



## Cross-Cultural Tourist Attitudes: A Search Within The Scope Of Integrated Threat Theory

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### Abstract

With this study it is aimed to specify the mutual attitudes among different-nation groups, the result of these attitudes, and their threat perceive from other group. The theoretic base of this search has been conducted around culture, cultural differences, attitude, cross-cultural tourist attitudes, cultural differences of German and Russian tourists, theories about tourist interactions, integrated threat theory and prejudice. Questionnaire forms were developed by light of theoretic study and conducted on 871 German and Russian costumers between June, July and August in 2015. Generally, it can be concluded that German and Russian people have had a troubled past and have always had difficulties for getting along with each other. It is revealed that German tourists feel integrated threats more than Russian tourists and German tourists are biased to Russian tourists.

**Keywords:** Integrated Threat Theory, Cultural Difference, Prejudice, Tourist-Tourist Interaction, Attitude.

## Kültürlerarası Turist Tutumları: Bütünleşik Tehdit Teorisi Çerçevesinde Bir Araştırma

### Öz

Bu çalışma ile farklı milliyetten olan turistlerin birbirlerine karşı sergiledikleri tutumlar ile bu tutumların ortaya çıkarttığı sonuçları ve dış gruptan algıladıkları tehditleri bütünleşik tehdit teorisi çerçevesinde belirleyebilmek amaçlanmıştır. Araştırmanın kuramsal temeli; kültür, kültürel farklılıklar, tutum, kültürlerarası turist tutumları, Alman ve Rus turistlerin kültürel özellikleri, turist-turist ilişkilerine ait teoriler, bütünleşik tehdit teorisi ve önyargı kavramları kapsamında oluşturulmuştur. Kuramsal çalışma doğrultusunda anket formları geliştirilerek, Alman ve Rus turistlerden oluşan 871 adet katılımcıya, Haziran-Temmuz-Ağustos 2015 tarihleri arasında uygulanmıştır. Genel olarak; Almanlar ile Rusların sorunlu bir geçmişi olduğu ve Almanlar ile Rusların her zaman geçinmekte zorlandıkları sonuçlarına ulaşılmıştır. Alman turistlerin bütünleşik tehditleri Rus turistlere nazaran daha fazla hissettikleri ve Alman turistlerin Rus turistlere karşı önyargılı davrandıkları belirlenmiştir.

**Anahtar Kelimeler:** Bütünleşik Tehdit Teorisi, Kültürel Farklılık, Önyargı, Turist-Turist İlişkisi, Tutum.

## 1. Introduction

Individuals with different cultures can grasp the opportunity to learn societies of different cultures more closely as well as discovering new places through their trips (Emir and Avan, 2010: 204). Travelling to different countries for holiday, tourists have chance of meeting and having idea about each other. It is highly likely that different behavioural patterns can be exhibited and different attitudes can appear in tourism sector where cultural differences are intensively observed. While tourists of different nationalities and different cultures make activities in jointly-used areas, spend time and satisfy their needs, they exhibit impacts of many personal and cultural factors. In this context, when demographical factors such as age, gender and marital status as well as cultural dimension of a nationality among individual factors from psychological factors such as motivation, perception, personality structure and learning are considered, it allows cultural differentiation and different intergroup contact to occur.

Along with the tourism paves the way for cross-cultural interaction, the mutual attitudes of tourist groups has become a field should be studied. In the interaction process of the tourists, because they develop an attitude by ignoring the cultural differences, a threat perceive happens for both sides. The perceived threats which contains integrated threat theory is composed of four threats such as real threats, symbolic threats, wrong judices, cross-group anxiety. Negative thoughts and prejudices take place by perceiving the integrated threats. In the interaction process, mutual prejudiced behaviours of tourists causes tension and discriminatory behaviour cross-groups.

## 2. Literature

In creating communication and interaction with people from different cultures, it is necessary to know the meanings of language and communication patterns (eye movements, eye contact, hand and arm movements and communication distance) and behaviours. For example, in the countries of Middle East, people speak more rigidly and fast when compared to the countries located in the west. Indian people never eat cow meat, whereas Muslims refuse eating pig meat. Generally speaking, religious days are different among the countries and appointments are taken 3-4 days before the meeting in Arabian countries, whereas such appointments should be made 1-2 weeks before the meeting date. Eye contact among the individuals in North America signifies respect, whereas this means disrespect in Korea and it is not found suitable to create contact between women and foreign men in Arabian countries and women in the Middle East refuse shaking hands with men (Bayık Temel, 2011: 61-62).

