sharma (1987) refer to consumer ethnocentrism as the tendency of consumers to favour products of the in-group rather than those of the out-group because they perceive it to be their moral duty to support the domestic economy. A person driven by consumer ethnocentrism is biased towards the home-country products.
Tourism Ethnocentrism	It is a country-of-origin bias where people tend to favour their home country and make their tourism-related decisions accordingly. Tourism ethnocentrism refers to the tendency to perceive the home country as a more desirable tourist destination, rather than a foreign country (Kock et. al., 2019).

Objective of the Study

The purpose of the present study is to build a conceptual understanding of ethnocentrism in tourist behaviour and to comprehend the studies conducted in the sphere of tourist ethnocentrism in the span of 10 years (i.e., from February 2014 to March 2024). The researchers aim to determine the present state of research in this area. Also, this study aims to ascertain any research gaps and find areas for future research prospects.

Methods used

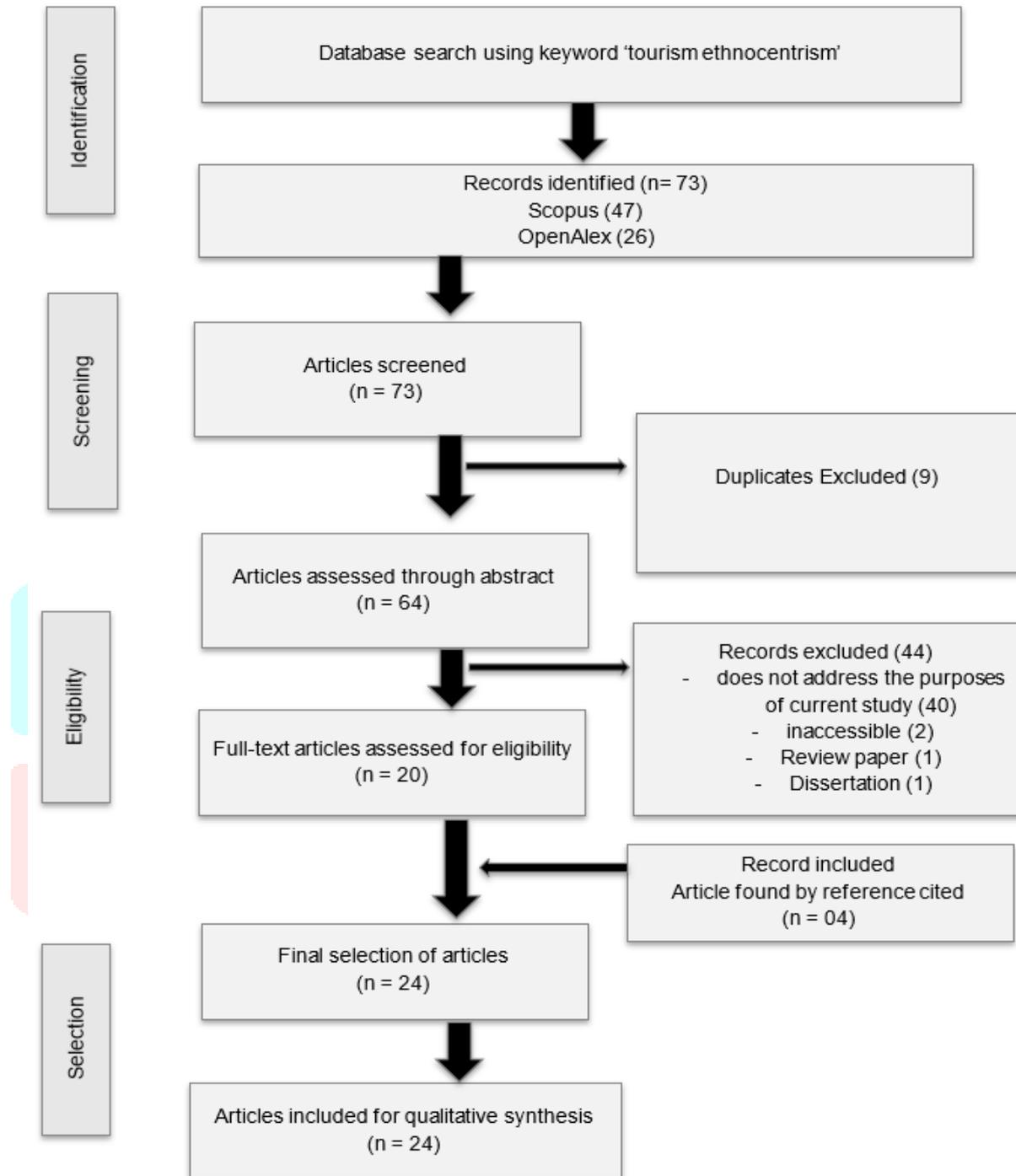
This investigation is based on secondary data in the form of research articles. For establishing the theoretical foundation, the works cited go as far as 1906. For a systematic review of literature and qualitative synthesis, the articles published during 2014 to 2024 (March) have been identified using the keywords "tourism ethnocentrism" in the databases of Scopus and Open Alex. A scoping review approach was employed. Using inclusion and exclusion criteria, the researchers have selected 24 articles for in-depth review after scoping 73 articles through their titles and abstracts.

Table 4.1 – Criteria for selecting articles for review

Criteria used to select the relevant articles	
Inclusion criteria	Time period: 2014 to 2024 (March)
	Keywords: "tourism ethnocentrism"
Exclusion criteria	Leisure tourism
	Business tourism
	Medical tourism
	Information is not enough to fulfil the objectives of this study.

Upon screening, 24 research articles have been selected for analysis and discussion. A PRISMA chart illustrating the systematic literature review process is shown in Fig. 4.1.

Figure 4.1: PRISMA flowchart showing selection of literature for qualitative synthesis.



Source: Authors.

Coding Categories and Thematic Synthesis

Thematic analysis was conducted using an iterative coding process, starting with a descriptive categorisation of each article and ending with the identification of higher-order themes.

Step I: Data Familiarisation

We read all 24 articles in full and summarised them in terms of author(s), publication year, study context, theoretical constructs, and key findings. This step gave us a structured overview (see Table 5.1 in the review), which served as our initial dataset for coding.

Step II: Initial Coding Categories

Based on the summaries, we created descriptive codes that identified common themes. These codes clustered into three main categories:

- **Conceptual/Measurement:** how tourism ethnocentrism (TE) was defined, scales used (CETSCALE, GATE, TE scale, SFGENE-7), and methodological approaches.
- **Determinants:** factors influencing TE, such as pandemics, risk perception, patriotism, animosity, demographics, and cultural openness.
- **Outcomes:** behavioural intentions (travel, purchase, recommendation), destination image, resident support, advocacy, heritage tourism, and sustainability.

Step III: Axial Coding

The descriptive codes were then compared and grouped into broader clusters of related meanings. For example:

- Codes for scales and measurement tools were categorised into **Conceptualisation and Measurement**.
- Codes on pandemic anxiety, pathogen threat, and risk were combined into **Risk Perception and Crisis Contexts**.
- Codes for patriotism, pride, and animosity were merged into **Socio-Psychological Antecedents**.
- Codes for resident support, advocacy, and sustainability outcomes were grouped into **Outcomes and Emerging Frontiers**.

Step IV: Thematic Synthesis

Through constant comparison, these clusters were synthesised into **six overarching themes**:

- i. Conceptualisation and Measurement of TE
- ii. Pandemic, Risk Perception, and Pathogen Threat
- iii. Political Conflict, Animosity, and National Attachment
- iv. Socio-Psychological Antecedents
- v. Outcomes of TE (destination image, advocacy, resident support)
- vi. Emerging Frontiers (heritage, sustainability, social media)

Step V: Interpretation

Finally, the themes were interpreted in relation to each other to construct a **narrative synthesis**. This revealed how TE evolved from a conceptual construct into a phenomenon linked to identity, crisis, and domestic loyalty, while also highlighting its underexplored potential for promoting sustainable and heritage tourism.

