How do Tourists Respond to Meta-stereotypes? Understanding Their Willingness to Interact, Self-presentation and the Role of Power

Abstract: Research into the stereotypes of tourists by locals and the impacts of these stereotypes on local behaviors is well established. However, how tourists respond to these stereotypes remains underdeveloped. This research offers a thorough understanding of the effects of meta-stereotypes on tourists by revealing whether being stereotyped affects tourist intentions to interact with locals and their self-presentation during these interactions. Two scenario-based experiments and a follow-up survey were conducted. Study 1 demonstrates that meta-stereotypes influence in different ways the willingness of tourists to interact with locals and how they present themselves to locals. Study 2 reveals that these effects are significantly moderated by the degree to which tourists hold power, with powerful tourists being more likely to behave in line with meta-stereotypes. Study 3 draws consistent conclusions with Study 1 and 2 in surveying 313 Mainland Chinese tourists. This research offers insights into tourist responses to meta-stereotypes and has implications for organizations seeking to enhance tourist-host relations.

Keywords: tourist-host interactions, tourist meta-stereotypes, willingness to interact, self-presentation, tourist power

1. Introduction

The varying social, environmental, and economic impacts of tourist behaviors on local destinations have attracted significant attention by tourism scholars. A range of concerns, such as social sustainability in tourism destinations to questions of over-tourism have prevailed in the wake of the immense growth of the tourism industry in recent times. In the midst of this, tourists are often accused of misbehaving and conflicts between locals and tourists can erupt suddenly (Tse & Tung, 2022a), leading to an uneasy tourist-resident relationship (Chen, Hsu, & Li, 2021). Equally, positive social contact between tourists and locals can also facilitate mutual understanding across cultures and generate favorable emotions on both sides (Pizam, Uriely & Reichel, 2000). Positive social contact with tourists may also enhance the wellbeing of locals (Eusébio et al., 2018) and consolidate their support of further tourism developments (Tsaur, Yen, & Teng, 2018). Although there is significant research on the various impacts of tourist-resident interactions, there is a paucity of research on the reasons that cause tourists to interact in a positive or negative way with locals.

Human attitudes and behaviors toward each other are highly interrelated and dependable (Vorauer et al., 2020). In particular, an individual's perceptions of how he or she is seen by others can potentially influence his or her feelings and behaviors in everyday social interactions (Tse & Tung, 2020b; Stathi et al., 2020). Meta-stereotypes,

which refer to one's beliefs about how the group in which they belong are perceived by outgroup members (Van Leeuwen & Täuber, 2012; Tung, 2019), generally predict intergroup attitudes and behaviours (Stathi et al., 2020). In particular, stereotypes often occur in tourist-host interactions as a result of frequent but superficial contact between tourists and locals (Tse & Tung, 2022b). Research in tourist destinations across the world suggests that local stereotypes of tourists and residents' own meta-stereotypes influence their attitude to tourists (Chen & Hsu, 2021; Tse & Tung, 2020a; Tse & Tung, 2022b; Tung, King, & Tse, 2020). However, there is minimal knowledge around the influence of meta-stereotypes on tourist perceptions and behaviors in the context of tourist interactions with locals. Given the regularity with which tourists are stereotyped (Chen & Hsu, 2021), it is important to examine how tourists respond to their own meta-stereotypes.

Social interactions appear to be shaped by subjective interaction intentions and objective interaction opportunities, wherein individuals may behave differently in these two interaction states (Zhang et al., 2020). At present, there is minimal research on the differences in these two interaction states, leading to a limited explanation of tourist-host interactions. Just whether meta-stereotypes affect the subjective intentions and actual behaviors of tourists in the same way is a question worth exploring. That is, would tourists still be willing to interact with locals if they are aware of the positive or negative stereotypes held by locals towards them? And if tourists become aware of these stereotypes, how will this awareness affect the way they present themselves to locals in actual social interactions?

Power is a prevalent feature in social relationships and represents the ability to pursue one's interest and impose one's own will (Saito & Ruhanen, 2017). Power imbalance exists in any relationship and moderates the outcomes of interactions. People in high-power positions are able, in a social interaction, to follow their own thoughts rather than conform to others (Overbeck, Tiedens, & Brion, 2006). Conversely, people in low-power positions tend to invest more efforts into the way they present themselves as they are eager to please audiences (Menon & Bansal, 2007; Schlenker & Pontari, 2000). Encounters between tourists and locals are believed to create invisible but ubiquitous mediated power struggles (Zhang et al., 2017). However, there is limited understanding of how power may influence the social behaviour of tourists and the complex nature of the cross-cultural interactions underpinning tourist-local encounters serves to complicate matters even further. The question of how power influences the intentions and actual behaviors of tourists in response to meta-stereotypes is something this paper seeks to address.

This research encompasses three studies (two experiments and one survey) and is driven by two research objectives: (1) to reveal the effects of meta-stereotypes on the subjective willingness of tourists to interact with locals and on the way in which tourists present themselves in actual interactions; (2) to examine the moderating role of tourists' power on these effects. By comparing tourists' subjective intention and actual behaviour in responding to meta-stereotypes, this research provides insights into the strategic coping mechanisms adopted by tourists when confronted with stereotypes. At a more

general level, this research contributes to the social psychological literature. Our findings deepen understandings around impression management motives and self-validation hypothesis by introducing the interplay of power into response decisions. The managerial recommendations we offer may enable those involved in marketing to international tourists new opportunities to improve relations between tourists and local residents.

2. Literature review

2.1 Tourist stereotypes

Stereotypes are the cognitive component of intergroup biases and has been widely examined in social psychological research (Cox, Xie, & Devine, 2022; Sinclair et al., 2005). Ingroup members generally perceive their outgroup counterparts to be more homogeneous, which is the result of stereotypical assessment (Fiske et al., 2002). In social psychology, stereotype is often defined as the beliefs and expectations held by individuals toward members of outgroups, which can be automatically activated when social category cues (e.g., race, gender, and occupation) are presented (Wang & Yang, 2017). In particular, the content of stereotypes can be correct or incorrect, positive, negative, or mixed (Shen et al., 2019; Fiske et al., 2002), but either way, they may influence how individuals behave toward their outgroup counterparts (Sinclair et al., 2005). However, given stereotypes are strongly linked to biases, discrimination, prejudice, and oppression, individuals often struggle to reduce the influence of stereotypes on others' attitudes and behaviors towards them (Cox et al., 2022).

In this study, tourist stereotypes are defined as the preconceptions held by local residents toward tourists (Tung et al., 2020). Stereotyping tourists is a common practice by local residents, owing to the mostly transient and superficial nature of tourist-host encounters as well as its efficiency in facilitating how locals process information about tourists (Chen & Hsu, 2021). For example, Hong Kong residents often regard tourists from Mainland China as approachable and competent, if somewhat boastful and rude (Chen, Hsu, & Li, 2018; Tung et al., 2020). Catalan stereotypes of English tourists include characteristics such as stiffness, steadiness, being socially distant, and having integrity (Hsu & Chen, 2019).

