

The impacts of guest-host interaction in tourism from cultural differences approaches: Theoretical basis and management implications

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Abstract:

Tourists and residents are two important subjects in tourist activities, and the interaction between these two subjects has certain significance for tourism development at the destination. International tourists from countries and cultures will have certain cultural differences and gaps from the host community. This article aims to assess an overview of the research issues of guest-host interaction from approaching cultural differences and their influence on tourists and residents in tourism activities. The study results show that the guest-host interaction in tourism from approaching cultural differences includes both positive and negative effects on both participants. The main aspects affected include cultural exchange and understanding of each other, expansion of knowledge, foreign languages, feelings of inferiority complex, cultural losses of the host community, and conflicts between guests and host due to cultural and social distances. These findings help suggest governance implications for destination managers to be more cautious in formulating destination-based tourism development strategies.

Keywords: cultural differences, cultural distance, guest-host interaction, impacts of guest-host interaction.

Classification numbers: 2.2, 4.1, 9.3

1. Introduction

The globalization of tourism and international tourism is developing rapidly, and the interactions between cultures of international tourists are increasingly interesting to learn. Tourists increasingly pay attention to the quality of the guest-host relationship when they choose a destination [1]. Many studies focus on the influence of culture on tourist behavior [2]. Tourists and residents often have many cultural differences, especially international tourists who come from cultures different from the destination. Cultural differences in tourism can cause cultural conflicts between tourists and the host community [3]. Host-guest interaction plays a significant role in building tourist experiences, which helps tourists learn culture, and influences the socio-cultural life of the destination community. Visitors and community members have diverse needs during their interactions with each other and are affected at different levels [4]. Tourist activities can generate conflicts between tourists and residents.

Conflicts between locals and tourists may arise from the distribution of limited resources at the destination [5]. In addition to tensions related to cultural distance, locals and tourists also have had conflicts related to social and environmental issues such as tourists' needs to be served quickly and professionally but the working habits of local tourism workers have not been met, causing people to think that tourist activities changed the local lifestyle. Besides that, tourists' behaviors such as littering, drinking, guests deliberately playing music too loud, making noise in the middle of the night, and going into off-limits places [6]. In general, cultural differences between residents and visitors are prominent factors that lead to tensions and conflicts between these two groups [6].

The interaction between tourists and the host community has a certain significance for the tourism development of the destination. Tourists and hosts have strong relationships and positive views of each other that are important for the sustainable development of

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the destination [7]. Researching cultural differences between tourists and hosts has implications for developing positive guest-host interactions, leading to satisfaction with holidays and intention to return to the destination of tourists [8]. Cultural differences are a utility basis for promoting international tourism and providing suitable criteria for determining a target and positioning a destination in the market [9]. Previous studies on interactions between tourists and local communities have often approached from the perspective of tourists or local people [10]; or research focusing on intermediaries or travel brokers between tourists and residents. However, relatively few studies have assessed the interactions between tourists and residents contemporary from the perspective of these two subjects [4], especially those on this interaction from a culturally different approach. Learning about guest-host interactions in tourism from a cultural difference approach is imperative. This helps provide useful information for destination managers and is the basis for proposing solutions implications in research and destination management.

Negative impacts on tourists and destination hosts in the guest-host relationship in tourism will bring unwanted or even bad experiences to tourists [11, 12], and losses in benefits and spirit to the host community [13, 14]. The host community plays a significant role in influencing tourist satisfaction with the tourism experience at a destination. Negative experiences with host-guest interactions can lead to tourists' negative attitudes toward both the host community and the destination [15]. Therefore, identifying the interaction process and manifestations of guest-host interaction from cultural differences helps tourism management organizations at destinations, and tourism businesses predict potential risks of conflicts between tourists and hosts [1]. On-site experiences and contact with residents are gradually emphasized in the tourism activities of international tourists in destinations, so cultural contact and interaction will become more important in determining future tourism quality. Destination management organizations can develop appropriate tourism development and management strategies, helping the host community become more aware of the importance of tourism and have a view and behave more favorably towards tourists, becoming an important part of tourists' positive travel experience. In addition, tourism businesses can design and organize tourism programs and products to

exploit tourism potential based on the host community, harmonizing interests between residents and tourists, and helping tourists have positive travel experiences at the destination [11].

The studies mentioned above demonstrate that the approaches to the study of host-guest interaction are diverse. From the perspective of residents, host-guest interaction is studied by evaluating the mechanism of conflict formation between tourists and residents from group differentiation and social framework between them. From this, strategies for coping with social conflict such as spatial distance are proposed [7]. In addition, studies evaluate the perspectives of residents on host-guest interaction in terms of form, frequency of interaction, satisfaction with interaction, and the impact of factors related to host-guest interaction on residents' perception of their quality of life [16, 17]; on residents' perception of the impact of tourism and the residents' support for tourism [18]. The impact of host-guest interaction on the emotional cohesion of residents and social distance towards tourists [19]. From the perspective of tourists, host-guest interaction is studied through the relationship between the intensity of the social relationship between tourists and hosts and tourists' emotions, the change in attitudes towards hosts and destinations, satisfaction with the holiday and travel experience [20]; the impact of host-guest interaction on tourist behavior in terms of in-site costs, travel experience, destination evaluation, and future destination choice [21]; the factors affecting the interaction between tourists and hosts [22].