The coding and synthesis process resulted in six overarching themes that capture the scope of tourism ethnocentrism research.

Each theme was developed through iterative coding, beginning with descriptive categories (e.g., measurement scales, risk perception, patriotism) and then grouping them into higher-order clusters. These themes not only reflect the dominant strands of existing scholarship but also point toward emerging directions, particularly in relation to sustainability and heritage tourism. Table 4.2 summarises the coding categories and the thematic synthesis that informed the findings of this review.

Table 4.2: Coding Categories and Thematic Synthesis

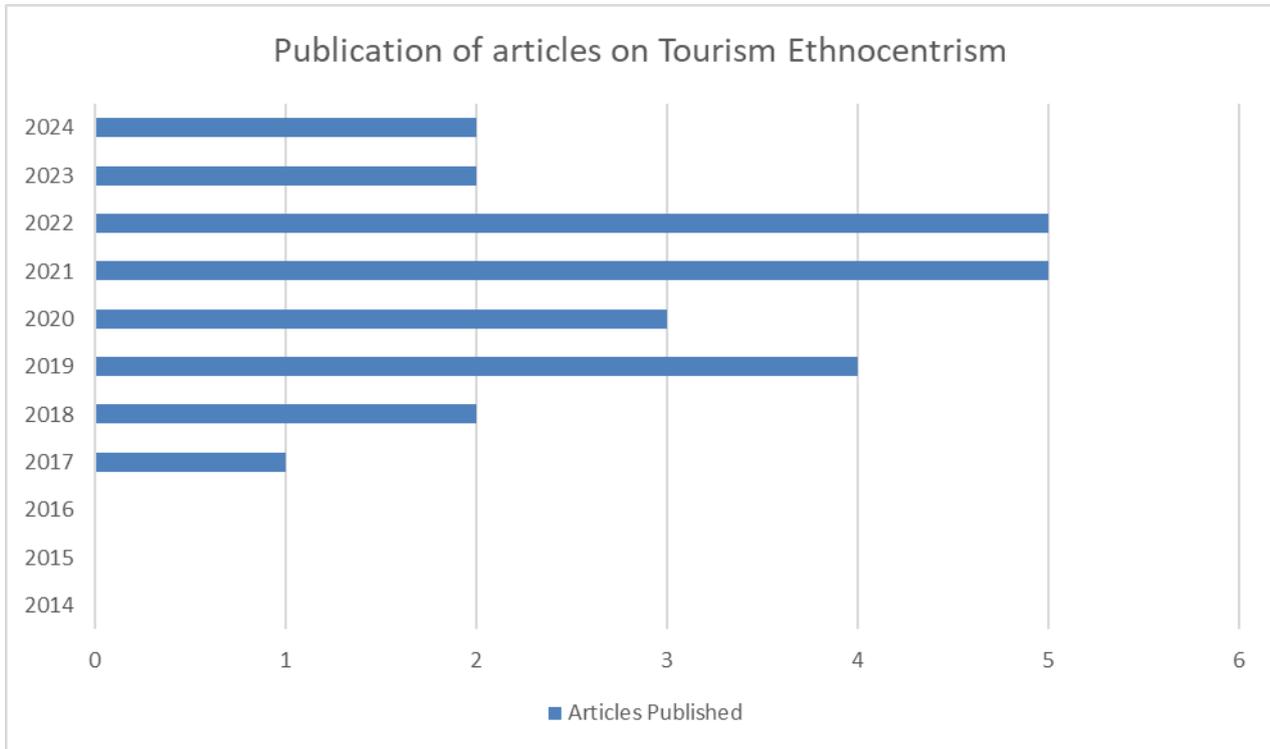
Theme	Coding Categories (Examples)	Focus of Theme
1. Conceptualisation & Measurement	Definition of TE; CETSCALE; GATE framework; TE Scale; SFGENE-7	How tourism ethnocentrism is defined and measured; evolution of measurement tools.
2. Risk Perception & Pandemic	COVID-19; pathogen threat; health risk; travel anxiety	How crises and health threats trigger ethnocentric preferences for domestic travel.
3. Political Conflict & Animosity	Bilateral strain; national attachment; animosity; conflict-driven tourism	The role of geopolitics, animosity, and national loyalty in shaping travel intentions.
4. Socio-Psychological Antecedents	Patriotism; national pride; moral duty; cultural openness; demographics (age, gender, income, education)	Identity-related drivers and moderators of TE, including patriotism and cultural orientation.
5. Outcomes of TE	Destination image; travel intentions; purchase intentions; resident support; advocacy	Behavioral and attitudinal consequences of TE for tourists and residents.
6. Emerging Frontiers	Cultural heritage tourism; sustainable tourism; eco-conscious travel; social media influence	New directions linking TE to sustainability, heritage preservation, and digital influence.

II. SYSTEMATIC REVIEW OF LITERATURE

Articles selected for qualitative synthesis = 24.

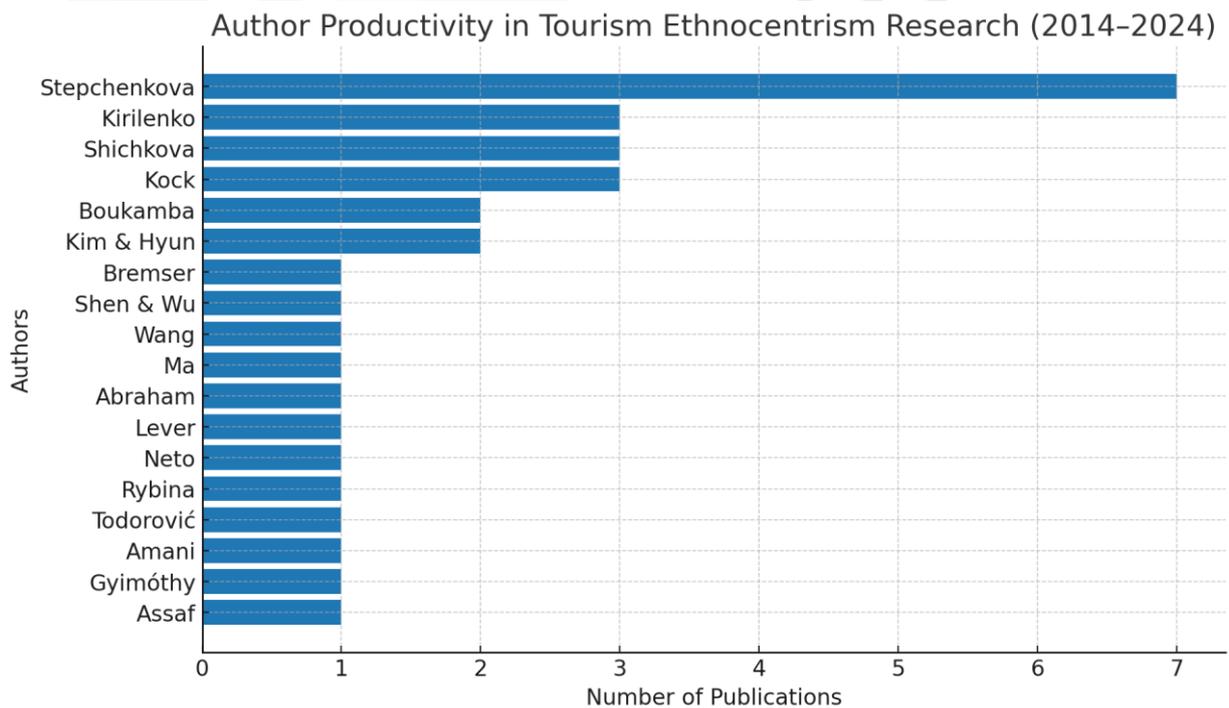
This section summarises the articles. Graphs and tables display data illustrating the trends in the publication of articles relating to Tourism Ethnocentrism. An overview of the articles reviewed is attached as Appendix A.