Although tourism researchers have long studied tourist stereotypes in diverse contexts, they have largely focused on the content of stereotypes (Chen & Hsu, 2021; Chen et al., 2018), the strategies to reduce stereotypes (Ji, Li, & Hsu, 2016; Tung, 2021), and the effects of stereotypes on the behavior of locals towards tourists (Tse & Tung, 2020b; Hsu & Chen, 2019). Research into how stereotypes of tourists by locals influence, in turn, the behavior of tourists, is scarce. The pervasiveness of tourist stereotypes and its influence on tourist-host interactions and tourist experiences make an investigation of this issue timely.

2.2 Meta-stereotypes and subjective interaction intentions

Unlike stereotypes that focus on individuals' preconceptions of others, meta-stereotypes refer to one's beliefs about how their ingroup is perceived by outgroup

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members (Van Leeuwen & Täuber, 2012; Leeuwen & Mashuri, 2012). It is contextual in nature and generally varies according to the outgroups involved. For example, the meta-stereotype that the French have of Americans is not necessarily the same as the meta-stereotype that they have of Belgians (Anseel, 2011). Since social interaction usually involves members of diverse social groups, individuals are often aware that the outgroup holds certain stereotypes about their ingroup (Fowler & Gasiorek, 2020). Similarly, tourists may be aware that residents have stereotypes about the group to which the tourist belongs, and whether these stereotypes are positive or negative.

Meta-stereotypes are believed in social psychology to have important effects on the attitudes and behaviors of individuals during interactions (Lammers, Gordijn, & Otten, 2008; Sinclair et al., 2005). Particularly, meta-stereotypes generally affect individuals' behavior in the direction of the stereotypes (positive or negative) that they perceive the outgroups hold toward them (Anseel, 2011; Sinclair et al., 2005). For instance, if someone believes that outgroup members hold negative evaluations about the group to which they belong (i.e., negative meta-stereotypes), he or she will be likely to feel negatively towards potential interactions with the outgroup (Vorauer et al., 2000). Conversely, if the individual believes that outgroup members hold positive meta-stereotypes about the group to which the individual belongs, he or she may feel more inclined towards interacting with that outgroup (Lammers et al., 2008; Stathi et al., 2020). Indeed, Fowler and Gasiorek (2020) found that negative meta-stereotypes were associated with a strong desire to avoid intergroup interactions.

Studies in social psychology have confirmed that people develop different behavioral intentions to outgroups based on the given meta-stereotypes (Leeuwen & Mashuri, 2012; Shen et al., 2019), but just how meta-stereotypes influence the intentions of tourists toward residents has not been considered in the tourism literature. Given individuals who believe that they are the subject of stereotypes are likely to express attitudes (positive or negative) that are in line with the meta-stereotype (Sinclair et al., 2005; Vorauer et al., 2000). Our contention is that tourists will have a positive response to positive meta-stereotypes and a negative response to negative meta-stereotypes. We propose that positive meta-stereotypes will lead to a greater willingness by tourists to interact with locals:

H1: Positive meta-stereotypes will stimulate a higher willingness by tourists to interact with hosts compared to negative meta-stereotypes.

2.3 Meta-stereotypes in promoting self-presentation

Individuals may not necessarily behave in line with the stereotypes that they believe are held about them by the outgroup (He, Sun, & Luo, 2014). People who are trying to demonstrate that negative stereotypes do not apply to them personally may respond in a positive way to negative meta-stereotypes (Van Leeuwen & Täuber, 2012). That is, while negative meta-stereotypes are oftentimes regarded as biases, they can, nevertheless, link individuals to behaviors that are considered positive in nature (Liu & Tung, 2017). For example, an individual who is acutely aware that his or her group are stereotyped as unhelpful may seek to behave in an extra warm manner to disrupt this

stereotype (Leeuwen & Mashuri, 2012). This is an example of conscious self-presentation. Self-presentation, a continuous strategic expression of the self, has been regarded as a critical component of impression management in social interactions (Nieto García et al., 2020; Oswald & Harvey, 2020). Generally speaking, efforts invested into self-presentation serve to influence the thoughts, feelings, and behaviors of others (Nieto García et al., 2020). Individuals tend to use self-presentation as a means to refute negative stereotype in actual interactions with the outgroups, in order to position their ingroup in a more favorable light (Oswald & Harvey, 2020).

Studies show that meta-stereotypes, once activated, can trigger one's self-presentation (Van Leeuwen & Täuber, 2012), primarily because concerns around one's image can stimulate individuals to modify their own actions to suit the expectations of others (Vorauer et al., 2000). When it comes to negative meta-stereotypes, individuals tend to invest more effort in their self-presentation to undermine these stereotypes; equally, less effort is spent on confirming positive ones (Tung, 2019; Van Leeuwen & Täuber, 2012). In this way, negative meta-stereotypes are more likely to increase one's conscious level of self-presentation (Van Leeuwen & Täuber, 2012). For example, a study has shown that residents were more willing to engage in self-presentation in the face of negative meta-stereotypes, owing to their desire to manage impressions (Tung, 2019). Impression management motive, however, is not activated in all contexts, and is only activated when individuals are able to display a specific identity through their strategically exhibiting behaviors (Zaidman & Drory, 2001). Considering the actual interaction with locals is an effective way for tourists to enhance their images (Tung, 2021), we suggest that tourists will present themselves in positive ways to refute negative meta-stereotypes when they actually interact with locals. That is, negative meta-stereotypes may boost the incentives of tourists to invest in self-presentation efforts, while positive meta-stereotypes are likely to reduce their efforts in self-presentation (since they already believe they are regarded favorably). We therefore propose the following hypothesis:

H2: Negative meta-stereotypes will stimulate greater efforts in self-presentation by tourists when interacting with members of the host group compared to positive meta-stereotypes.

2.4 Tourist power as a moderator in tourist-host relations

A prevalent feature of social relationships, power has been characterized as a universal concept in the social sciences (Lammers et al., 2008; Magee & Smith, 2013) affecting nearly every aspect of people's lives (Cheong & Miller, 2000). Power can be defined as the ability to advance one's interest or impose one's own will (Saito & Ruhanen, 2017). It has different degrees of intensity from high to low (Wei & Dai, 2019), and people high in power can get powerless individuals to do something that they would not otherwise have done (Saito & Ruhanen, 2017). Power relationships evolve through interactions between social actors, and power imbalances often exist between implicated agents (Wang, Weaver, & Kwek, 2016). Issues involving power and power asymmetries permeate in tourism (Cheong & Miller, 2000; Wei, Qian, & Sun,

2018). Tourist-host interactions are considered inherently unequal, not only in terms of wealth and relative social-economic status, but also with respect to the control of local knowledge of both parties (i.e., the familiarity with local information and resources, the ability to make arrangements) (Zhang et al., 2017). The behavior of individuals who are the subject of negative stereotypes is influenced by the degree of power the individual feels he or she holds (Van Loo & Rydell, 2013). To date, there has been minimal exploration of how the positions of power occupied by tourists influence the manner in which they respond to meta-stereotypes from the members of the host group.