The impact of host-guest interaction on tourists and residents can vary in different cultural and social contexts. Studies should consider tourists' preferences for interacting with the host community at the destination [21]. Additionally, current studies have not simultaneously evaluated the relationship between host-guest interactions (positive and negative), residents' satisfaction with interaction, residents' emotional bonding, and residents' support for attracting more tourists to the destination. Furthermore, from the perspective of tourists, studies have not simultaneously examined the relationship between host-guest interactions (both positive and negative) and tourists' evaluations of destination image, satisfaction with the travel experience at the destination, and intention to return to the destination. Understanding the evaluations of residents and tourists

in host-guest interaction helps tourism developers at the destination develop strategies to enhance positive relationships between stakeholders and reconcile their interests. This is an important condition for sustainable tourism development.

This research aims to generalize and analyze the interactions between tourists and locals in tourism from the perspective of cultural differences; assessing the impact of cultural differences on the interactions between tourists and locals; proposing research framework and solutions for the management and development of tourism destinations toward promoting positive interactions between tourists and locals in tourism, based on mutual respect and understanding of cultures.

2. Literature review

2.1. The concept of guest-host interaction in tourism

Guest-host contacts in tourism refers to the encounters, contacts, and interactions between tourists and all those at the destination, including residents and tourism industry employees [23]. The term guest-host interaction in tourism is used in this paper to refer specifically to the encounters and communication between tourists and residents at tourist destinations.

2.2. Cultural differences

According to the UNESCO Universal Declaration on Cultural Diversity, “culture should be regarded as the set of distinctive spiritual, material, intellectual and emotional features of society or a social group, and that it encompasses, in addition to art and literature, lifestyles, ways of living together, value systems, traditions, and beliefs” [24].

Cultural differences can be seen as differences in cultural values, social categories and nonverbal behavior, communication, service, expectations, etc. between cultures [8]. Cultural differences lead to different perceptions of the formation of the behavior of individuals based on the culture they belong to [3].

Cultural distance refers to the level of difference between cultures. Large cultural distances can be a source of friction and cause the breakdown of economic, social, or political relationships between countries or communities having different cultures. In tourist activity, cultural distance is considered the

degree of cultural difference between the tourist and the local community, which is significant for the interaction between the tourists and the hosts. The greater the cultural gap, the more difficult it is for tourists to interact with the host community [25].

2.3. Guest-host interaction in tourism

The interaction between tourists and residents takes place through intercultural contact, including cultural exchanges in essence and the formation of social interactive relationships between individuals from different cultures [1]. Guest-host interaction in tourism includes many behaviors in many forms and takes place in many different contexts between tourists and hosts such as tourists traveling by plane and bus, staying at hotels, shopping, visiting attractions, talking to tour guides, meeting locals on the streets, etc. Every contact between tourists and hosts leads to certain cultural experiences [26]. This interaction can bring positive or negative cultural experiences for tourists and hosts [23]. Cross-cultural communication between visitors and host communities can help promote the preservation or revitalization of local ethnic identities. Visitors who come into contact with the host community can learn cultural values, discover new things at the destination, or experience culture shock [26]. Tourists claim that insight understanding into local culture comes from interacting and chatting with local people [1]. However, tourism can lead to the potential threat of miscellaneousness of the local culture from the tourist’s culture [27]. At tourist destinations, as the number of tourists increases, cultural conflicts between guests and hosts may arise and be expressed through aspects such as cultural ethnocentrism, communication problems, poor service quality, and lifestyle differences [3].

Research on cultural differences between visitors and hosts has been conducted by scholars since the 1960s [8]. Some approaches in the study of guest-host interaction in tourism from cultural differences can be mentioned as cross-cultural communication between tourists and hosts in Mexico [26]; the importance of understanding cultural differences to develop positive relationships between tourists and hosts [8, 28]; studies on the likability of tourists through their interactions with the host community in South Wales [29]; structure and meaning of cultural interaction between international tourists and local residents [1]; social distance between residents and international

tourists for international business [7]; studying international tourist experiences, interactions with residents, and the social, cultural, and environmental impacts of tourism in host communities [15]; exploring how guest-host interactions at a destination promote tourists' intention to engage in public service co-creation [30].

For example, R.C. Prentice, et al. (1994) [29] research on the endearment behavior of tourists through their interactions with host communities in South Wales. The results show that many tourists believe they are welcomed and liked by local people, traveling, and interacting with people through conversations gives them more opportunities to understand the culture of the destination. Although some first-time visitors are welcomed, their vacation experience is culturally superficial and transient. A part of tourists believes that maintaining their close relationship with local people is also a reason why tourists come back to travel and participate in experiential activities at the destination. M.J. Carneiro, et al. (2017) [17] argue that understanding the host-tourist interaction (intensity and satisfaction) and residents' perceptions of tourism impacts on their quality of life helps decision-makers develop appropriate strategies to increase opportunities for social contact between tourists and hosts to bring satisfaction to these two subjects.

Many studies have shown differences between national groups in terms of travel motivations, behavioral patterns, perceptions, or beliefs, most commonly research on differences between Asian and Western cultures. Issues of cultural differences were identified such as the culture of payment, tipping, and miscommunication between cultures such as eye contact, smiling, and gestures; misinformation about negotiations, contracts, or organizational behavior, noise levels, and complaining behavior [31]. Previous studies on guest-host interaction applied the psychosocial contact model to the tourism sector, showing that interactions between international tourists and residents will influence tourists' satisfaction, changing the culture and attitudes of residents [1, 16]. Some studies show that interactions between tourists and locals are often brief and rather superficial [12, 16]. Most publications choose quantitative or qualitative research methods, mixed methods have not been integrated by many authors.

