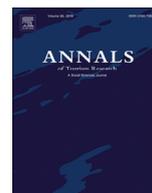


Contents lists available at [ScienceDirect](https://www.sciencedirect.com)

Annals of Tourism Research

journal homepage: <https://www.journals.elsevier.com/annals-of-tourism-research>

Research note

In times of war: Place solidarity

Alexander Josiassen^{a,b}, Florian Kock^a, A. George Assaf^{c,*}^a Department of Marketing, Copenhagen Business School, Frederiksberg, Denmark^b School of Business, James Cook University, 149 Sims Drive, Singapore 387380, Singapore^c Isenberg School of Management, 121 Presidents Drive, Amherst, MA 01003, United States of America

ARTICLE INFO

Article history:

Received 8 May 2022

Received in revised form 1 July 2022

Accepted 4 July 2022

Available online xxxx

Associate editor: Vincent Tung

Keywords:

Solidarity

Country biases

Social dominance orientation

Recategorization

Introduction

Anecdotal evidence shows that in some circumstances, countries will go so far as to provide weapons and impose sanctions in solidarity with another suffering country, in this case Ukraine. Similarly, people from all over the world demonstrate their solidarity with Ukraine through demonstrations, donations and support of Ukrainian residents (e.g., [The Economist, 2022](#); [Malik, 2022](#)). It thus seems possible that solidarity with another country may also manifest in the tourism sphere and drive travel-related outcomes. However, the extant literature has yet to investigate the role of place solidarity in any context, including tourism. Articulating this dearth of research on solidarity related to the war in Ukraine, [Dolnicar and McCabe \(2022\)](#) have called for scholars to address the issue of solidarity tourism. Against this background, we set out to examine the question whether place solidarity matters in the tourism sphere, by introducing and testing this concept in a nomological model.

Place solidarity

Based on our review of the literature on solidarity and adjacent concepts (i.e., support and compassion), as well as how solidarity with a foreign country is articulated in news and social media, we define the phenomenon of place solidarity as *an individual's compassion and sympathy with a place, resulting from an observation of relative suffering*. The definition of place solidarity reflects two distinct, yet conceptually interlinked, components: 1) an individual's compassion and support that is caused by 2) the observation of suffering. For place solidarity to exist, both components of the definition need to be present, with the latter giving rise to the former. To the best of our knowledge, no existing literature in tourism, psychology, or marketing has examined this

* Corresponding author.

E-mail addresses: aj.marktg@cbs.dk (A. Josiassen), fk.marktg@cbs.dk (F. Kock), assaf@isenberg.umass.edu (A.G. Assaf).

phenomenon, thus necessitating the development of a conceptual framework for solidarity (note that the concept of 'emotional solidarity' is fundamentally different from our approach, as we discuss later). This conceptualization of place solidarity intertwines two social psychology research streams: in-group bias literature and intergroup threat theory.

The central theoretical tenet we bring forward is that the observation of suffering results in recategorization into a common group membership. One reason among other potential reasons for such an affiliative membership to arise is the perception of a common threat.

This affiliative membership in turn creates an in-group bias which manifests in place solidarity. The first part of this argument relates to the creation of a sense of common group membership and relies on the social categorization perspective of intergroup behavior (Brewer, 1979). This seminal perspective has shown that "if members of different groups are induced to conceive of themselves more as a single group rather than as separate groups, attitudes toward former outgroup members will become more positive through processes involving pro-ingroup bias" (Dovidio et al., 1997, p. 402). Thus, individuals could reconceive their ingroup and its inclusivity, and thus recategorize themselves and others (Dovidio et al., 1997).

Importantly, place solidarity is fundamentally different from emotional solidarity (Woosnam, 2012), with the latter describing the quality of a relationship between residents and tourists and being measured through three facets: shared beliefs, shared behavior and interaction between resident and tourist. Thus, emotional solidarity is neither overlapping with our definition of solidarity nor aligned with the common definitions of solidarity (c.f. *Lexico Dictionary*). This is not surprising because emotional solidarity is a sociological concept while place solidarity is socio-psychological in nature.

We propose that place solidarity, as a particular in-group favoritism, will positively relate to intentions to engage in tourism-related behaviors in support of Ukraine. We test whether place solidarity relates to the following six concrete tourist and resident

Table 1

Construct measures used in the nomological model.