Power is associated with a subjective sense of being in a higher position, of increased confidence, and of having the feeling to act freely (Li & Chen, 2017; Magee & Smith, 2013). Powerful individuals are more inclined to act according to their own wills rather than conforming to the expectations of others (Overbeck et al., 2006). The self-validation hypothesis holds that being in a position of power can increase the effect of thoughts on one's behaviour. That is, if one's thoughts are prosocial in nature, being in a position of power will lead to an increase in prosocial behaviour. Equally if one's thoughts are inherently antisocial, power will enable the individual to engage in increased antisocial behaviour (DeMarree, Briñol, & Petty, 2014). This suggests that the behavioural responses of individuals are more amplified when the individual is in a powerful position (DeMarree et al., 2014). Following this line of reasoning, we argue that tourists who feel that they are in a position of power will use this perceived power to act in accordance with the stereotypes that they believe their counterparts hold about them. That is, tourists who feel powerful are more likely to feel at liberty to avoid interacting with members of the host group if they believe the host group views them negatively. In the same token, we propose that tourists who feel powerful will be more inclined to interact with locals if they believe that locals perceive them in a positive light. This leads to our third hypothesis:

H3: The degree to which tourists feel powerful during tourist-host interactions will moderate the effect of the meta-stereotype on tourists' willingness to interact with members of the host group.

H3a: Tourists who feel powerful will be more willing to interact with the host group when they believe they are subject to positive meta-stereotypes.

H3b: Tourists who feel powerful will be less willing to interact with the host group when they believe they are subject to negative meta-stereotypes.

Impression management motives arise when individuals seek approval from others by performing certain social behaviors (Schlenker & Pontari, 2000). We contend that efforts at impression management by tourists occur during their actual interactions with locals and these are affected by the degree to which tourists see themselves as powerful (Schlenker & Pontari, 2000). In general, those who lack power are more inclined to internalize others' perceptions of them because they feel dependent on others (Lammers et al., 2008; Menon & Bansal, 2007). This feeling of dependence motivates them to maintain a favorable image of themselves to others (Schlenker & Pontari, 2000). The greater the dependence on others, the greater the motivation to engage in self-

presentation (Zaidman & Drory, 2001). Those in positions of power lack the same motivation to engage in impression management because they are less dependent on others (Magee & Smith, 2013; Menon & Bansal, 2007). Even if they may perceive that they are being viewed in a negative light, or are subject to negative stereotypes, those in positions of power are less likely to concern themselves with making a favorable impression of themselves (Van Loo & Rydell, 2013).

It has been argued that powerful people enjoy a greater level of agency and freedom than people who lack power (Van Loo & Rydell, 2013). People who feel powerful can be more consistent in their behaviors compared to people who feel disempowered and who thus feel obliged to present themselves in only favorable ways so as to obtain/retain the approval of others (on whom they feel dependent) (DeMarree et al., 2014). Applied to the present concerns, it may be that tourists who feel disempowered are more likely to be motivated to invest efforts into impression management when negative meta-stereotypes about them exist. Comparatively, tourists who feel that they are in a position of power, and who do not seek the approval of others, are likely to present themselves in favorable ways in the face of positive meta-stereotypes and, equally, to present themselves in unfavorable ways when confronted with negative meta-stereotypes. This hypothesis is broken down into the following:

H4: The degree to which tourists feel powerful during tourist-host interactions will moderate the effect of meta-stereotypes on self-presentation during these interactions.

H4a: Tourists who feel less powerful (powerless) will report higher levels of self-presentation when they are subject to negative meta-stereotypes.

H4b: Tourists who feel powerful will report higher levels of self-presentation when they are subject to positive meta-stereotypes.

The theoretical model of this research is depicted in Figure 1.
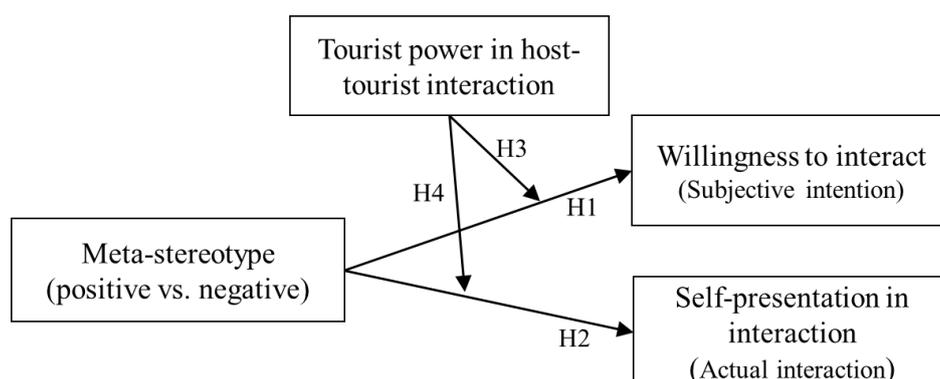
Figure 1. The theoretical model.

3. Overview of this research

This research involves three studies with multi-method approaches to explore the differences in whether tourists intend to interact with locals and how they behave during these interactions in the face of meta-stereotypes. First, two scenario-based experiments

were developed to test the proposed hypotheses. Study 1 employs a between-subjects experimental design with three levels (meta-stereotype: negative vs. positive vs. none) to investigate the main effects of meta-stereotypes on the willingness of tourists to interact with locals and the efforts they invested in self-presentation during these interactions (H1 and H2). Study 2 uses a 2 (meta-stereotype: negative vs. positive) × 2 (tourist power: powerful vs. powerless) between-subjects experimental design to examine how power moderates the main effects (H3 and H4). To provide real-world support for the findings from Study 1 and 2, a survey (study 3) of Mainland Chinese tourists was conducted. In Study 3, the given meta-stereotypes and degree of power held by the tourists were measured as independent variables, while the willingness to interact with locals and self-presentation efforts were measured as dependent variables. Each study involved a different set of participants. There are several reasons for conducting this research in relation to Mainland Chinese tourists. Primarily, the increasing number of Mainland Chinese traveling abroad has intensified the stereotypes held by resident populations towards them (Tse & Tung, 2020a). Abuses against Mainland Chinese tourists in public have been reported in many countries (i.e., England, Japan) (Tse & Tung, 2020b) even as the Mainland Chinese market continues to be courted by tourist destinations and operators. By exploring the issues and questions raised thus far through the lens of Chinese tourist experiences, this study sets out to offer insights into tourist stereotypes as a whole and to contribute to the improved management of tourist-host relations.

4. Study 1

The objective of Study 1 is to examine the main effect of meta-stereotypes on the willingness of tourists to interact with locals and on their self-presentation efforts during these interactions. A single-factor (meta-stereotype: negative vs. positive vs. none) scenario-based experiment was conducted, consisting of two experimental conditions: one group was exposed to positive meta-stereotypes, a second group to negative meta-stereotypes, and the control group which encountered no meta-stereotypes.