3. Methods

Qualitative methods are used through synthesizing and analyzing data collected from previous studies. Source material is collected from the Scopus and Google Scholar databases. Data collection was carried out by searching for the keywords "guest-host interaction/relationship", "cultural differences/cross-cultural", and "in tourism" on the Scopus database, the initial results were 18 research articles related to the study. To increase the ability to collect appropriate data, we conducted an additional search for the keywords "residents' perception", and "sociocultural impact" in tourism on the Scopus database, the search results showed 22 related studies. On the Google Scholar database, the keywords "guest-host interaction" from "cultural differences" or "cross-cultural" in tourism were searched and the initial results had 48 related results. In our ability to access resources, we collected 38 studies published from 1976 to 2023 from prestigious academic journals to briefly review the history of research on the impact of guest-host interaction in tourism from a cultural differences approach. 24 studies published in the period 2000-2021 were selected to be included in the analysis of research results.

The selected articles met the following criteria: (1) published in academic journals within the Scopus database (Q1-Q4 ranking); (2) presented research findings on guest-host interaction and its impact on tourism; and (3) clearly outlined the specific research sites, methodology, and research results.

NVivo 12 Plus, a qualitative data analysis software, was utilized to code the data. The coding process involved carefully reading and synthesizing relevant data into corresponding categories. The coded data facilitated the evaluation of the research on the topic and served as the basis for the discussion of the research findings. This included the theoretical foundation of guest-host interaction, cultural differences between guests and hosts in tourism, an overview of analytical frameworks and research models on guest-host interaction from a cultural difference perspective, the impact of guest-host interaction in tourism, research implications, and destination management implications.

4. Results and discussion

Some studies related to guest-host interaction in tourism from a cultural difference approach are summarised in Table 1.

Table 1. Summary of some researches related to guest-host interaction in tourism from a cultural difference approach.

Authors (year)	Research sites	Methods	Respondents	Topics
A. Pizam, et al. (2000) [20]	Israel	Quantitative	Tourists	The intensity of tourist-host social relationship
Y. Reisinger, et al. (2002) [9]	Australia	Quantitative	Asian tourists, Australian service providers	Cultural differences between tourists and hosts
J. Yoo, et al. (2003) [1]	Korea	Qualitative	Korean international tourists	The structure and meanings of intercultural interactions between international tourists and local residents
R.R. Sinkovics, et al. (2009) [7]	Austria	Quantitative	Austrian residents, German tourists, Japanese tourists	Social distance between residents and international tourists
M.M. Su, et al. (2010) [21]	China	Quantitative	Tourists	Implications of host-guest interactions for tourists' travel behavior and experiences
C.A. Eusébio, et al. (2012) [22]	Portugal	Quantitative	University student tourists	Determinants of tourist-host interactions
E. Kastenholz, et al. (2013) [12]	Portugal	Qualitative	Tourists, residents	Host-guest relationships in rural tourism
J. Yu, et al. (2014) [11]	Many places	Qualitative	Tourists, residents	Impact of tourists' intercultural interactions
M.J. Carneiro, et al. (2015) [16]	Portugal	Quantitative	Residents	Host-tourist interaction and impact of tourism on residents' quality of life
M.M. Su, et al. (2016) [4]	China	Qualitative	Tourists, residents	Tourist-community interactions in ethnic tourism
P. Upadhyay (2020) [15]	Nepal	Quantitative	Tourists	Exploring resident-tourist interaction and its impact on tourists' destination image
S. Tse, et al. (2021) [32]	Hong Kong, Singapore	Quantitative	Residents	Intensity of residents' behaviors in host-tourist interactions
C. Eusébio, et al. (2018) [18]	Cape Verde	Quantitative	Residents	Host-tourist interactions, and residents' attitudes towards tourism development
B. Sharma, et al. (2008) [33]	Australia	Quantitative	Residents	Exploring residents' perceptions of the social impacts of tourism
L.A. Jackson (2008) [34]	Florida, USA	Quantitative	Residents	Residents' perceptions of the impacts of tourism
K.L. Andereck, et al. (2011) [35]	Arizona, USA	Quantitative	Residents	Exploring the nature of tourism and quality of life perceptions among residents
K.F. Backman, et al. (2011) [36]	Chinese Taipei	Quantitative	Residents	Residents' perceptions of social and cultural impacts
C.D. Mello, et al. (2015) [37]	Goa, India	Quantitative	Residents	Factors influencing residents' perception of the impacts of tourism
M.J. Carneiro, et al. (2017) [17]	Portugal	Quantitative	Residents	The influence of social contact in residents' perceptions of the tourism impact on their quality of life
D. Joo, et al. (2018) [19]	Texas, USA	Quantitative	Residents	Residents' attitude towards domestic tourists explained by contact, emotional solidarity and social distance
F.G. Bello, et al. (2017) [38]	Malawi	Quantitative	Residents	Local residents' perceptions of socio-cultural impacts of tourism
X.R. Liu, et al. (2018) [39]	India	Quantitative	Residents	Host perceptions of tourism impact
X. Zhuang, et al. (2019) [14]	China	Qualitative	Residents	Socio cultural impacts of tourism on residents of world cultural heritage sites
H. Bartis, et al. (2020) [40]	South Africa	Quantitative	Residents	Residents' perceptions of the socio-cultural impacts of tourism

Source: Author's synthesis (2023).