Figure 5.1 - Graph of the time period when the articles were published.



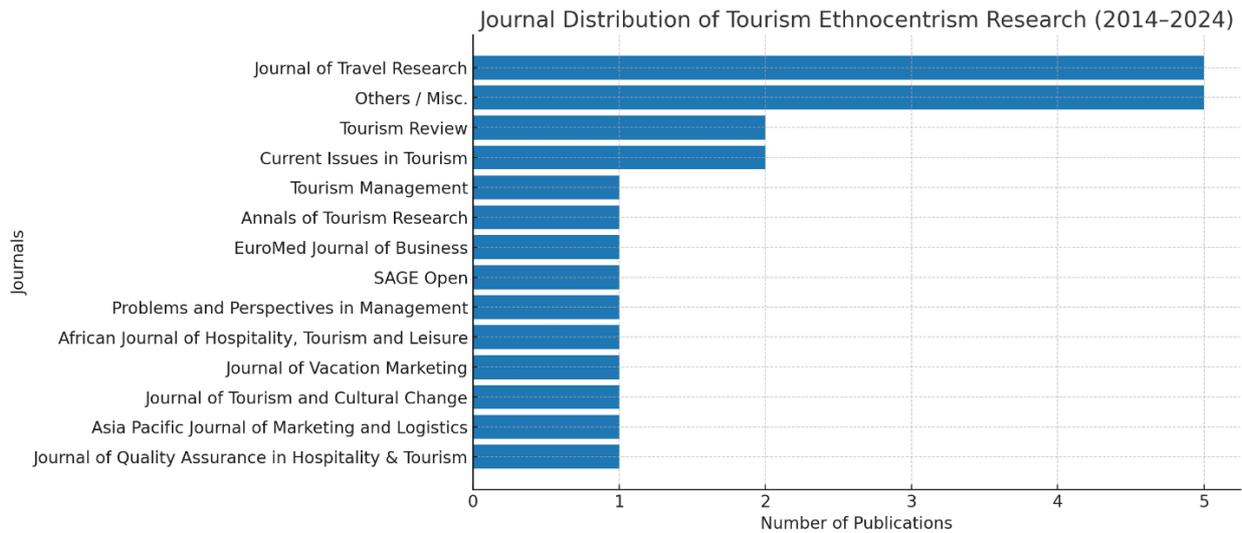
Source: Authors' compilation

Figure 5.2 – Author Productivity in Tourism Ethnocentrism Research (2014-2024).



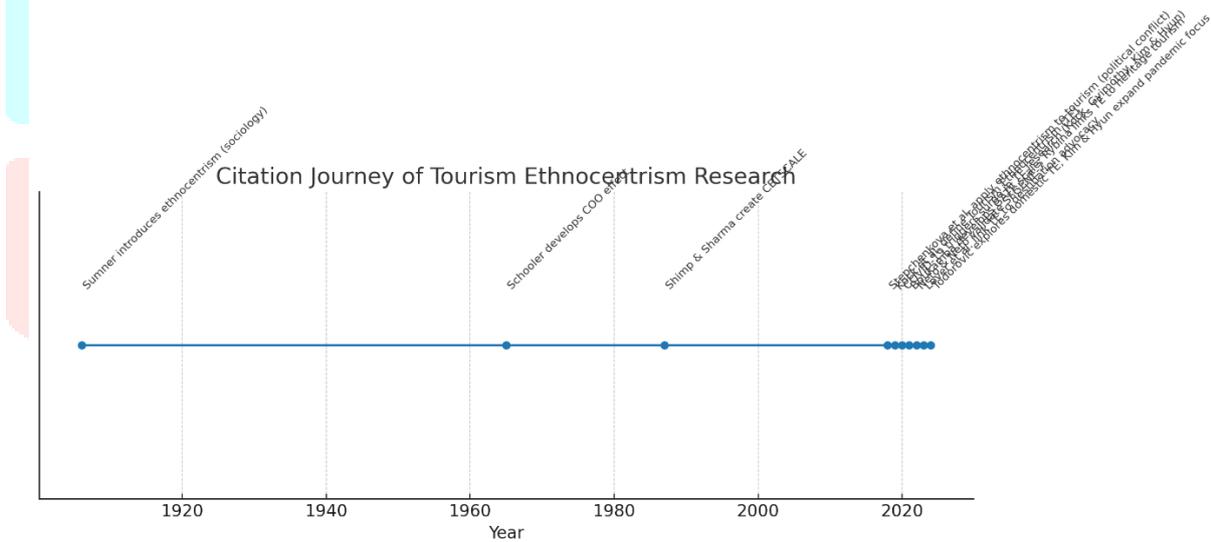
Source: Authors' compilation

Figure 5.3– Journal Distribution in Tourism Ethnocentrism Research (2014-2024).



Source: Authors' compilation

Figure 5.3– Citation Journey of Tourism Ethnocentrism Research (2014-2024).



Our analysis of the tourism ethnocentrism literature reveals three key patterns: author productivity, journal distribution, and the citation journey.

Author Productivity: Among the contributing authors, Svetlana Stepchenkova stands out as the most prolific, publishing at least seven papers between 2017 and 2023, often in collaboration with Kirilenko and Shichkova. Together, they form a strong research cluster focusing on political conflicts and risk perception in tourism. Kock and colleagues emerge as another influential group, publishing three major works that helped define the concept of tourism ethnocentrism and expand it through the COVID-19 context. Other significant contributions include Boukamba, who introduced the GATE scale for measuring ethnocentrism in tourism, and regional scholars such as Amani (Tanzania), Rybina (Central Asia), and Todorović (Serbia), who broaden the scope of inquiry beyond Euro-American contexts. However, there remains a notable research gap in India and South Asia, despite their vast domestic tourism potential (see figure 5.2).

Journal distribution: Research is concentrated in a small number of high-impact tourism journals, particularly the Journal of Travel Research, which has published at least five key papers. Other leading outlets include Annals of Tourism Research, Tourism Management, Tourism Review, and Current Issues in Tourism. These journals have played a central role in shaping the field, while interdisciplinary outlets such as EuroMed Journal of Business, SAGE Open, and Problems and Perspectives in Management have supported niche or scale-development studies. The dominance of a few prestigious tourism journals reflects both the emerging status of the topic and its growing recognition in mainstream tourism research (see figure 5.3).

Citation Journey: Research on citations has tracked the intellectual development of the concept. The concept originated in Sumner's 1906 sociological definition of ethnocentrism, followed by Schooler's 1965 work on country-of-origin bias and Shimp & Sharma's 1987 consumer research introducing the CETSCALE. Applications in tourism began much later, with Stepchenkova and colleagues (2018–19) examining ethnocentrism in the context of political conflicts and Kock et al. (2018–19) formally defining Tourism Ethnocentrism (TE) as a construct. The COVID-19 pandemic sparked a surge of interest, with works by Gyimóthy, Kock, Kim & Hyun, and Bremser & Abraham linking ethnocentrism to risk perception, pathogen threat, and domestic tourism preferences. More recent contributions have diversified the field, including Boukamba's (2020–21) development of the GATE measurement approach, Neto & Neto's (2022) validation of the SFGENE-7 scale, Rybina's (2021) exploration of TE in cultural heritage tourism, and Lever et al.'s (2023) connection of TE with destination advocacy. In 2024, Todorović and Kim & Hyun further extended the discussion into pandemic-related and domestic tourism contexts (see figure 5.4).