4.1 Design

Three fictitious but seemingly real newspaper articles with pictures were used to generate positive and negative meta-stereotypes for the first two groups respectively, and to convey neutral attitudes to the control group (see Appendix 1). Under the positive meta-stereotype condition, participants were informed that a national survey of country 'A' (a hypothetical country) had revealed that the attitudes of country 'A' residents toward Mainland Chinese tourists were clearly positive. Residents in country 'A' had reportedly described Mainland Chinese tourists as friendly, polite, civilized, and industrious. Under the negative meta-stereotype condition, the survey revealed that residents in country 'A' held negative attitudes towards Mainland Chinese tourists, describing them as unfriendly, rude, uncivilized, and boastful (Tung et al., 2020). The control group were told that residents held a neutral attitude towards Mainland Chinese tourists, and some even gave no comments. Pictures of residents being interviewed

324 were subsequently added to the articles and served to amplify the differences between
325 the three experimental conditions.

326   In the experiment, participants were asked to imagine that they were travelling in
327 country A. They were asked to read the article conveying the meta-stereotype (or
328 neutral report) and subsequently completed a questionnaire. The questionnaire was
329 designed to provide insights into the effectiveness of the meta-stereotypes being
330 generated, the extent to which participants were willing to interact with the supposed
331 residents and invest in self-presentation efforts during actual interactions with the
332 residents. The term (A) was used for the alleged resident country to avoid biases from
333 participants' prior knowledge of, and familiarity with, real destinations (Su, Tang, &
334 Nawijn, 2021). Portraits in the pictures were blurred to prevent the participants from
335 guessing the destination country.

336 4.2 Pre-test

337   A pre-test was used to check the manipulation of the meta-stereotype. A sample of
338 84 Mainland Chinese respondents were randomly selected as subjects by means of the
339 snowballing technique and e-mail (See table 1). Three links to the experiment were
340 created and randomly sent to subjects. They were asked to rate the degree to which they
341 thought that the attitudes held by country 'A' residents toward Mainland Chinese
342 tourists were negative, neutral, or positive. Responses were provided on a 7-point scale
343 ranging from "1" (negative), "4" (neutral) to "7" (positive). Results showed that
344 participants in the positive meta-stereotype condition scored significantly higher than
345 those in the control group ($M_{Positive} = 6.59$, $M_{Control} = 3.96$, $p < 0.001$) as well as those in
346 the negative meta-stereotype condition ($M_{Positive} = 6.59$, $M_{Negative} = 1.47$, $p < 0.001$).
347 Thus, the manipulation of the meta-stereotype was deemed successful.

348 4.3 Measurement

349 Willingness to interact refers to the subjective intention of subjects to interact with the
350 hosts. This was assessed using five questions adapted from a study by Logan, Steel, and
351 Hunt (2016) and by Rohmann (2014) (i.e., "I desire contact with the locals"; "I am
352 willing to actively interact with the locals"; "I believe it would be hard to get along with
353 the locals (-)"; "If the locals were to seek contact with me, I would be glad and respond
354 to it"; "I want to get to know the locals better"). Meanwhile, participants responded to
355 three items regarding their anticipation about self-presentation efforts in interactions
356 with locals, which was adapted from Lee and Borah's study (2020) (i.e., "I will show
357 them I am different"; "I will present an attractive persona of myself"; "I will present
358 myself differently to different people"), also using a 7-point scale (1 = strongly disagree,
359 7 = strongly agree). The demographic information of participants (i.e., gender, age, and
360 education level) was captured as control variables in all studies. Moreover, considering
361 that the outbound travel experience of tourists may influence their attitude and behavior
362 when traveling abroad (Wang, Martin, & Yao, 2021), it was also measured and
363 controlled for in the first two experimental studies.

364 4.4 Results

Participants. Gpower software application for F tests and ANOVA with one-way was used to calculate the minimum sample size (Martínez-López, Anaya-Sánchez, & Fernández Giordano, et al., 2020). The effect size as 0.4, alpha error probability as 0.01, and power as 0.95 were selected (Faul et al., 2007), and the sample size required was 135. The experiment was carried out in Mainland China, and 165 Mainland Chinese residents were recruited from Credamo.com, a professional Chinese online data collection platform similar to Mechanical Turk (Jia, Yao, & Fan, 2022; Xu & Zeng, 2022). Specifically, recruitment information was released through Credamo.com to find participants, and subjects who meet the requirements (i.e., Mainland Chinese residents) volunteered to complete the experiment online (Su et al., 2021). Participants were then randomly assigned to one of three conditions: positive meta-stereotype, negative meta-stereotype, or the control group. After removing invalid samples (i.e., missing data, taking too long or too short in completing, giving the same answer for all questions), 144 participants were obtained (See table 1).

**Table 1.** Sample Characteristics

Variables		Pre-test		Study 1		Study 2		Study 3	
		N	100%	N	100%	N	100%	N	100%
Gender	Male	38	45.2	73	50.7	81	38.0	118	37.7
	Female	46	54.8	71	49.3	132	62.0	195	62.3
Age (years)	18-29	40	47.6	62	43.1	96	45.1	130	41.5
	30-39	37	44.0	66	45.8	90	42.3	151	48.2
	40-49	4	4.8	11	7.6	18	8.5	22	7.1
	50 and above	3	3.6	5	3.5	9	4.2	10	3.2
Education level	High school or less	3	3.6	8	5.6	10	4.7	3	1.0
	College qualification or Bachelor's degree	69	82.1	120	83.3	175	82.2	265	84.7
	Masters' degree	10	11.9	15	10.4	24	11.3	42	13.3
	Doctoral degree	2	2.4	1	0.7	4	1.9	3	1.0
Personal monthly income (RMB)	Less than 2,000	7	8.3	13	9.0	23	10.8	21	6.7
	2,001-4,000	12	14.3	16	11.1	20	9.4	22	7.0
	4,001-6,000	14	16.7	25	17.4	41	19.2	41	13.1
	6,001-8,000	18	21.4	30	20.8	40	18.8	68	21.7
	8,001-10,000	21	25.0	30	20.8	41	19.2	94	30.0
	More than 10,000	12	14.3	30	20.8	48	22.5	67	21.5

Manipulation check. One-way ANOVA showed that subjects in the positive meta-stereotype condition had higher scores (M = 6.68, SD = 0.515) than those in the control group (M = 3.94, SD = 0.381, $p < 0.001$) and those in the negative meta-stereotype condition (M = 1.84, SD = 1.559, $p < 0.001$, $F_{(1, 143)}$ =293.634). Therefore, the manipulation of the meta-stereotype was deemed effective.