4.1. Overview of some models for studying host-guest interaction in tourism from a cultural difference approach

The guest-host interaction in tourism has been studied by many authors, and analytical frameworks and research models are provided with diverse approaches and goals.

Approach from residents' perception at the tourist destinations:

R.R. Sinkovics, et al. (2009) [7] investigated the social distance between residents in Austria and German and Japanese tourists. Social distance was considered as a strategy for resolving group conflict. This conflict stems from the process of social categorization and stereotyping between hosts and

guests. To identify and clarify the structure of social distance between these subjects, the following factors were used: spatial distance (related to issues, incidents, and aspects encountered at the border crossing), visiting (the meeting between residents and tourists at local attractions), personal contact (personal interaction between tourists and residents), and negative behavior (the behavior of tourists, considered unfavorable by residents). The study results showed that conflicts often occur through close personal contact between residents and tourists at attractions, public places, or public transportation. In the interaction between German and Japanese tourists, Austrian residents were more reluctant to engage in personal interactions with Japanese tourists. The reasons for this phenomenon could be attributed to language barriers, geographical distance, and/or psychological distance between Austrian residents and German and Japanese tourists. Increasing spatial distance can help to avoid conflict and enhance positive interaction between tourists and residents.

M.J. Carneiro, et al. (2015) [16] investigated the relationship between residents' satisfaction with their interactions with tourists and their perceptions of the impact of these interactions on their quality of life in Barra, Costa Nova, Ílhavo, Portugal. They identified three dimensions of host-guest interaction: intimate interaction; superficial host-guest interaction at tourist attractions and support services; and formal interaction at residents' workplaces. The results showed that tourist interactions are often brief and superficial. The frequency of interaction and residents' satisfaction with their interactions with tourists had a positive relationship with residents' perceptions of the positive impact of tourism on specific aspects of their quality of life. Workplace social contact, longer interactions, and more frequent interactions were associated with higher perceptions of the positive impact on residents' quality of life. Residents' tolerance of some of the potential negative impacts of tourism may increase when they perceive that they can gain benefits from tourism, including healthier psychological and social life, greater safety, and a more peaceful environment through increased social interaction with tourists. Residents may feel safer when interacting with tourists because interaction contributes to a better understanding of tourists. Recommendations for increasing opportunities for contact and extending the length of interaction between tourists and residents are seen as initiatives for developing positive host-guest relationships.

M.J. Carneiro, et al. (2017) [17] proposed a model to study the relationship between host-tourist interaction (intensity and satisfaction) and residents' perceptions of tourism impacts on their quality of life in Barra and Costa Nova in Ílhavo, Portugal (Fig. 1). The research model focuses on groups of factors including (1) Intensity of interaction between hosts and tourists in some contexts, (2) Level of satisfaction with the interaction between hosts and tourists, and (3) Residents' perceptions of impacts of tourism on their quality of life. The structure of social interaction between tourists and hosts is represented by three directions: (1) close interaction; (2) workplace interactions; and (3) interactions at tourist attractions and facilities. Research results show that guest-host social contact is often brief, superficial, and temporary, especially for close contacts. However, residents appeared very satisfied with the interaction between them and tourists. Residents' perception of the impact of tourism on the quality of their life overall and on areas of this structure such as (i) economic and social opportunities; (ii) calm and safety; (iii) public and facilities services; and (iv) positive feeling. People perceive a high impact of tourism on their quality of life, especially in the psychological aspect (positive feeling) and improving the environmental context (economic & social opportunities as well as public and facilities services).

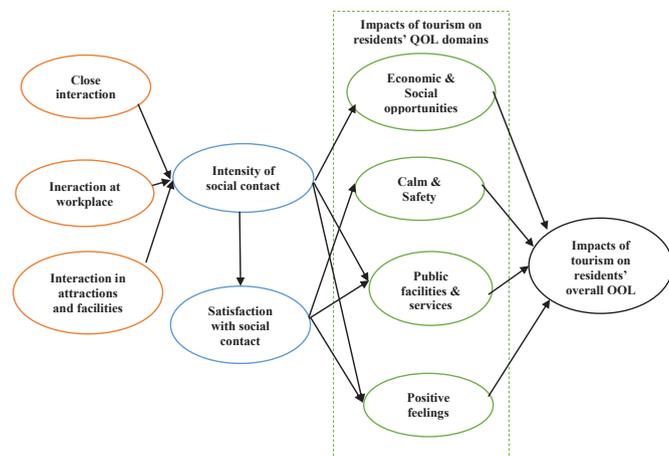


Fig. 1. Model to study host-tourist interaction relationship and residents' perception of tourism's impact on their quality of life. Source: Adapted from M.J. Carneiro, et al. (2017) [17].