Collectively, this trajectory shows a shift in knowledge from broad sociological roots to consumer behaviour, then to tourism-specific frameworks, followed by the impact of COVID-19, and finally to regional diversification and new measurement tools. The next stage seems to be incorporating tourism ethnocentrism into areas like sustainable tourism, cultural heritage tourism, and how social media influences travel attitudes.

III. Discussion

The construct of ethnocentrism has seldom been used in the context of tourism, but research so far highlights its growing significance.

Thematic Analysis:

Our thematic analysis of the literature reveals six key clusters that shape the study of tourism ethnocentrism. Firstly, a substantial amount of research has focused on conceptualising and measuring the concept. While ethnocentrism initially emerged in sociology and later spread into consumer research, scholars such as Kock et al. (2018, 2019) were among the first to explicitly define tourism ethnocentrism (TE). Subsequently, studies by Boukamba et al. (2020, 2021), Stepchenkova (2021), and Neto and Neto (2022) have refined scales such as the GATE framework, the CETSCALE, and the SFGENE-7 short measure, highlighting that robust measurement remains a crucial yet evolving concern in the field.

Secondly, the theme centres on pandemics, risk perception, and pathogen threat, with COVID-19 being a turning point. Scholars such as Gyimóthy et al. (2022), Kock et al. (2020), and Bremser and Abraham (2022) show that pandemic anxiety and increased risk perceptions led to stronger ethnocentric preferences for domestic tourism, presenting home-country travel as safer and more appealing.

Similarly, the third theme explores how political conflict, animosity, and national attachment can spark ethnocentrism. Research by Stepchenkova and her team (2017–2019) reveals that tense relationships between countries, feelings of animosity, and a strong attachment to one's own nation play a significant role in shaping tourist decisions, either encouraging domestic travel or discouraging visits to destinations with a history of political conflict.

The fourth theme foregrounds the **socio-psychological antecedents** of TE, where patriotism, national pride, and a sense of moral duty consistently predict ethnocentric behavior (Kock et al., 2018; Shen & Wu, 2022), while cosmopolitanism and cultural openness emerge as negative predictors (Rybina, 2021; Sousa et al., 2019). Demographic factors such as age, gender, income, and education further moderate these relationships, with findings suggesting that women, older tourists, and those with lower education or income levels tend to display stronger ethnocentric tendencies. A fifth theme relates to the **outcomes of TE**, which manifest in multiple domains: it influences destination image and advocacy, often weakening perceptions of foreign destinations while strengthening support for domestic ones (Lever et al., 2023; Wang et al., 2021); it shapes behavioral intentions, including travel, recommendation, and investment decisions (Sousa et al., 2019; Kim & Hyun, 2024); and it also extends to resident behavior, motivating locals to advocate for and support the development of domestic tourism (Amani, 2023; Kock et al., 2018). Finally, the sixth theme points to **emerging frontiers**, as researchers begin to explore the role of TE in cultural heritage tourism (Rybina, 2021) and propose new avenues for linking ethnocentric tendencies to sustainable tourism and social media-driven travel attitudes.

Collectively, these themes demonstrate that research into tourism ethnocentrism has shifted from defining conceptual clarity and measurement tools to exploring the situational triggers, socio-psychological drivers, and behavioural outcomes. While ethnocentrism has often been viewed as bias or limitation, it also has untapped potential as a driver of sustainable tourism. By strengthening domestic markets, reducing long-distance travel, fostering local pride, and mobilising residents in tourism advocacy, ethnocentrism can contribute to the resilience and sustainability of tourism ecosystems. Future research should examine these possibilities more explicitly, particularly in diverse contexts such as India, where ethnocentric preferences could be harnessed to support sustainable domestic tourism, heritage preservation, and responsible consumption aligned with the UN Sustainable Development Goals. It suggests that tourism ethnocentrism operates at the intersection of identity, risk, and place loyalty, and that future scholarship is poised to expand its scope into heritage, sustainability, and digital tourism contexts.

Outcome Variables:

Research has shown that ethnocentrism is linked to various outcomes in tourism, including tourists' perceptions (Lever, Elliot and Joppe, 2022; Gyimothy, Braun and Zenker, 2022; Kock et al., 2020; Ma et al., 2021; Bremser and Abraham, 2022; Stepchenkova, Kirilenko and Shichkova, 2018a; Stepchenkova, Kirilenko and Shichkova, 2018b; Stepchenkova et al., 2019), as well as other factors such as behavioural intentions (whether to visit or not) (Wang, Wong and Zhang, 2021; Stepchenkova, Kirilenko and Shichkova, 2019; Stepchenkova, 2017; Sousa, Nobre and Farhangmehr, 2019; Kim and Hyun, 2024), purchasing and investment intentions (Sousa, Nobre and Farhangmehr, 2019; Kim and Hyun, 2024), and making travel decisions (Todoric, 2024; Wang, Wong and Zhang, 2021; Stepchenkova, Kirilenko, Shichkova, 2018; Stepchenkova, Kirilenko, Shichkova, 2019; Stepchenkova et al., 2019). Through a systematic review of the literature, we identified several factors related to tourism ethnocentrism that have been explored by other researchers.

Situational Factors:

Risk perception plays a crucial role in shaping tourists' behaviour. This can be linked to situations of health crises (Gyimothy, Braun and Zenker, 2022; Kock et al., 2020; Bremser & Abraham, 2022) or circumstances of political conflict (Ma et al., 2021; Kim & Hyun, 2024; Stepchenkova et al., 2017; Stepchenkova, Kirilenko & Shichkova, 2018; Stepchenkova, Kirilenko & Shichkova, 2019).

COVID-19 pandemic situation

The perception of risk has gained attention recently due to the disruption and panic caused by the COVID-19 pandemic. Todoric (2024) suggests that tourism ethnocentrism is not just the result of moral duty feelings to support one's own country, but is also affected by external factors such as restrictions on foreign travel and increased awareness of destinations, as observed during the pandemic. COVID-19 significantly reduced global travel—both domestic and international—and its long-term impacts on people's attitudes and behaviour towards tourism are still uncertain (Assaf, Kock and Tsionas, 2021).

Bremser & Abraham (2022) attempted to determine the influence of risk perception during the COVID-19 pandemic on tourist ethnocentrism. It indicates that risk perception is affected by physical and socio-psychological factors. This suggests that concerns about physical safety and ethnocentrism influence tourist intentions and increase the likelihood of tourists choosing domestic destinations. In situations like the pandemic, risk perception tends to be high, and people prefer domestic travel while avoiding international trips. Kim and Hyun (2024) explored the role of pandemic anxiety as a moderating variable in the relationship between tourism ethnocentrism and domestic tourism. The results showed that pandemic anxiety strengthened tourism ethnocentrism and led to a greater willingness to visit domestic tourist sites.

Assaf, Kock and Tsionas (2021) highlighted the impact of the COVID-19 pandemic in shaping stereotypes, xenophobia, and ethnocentrism related to consumer behaviour in the tourism sector. This paper stressed the increasing importance of ethnocentrism in understanding tourist behaviour and aimed to identify potential areas for future research.

Kock et al. (2020) linked anxiety caused by the COVID-19 health crisis to tourist behaviour by referring to the evolutionary psychology paradigm, which relates to the deep-rooted evolutionary protection mechanism of humans. This study highlighted that ethnocentric behaviour is associated with pathogen threat, which amplifies people's risk perception, thereby activating ethnocentric tendencies and leading them to believe that interacting with in-group members poses less risk to their health. The COVID-19 pandemic triggered existential anxieties in people, and this anxiety explains their ethnocentric attitudes as seen in their tourism behaviour. Gyimothy, Braun and Zenker (2022) associated pandemic anxiety with tourism ethnocentrism through an evolutionary perspective and found that pandemic anxiety increased the attractiveness of domestic travel and bookings of domestic holidays. This study cited the concept of assertive sociality to explain how ethnocentrism drove tourists to prioritise domestic destinations over international ones.