Main effect. One-way ANOVA revealed that subjects in the negative meta-

stereotype condition scored more negatively on willingness to interact with residents than those in the positive meta-stereotype condition and in the control group ($M_{Negative}$ = 4.290, $M_{Control}$ = 5.021, $M_{Positive}$ = 5.851, $F (1, 143)$ = 26.338, $p < 0.001$). This indicates that participants were unwilling to interact with residents when they perceived that they were the subject of negative stereotypes by the residents. Meanwhile, participants in the negative meta-stereotype condition scored more positively on self-presentation than those in the positive meta-stereotype condition and control group ($M_{Negative}$ = 5.932, $M_{Control}$ = 5.215, $M_{Positive}$ = 4.681, $F (1, 143)$ = 22.330, $p < 0.001$). This indicates that participants who experience a negative meta-stereotype from residents tend to have a greater desire to manage their self-presentation in ways that create a favorable impression to offset purportedly negative perceptions about them (Fig. 2).
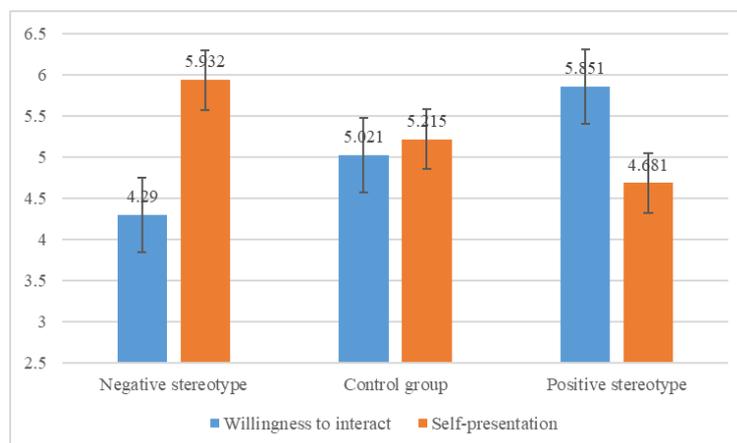
Figure 2. The mean scores of willingness to interact and self-presentation.

4.5 Brief Discussion

Study 1 revealed the significant effect of meta-stereotypes on the willingness of tourists to interact with local residents and their efforts at self-presentation using a scenario-based experiment. Participants who experienced positive meta-stereotypes showed a greater willingness to interact with locals but reduced efforts at self-presentation during the interactions compared with participants who had experienced negative meta-stereotypes. This suggests that one's awareness of being subject to positive or negative stereotypes has a different effect on tourist intentions to interact with locals and on the manner in which they interact.

5. Study 2

The results of Study 1 showed that meta-stereotypes had a significant but different effect on willingness to interact and self-presentation. Given this, Study 2 aims to explore the moderating role of tourist power on these main effects through a 2 (meta-stereotype: positive vs. negative) × 2 (tourist power: powerful vs. powerless) between-subjects experimental design.

5.1 Design

The stimuli for meta-stereotypes (positive and negative) in this study were the same as in Study 1. This group of subjects were asked to read a second scenario that was

designed to manipulate a sense of their power as potential tourists. Generally, the degree of power that tourists hold in tourist-host relations rests on their economic status (Zhang et al., 2017); tourists with a strong economic status are considered to have dominant power (Wei et al., 2018). Nonetheless, research also reveals that this economic power cannot be fully realized if they lack local knowledge (Zhang et al., 2017; Wei & Dai, 2019). The power held by tourists is influenced by both their economic status and control over local knowledge. That is, high-power tourists have easy access to local information and resources and can make their own arrangements without relying on local residents. Therefore, participants allocated to the powerful group condition were informed that they possessed a higher socio-economic status than local residents and that they could easily access local information and make arrangements without having to rely on locals to obtain this, enabling them to feel a sense of superiority over the locals. Participants allocated to the weak group condition were told that they had no local knowledge and had to depend on locals. They were also told that their socio-economic status was lower than that of local residents to generate a sense of inferiority.

5.2 Measurement

Participants then completed a questionnaire that replicated the questionnaire used in Study 1, except for the addition of one item adapted from Jia et al. (2022) to check the effectiveness of the sense of power that was being deliberately generated in participants (i.e., "Between you and the locals, who has more power?"). Participants responded on a 7-point Likert scale ranging from 'local residents' (1) to 'me' (7). The higher the score, the greater the degree of power participants believed they held in relation to local residents.

5.3 Results

Participants. Gpower software application for F tests and ANOVA with main effects and interactions (effect size f: 0.4; alpha error probability: 0.01; and power: 0.95) showed the minimum sample size required was 207 and there were 238 residents of Mainland China recruited from the online commercial panel Credamo.com following snowball sampling. After removing invalid samples, 213 valid responses remained. The data screening criteria of participants in this study were consistent with those in Study 1. The demographic characteristics of subjects are displayed in Table 1.

Manipulation check. Independent-sample t-tests indicated that participants in the positive meta-stereotype condition scored significantly higher than those in the negative meta-stereotype condition ($M_{Positive} = 6.233$, $M_{Negative} = 3.943$, t = -11.891, df = 211, $p < 0.001$). Participants assigned to the powerful group indicated that they felt more powerful than the local residents while those in the powerless group believed that local residents were more powerful ($M_{Powerful} = 5.954$, $M_{Powerless} = 2.369$, t = -21.832, df = 211, p < 0.001). These results suggest that our manipulation of meta-stereotype and tourist power was successful.

Moderating effect. Two-way between-subjects ANOVA revealed significant interaction effects between meta-stereotypes and tourist power on the willingness to

interact with locals (F (1, 211) = 12.106, $p < 0.01$) and self-presentation efforts in these interactions (F (1, 211) = 32.844, $p < 0.001$). As Fig. 3 shows, positive meta-stereotypes (as opposed to negative meta-stereotypes) elicited a significantly higher level of willingness to interact, regardless of whether respondents felt that their degree of power as tourists was high ($M_{Positive} = 5.920$, $M_{Negative} = 4.215$, $p = 0.000 < 0.001$) or low ($M_{Positive} = 5.262$, $M_{Negative} = 4.537$, $p = 0.001 < 0.01$). Subjects who felt powerful were more willing to interact with locals in the face of positive meta-stereotypes and were more reluctant to interact when experiencing negative meta-stereotypes. This reveals that tourists who feel powerful tend to respond favorably to positive meta-stereotypes and respond negatively to negative meta-stereotypes.

In terms of self-presentation efforts in prospective interactions with locals, subjects who felt a weak sense of power were more concerned about presenting themselves more favorably ($M_{Negative} = 5.876$, $M_{Positive} = 4.750$, $p = 0.000 < 0.001$) when experiencing negative meta-stereotypes compared to experiencing positive meta-stereotypes. Subjects who felt powerful tended to present themselves more positively ($M_{Positive} = 5.194$, $M_{Negative} = 4.727$, $p = 0.031 < 0.05$) when experiencing positive meta-stereotypes compared to negative meta-stereotypes. This reveals that negative meta-stereotypes can incentivize tourists who feel a limited sense of power to engage in impression management strategies and to seek to present themselves in a favorable light. Tourists who hold power, on the other hand, are not concerned with the negative stereotypes held by locals towards them, and are less inclined to try and present themselves in a favorable manner.
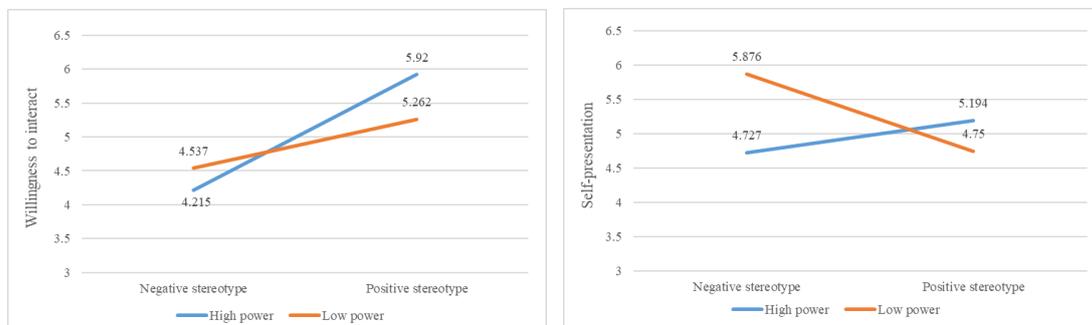
Figure 3. The analysis of the two-way interactions.