C. Eusébio, et al. (2018) [18] investigated the impact of host-guest interaction on residents' perceptions of the impacts of tourism and residents' attitudes towards tourism development in Boa Vista Island, Cape Verde. In this model, the interaction between residents and

tourists was assessed based on positive perspectives, such as residents' liking to make friends, and interact with tourists, and feeling that host-guest interaction is positive. Residents' perceptions of the impacts of tourism were measured on both positive and negative aspects, including economic, and social impacts. Residents' attitudes towards tourism development included attitudes towards tourism development, intention to participate in tourism, and desire to see more tourists at the destination. The study results showed that host-guest interaction has a direct impact on residents' perceptions of the impacts of tourism, both positive and negative, and residents' attitudes toward tourism development.

D. Joo, et al. (2018) [19] measured the impact of host-guest interaction on residents' emotional bonding and social distance with tourists at the Texas Hill Country destination. The results of the model testing showed that the frequency of interaction and the activities of interaction between residents and tourists explained residents' perceptions of emotional bonding with tourists and social distance with tourists. Emotional bonding affects social distance.

S. Tse, et al. (2021) [32] researched residents' behaviors towards tourists from a multicultural approach, intensity (i.e., active or passive) toward those behaviors, and the corresponding matrix by the interaction and influence between groups (BIAS). The paper consisted of two studies, surveying residents in (1) Hong Kong, (2) Singapore, and the United States. In study 1, residents' behaviors were divided into four groups, such as positive facilitation, passive facilitation, positive harm, and passive harm. The four quadrants of the BIAS Map represent four levels of residents' behaviors toward tourists, including residents who can be beneficial to tourists; residents' adaptive behaviors toward tourists; residents who are distant from tourists; and residents' threatening behaviors toward tourists. Study 2 evaluated the behaviors of residents in Singapore and the United States toward mainland Chinese tourists. The results showed that Singaporeans had a higher level of harmful behaviors, both active and passive, while Americans had a higher level of positive facilitation towards tourists. The research results also showed that positive or negative host-guest interactions would affect tourists' satisfaction and evaluation of the destination image.

Approach from the perspective of tourists:

A. Pizam, et al. (2000) [20] investigated the impact of the intensity of social interaction between tourists and hosts on tourists' satisfaction and attitude change toward the destination and the host community. The results of this study showed that the higher and more intimate the intensity of contact between tourists and hosts, the more positive tourists' feelings towards hosts, the more positive their attitude change towards hosts and the destination, and the higher their satisfaction with the vacation and the tourism experience.

M.M. Su, et al. (2010) [21] surveyed the perceptions of domestic tourists residing in Beijing, China, about the impact of destination community members on their previous domestic tourism behavior and experiences. The study investigated the relationship between host-guest interaction and tourists' perceptions of their behavior at the destination, such as on-site costs, length of stay, tourism experience, destination evaluation, and future destination choice. The survey results showed that four of the five factors were significantly affected by tourists' perceptions of host-guest interaction at the destination. These were on-site costs, tourism experience, destination evaluation, and future destination choice. These impacts were affected differently depending on the demographic characteristics of tourists, such as age, gender, and education.

C.A. Eusébio, et al. (2012) [22] investigated factors that influence the level of interaction between tourists (students at the University of Aveiro) and hosts. Factors considered to measure the level of interaction between tourists and hosts include travel motivations, travel behavior, cultural familiarity and similarity, tourists' perceptions of tourism impacts, and socio-demographic profile of tourists. The results show that the independent variables all affect the interaction between tourists and hosts to a certain level. Among them, travel motivation (considered the most important factor) and tourists' perception of tourism's impact on cultural benefits affect the level of interaction between tourists and hosts in the measurement model. Tourist's travel behavior affects the level of interaction depending on the specific context of contact between tourists and hosts.

Simultaneous approach to the perspectives of tourists and residents:

J. Yoo, et al. (2003) [1] outlines a model of international tourist intercultural interaction that

includes tourists' interaction in a tourism context, in which, tourists experience accelerated role conflicts more when recognizing the situational constraints, the commercial travel environment, and the sense of distinctive that arises from their position as a stranger in the destination. Residents are accepted as subjects for cultural negotiation, which involves learning the norms of the new culture that may not be appropriate to their own country, achieving the goals of tourism, and satisfying cultural needs.

Inheriting the model of J. Yoo, et al. (2003) [1], J. Yu, et al. (2014) [11] propose a model of intercultural interaction of international tourists (Fig. 2), including two parts structure and impact of guest-host interaction. Variables for interaction include trust, hospitality, language, equality, and nationalism. As the subject of interaction, international tourists develop a more comprehensive understanding of the cultures in which they travel, through unique experiences and cross-cultural interactions, which ultimately influences changing tourists' attitudes towards the local people and culture at the destination. Research shows that international tourists' cross-cultural interactions can be a reflective, comparative, or holistic experience, thereby helping tourists to self-discover; and expand awareness and understanding of different cultures with new cultural norms.

