

The Effects of Tourist Affinity and Animosity on Behavioral Intentions: Mediating Roles of Tourist Value Co-Creation and Co-Destruction Behaviors

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Abstract

Scholars have examined the effects of tourist affinity and animosity on their attitudes and behaviors. However, the underlying mechanisms involving tourist value co-creation behaviors and tourist value co-destruction behaviors are less well studied. The purpose of this study was to investigate the effects of tourist affinity and animosity on behavioral intentions within the context of community-based rural tourism and examine the mediating roles of tourist value co-creation behaviors and tourist value co-destruction behaviors. A questionnaire survey was conducted with 402 tourists visiting Jiufen, Taiwan. The results revealed that tourist affinity positively affected tourist value co-creation behaviors and negatively affected tourist value co-destruction behaviors and that tourist animosity negatively affected tourist value co-creation behaviors and positively affected tourist value co-destruction behaviors. Furthermore, tourist value co-creation behaviors had a positive effect on behavioral intentions, and tourist value co-destruction behaviors had a negative effect on behavioral intentions. Both tourist value co-creation behaviors and tourist value co-destruction behaviors served as mediators in the relationships between tourist affinity, tourist animosity, and behavioral intentions. From a value creation perspective, this study expands the theoretical understanding of tourist affinity and animosity and offers practical recommendations for the marketing and management of community-based rural destinations.

Keywords: affinity; animosity; value co-creation; value co-destruction; behavioral intentions