5.4 Brief Discussion

Study 2 involved an experimental study to obtain a significant interaction effect between meta-stereotypes and tourist power on their willingness to interact with locals and on their self-presentation efforts. Participants who felt more powerful than locals exhibited stronger feedback responses to meta-stereotypes. These participants tended to respond in a retaliatory manner to locals in the belief that the locals held negative stereotypes about them. They were less willing to interact and engage in self-presentation efforts in the face of negative meta-stereotypes and were more willing to interact and engage in self-presentation when they experienced positive meta-stereotypes. Conversely, participants who felt a limited sense of power also were less willing to interact with locals in the face of negative meta-stereotypes but they were

concerned with investing more efforts into favorable self-presentations when engaging with locals.

6. Study 3

Considering that subjects reported items (i.e., willingness to interact and self-presentation) based on stimulus material may yield inaccurate measures as they may vary regarding understanding to the materials. Study 3 was designed to verify and consolidate the ecological validity of the results derived from Study 1 and 2. Study 3 involved an online survey of 313 subjects from Mainland China who had travelled abroad in the past three years. The responses elicited from the survey were aimed at providing further explanations of the effects of meta-stereotypes on the willingness of tourists to interact with locals and on their self-presentation efforts during these interactions.

6.1 Participants

As with Study 1 and 2, participants for Study 3 were recruited from Credamo.com following snowball sampling. A total of 313 valid and complete responses were collected, and the participants recruitment process was the same as in Studies 1 and 2, except that there were differences in the requirements for participants (i.e., Mainland Chinese residents who had travelled abroad in the past three years). In the survey issued, participants were asked to recall their latest travel experience abroad, rating the meta-stereotypes they had experienced in destination 'X', their sense of power compared to local residents, their willingness to interact with the locals during their travels, and how they presented themselves during these interactions. Since the countries where the subjects had traveled were different, 'X' was used to refer to their respective destination countries. To deal with the potential difficulties that respondents may have in recalling their tourist experiences, two screening questions were asked to exclude those with faulty recollections. This was achieved by asking participants to indicate Yes or No to whether they "have travelled abroad in the past three years", and whether they "clearly remember the experience in travel". Then, some detailed questions were also added (i.e., the destination of the visit, type of companions, and travel time), to ensure that respondents had outbound travel experience and had clear recollections of their travels. Moreover, to minimize the potential impact of COVID-19 on research findings, respondents' travel time was also captured as a control variable in this study. The demographic information of respondents was shown in Table 1.

6.2 Measures and Reliability Analysis

Meta-stereotypes were assessed using seven items adapted from Tung et al. (2020) and Chen and Hsu (2021): uncivilized-civilized, unfriendly-friendly, rude-polite, unpopular-popular, coarse-refined, non-materialistic-materialistic, loud-quiet (Cronbach's α = 0.959). A 7-point bipolar rating scale from -3 to 3 was adopted for each item. Positive values indicated that participants had experienced positive meta-stereotypes while negative values indicated the experience of negative meta-stereotypes. Tourist power in this study focuses on the psychological experience of power — a

sense of power subjects had felt when traveling abroad, which was measured by an item adapted from Liu and Mattila (2017), and from Choi et al. (2019): "when traveling in country X, to what extent did you feel powerful compared to the local residents" (1= not at all, 7 = extremely). The measures of willingness to interact (Cronbach's α = 0.827) and self-presentation (Cronbach's α = 0.658) were the same as in Study 2 and exceeded Cronbach's α of 0.6, the threshold for scale reliability (Tsai et al., 2017).

6.3 Hypotheses Testing

To test the hypotheses, we conducted a moderation analysis using PROCESS Model 1 with meta-stereotype as a focal predictor, sense of power as a moderator, willingness to interact and self-presentation as outcomes, respectively, and the demographic information (i.e., gender, age, income, outbound travel experience) as control variables. Results showed that meta-stereotype was positively associated with the willingness to interact (β= 0.256, p = 0.001 < 0.005), but was negatively associated with self-presentation in interactions (β= -0.509, p = 0.000 < 0.001). This is consistent with the finding of Study 1, revealing that negative meta-stereotypes reduced participants' willingness to interact but improved their self-presentation in actual interactions. Therefore, Hypotheses 1 and 2 are further supported.

The interaction effects of meta-stereotype and tourist power on willingness to interact (β= 0.033, p < 0.05, 95% CI [0.001, 0.065]) and self-presentation (β= 0.110, p < 0.001, 95% CI [0.076, 0.145]) were also confirmed. As shown in Fig. 4, meta-stereotype positively predicted the willingness to interact, regardless of whether tourist power was high or low. However, for subjects who felt a high degree of power, their willingness to interact with locals was more susceptible to meta-stereotypes ($\beta_{Powerless}$ = 0.321, p = 0.000 < 0.001; $\beta_{Powerful}$ = 0.451, p = 0.000 < 0.001), in that there was a reduced willingness to interact when experiencing negative stereotypes and a greater willingness to interact when experiencing positive stereotypes. However, meta-stereotypes positively predicted self-presentation in participants who felt a great degree of power ($\beta_{Powerful}$ = 0.153, p = 0.001 < 0.01) and negatively predicted self-presentation in participants with a limited sense of power ($\beta_{Powerless}$ = -0.289, p = 0.000 < 0.001). That is, the self-presentation efforts of powerful subjects were in line with meta-stereotypes so that positive (as opposed to negative) meta-stereotypes were more likely to stimulate their positive self-presentation. Comparatively, the self-presentation of subjects who felt a limited sense of power were inverse to the given meta-stereotypes: negative meta-stereotypes were more likely to stimulate efforts at positive self-presentation. This result provides additional support for the findings of Study 2. Therefore, Hypotheses 3 and 4 (i.e., H4a and H4b) of this research are confirmed.
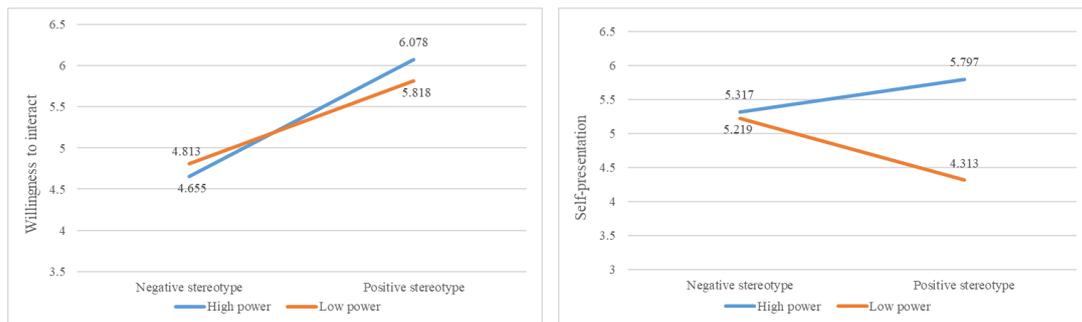
Figure 4. The moderating effect of subjects' sense of power.