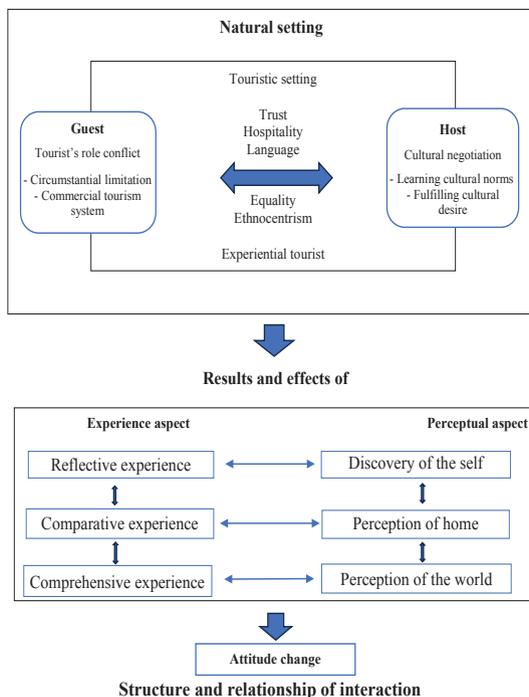


Fig. 2. Intercultural interaction model of international tourists. Source: Adapted from J. Yu, et al. (2014) [11].

To study guest-host interactions from the perspectives of both tourists and local residents, M.M. Su, et al. (2016) [4] propose a diagram illustrating the interaction progression into five types of interactions (Fig. 3), with increasing degree and intensity of interaction from the first to the fifth type as indicated by the arrow's direction: (1) The presence of tourists and community members at a destination without active interaction; (2) Tourists seek help or information from community members; (3) Residents sell products to tourists; (4) Both sides are actively seeking mutual understanding; (5) Two subjects make friends to satisfy a longer-term or deeper social need. The impacts on tourists in this interaction can be related to ethnic experiences, cultural learning, destination image, community image, destination evaluation, and understanding of tourism-community relationships. Impacts on ethnic communities may be related to economic benefits, language skills, ethnic culture and traditions, national identity, social relations, understanding of other cultures and people, and understanding the tourism-community relationship. Host-guest interaction contributes to the formation of tourists' sense of satisfaction with their tourism experience at the destination.

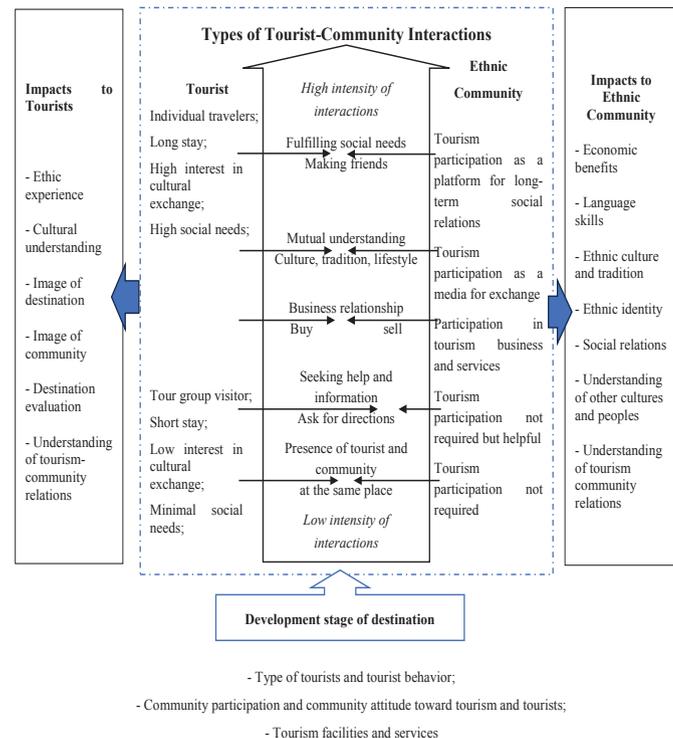


Fig. 3. Diagram of interaction between tourists and the community in ethnic tourism. Source: Adapted from M.M. Su, et al. (2016) [4].

4.2. The impacts of guest-host interaction in tourism from a cultural difference approach

The influence of guest-host interaction in tourism from approaching cultural differences is summarized in the contents:

Impact on tourists: The higher the level of social relationship between the tourist and the host, the higher the tourist's satisfaction with their holiday and tourism experience [20]. Interacting with locals broadens tourists' horizons, deepens their understanding of the destination, and enriches their travel experience [21]. Residents' hospitality helps tourists feel closer and better understand the people and culture at the destination [11]. On the other hand, many studies show that tourists recognize their role conflicts from three perspectives: (1) limitations in relationships with local people, (2) themselves as objects of commercialism - as a source of income for local people, (3) feeling different as a stranger [1, 11]. Language differences cause difficulty in communication between tourists and hosts. Some tourists feel different because they think they are just strangers and feel discriminated against by local people at destinations [11]; Tourists feel that locals suspect them and do not feel comfortable about it [12].

Impacts on residents at the destination: The impacts of guest-host interactions on residents are mainly investigated from studies on residents' perceptions of the impacts of tourism. Research results show that when people regularly come into contact with tourists, they will view tourism more positively [35]; improve locals' understanding of other cultures [33]; Interacting with visitors from around the world is a valuable educational experience for the people at the destination [34]; thereby improving the level of preservation of local culture and traditions that are gradually disappearing [15, 36, 39]. Besides, cultural differences between tourists and local residents can change locals' lifestyles according to tourists' culture in the way they dress, behave, eat, etc [13-15, 38]; local culture is damaged by servicing tourists' needs [37]; traditional local cultural values are commercialized to serve the needs of tourists [40].