Political situations

Risk perception is also influenced by political situations. A study conducted by Ma et al. (2021) indicated that perceptions of **safety and security** during a political crisis affected tourist ethnocentrism and intentions. In cases of political instability between the tourists' source country and the destination country, tourism ethnocentrism is activated in the form of positive or negative ethnocentrism, depending on who the tourists judge as the in-group and the out-group.

Stepchenkova (2017) examined the attractiveness of a destination country as a travel destination during a period of bilateral political and economic conflict amid strained relations between Russia and the US. Responses were gathered from Russians to explore their attitudes towards the US as a travel destination. The findings indicated that ethnocentric tendencies, along with national attachment, are key factors influencing the willingness to visit. Stepchenkova, Kirilenko, and Shichkova (2018b) investigated how political instability caused by events such as "acts of terrorism, political and social turmoil, military conflicts, and epidemics" affects travel preferences. One major insight from this study is that consumer ethnocentrism acts as a mediating factor, leading to a preference for domestic tourism over international tourism. In another study aimed at understanding tourist decision-making during strained bilateral relations between tourists' country of origin and their destination country, Stepchenkova et al. (2019) reported that ethnocentric tendencies, combined with general animosity, country image, and bilateral relations, significantly and consistently influence tourists' choices. Interestingly, Kirilenko and Shichkova (2018a) found that during situations of bilateral conflict between tourists' origin country and destination country, the impact of ethnocentrism on the effect

of destination advertising was limited. Nevertheless, it emphasised the importance of analysing ethnocentrism alongside other constructs such as animosity and national attachments to better understand tourists' behaviour.

Demographic Factors:

Tourist ethnocentrism is influenced by education level (Stepchenkova, Kirilenko and Shichkova, 2018). The study indicated that people with higher levels of education were less prone to ethnocentric tourist behaviour. Stepchenkova, Su and Shichkova (2018) support gender and age as significant factors affecting ethnocentrism. It concluded that female and older tourists had greater national attachment and were more receptive to higher perceptions of risks regarding international travel, which influenced their decisions about domestic tourism. Shen and Wu (2022) tested the moderating impact of gender, and their findings are similar in that they report the effect of patriotism on domestic travel intentions was higher in female tourists compared to male tourists. Another moderating variable affecting the relationship between ethnocentrism and the decision to choose a domestic travel destination is income or wealth (Stepchenkova, Kirilenko and Shichkova, 2018), which showed that while people with higher ethnocentric tendencies were indeed more likely to choose domestic tourism, this likelihood was negatively moderated by income.

Socio-Psychological Factors:

Research has linked various social and psychological factors to tourism ethnocentrism, including animosity, patriotism, national attachment, cosmopolitanism, cultural openness, and pride in one's own country. A study by Kim and Hyun (2024) found that socio-psychological factors directly influence tourism ethnocentrism by stimulating patriotism and pride in one's own country. Tourists tend to prefer domestic travel due to a sense of moral duty to support the local tourism industry (Kock et al., 2018). Another study by Shen and Wu (2022) revealed a positive correlation between patriotism and domestic travel intentions.

According to Rybina (2021), cultural and heritage tourism in Central Asia has been examined in relation to the dynamics of patriotism, cultural openness, ethnocentrism, and tourism outcomes. As cultural openness involves being receptive to different cultures, it has a counter effect on ethnocentrism, implying that people with a culturally open mindset are less likely to exhibit ethnocentric tendencies.

Miscellaneous factors

Price sensitivity plays a moderating role in the relationship between tourism ethnocentrism and tourists' behavioural outcomes (Bremser and Abraham, 2022). The study highlights the value for money as a key consideration that can help overcome any in-group bias or ethnocentrism effect.

Another moderator is the perceived quality of foreign destinations compared to domestic ones (Bremser and Abraham, 2022). Boukamba (2020) backs this up, finding that ethnocentrism effects vary by destination and that tourists' outcomes are influenced by their perception of the quality of domestic alternatives to foreign destinations.

Whilst ethnocentrism affects tourists' behaviour, it also influences the behaviour of residents, as it encourages them to engage in domestic tourism (Rybina, 2021). The support of residents for tourism plays a mediating role in how tourism ethnocentrism impacts the co-creation of a destination's brand value (Amani, 2023). Research by Kock et al. (2018) found that tourism ethnocentrism is a significant factor in shaping resident behaviour and that it ultimately leads to residents supporting domestic tourism development.

Research by Lever, Elliot, and Joppe (2022) indicates that tourism ethnocentrism is a significant predictor of destination advocacy. A strong sense of attachment to one's country can evoke a feeling of duty to support and advocate for domestic travel over foreign destinations. Ethnocentrism, however, has a negative impact on destination image and visiting intentions (Wang, Wong, & Zhong, 2021). Boukamba (2020) also suggests that ethnocentrism affects destination image differently across groups due to varying perceptions of cultural distance. This highlights the destination-specific effects of ethnocentrism. A study by Sousa, Nobre, and Farhangmehr (2019) found that ethnocentrism plays a moderating role in the relationship between country image and behavioural intent (purchase, visit, and investment intentions). Although the effect was not particularly significant, ethnocentrism had a direct impact on destination image (Stepchenkova, 2017).

Scales for measuring tourism ethnocentrism:

Generalised Ethnocentrism (GenE) scale was developed by Boukamba, Oi & Sano (2020) to measure tourist ethnocentrism, proposing a generalised approach to this concept. The scale's dimensions involve intercultural perspective, cultural bias, and interpersonal perspective, personal prejudice. Stepchenkova (2021) undertook a comparative analysis of instruments for measuring tourist ethnocentrism, comparing the Generalised Ethnocentrism (GENE) scale, 10-item Consumer Ethnocentrism Tendencies (CET) scale, and Tourism Ethnocentrism (TE) scale. The GENE scale is typically used to measure ethnocentrism at a general level, whereas the CET scale measures ethnocentrism at a consumer level to understand attitudes and preferences for domestic products over foreign alternatives. The TE scale specifically measures ethnocentrism in tourism. Stepchenkova (2021) recommended using the CET scale and TE scale in domestic tourism, and the GENE and CET scale in international tourism. However, the research concluded that the adopted scale would depend on the research purpose. Another scale, the Short Form Generalised Ethnocentrism scale or SFGENE-7, was used by Neto and Neto (2022) to measure tourist ethnocentrism. This scale involves in-group preference and in-group superiority. Given that the concept of ethnocentrism in tourism is a largely unexplored area, there is significant scope and a clear need to develop a robust scale to measure tourist ethnocentrism.

Tourism Ethnocentrism and Sustainability

Although the literature on tourism ethnocentrism has primarily examined its impact on tourist decision-making during crises or political conflicts, its potential contribution to sustainable tourism is an important yet underexplored aspect. By definition, tourism ethnocentrism involves favouring domestic destinations over foreign ones, often driven by pride, loyalty, or a sense of moral obligation to support the home economy. This preference, although rooted in in-group bias, aligns closely with several sustainability principles when harnessed constructively.

Firstly, prioritizing domestic destinations diminishes the environmental impact of long-distance international travel, thereby reducing carbon emissions linked to aviation and transportation. By promoting travel within one's own country, ethnocentrism unintentionally advocates for more sustainable mobility practices. Secondly, Tourism Ethnocentrism promotes economic sustainability by reinforcing domestic tourism sectors. In scenarios where international tourism may potentially overshadow local industries, ethnocentric preferences redirect demand toward home-country destinations, thereby generating income and employment opportunities that enhance community resilience and self-sufficiency.