Constructs/items	Factor loadings	CR	Ave
1. Place solidarity (newly developed)		0.97	0.78
1. We should support the suffering [place] financially.	0.89		
2. I have a feeling of solidarity with [place].	0.88		
3. Each of us can play a positive role in alleviating the consequences of [cause] in [place].	0.85		
4. We should unite with [place] in the face of [cause].	0.90		
5. It is our common responsibility to help [place].	0.86		
6. [Place] is having a hard time, which was not self-inflicted; hence, we should help.	0.89		
7. We should show solidarity with [place].	0.88		
8. I want to show my commitment to help [place].	0.92		
2. Belief in a just world (Reich & Wang, 2015)		0.94	0.70
1. I feel that most people get what they are entitled to have.	0.88		
2. I feel that a person's efforts are noticed and rewarded.	0.77		
3. I feel that people earn the rewards and punishments they get.	0.83		
4. I feel that people who meet with misfortune have brought it on themselves.	0.78		
5. I feel that people get what they deserve.	0.89		
6. I feel that rewards and punishments are fairly given.	0.88		
7. I basically feel that the world is a fair place.	0.80		
3. Belief in a dangerous world (Duckitt et al., 2002)		0.92	0.74
1. I think that any day now chaos and anarchy could erupt around us.	0.77		
2. I think that there are many dangerous people who will attack someone out of pure meanness, for no reason at all.	0.82		
3. I think that every day the world becomes more lawless and bestial.	0.93		
4. I believe that a person's chances of being robbed, assaulted, and even murdered go up and up.	0.91		
4. Social dominance orientation (Ho et al., 2015)		0.91	0.72
1. I think that any day now chaos and anarchy could erupt around us.	0.87		
2. I think that there are many dangerous people who will attack someone out of pure meanness, for no reason at all.	0.83		
3. I think that every day the world becomes more lawless and bestial.	0.80		
4. I believe that a person's chances of being robbed, assaulted, and even murdered go up and up.	0.87		
5. Willingness to visit Ukraine		-	-
1. When possible, I would consider visiting Ukraine as a tourist.	-		
6. Willingness to visit supporting, adjacent countries		-	-
1. When possible, I would consider visiting Poland, the Baltics, or Finland.	-		
7. Willingness to pay more for non-Russia energy		-	-
1. When traveling, I would pay more for an airline that doesn't use Russian energy.	-		
8. Resident hospitality toward Ukrainians		-	-
1. When the time comes, I will be extra helpful to Ukrainian tourists in my home country.	-		
9. Lack of resident hospitality toward Russians		-	-
1. I do not welcome Russian tourists in my home country any more.	-		
10. Actual behaviors		-	-
Asking whether respondents already have spread positive WOM about Ukraine, bought more Ukrainian products, joined a pro-Ukraine demonstration, tried to influence others to sympathize with Ukraine, donated money to Ukraine, spread negative WOM about Russia, avoided Russian products, or joined an anti-Russia protest.	-		

Note: The place solidarity scale has here been generalized so that it is ready for use in other contexts. See supplementary materials for its exact wording in the present research.

intentions and behaviors: Willingness to (Variable #5) visit Ukraine, (#6) visit supporting countries, (#7) pay more for flying with airlines that do not rely on Russian fuel, (#8) be more hospitable toward Ukrainian tourists and (#9) less so toward Russian tourists, and finally (#10) that place solidarity relates to actual behavior. We also test whether belief in a just world, belief in a dangerous world, and social dominance theory relate to place solidarity.

Method and results

All scales, items, and respective psychometric parameters included in the questionnaire are shown in Table 1. The questionnaire comprised the place solidarity scale as well as measures used to measure constructs related to the six suggested outcomes and three suggested antecedents (please see supplementary materials). In order to develop the scale and test the nomological model we collected two datasets consisting of respectively 239 and 378 U.S. respondents with demographics resembling the U.S. population. The behavioral intentions measures (5.–9.) are adapted from the behavioral intentions measures of Kock et al. (2016) while the actual behavior measure is adapted from Klein et al. (1998). All scales showed good reliabilities, as well as convergent and discriminant validity.

Before scrutinizing the structural model, we checked the unmodified measurement model using AMOS 26. Results show that the data fits the model well, as indicated by the goodness of fit indices ($\chi^2/df = 2.292$; CFI = 0.953; RMSEA = 0.059; SRMR = 0.040). The structural model documents that place solidarity plays an important role in explaining tourist and resident choices (see Fig. 1).

Discussion

The results show that place solidarity helps drive several concrete aspects related to the solidarity tourism theme (Dolnicar & McCabe, 2022). Solidarity tourism seeks to understand ways in which solidarity can help alleviate the ramifications of the war in Ukraine, and efforts to increase place solidarity (by policymakers, or the tourism industry) would constitute one way to address solidarity tourism in Ukraine.

Other contexts which would be well-suited to investigating the role of place solidarity include the tsunamis in Indonesia, the Philippines, Thailand and elsewhere; the nuclear reactor leaks in Chernobyl and Fukushima; the 2005 Kashmir and the 2008 Sichuan earthquakes; the 2018–2020 Californian and Australian wildfires. The place solidarity operationalization also offers an instrument for investigating why certain kinds of suffering in certain countries gather more interest and helping intentions than other kinds of suffering in other countries.