4.3. Implications for research and destination management related to guest-host interaction in tourism from the cultural difference approach

Implications for research and proposed research framework on guest-host interaction in tourism from a cultural difference approach:

From the mentioned research results on guest-host interaction in tourism from a cultural difference approach, we collect and propose the following

research implications: future research needs to carry out an integration of qualitative and quantitative research methods to gain a more comprehensive and in-depth understanding of the research problem [11], surveys should be conducted with both tourists and local residents simultaneously [7, 11] to better ask about the perspectives of stakeholders and their expectations in this interaction. Besides, culture includes many aspects of human life, so when researching host-guest interactions in tourism, it is also necessary to specifically consider the cultural aspects and contexts of each subject to have the most accurate research results [7]; researching compares many different tourist destinations to get a multi-dimensional view of guest-host interactions [15].

Propose a research framework for tourists related to host-guest interaction in tourism:

The intensity of social interaction between hosts and long-term tourists is one of the important factors affecting tourists' satisfaction with their vacation, and tourism experience at the destination [4, 15, 20]. Residents are considered to be a part of the tourism activity at the tourists' destination. Host-guest interaction affects tourists' tourism experience, destination evaluation, tourism expenditure, and future destination choice. Tourism experience and tourists' satisfaction and positive economic outcomes for the destination community can be enhanced through the promotion of interaction between hosts and tourists [21]. Tourists' perspectives and experiences of residents can affect their perceptions and emotions of destination image. Tourists who perceive the behavior of local people as positive tend to assess a positive image of the destination, and vice versa, if the behavior of local people is negative, it can negatively affect tourists' perceptions of the destination image. The promotion of positive interaction between people and tourists is seen as a viable solution that can improve the attractiveness and competitiveness of the destination [32]. Hospitality and friendliness of the people are important reasons and predictive factors for tourists' intention to return to the destination [13, 41].

The destination image, both cognitive and affective, has an impact on tourists' intention to return and recommend the destination. Of these, the affective image of the destination has a stronger impact on tourists' intention to return and recommend the destination [42]. Tourists' satisfaction with their tourism experience at the destination has a positive impact on their attitude towards returning and their intention to return to the destination [43].

Based on the discussion above, a research framework on tourists' evaluation of interaction with local people on their satisfaction with tourism experience, destination image, and revisit intention to tourist destinations is proposed with the following hypotheses:

Hypothesis 1a: Positive interaction with residents has a positive impact on tourists' satisfaction with their tourism experience at the destination.

Hypothesis 1b: Negative interaction with residents has a negative impact on tourists' satisfaction with their tourism experience at the destination.

Hypothesis 2a: Positive interaction with residents has a positive impact on tourists' evaluation of the destination image.

Hypothesis 2b: Negative interaction with residents has a negative impact on tourists' evaluation of the destination image.

Hypothesis 3a: Positive interaction with residents has a positive impact on tourists' revisit intention to the destination.

Hypothesis 3b: Negative interaction with residents has a negative impact on tourists' revisit intention to the destination.

Hypothesis 4: Tourists' evaluation of the destination image has a positive impact on their revisit intention to the destination.

Hypothesis 5: Tourists' satisfaction with their tourism experience has a positive impact on their revisit intention to the destination.

Propose a research framework for residents related to host-guest interaction in tourism:

Residents' satisfaction with their interaction with tourists and the frequency of interaction has a positive impact on residents' perceptions of the positive impact of tourism on specific areas of their quality of life [16, 17]. The enhancement of positive interaction with tourists influences residents to perceive that the interaction brings many benefits to their quality of life, and increases their tolerance for tourists and acceptance of tourism [16]. M.J. Carneiro, et al. (2017) [17] found that there is a positive relationship between the intensity of social interaction between residents and tourists and the satisfaction of residents with this interaction.

On the relationship between host-guest interaction and emotional solidarity, D. Joo, et al. (2018) [19]

found that the frequency and types of interaction between residents and tourists in the Texas Hill Country influence the emotional solidarity and social distance of residents toward tourists. Positive host-guest interaction affects the attitudes of residents toward tourism development, in which residents support the attraction of more tourists to the destination [18]. The emotional solidarity of residents toward tourists through welcoming nature, emotional closeness, and sympathetic understanding predicts residents' perspectives on the support for tourism development and the contributions of tourism to the community [44]. The residents' emotional solidarity with tourists in Kaifeng, China significantly affects the attitudes of residents toward tourism development and the behaviors of supporting the development of night tourism. In this case, the attitudes of residents toward night tourism development are expressed through the desire of residents for tourists to choose and visit Kaifeng more, and the feelings of happiness and interest of residents about the presence of tourists in the destination [45].

Based on the findings of the relationships between host-guest interaction, satisfaction with host-guest interaction, emotional solidarity, and support for the attraction of more tourists to the local area from the perspective of residents, a research framework that simultaneously examines these relationships is proposed with the following hypotheses:

Hypothesis 1a: Positive interaction with tourists has a positive impact on residents' satisfaction with host-guest interaction.

Hypothesis 1b: Negative interaction with tourists has a negative impact on residents' satisfaction with host-guest interaction.

Hypothesis 2a: Positive interaction with tourists has a positive impact on residents' emotional solidarity with tourists.

Hypothesis 2b: Negative interaction with tourists has a negative impact on residents' emotional solidarity with tourists.

Hypothesis 3a: Positive interaction with tourists has a positive impact on residents' support for tourism development (attraction of more tourists to the destination).