Furthermore, tourism ethnocentrism fosters a heightened sense of responsibility and stewardship towards local environments and cultural assets. Tourists driven by national pride or attachment are more inclined to appreciate and support heritage preservation, cultural tourism, and eco-tourism initiatives within their homeland. Resident ethnocentrism similarly reinforces this tendency, as local residents not only advocate for domestic tourism but also actively participate in co-creating and maintaining the value of local destinations. Such advocacy can be leveraged by policymakers to advance heritage conservation, sustainable infrastructure development, and responsible consumption practices in alignment with the Sustainable Development Goals (SDGs).

Overall, although tourism ethnocentrism is frequently perceived as restrictive or exclusionary, it concurrently signifies an underexploited avenue toward sustainability. By bolstering local economies, diminishing the ecological footprint of travel, and fostering pride in domestic destinations, TE can be reinterpreted as both a socio-psychological phenomenon and a strategic instrument for sustainability. It is recommended that future research endeavours investigate how ethnocentric attitudes may be strategically employed to advance sustainable tourism models, especially in emerging markets such as India, where the potential for domestic tourism to significantly contribute to sustainability remains substantial.

IV. CONCEPTUAL FRAMEWORK

This framework integrates psychological, situational, and socio-demographic constructs to explain how ethnocentrism influences tourism decisions.

Conceptual Framework: Ethnocentrism in Tourist Behaviour

Table 7.1: Variable Mapping

Latent Construct	Indicators	Role
Tourism Ethnocentrism (TE)	SFGENE-7 scale items	Independent variable
Destination Preference	Domestic vs. foreign travel intent	Dependent variable
Risk Perception	Health, safety, political risk items	Moderator
National Attachment / Patriotism	Emotional loyalty scale	Antecedent
Animosity	Country-specific hostility items	Antecedent
Cultural Openness	Cosmopolitanism scale	Negative antecedent
Behavioral Intentions	Travel, recommend, revisit	Outcome
Destination Image	Cognitive/affective image items	Outcome
Demographics	Age, gender, income, education	Moderators
Residents' Support	Advocacy, co-creation items	Mediator
Safety & Security	Perceived safety scale	Mediator

Source: Authors' compilation based on systematic literature review

Figure 7.1: Conceptual Framework based on review of literature

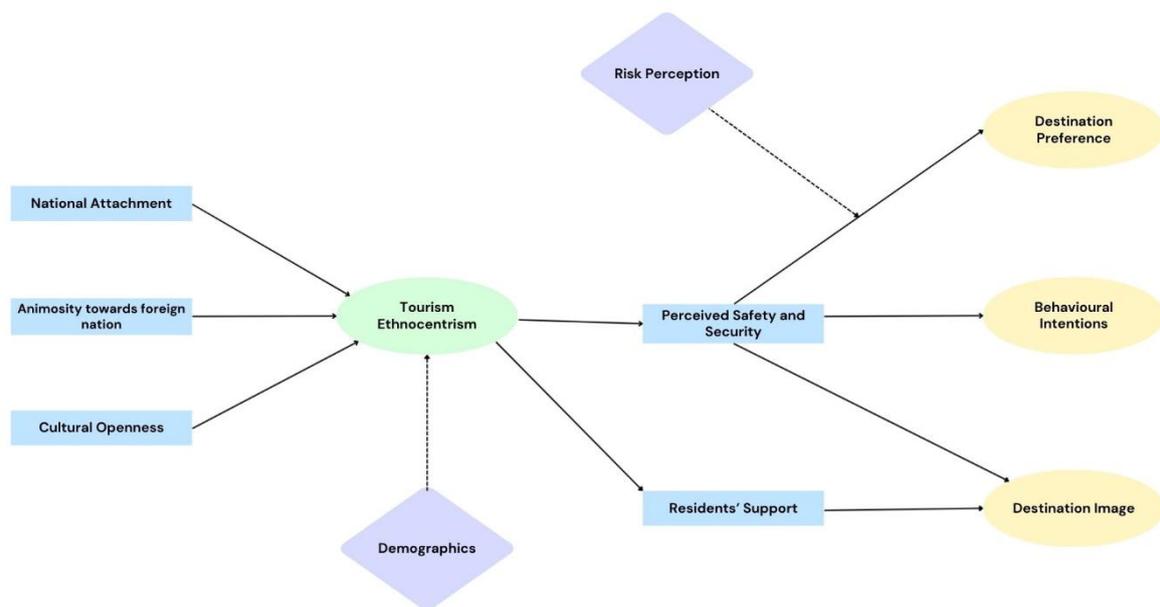


Table 7.2: Constructs in the conceptual framework

Construct	Definition	Role in Framework
Tourism Ethnocentrism (TE)	Preference for domestic destinations due to in-group bias	Central predictor of tourist behavior
Risk Perception	Perceived health, safety, or political risks of foreign travel	Mediator/moderator of TE's effect on destination choice
National Attachment & Patriotism	Emotional ties to one's country	Antecedents of TE
Animosity	Negative feelings toward foreign nations	Amplifies TE and reduces foreign travel intentions
Cultural Openness / Cosmopolitanism	Willingness to engage with other cultures	Negative predictor of TE
Destination Image	Perceived attractiveness of a destination	Outcome influenced by TE
Behavioral Intentions	Intent to travel, recommend, or invest	Final outcome variable

Moderators

1. **Pandemic Anxiety:** Strengthens TE's influence on domestic travel
2. **Gender & Age:** Females and older individuals show stronger TE
3. **Income & Education:** Higher income/education reduces TE
4. **Price Sensitivity & Quality Perception:** Can override ethnocentric bias

Mediators

1. **Residents' Support for Tourism:** Mediates TE's effect on brand value co-creation
2. **Perceived Safety & Security:** Mediates TE's impact on travel intentions

V. Research Gaps & Future Directions

Table 8.1: Research Gaps in Tourism Ethnocentrism

Dimension	Current Status	Research Gaps
Geographic & Population	Research concentrated in Europe, US, China; a few studies in Africa and Central Asia. No work in India/South Asia.	Need for studies in underrepresented regions (India, South Asia, Latin America, Africa) and cross-cultural comparative studies.
Thematic	Focus mainly on crises (COVID-19, political conflicts). Limited work on sustainability, cultural heritage, or social media.	Explore how TE influences sustainable tourism, heritage tourism, eco-conscious travel, and how digital/social media reinforce or challenge TE.
Methodological	Multiple scales exist (TE, GATE, SFGENE-7) but no universal standard. Research is mostly cross-sectional, survey-based.	Develop robust, tourism-specific ethnocentrism scales; adopt longitudinal and mixed-method approaches to capture changes over time.
Conceptual	Ethnocentrism often treated as one-dimensional. Positive vs. negative TE rarely distinguished. Resident TE underexplored.	Clarify dual nature of TE (moral duty vs. animosity); study resident ethnocentrism and its role in destination advocacy & sustainability.

Although there is growing interest in tourism ethnocentrism, the field is still in its early stages, with several significant gaps remaining. One major gap is geographical and population-related. The majority of empirical studies have taken place in Europe, North America, China, and certain emerging markets such as Tanzania and Central Asia. Large and diverse countries with considerable domestic tourism potential, like India, have not been thoroughly explored. There is also a lack of cross-cultural or cross-country comparisons, leaving unanswered questions about how ethnocentric attitudes differ across societies with varying political, cultural, and economic contexts.

Another gap is thematic. So far, research has mainly concentrated on crisis-driven situations, such as the COVID-19 pandemic or political conflicts, as triggers for ethnocentrism. Although these studies highlight important situational factors, they don't fully explore how ethnocentrism affects other aspects of tourism, such as sustainable tourism, cultural heritage tourism, or eco-tourism. Notably, there's a lack of research into how ethnocentric preferences for domestic destinations may align with sustainable practices by reducing long-haul travel, boosting local economies, and fostering pride and stewardship of cultural and natural resources. This sustainability dimension is particularly promising, yet hasn't been systematically addressed in the literature.