Emphasizing societal groups should think about how they form their tourist approaches in learning what is going on in a normal society, Urry (2009: 15) also points the importance of inter-cultural tourist approaches at the same



time. On the other hand, Yu and Lee (2014: 225) emphasize that intercultural tourist interactions and attitudes of tourists as an important variable directly affecting the satisfaction of tourists. In this context, understanding cultural differences and developing appropriate strategies accordingly are very important for tourism sector (Landauer, Haider and Pröbstl-Haider, 2013: 97).

Due to general features and general structures of tourist – tourist relations, the ability of tourism to provide intercultural interaction and communication and have close relations to both the culture of society accepting trip and the culture of their own society makes this concept to be assessed on the sociologic basis. It is because relations arising during the trips made and the unity of interactions and mutual attitudes occurring in this unit causes several negative and positive differences (Sağır, 2011: 50). For example, Heimtun and Jordan (2011, 271-290) conduct a research on interpersonal conflicts among the groups of female friends going on holiday and examine how such conflict affects their holiday experiences. This research aims at measuring the effect of this situation on their friendship relations if they become tourists and experience holiday altogether. Interpersonal conflicts are assessed not on the basis of gender variable but according to more time spent with the friends on daily basis as a tourist. According to results of the research, the subjects have expressed that they are still friends after the holiday; however, they won't probably go on holiday together once again and their friendship will last more if they don't go together and the preferences of the friends are different throughout holiday.

Even if people go on holidays with individuals whom they know in the past, they can be subject to conflicts or decoherence due to several aims, different structures, disagreement and features of the touristic environment. This case indicates how challenging for the tourists who have never known and seen before and come from different cultures meet each other.

### 2.1. Theory of Integrated Threat

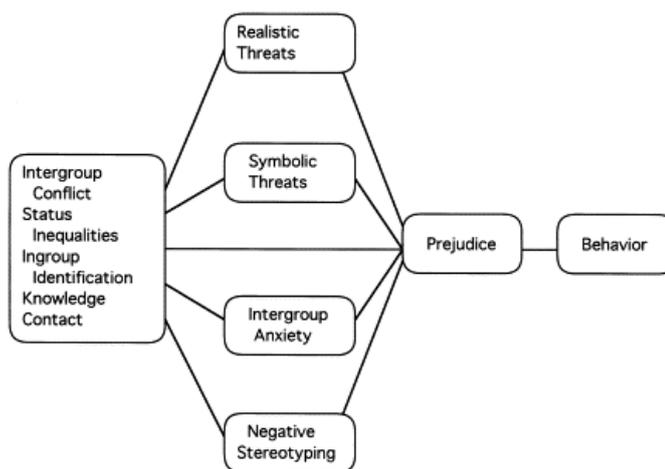
Generally, integrated threat theory focuses on the conditions caused by changes in intergroup contact and intergroup relations. Thomas F. Pettigrew in 1998 and Walter G. Stephan in 2000 focused on the threat perceptions which affect attitudes and behaviours. Such threats can be perceived against actions, beliefs or characteristics of a group. When the sources needed for individuals to sustain themselves as a group and to reach the targets of the individuals are used by other people, they can feel that they are under threat. Such sources can be abstract or concrete such as power, information, money and materials. Because the sources are limited and there is lack of resource, groups develop negative attitude towards other group by competing upon feeling under threat for resources and to reach the targets or to protect their own identities.



Generally speaking, Redmond (2013: 1-2) has expressed that there are two main types of threats. These are personal threat and intergroup threat. Personal threat reveals itself when an individual thinks that his psychological or financial sources or the identity are under a threat. As for the intergroup threat, all the group members are affected from the threat. Intergroup threat resembles to personal threat; however, this threat is felt by all the social groups. Intergroup threat is envisioned for competing for conventional sources or status and is also formed under the conditions of social comparison.