Hypothesis 3b: Negative interaction with tourists has a negative impact on residents' support for tourism development (attraction of more tourists to the destination).

Hypothesis 4: Residents' satisfaction with host-guest interaction has a positive impact on residents' support for tourism development (attraction of more tourists to the destination).

Hypothesis 5: Residents' emotional solidarity with tourists has a positive impact on residents' support for tourism development (attraction of more tourists to the destination).

4.4. Recommendations for destination management related to guest-host interactions from the cultural difference approach

As discussed above, the cultural differences between residents and tourists can both bring about positive aspects and risks of conflict between the two groups. Therefore, destination management should pay attention to this issue to minimize the risks of conflict and enhance the positive interactions between residents and tourists, contributing to the success of tourism development at the destination [7]. The recommendations focus on the following issues:

For tourism marketers, destination marketing strategies need to pay attention to the cultural differences between tourists' source and destination residents in terms of geographical factors, socio-demographic characteristics, psychology, and behavior of hosts and guests [8]; identify the travel motivations of tourists from main customer markets [2] and understand the cultural background of international tourists, needs and psychological experiences of tourists [9], to serve the segmentation and promotion of international tourism marketing because they provide a more accurate, predictable and stable basis for identifying the objectives of developing suitable tourism products and services [28].

For tourism policy and management planners, it is necessary and important to develop new products that meet the diverse needs of customers, especially in response to the need for positive interactions and intercultural experiences with local people [11]. Tourism developers at the destination need to encourage the host community to participate in tourism activities and enhance positive interactions with tourists [16]. At the same time, residents should be encouraged to share their norms and values with tourists [32]. Residents can provide supplementary tourism services such as providing local information, catering services, guiding local tours, introducing local cultural values to tourists, providing cultural experiences for tourists such as guiding tourists to cook traditional meals, performing traditional dances, and performing handicraft activities [16].

Local communities and governments need to focus on preserving natural and cultural beauty, as well as unique hospitality traditions, to increase attraction and tourist experience toward tourists [15]. In addition, positive interactions between hosts and tourists can be seen as a highlight to promote and advertise the destination image to increase tourist attraction [32].

Destination management organizations (DMOs) need to establish codes of conduct for all stakeholders, especially residents and tourists at destinations and tourist attractions. This helps to regulate the behavior of residents and tourists and to reduce inappropriate behaviors that have the potential to lead to conflict between these actors. In addition, raising awareness of the impacts of tourism among residents is very essential. When residents have a correct understanding of the benefits, negative impacts, and psychological characteristics of tourists, they will be able to have a more objective and tolerant view of tourists. This will help to promote hospitality and welcome and help tourists have positive travel experiences at the destination.

For tourism service providers, tourism staff need to understand the cultural differences and cultural needs of international tourists to provide more effective services [11]. To reduce cultural conflicts between tourists and hosts, tourism service providers and destination managers need to pay attention to advertising about destination tourism, advertising that is honest and does not exaggerate what the destination can offer tourists; provide information to help tourists understand the destination and its residents; tourists should be informed in advance of potential limitations in their travel experiences and potential cultural conflicts that may occur at the destination. This helps tourists not experience cultural shock if they have different cultural experiences, and also helps tourists experience the destination proactively, conflicts that are warned in advance at the destination do not reduce the value of the tourist experience of tourists [3].

5. Limitations of the study

The number of reviewed studies is quite limited, so it is not possible to generalize all research issues related to guest-host interaction with cultural differences approaches. Future research needs to expand exploring the diverse aspects of this relationship and its impact on stakeholders in tourism activities.

6. Conclusions

The topic of guest-host interaction and cultural differences in tourism has been researched by many authors, with each study pointing out specific aspects

of these two topics. Studies often approach and survey from the perspective of tourists or local people (finding out the views of local people is often done in studies related to residents' perceptions of the impacts of tourism at the destination). The number of Studies on guest-host interaction from a cultural difference approach in tourism with survey subjects including both tourists and local people is quite limited.

Guest-host interaction in tourism takes place at levels from low interaction to deeper interaction. Most interactions between tourists and local people are often short and superficial. However, there are also a few tourists and residents who demand to interact more positively with each other. Besides, cultural differences also bring positive and negative effects to both tourists and locals during interaction. The main affected aspects include cultural exchange and understanding each other, expanding knowledge and skills (especially foreign language skills), feelings of inferiority, cultural loss, and conflict due to cultural and social distance.

Guest-host interaction is important significance in developing destination tourism. Tourism managers and policymakers at destinations need to have solutions to involve conflicts between guests and hosts; enhance positive interactions, promote positive effects from interactions; and understand cultural differences between tourism markets and destination communities to help tourists increase their travel experience and meet the diverse tourism and cultural needs of tourists and the needs of local people in tourism activities.

Future research needs to develop research on guest-host interaction with a cultural difference approach from the perspective of both tourists and residents, with research methods that integrate quantitative and qualitative. To gain a better understanding of host-guest interactions in tourism, future research could simultaneously examine the following approaches: (1) The relationship between host-guest interactions, residents' satisfaction with the interactions, host emotional solidarity, and residents' support for attracting more tourists to the destination; (2) The relationship between host-guest interactions, tourists' assessing on destination image, satisfaction with the travel experience, and their intention to revisit the destination.

COMPETING INTERESTS

The author declares that there is no conflict of interest regarding the publication of this article.

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