Thirdly, there is a gap in methodology and measurement. Despite the development or adaptation of various scales, such as the TE scale, GATE framework, and SFGENE-7, there is no widely accepted tool for measuring tourism ethnocentrism. Many studies rely on cross-sectional survey data, with a significant lack of longitudinal research to track how ethnocentric attitudes change over time, particularly in the post-pandemic period. Furthermore, few studies use mixed-method approaches that combine quantitative scale-based analysis with qualitative insights into motivations, narratives, or identity-driven behaviour.

Lastly, significant conceptual gaps exist. The literature often views ethnocentrism as a single-dimensional construct, failing to differentiate between positive TE (such as moral duty and domestic support) and negative TE (including hostility and rejection of foreign destinations). This distinction is vital, both theoretically and practically, as positive dimensions can be harnessed for sustainable development, whereas negative dimensions can hinder cross-cultural understanding and international cooperation. Furthermore, resident ethnocentrism is underexamined, despite evidence that locals' ethnocentric attitudes shape advocacy and destination brand co-creation.

Future research ought to extend its geographical scope to encompass diverse populations, investigate the implications related to sustainability and heritage with greater explicitness, enhance measurement tools and methodologies, and clarify the conceptual understanding of the dual nature of tourism ethnocentrism. Addressing these deficiencies will not only deepen theoretical insights but also offer practical guidance on leveraging ethnocentrism as a means to promote sustainable tourism, especially in contexts where domestic travel holds cultural and economic importance.

V. CONCLUSION:

There is a notable scarcity of academic literature concerning the concept of tourism ethnocentrism. Prior to 2019, it was seldom examined. However, following the global COVID-19 crisis, the number of studies appears to be increasing. Nonetheless, the body of literature remains limited. The investigation conducted in this paper demonstrates that ethnocentrism possesses the potential to influence individuals' perceptions and behaviours related to their tourism activities. Ethnocentric attitudes and behavioural intentions often manifest in a preference for domestic or home-country tourism over foreign destinations. Tourism ethnocentrism may be motivated by a sense of moral obligation to one's own country, where individuals perceive supporting the domestic industry as a righteous act. Ethnocentrism can impact tourism-related decisions – such as choosing domestic destinations over international travel or endorsing and promoting local tourism. Furthermore, tourism ethnocentrism influences residents' behaviours by encouraging them to support and contribute to the development of the domestic tourism industry and to advocate for local destinations over foreign alternatives.

This review shows that although tourism ethnocentrism is still an emerging research area, it is beginning to establish itself as a key concept for understanding tourist behaviour. The analysis indicates that ethnocentrism affects a wide range of outcomes, from tourists' perceptions of destination images to their travel intentions, purchasing choices, and advocacy actions. Importantly, tourism ethnocentrism goes beyond individual tourists, as resident communities also display ethnocentric tendencies that influence their support for domestic tourism development and co-creation of brands.

The findings reveal that ethnocentrism acts as a double-edged phenomenon. It promotes loyalty to local destinations, encouraging people to view travel within their home country as a moral obligation and a symbol of national pride. Conversely, it can also have negative effects, deterring international travel and sometimes fostering hostility or hostility towards foreign destinations. Recognising this duality is essential for both scholars and practitioners.

One key contribution of this review is to highlight the potential for tourism ethnocentrism to promote sustainability. By promoting shorter travel distances, boosting domestic demand, and fostering community pride, ethnocentrism can indirectly support environmental, economic, and socio-cultural sustainability. Specifically, it may drive cultural heritage preservation, eco-friendly domestic travel, and resilience in local tourism industries. Policymakers and destination managers can thus tap into ethnocentric tendencies as a chance to promote sustainable development, while also addressing the risks it poses for international tourism markets.

Although we have gained some valuable insights, the existing literature is still limited in both its scope and volume. The majority of studies have focused on Europe, North America, and China, leaving a significant gap in regions like India, South Asia, and Latin America, where domestic tourism is economically crucial and culturally rich. Furthermore, the current emphasis on crisis situations such as COVID-19 and political conflict only gives a partial picture of the role of ethnocentrism in tourism. Future research should investigate how ethnocentrism interacts with sustainable tourism, heritage tourism, and the influence of digital media, as well as develop more robust measurement tools and longitudinal designs to track changes over time.

In conclusion, tourism ethnocentrism is more than a behavioural bias; it is a socio-psychological force with both challenges and opportunities for the global tourism industry. By positioning it at the intersection of identity, risk perception, and place loyalty, this review highlights its potential to influence tourism in meaningful ways. With greater conceptual clarity and broader empirical investigation, tourism ethnocentrism can be reframed not merely as a limitation but as a catalyst for sustainable and resilient tourism futures.

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Appendix A:

Table 5.1 – Overview of papers reviewed

Sl No.	Author(s)	Articles	Focus	Major Findings	Area
1.	Gyimóthy, Braun and Zenker (2022)	Travel-at-home: Paradoxical effects of a pandemic threat on domestic tourism	<ul style="list-style-type: none"> - whether pandemic anxiety increased tourism ethnocentrism - influence of tourism ethnocentrism on attractiveness of domestic travel and bookings of domestic travel versus attractiveness of international travel and holiday bookings of international travel. 	The paradox is that pandemic anxiety led to decreased travel activity yet it led to an increase in ethnocentric tendencies in tourists manifesting in stronger support for domestic tourism.	Austria, Germany, UK
2.	Kock et. al. (2020)	Understanding the COVID-19 tourist psyche: The Evolutionary Tourism Paradigm	-the relation between pathogen threat and tourist perception and whether it leads to increase in ethnocentrism and xenophobia.	Pathogen threat amplified by COVID-19 pandemic is linked to ethnocentrism (in-group favourability) as in-group interaction becomes more attractive due to less health risks.	The US
3.	Todorović (2024)	Beyond symbolic: the role of tourism ethnocentrism in domestic travel	<ul style="list-style-type: none"> -the symbolic reason- the moral duty to support the domestic economy- for ethnocentric behaviour -external factors at play that influence tourist decisions about domestic and foreign travel. 	It highlights that tourist ethnocentrism is influenced by external factors such as constraints on foreign travel and increased destination awareness. It is not merely a symbolic concern for supporting the domestic industry.	Serbia
4.	Amani (2023)	The Interplay Between Tourism Ethnocentrism, Residents' Support for Tourism and Destination Brand Value Co-Creation in Emerging Tourism Destinations: Lessons from Tanzania	- relationship between tourism ethnocentrism, residents' support for tourism, and the co-creation of destination brand value.	Residents' support for tourism was found to mediate the effect of tourism ethnocentrism on the co-creation of destination brand value.	Tanzania
5.	Stepchenkova (2021)	Comparative analysis and applicability of GENE, CETSCALE, and TE ethnocentrism scales in the tourism context	- compares three instruments to measure ethnocentrism – the Generalised Ethnocentrism (GENE) scale, the Consumer Ethnocentrism scale (CET: 10-item CETSCALE), and the Tourism Ethnocentrism (TE) scale – for their applicability in the tourism context.	Using CET and TE in the domestic tourism domain and GENE and CET in the international tourism domain is recommended, with the final choice depending on the research focus.	
6.	Ma et. al. (2021)	Tourist ethnocentrism and tourism intentions during a political crisis	-studies positive and negative tourist ethnocentrism, tourists' perceptions of safety and security, and tourism intentions.	The findings indicate that positive tourist ethnocentrism and negative tourist ethnocentrism were determined by the perception of the ethnic in-	Hong Kong, China