Stephan and Renfro (2002: 267) have defined that threat pioneers depend on factors such as intergroup contact, intra-group identity and status inequalities. Integrated threat theory has been designed to identify sizes and attitudes of prejudice of individuals against all the outer groups including gender, race, gender tendency, national origin and disability (Stephan et. al., 2000a: 64). Since interaction threats affect the perceptions, emotions and behaviours of the people, they can establish ground for the conflicts. Threat assessment can invokes negative emotions such as intergroup fear, anger, abuse, hatred, offence, disappointment, humiliation and insecurity. In addition, threat perception can decrease emotional empathy against members of outer groups and with regardless to whether the threat is real or not, perception of threat forms can also cause prejudice (Avçıkurt, 2015: 128). Designed for the purposes of determining sizes and attitudes of prejudice of the individuals, Integrated Threat Theory Model is included in Figure 1.

**Figure1. Model of Integrated Threat Theory**  
A CAUSAL MODEL OF THE  
INTEGRATED THREAT THEORY



**Source:** Redmond, Brian Francis. (2013). Intergroup Theories (Integrated Threat, Social Identity and Social Dominance), p.3.



In line with the information contained in Figure 1, integrated threat theory assumes that there are four basic threats (Stephan and Stephan, 1996: 410; Stephan, et. al., 2000b: 242; Riek, et. al., 2006: 339; Gonzales et. al., 2008: 669; Ward and Berno, 2011: 1559; Colombo et. al., 2012: 135; Redmond, 2013: 2). These include realistic threat, symbolic threat, negative opinions and intergroup anxiety. Integrated threat theory points out that there are intergroup conflict perceived, intra-group identity and status differences or inequalities as well as lack of information and communication. Furthermore, negative contact experiences can be included in threats. Because negative attitudes developed against several groups result in negative communication experiences, the presence of more intergroup communication mediates for decreasing situation differences perceived and most of the threats even if partially (Aberson and Gaffney, 2008: 810).

### 2.1.1. Realistic Threats

Realistic threats include threats perceived towards physical and financial welfare of a group and its members (Stephan, et. al., 1999: 2222; Stephan, et. al., 2000b: 242). Realistic threats occur in relation to health problems at the same time. In cases where a person is obliged to interact with an individual with extremely sickness to endanger physical and mental health, a negative attitude or hostility feeling which may occur reveals itself as a strong indicator of realistic threat perceived (Berrenberg, et. al., 2002: 77). Realistic threats can be conceptualized in the economic, physical and political sense. Conflicts between groups and negative group reactions can generally reveal as the conflict of the races. The basic topic here is the competition perceived on the limited sources. Such types of sources cause the occurrence of behaviours such as negative attitude and discrimination among the individuals with an intention to protect intra-group benefits (Gonzales et. al., 2008: 669).

### 2.1.2. Symbolic Threats

Symbolic threats cover the threats against the world opinion of a group and which is related to the values, norms, beliefs and attitudes arising out of different cultures (Gonzales et. al., 2008: 669; Ward and Berno, 2011: 1559). Having different values and beliefs, groups can feed hatred feelings towards the groups failing to adapt their own world views and this can be perceived by the opposing group as threat. Symbolic threat understanding is closely related to the understanding of symbolic racism (Stephan, et. al., 1999: 2222). At the same time, symbolic threats results from the attitude of one group perceiving itself superior to opposing group (Stephan, et. al., 2000b: 242). External groups can see different view of world, new norms, beliefs and symbols as a threat to themselves. They can exhibit negative attitudes with the fear that their own culture will become invalid due to the features of the



other culture. Many studies have revealed that the migrants and minorities rather perceive such threats more intensively and display negative attitudes towards concerned groups (Gonzales et. al., 2008: 669).

### **2.1.3. Negative Opinions**

Although negative opinions generally arise out of ethnical and national stereotype discussions, they generally result from prejudice (Ward and Berno, 2011: 1560). Negative opinions of individuals about an external group are perceived to be violent hostility, hatred and behaving arrogantly and the members of the opposing group are expected to behave negatively (Gonzales et. al., 2008: 669). Behaving on the basis of stereotype opinions about the group interacted, the individuals feel themselves under threat and their intergroup meeting dimensions can be concluded negatively because they act being subject to information which is in conflict with the real group (Paolini et. al., 2004: 773). For example, the French is known for being cold and distanced; the American is known to be rich and arrogant. In addition, when there are past-based or current political problems between two countries, generally negative opinions are grown up (Akış Roney, 2011: 111-112).