6.4 Brief Discussion

The results of Study 3, which involved a survey of Mainland Chinese tourists with recent travel experiences, were in line with the results of Study 1 and 2. That is, the effects of meta-stereotypes on tourists' subjective intentions and actual behaviors in interactions with local residents, as well as the moderating effect of tourists' power have been further confirmed in this study with real world setting.

7. Discussion and Conclusion

7.1 Theoretical contributions

The results of these studies offer several theoretical contributions. This paper adds to the social psychology literature on meta-stereotypes and social interaction by exploring the difference between subjective intentions and actual behaviors in individual responses to outgroup perceptions. Although research in social psychology has explored the effect of meta-stereotypes on individual's responses in intergroup interactions, which has either focused on one's intentional or behavioral responses (Lammers et al., 2008; Stathi et al., 2020; Leeuwen & Mashuri, 2012), it is unclear whether meta-stereotypes affect individuals' intentional or behavioral responses the same way. Our paper reveals a clear difference between tourists' subjective intentions and actual performances in dealing with meta-stereotypes, providing evidence that individuals tend to behave differently in two interaction states (Zhang et al., 2020). In particular, this paper demonstrates that tourists may present themselves in a favorable light when interacting with locals, regardless of their subjective intentions to engage with locals. A possible explanation for this is that subjective intentions are entirely shaped by the will of the individual and have no bearing on the maintenance of the ingroup image. It illustrates that individuals who reject the validity of the stereotypes thrust upon them will tend to realize this rejection in the form of outward behaviors (as opposed to subjective intentions) since behaviors can be witnessed by the outgroup audience (Van Leeuwen & Täuber, 2012).

This is one of the first attempts to demonstrate how tourists react to residents' stereotypes of them. Research within the topic of tourist-host interactions have focused on resident responses to meta-stereotypes (Tung 2019; Chen et al., 2018) rather than tourist responses. Our research addresses this gap by offering initial evidence that meta-stereotypes may influence tourist behaviors. Results indicate that negative stereotypes

may discourage tourists from being willing to interact with locals. This may be explained by the looking-glass effect, wherein people, when confronted with an outgroup's negative perceptions of them, may feel criticized by the outgroup and thus respond more defensively to the perceived criticism (Van Leeuwen & Täuber, 2012). That said, this study also finds that tourists will invest greater efforts into favorable self-presentation when they are subject to negative stereotypes as opposed to positive stereotypes. Impression management theory is helpful here in explaining that those who are subject to negative stereotypes set out to present themselves in a favorable way in a bid to enhance public perceptions of their ingroup (Nieto García et al., 2020). This finding is in line with residents' behavioural responses to meta-stereotype, that is, negative meta-stereotypes tend to motivate residents' positive out-group helping behaviors, while positive meta-stereotypes make them feel less compelled to help outgroup members (Tung, 2019). Therefore, this study verifies and expands the research findings of residents' responses to meta-stereotype by identifying the differences between tourists' intentional and behavioral reactions to meta-stereotypes. Besides, this paper extends knowledge about human responses to negative meta-stereotypes by showing that this leads to enhanced self-presentation (Vorauer et al., 2000) and a decreased desire to interact with those holding the stereotypes (Fowler & Gasiorek, 2020).

This research represents an initial attempt to bridge the literature on meta-stereotypes and tourist power, illustrating their joint influence on tourist intentions to, and actual behaviors in, interacting with locals. Our findings suggest that power does not simply facilitate or inhibit tourist responses; it has a more sophisticated impact on tourist responses in its interaction with meta-stereotypes. That is, an increased sense of power magnifies how meta-stereotypes affect the willingness of tourists to interact with locals, be they positive or negative. Meanwhile, a heightened sense of power leads to tourists engaging in more negative self-presentation when experiencing negative meta-stereotypes and more positive self-presentation when they are subject to positive meta-stereotypes. These findings may seem counterintuitive as previous studies suggest that a heightened sense of power may reduce the negative effect of threatening stereotypes (Van Loo & Rydell, 2013; DeMarree et al., 2014). We offer a different perspective to this and, in doing so, extend the literature around the affective power of stereotypes on intergroup relations. We also verify the applicability of the self-validation hypothesis with respect to power in the relationship between tourists and locals by demonstrating that tourists, when experiencing a heightened sense of power, respond more negatively to negative stereotypes and more positively to positive stereotypes. Finding echo to those of Overbeck et al. (2006) and Wang and Yang (2017) who observed that those who feel powerful are at greater liberty to respond negatively to negative stereotypes held by outgroups.

7.2 Practical implications

Our findings also provide practical implications for destination management organizations (DMOs) and local communities. Positive stereotypes about tourists may be used by DMOs to build harmonious tourist-host relations since they appear to

647 enhance the willingness of tourists (both high-power versus low-power) to interact with
648 locals and elicit the efforts of high-power tourist at favorable self-presentation. Tourists
649 who feel a reduced sense of power may experience a cognitive dissonance in the face
650 of negative stereotypes in that they may be less willing to interact with locals but still
651 feel a need to present themselves in a favorable light. This can trigger negative emotions
652 such as low self-esteem and depression (Stevens & Shriver, 2022). Therefore, negative
653 stereotypes are indeed detrimental to tourist-host interactions, while positive
654 stereotypes, if harnessed effectively, may be used to improve tourist-host relationships.
655 It is imperative that responsive and appropriate strategies are used to spread positive
656 tourist stereotypes and that steps are taken to reduced negative stereotypes. A starting
657 point to promote residents' positive stereotypes of tourists is building a better
658 understanding of local attitudes towards tourists and develop accurate strategies
659 accordingly. Since tourist-host interactions are transitory in nature, there may not
660 always be opportunities to convert shallow relationships into deeper ones (Chen & Hsu,
661 2021; Tse & Tung, 2022b), so their understanding of each other is often reliant on media
662 coverage. DMOs could capitalize on opportunities that promote positive media images
663 of tourists from creditable media agents, such as organic media agents (e.g., individual
664 non-commercial Vlogs) and autonomous agents (e.g., event, culture or film induced
665 publicities) to reduce local prejudice and misconceptions about tourists. Forums that
666 enable locals to freely express their opinions are also instructive in understanding the
667 community's attitudes towards tourists and could facilitate the government officials to
668 take immediate actions to mitigate the negative impacts.