Since we propose place solidarity as a novel in-group bias phenomenon, our study also contributes to research examining the role of intergroup phenomena and how attitudes toward in- and out-groups color subsequent behavior (e.g., Chien & Ritchie, 2018; Josiassen et al., 2022). Tourism affinity and animosity (Josiassen et al., 2022) comprise two recent discoveries in this burgeoning intergroup literature, and it would be fruitful to investigate which specific affinity and animosity emotions relate to place solidarity. Further, the present research extends the literature on war and tourism, which primarily has focused either on war heritage and its role in driving tourism demand or on the impact of military conflicts on tourists' risk perceptions.

Sometimes a situation arises which prompts individuals, organizations, and countries to demonstrate solidarity with one another, in order to make a difference. Times of war constitute the most extreme and revelatory end of the scale of such situations.

The Place Solidarity Model: Results



Fig. 1. The place solidarity model: Results.

Declaration of competing interest

None.

Appendix A. Supplementary data

Supplementary data to this article can be found online at <https://doi.org/10.1016/j.annals.2022.103456>.

References

- Brewer, M. B. (1979). In-group bias in the minimal intergroup situation: A cognitive-motivational analysis. *Psychological Bulletin*, 86(2), 307–324.
- Chien, P. M., & Ritchie, B. W. (2018). Understanding intergroup conflicts in tourism. *Annals of Tourism Research*, 72, 177–179.
- Dolnicar, S., & McCabe, S. (2022). Solidarity tourism-How can tourism help the Ukraine and other war-torn countries? *SocArXiv*. <https://doi.org/10.31235/osf.io/4vcpz>.
- Dovidio, J. F., Gaertner, S. L., Validzic, A., Motoka, K., Johnson, B., & Frazier, S. (1997). Extending the benefits of recategorization: Evaluations, self-disclosure, and helping. *Journal of Experimental Social Psychology*, 33, 401–420.
- Duckitt, J., Wagner, C., Du Plessis, I., & Birum, I. (2002). The psychological bases of ideology and prejudice: Testing a dual process model. *Journal of Personality and Social Psychology*, 83(1), 75–93.
- Ho, A. K., Sidanius, J., Kteily, N., Sheehy-Skeffington, J., Pratto, F., Henkel, K. E., ... Stewart, A. L. (2015). The nature of social dominance orientation. *Journal of Personality and Social Psychology*, 109(6), 1003–1028.
- Josiassen, A., Kock, F., & Nørfelt, A. (2022). Tourism affinity and its effects on tourist and resident behavior. *Journal of Travel Research*, 61(2), 299–313.
- Klein, J. G., Ettenson, R., & Morris, M. D. (1998). The animosity model of foreign product purchase: An empirical test in the People's Republic of China. *Journal of Marketing*, 62(1), 89–100.
- Kock, F., Josiassen, A., & Assaf, A. G. (2016). Advancing destination image: The destination content model. *Annals of Tourism Research*, 61, 28–44.
- Lexico.com (d). Meaning of distance in English. From <https://www.lexico.com/definition/distance> (Accessed 9 November 2020).
- Malik, K. (2022, March 6). The people of Ukraine need our solidarity. But not just because they're 'like us'. Retrieved April 15, 2022, from The Guardian Web site: <https://www.theguardian.com/commentisfree/2022/mar/06/people-of-ukraine-need-our-solidarity-not-just-because-theyre-like-us>.
- Reich, B., & Wang, X. (2015). And justice for all: Revisiting the global belief in a just world scale. *Personality and Individual Differences*, 78, 68–76.
- The Economist (2022). How the Ukrainian refugee crisis will change Europe (March 25th). <https://www.economist.com/europe/2022/03/25/how-the-ukrainian-refugee-crisis-will-change-europe>.
- Woosnam, K. M. (2012). Using emotional solidarity to explain residents' attitudes about tourism and tourism development. *Journal of Travel Research*, 51(3), 315–327.

Alexander Josiassen is Professor of Marketing and Tourism Management, and Director at the Center for Tourism and Culture Management, Copenhagen Business School. His research focuses on tourist and consumer behavior.

Florian Kock is an Associate Professor of marketing and tourism research at the Department of Marketing at Copenhagen Business School. He researches the evolutionary roots of human behavior to examine contemporary phenomena.

Albert Assaf is a Professor and Hadelman Family Faculty Fellow at the Isenberg School of Management, University of Massachusetts, Amherst. His research focuses on performance modelling and Bayesian statistics.