				group and the ethnic out-group. Perceptions of safety and security were important mediators in the relationships between tourist ethnocentrism and tourism intentions.	
7.	Kim and Hyun (2024)	Paradoxical effects of tourism ethnocentrism on domestic tourism: The moderating effect of pandemic anxiety on travel	- the impact of socio-psychological, economic, and political antecedents on tourism, and to study the relationship among tourism ethnocentrism (TE), civilised tourism behavioural intention, willingness to visit, and electronic word of mouth. -Also, it examines the moderating role of pandemic anxiety variables.	Socio-psychological and political antecedents are factors that directly affect TE and have a significant effect on travellers who are insecure about travelling due to the pandemic. Travellers affected by socio-psychological and political antecedents were found to have higher TE and higher travel anxiety due to the pandemic.	The US
8.	Bresmer and Abraham (2022)	Exploring the influence of tourist ethnocentrism and risk perception on the hospitality and tourism industry	-This study focused on the influence of tourist ethnocentrism and risk perception on the domestic hospitality and tourism industry. -Other factors studied include perceived quality of foreign destination and price sensitivity	Price sensitivity, risk perception, and perceived quality of foreign destination, vis-à-vis domestic destination, are important factors. In the context of a health crisis situation like the pandemic, risk perception is a stronger predictor than tourist ethnocentrism.	Israel
9.	Wang, Wong and Zhang (2021)	Travellers' destination choice among university students in China amid COVID-19: extending the theory of planned behaviour	-the relationships between animosity, ethnocentrism, attitude, subjective norm (SN), perceived behavioural control (PBC), destination overall image (DOI) and destination visit intention (DVI).	Animosity and ethnocentrism negatively influenced DOI and DVI. The relationship between attitude, DOI and DVI was positive.	China
10.	Stepchenkova, Kirilenko and Shichkova (2018)	Intention to travel internationally and domestically in an unstable world	- to what degree risk perceptions of international travel influence their decisions to travel internationally or domestically.	Age, gender and national attachment influenced tourists' perception of threats and risks associated with international travel. The influence of consumer ethnocentrism on tourist preferences is moderated by the wealth or income level factor.	Russia
11.	Stepchenkova, Kirilenko and Shichkova (2019)	Influential factors for intention to visit an adversarial nation: increasing robustness and validity of findings	-Factors which drive visitation intention in a situation of bilateral conflict between the destination country and the source country. - Influence of animosity, national attachment, and consumer ethnocentrism on visitation intentions in a situation of conflict between the origin country	Results confirmed that general animosity, destination image and country image are the most influential factors in the tourists' decision-making to visit a destination country with which their own country has strained bilateral relations. Patriotism and Ethnocentrism play a role	The US (as the destination country) and Russia (as the source country)

			and the destination country.	in tourist decisions, depending on age.	
12.	Shen and Wu (2022)	The moderation of gender in the effects of Chinese traditionality and patriotism on Chinese domestic travel intention	-the influence of patriotism and traditionality on tourist intentions towards domestic travel, and the moderating effect of the gender factor.	Patriotism had a positive relation with tourists' attitudes and domestic travel intentions. Traditionality impacted patriotism, attitudes and subjective norms directly and tourist intentions indirectly. The effect of patriotism on tourist intentions was seen to be significantly higher in females.	China
13.	Boukamba, Oi and Sano (2020)	A Generalised Approach to Tourist Ethnocentrism (GATE): Analysis of the GenE Scale for Application in Tourism Research	-development of GenE to measure Tourist Ethnocentrism	It highlighted the role of cultural bias and personal prejudice in tourist ethnocentrism.	
14.	Kock et al. (2018).	Tourism Ethnocentrism and Its Effects on Tourist and Resident Behaviour	-tourists' and residents' motivation to support the domestic tourism economy.	Tourist Ethnocentrism is an important determinant of residents' and tourists' behaviour, as it leads to tourists' willingness to engage in and recommend domestic tourism; as well as residents' support for domestic tourism development.	The US
15.	Lever, Elliot and Joppe	Pride and promotion: Exploring relationships between national identification, destination advocacy, tourism ethnocentrism and destination image	-The relationships between national identification and destination advocacy, and how this relationship impacted destination image and tourism ethnocentrism.	The perception of one's own country as a tourist destination is significantly affected by the resident's national identification. It proposes tourism ethnocentrism as a predictor of destination advocacy, as ethnocentrism promotes a sense of duty to support domestic tourism and also advocates domestic tourism to others.	Canada
16.	Neto and Neto (2022)	Ethnocentrism: A Short Form Measure (SFGENE-7)	-to develop and validate a short version of the Generalised Ethnocentrism (GENE) measure.	Validation of the SFGENE-7 and finds it a reliable tool to ascertain the level of Tourist Ethnocentrism.	
17.	Stepchenkova, Kirilenko and Shichkova (2018)	Marketing to Tourists from Unfriendly Countries: Should We Even Try?	-whether these psychographic characteristics of tourists can limit the effectiveness of the promotional materials on image perceptions, attitudes, and behavioural intentions of potential tourists toward a country-vacation destination in a situation of political and economic	The influence of consumer ethnocentrism on the effectiveness of advertising was limited, while the influence of national attachment was inconclusive. Consumer ethnocentrism is affected by the level of education and previous travel experience.	Russia (as home country), the USA (as the destination country)

			conflict between the two nations.		
19.	Stepchenkova et al. (2019)	The Influence of Animosity, Ethnocentric Tendencies, and National Attachment on Tourists' Decision-Making Processes during International Conflicts	-It uses the constructs of animosity, national attachment, consumer ethnocentrism, country image, and perceptions of the state of bilateral relations in order to examine three intent to visit scenarios.	The results consistently indicate a high level of influence of general animosity and ethnocentric tendencies in addition to country image and bilateral relation variables in tourists' decision making.	China (as the country of origin) and South Korea (as the country of destination)
19.	Boukamba (2020)	Do birds of a feather flock together? Empirical evidence from the Generalised Approach to Tourist Ethnocentrism (GATE)	-The effect of tourism ethnocentrism on cognitive, affective and conative image of tourist destinations.	The effects of ethnocentrism are destination-specific, and despite bias, tourist behaviour is influenced by quality perception of foreign destinations in comparison with quality perception of domestic alternatives, and perceptions of cultural distance played a moderating role.	South Africa (as the origin country) -Japan and Zimbabwe (as destination country)
20.	Assaf, Kock and Tsionas (2021)	Tourism during and after COVID-19: An Expert-Informed Agenda for Future Research	-to identify future topics of research in the field of tourism in order to address the impact of COVID-19.	Among the many research areas identified, one of the topics proposed is the role of COVID-19 in driving stereotypes, xenophobia and ethnocentrism with regard to tourism.	
21.	Haeok Liz Kim, Sunghyup Sean Hyun (2024)	Impact of travellers' consumer ethnocentrism on purchase and behaviour intention: moderating effect of implicit prejudice	-Impact of prejudice on consumer ethnocentrism	Consumer Ethnocentrism is influenced by prejudice, but it does not necessarily result in travel behaviour intentions .	
22.	Sousa, Nobre, and Farhangmehr (2019)	Cosmopolitanism and the Mediating Effect of Country Image on Consumers' Purchase, Visit and Investment Intentions	-The construct of cosmopolitanism , along with country image as the mediator between purchase, visit and investment intentions .	Ethnocentrism was found to play a moderating role in the relationship between country image and behavioural intentions of tourists (purchase, visit and investment intentions).	
23.	Stepchenkova (2017)	Do strained bilateral relations affect tourists' desire to visit a country that is a target of animosity?	-Factors that influenced tourist intentions to visit in situations where the bilateral relations between the tourists' origin country and the destination country are strained.	National attachment led to ethnocentrism, which in turn affected visit intentions. Country image, destination image and general animosity played a mediating role.	Russia (as home country), the USA (as the destination country)
24.	Rybina (2021)	The impact of ethnocentrism and its antecedents on cultural heritage tourism along the Silk Road	-The antecedents of ethnocentrism in the context of cultural heritage tourism were examined.	Patriotism and Cultural Openness were indicated to be antecedents of ethnocentrism.	Central Asia (Turkestan, Bukhara, Samarkand)