669 In addition, there are potential benefits for DMOs to target tourists with responsive
670 strategies. For instance, to alleviate cognitive dissonance and negative emotions in
671 tourists who feel a reduced sense of power when dealing with negative stereotypes,
672 DMOs may give tourists proper understanding of the local misconceptions that tourists
673 may potentially encounter during their travels to set an objective expectation for their
674 travel. Meanwhile, various strategies should also be offered to manage potential
675 conflicts. For example, pre-arrival tourist briefing regarding the local customs, religions,
676 social norms and inhibitions are encouraged to set up a good understanding of the local.
677 This may be an effective way of helping tourists to retain their self-esteem, safeguard
678 against depression, and persuade them to act without hostility in the face of stereotypes.
679 Certainly, if tourists have a better understanding of why residents have negative
680 preconceptions of them, they are better placed to present themselves strategically to
681 refute these stereotypes.

682 Finally, it is important to create more opportunities for genuine interactions
683 between local residents and tourists. This is because tourists who are subject to negative
684 stereotypes are actually less willing to interact with local residents but nevertheless feel
685 obliged to present themselves in a favorable light to counter the negative stereotype.
686 This is particularly true for those tourists with a reduced sense of power. Therefore,
687 local communities in the destination country should provide more opportunities for
688 authentic interactions to increase the number of opportunities for tourists to engage in
689 self-presentation, which will improve local understandings of tourists and help to

690 eliminate their negative preconceptions. Due to the pandemic situation, online social
691 campaigns aiming to promote "post-pandemic visit" between tourists and locals, such
692 as through live streaming, are also effective strategies to maintain and enhance the
693 tourist-host interactions.

694 7.3 Limitations and future research

695 This study is not without its limitations. First, the extent to which tourists identify
696 with the given meta-stereotypes, previous interactions tourists have had with local
697 residents, and the personality traits of tourists (i.e., narcissism, extraversion) may
698 influence their attitudes toward residents as well as their responses to meta-stereotypes
699 (Cox et al., 2022; Tung, 2021; Rydell & Boucher, 2010), and should be verified in future
700 research. Second, the findings of this research were limited to Mainland Chinese
701 tourists. Tourists in other countries are subject to stereotypes as well and future studies
702 may explore how tourists from other countries respond to meta-stereotypes. Third,
703 tourist power is measured using a single item in Study 3, focusing on the tourists'
704 psychological experience of power - the sense of power when interacting with locals at
705 destinations. Although the use of single-item measure was supported by some academic
706 researchers (Bergvist & Rossiter, 2007; Walsh & Mitchell, 2010), multi-item scales
707 seem to clearly outperform single items in terms of predictive validity (Diamantopoulos
708 et al., 2012). Thus, future studies could verify the current results with multi-item
709 measurement instruments for all constructs. Fourth, although Study 3 measured the
710 subjects' self-presentation in actual interactions, their recollections of their travels may
711 be slightly flawed, including their awareness of being the subject of stereotypes. Further,
712 due to the capitalization of travel memories, respondents may reconstruct details of
713 their experiences to make it more memorable to the listener and thereby leading to
714 response bias (Tung, Cheung, & Law, 2018). Thus, we must acknowledge the
715 deficiencies of sample selection in this study, and suggest that future research could use
716 a field survey to investigate tourist perceptions of, and responses to, meta-stereotypes.
717 Finally, stereotypes consist of two distinct types: explicit and implicit stereotypes,
718 which may affect recipients differently (Tse & Tung, 2020a; Qu, Dong, & Gao, 2022;
719 Lee, Khan, & Bellman, 2021). This research only focuses on explicit stereotypes and
720 ignores implicit stereotypes. How tourists may respond to implicit stereotypes needs to
721 be further explored in future research.

722

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Appendix 1. Manipulation materials in Study 1 and Study 2

Negative meta-stereotype

Residents of Country 'A' Consider Chinese Tourists Uncivilized and Unfriendly

14 September 2021, 14:31 Source: Chinanews.com

A survey has been carried out on attitudes of country 'A' residents towards Chinese tourists, local media reported. The results of the survey show that although Chinese tourists can bring income, they are not welcomed by the residents of country 'A'. 94% of the residents have negative views on Chinese tourists, including some residents who have never had contact with Chinese tourists. "Chinese tourists are known to be uncivilized and rude, and their presence disturbs our harmony and tranquility, so they are not welcomed", said one resident interviewed.

"Nearly 90% of residents in country 'A' have complained about Chinese tourists. They think Chinese tourists are unfriendly, rude, uncivilized, and boastful", the media concluded based on the survey results. "Meanwhile, nearly 70% of residents in country 'A' said that the uncivilized behavior of Chinese tourists does not match their spending power. Some residents have a very negative attitude toward Chinese tourists, even though they have no contact with them."

Residents of Country 'A' Were Interviewed

【Editor: Ou Ye】

Positive meta-stereotype

Residents of Country 'A' Consider Chinese Tourists Civilized and Friendly

14 September 2021, 14:31 Source: Chinanews.com

A survey has been carried out on attitudes of country 'A' residents towards Chinese tourists, local media reported. The results of the survey show that the behavior of Chinese tourists is strongly appreciated by the residents of country 'A'. 94% of the residents have positive views on Chinese

936   tourists, including some residents who have never had contact with Chinese tourists. "Chinese
937   tourists are known to be civilized and industrious. They are polite to others and welcome them to
938   visit here", said one resident interviewed.
939
940   "Nearly 90% of residents in country 'A' welcome Chinese tourists. They think Chinese tourists are
941   friendly, polite, civilized, and industrious", the media concluded based on the survey results.
942   "Meanwhile, nearly 70% of residents in country 'A' said that the strong spending power of Chinese
943   tourists is closely related to their diligence and intelligence. Some residents have a very positive
944   attitude toward Chinese tourists, even though they have no contact with them."
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947   Residents of Country 'A' Were Interviewed
948   【Editor: Ou Ye】

949   *Control group*

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951   **Residents of Country 'A' Hold a Neutral Attitude Towards Chinese Tourists**
952
953   14 September 2021, 14:31 Source: Chinanews.com
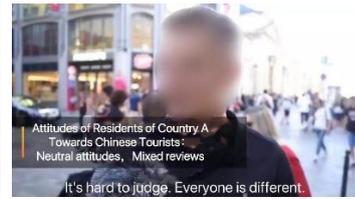954
955   A survey has been carried out on attitudes of country 'A' residents towards Chinese tourists, local
956   media reported. The results of the survey show that the residents of country 'A' have always
957   maintained a neutral attitude towards Chinese tourists. 94% of the residents said they neither liked
958   nor disliked Chinese tourists, including some residents who have never had contact with Chinese
959   tourists. "Although I have interacted with some Chinese tourists, it is difficult for me to give a
960   positive or negative review.", said one resident interviewed.
961
962   "Nearly 90% of residents in country 'A' have a neutral attitude towards Chinese tourists", the media
963   concluded based on the survey results. "The remaining 10% have expressed positive or negative
964   impressions of Chinese tourists, but the number of both parties is basically balanced. It can be said
965   that although residents of Country 'A' have different contact experiences with Chinese tourists, their
966   attitudes toward Chinese tourists are basically the same."
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969 Residents of Country 'A' Were Interviewed
970 【Editor: Ou Ye】
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