### **2.1.4. Intergroup Anxiety**

Intergroup anxiety as the final threat element constituting integrated threat theory contains behaviours arising out of individual's fear of being rejected or feeling threat in relation to interpersonal interactions, perceiving themselves as incapable in efficient interaction with the members of the group and being mocked or embarrassed (Ward and Berno, 2011: 1559). When one is interactive with a different person in a different social group in intergroup anxiety element, feelings of tense and distress occur (Plant and Devine, 2003: 790). At the same time, intergroup anxiety drives intergroup conflict with negative feelings and causes hostility and discrimination (Curşeu, Stoop and Schalk, 2007: 127). In the phase of intergroup anxiety, if there is hostility relation between such groups before, the anxiety is expressed to be particularly high. As a result of the opinions known about the opposing party, an interactive process which is not structured with them will occur. When the person's own group is minority, competition interaction with lower status will occur (Stephan, et. al., 1999: 2223). Stephan, Ybarra and Morrison (2007: 5-6) in their research have emphasized that the conflict between the Israeli and Arabs is an example for integrated threat theory. In both the groups, they expresses that there are both realistic and symbolic threats because there are economic, power, religion, language, cultural difference and different points about world. Each group has different cultural values and living patterns, so they perceive each other as threat.



Emphasizing that on another result of lack of communication occurring as a different problem in intergroup relations is misunderstanding, Lippmann (1998: 99) has highlighted that information which may eliminate misunderstanding can be possible through an active communication process which is free from negative effects of stereotypes and prejudice. Generally speaking, demographic variables such as age, education, socio-economic situation, gender and ethnical origins are related to prejudice; however, such relations give respectively less information about the origin of prejudice (Stephan and Stephan, 1996: 410). For example, Brigham (1971) has revealed that the occurrence of stereotypes directed each other by the American is closely related to their attitudes each other as well as their individual characteristics.

Generally speaking, because intergroup threats affect perception, feelings and behaviours of people, they can also establish a ground for conflicts at the same time. Threat assessment can invoke negative feelings such as intergroup fear, anger, abuse, hatred, offense, disappointment, humiliation and unreliability among the groups and threat perceptions can also decrease emotional empathy towards non-group members. With disregard to whether the threats perceived are real or not, the way how to perceive threats can cause prejudice (Avcıkurt, 2015: 128). Finally, intergroup contact amount and communication quality has a positive effect on getting rid of prejudice. Being in close contact with the group members will allow groups to love each other, positive ideas to develop, to decrease stereotype thoughts and therefore, correct negative stereotypes.

### 3. Method

#### 3.1. Paradigm and Sampling

Population of the research in line with the aims of the research consists of German and Russian tourists coming to Turkey. The number of German tourists coming to Turkey in 2014 is 5.250.036, whereas the number of Russian tourist is 4.479.049 (www.tuik.gov.tr, 2015; www.tursab.org.tr, 2015). Considering the destination distribution where such tourists coming to Turkey spend their holidays, Antalya city centre having the largest share (~78%) constitutes the population of the research. Examining the distribution of visitors coming to Antalya in 2014 according to nationalities, 2.987.577 German tourists and 3.489.007 Russian tourists entered (www.antalyakulturturizm.gov.tr, 2015).

Totally 1400 questionnaire forms, namely 700 German and 700 Russian questionnaire forms are distributed to travelling agencies where the research is carried out considering the difficulties which may occur during data collection. Among questionnaire forms, 958 questionnaire forms, 452 German and 506 Russian questionnaire forms are returned. Return rate of questionnaires returned is 68,43%. Returned questionnaires are examined and 87 questionnaire forms, namely 44 German and 43 Russian



questionnaire forms are excluded from the assessment due to reasons such as filling in the forms deficiently and / or filling in wrongly. Research analyses are realized on totally 871 questionnaire forms, namely 408 German and 463 Russian questionnaire forms in terms of appropriateness for the analysis and consistency.

### **3.2. Process of Data Collection**

For the purposes of making pilot scheme in order to test the reliability and validity of the questionnaire prepared, opinions of 199 tourists on June 24 – 30, 2015 are analysed. Questionnaire is applied particularly to tourists in return transfers so that tourists can make general assessment on the last days of their holidays between June and August 2015.

### **3.3. Development of Questionnaire Form**

A question pool is created by getting benefits from the researches consisting of scales whose reliability is proved and which can be accessible within theoretical framework in this phase and questionnaire form is created with three expert lecturers in the field including such questions chosen. Thus, content validity is achieved in writing the articles. In the works used for writing the items, Yagi (2003) have examined interrelations between Japanese and American tourists, whereas Kunduz (2009) have examined the prejudice between the students wearing scarf and the students not wearing scarf on the basis of assumption of Integrated Threat Theory.

Research questionnaire consists of two parts. In the first part, there are expressions presented for the purposes of determining thoughts pertaining to sub-threat scales and intergroup prejudice of integrated threat theory of the tourists. On the second part, demographic structures of tourists as well as structures related to touristic features are measured via close-end questions.

## **4. Findings and Comments**

### **4.1. Variables of Sampling Group**

In this sub-section, first, frequency (f) and percentage values (%) pertaining to gender of the tourists, marital status, age groups, educational status, status of children, professions and monthly income have been determined. Among German tourists taking part in the research, 178 people (43,6%) are male, whereas 226 people (55,4%) are female. When separation is made according to the gender of the Russian tourists, there are 226 (48,4%) male participants and 223 (50,3%) female participants. There are 4 German tourists (1,0%) and 4 Russian tourists (0,9%) choosing the option of other from both the nationalities.

When the participants are assessed according to marital status of the participants, 187 German tourists (45,8%) are married and 199 persons (48,8%) are single. Among Russian tourists, 188 persons (40,6%) are married



and 264 persons (57,0%) are single. There are 22 German tourists (5,4%) and 11 Russian tourists (2,4%) choosing the option of Other for their marital status.

Among German tourists, 68 people (16,7%) are 24 years and below, 127 persons (31,1%) are between 25 and 34 years, 154 people (37,7%) are between 35 and 44 years, 45 persons (11,0%) are between 45 and 54 years and 14 people (3,4%) are 55 years and above. On the other hand, among Russian tourists, 176 people (38,0%) are 24 years and below, 66 people (14,3%) are between 25 and 34, 139 people (30,0%) are between 35 and 44, 56 people (12,1%) are between 45 and 54 years and 26 people (5,6%) are 55 years and above.

When the tourists are examined according to their educational level, among German tourists, 18 participants (4,4%) are primary school graduates, 154 participants (37,7%) are secondary school graduates, 208 participants (51,0%) are university graduates and 28 participants (6,9%) are higher master / PhD educational levels. Among Russian tourists, 62 participants (13,4%) are primary school graduates, 114 participants (24,6%) are secondary school graduates, 196 participants (42,3%) are university graduates and 91 participants (19,7%) are higher master / PhD educational levels.

Among German tourists, 202 persons (49,5) have children and 206 persons (50,5%) have no children. Among Russian tourists, 214 persons (46,2%) have children, whereas 249 people (53,8%) have no children.

When assessment is made according to profession groups, among German tourists, 91 persons (22,3) are civil servant / worker; 75 persons (18,4%) are self-employed (lawyer, engineer, chemist and etc.); 109 persons (26,7%) are employer; 60 persons (14,7%) are retired; 36 persons (8,8%) are unemployed, 14 people (3,4%) are students and 19 persons (4,7%) are housewives. On the other hand, among Russian tourists, 114 persons (24,6%) are civil servant / worker, 87 persons (18,8%) are self-employed (lawyer, engineer, chemist and etc.); 108 persons (23,3%) are employer; 10 persons (2,2%) are retired; 56 persons (12,1%) are unemployed, 58 people (12,5%) are students and 23 persons (5,0%) are housewives. Although there are people choosing Other option from both the nationalities, there are no participants giving any information to the part asking for specifying.

Finally, according to examination made according to income level, among German tourists, 26 people (6,4%) have very low level of income, 91 persons (22,3%) have lower level of income, 189 persons (46,3%) have medium level of income, 44 persons (10,8%) have high level of income and 58 people (14,2) have very high level of income. Among Russian tourists, 18 people (3,9%) have very low level of income, 19 persons (4,1%) have lower level of income, 221 persons (47,7%) have medium level of income, 121 persons (26,1%) have high level of income and 84 people (18,1%) have very high level of income.

#### 4.2. Status of Tourists Taking Part in Holiday



As a result of the analysis in relation to question 'With whom did you go on holiday' asked to the participants, 37 German tourists (9,1%) have stated to go on holiday individually, 141 German tourists (34,6%) have stated to go on holiday with their friends, 148 German tourists (36,3%) have stated to go on holiday with their family and 82 German tourists (20,1%) have stated to go on holiday with their partners. On the other hand, 93 Russian tourists (20,1%) have stated to go on holiday individually, 88 Russian tourists (19,0%) have stated to go on holiday with their friends, 222 Russian tourists (47,9%) have stated to go on holiday with their family and 50 Russian tourists (10,8%) have stated to go on holiday with their partners. Although there are 10 people (2,2%) choosing the Other option among Russian tourists, there are no participants giving any information to the part asking for specifying.

#### **4.3. Period of Tourists Spending Time in Antalya**

According to analysis carried out in relation to the period of participants spending time in Antalya, when the period of German and Russian tourists spending time in Antalya is examined, 131 German tourists (32,1%) have stated to stay in Antalya for 1 to 3 days, 202 German tourists (49,5%) have stated to stay in Antalya for 4 to 6 days, 65 German tourists (15,9%) have stated to stay in Antalya for 7 to 9 days and 10 German tourists (2,5%) have stated to stay in Antalya for more than 10 days. On the other hand, 176 Russian tourists (38,0%) have stated to stay in Antalya for 1 to 3 days, 116 Russian tourists (25,1%) have stated to stay in Antalya for 4 to 6 days, 70 Russian tourists (15,1%) have stated to stay in Antalya for 7 to 9 days and 101 Russian tourists (21,8%) have stated to stay in Antalya for more than 10 days.

#### **4.4. International Trip Experiences of Tourists**

According to analysis carried out in relation to the status of participants taking part in a trip before, when the status of German and Russian tourists taking part in international trip is examined, 37 German tourists (9,1%) have stated to take part in international trip before once, 158 German tourists (38,7%) have stated to take part in international trip before twice, 110 German tourists (27,0%) have stated to take part in international trip before for 3 times, 58 German tourists (14,2%) have stated to take part in international trip before once and 45 German tourists (11,0%) have stated to take part in international trip before for 5 or more times. On the other hand, 22 Russian tourists (4,8%) have stated not to take part in international trip before once, 69 Russian tourists (14,9%) have stated to take part in international trip before once, 65 Russian tourists (14,0%) have stated to take part in international trip before twice, 42 Russian tourists (9,1%) have stated to take part in international trip before for 3 times, 57 Russian tourists (12,3%) have stated to take part in international trip before for 4 times and



208 Russian tourists (44,9%) have stated to take part in international trip before for 5 or more times.

#### **4.5. Status of Tourists Having Been to Antalya Before**

According to analysis carried out in relation to the status of participants having been to Antalya before, when the status of participants having been to Antalya before is examined, 45 German tourists (11,0%) have stated not to have been to Antalya before, 167 German tourists (40,9%) have stated to have been to Antalya before once, 77 German tourists (18,9%) have stated to have been to Antalya before twice, 94 German tourists (23,0%) have stated to have been to Antalya before for three times, 13 German tourists (3,2%) have stated to have been to Antalya before for 4 times and 12 German tourists (2,9%) have stated to have been to Antalya before for 5 or more times. On the other hand, 99 German tourists (21,4%) have stated not to have been to Antalya before, 84 Russian tourists (18,1%) have stated to have been to Antalya before once, 51 Russian tourists (11,0%) have stated to have been to Antalya before twice, 35 Russian tourists (7,6%) have stated to have been to Antalya before for three times, 30 Russian tourists (6,5%) have stated to have been to Antalya before for 4 times and 164 Russian tourists (35,4%) have stated to have been to Antalya before for 5 or more times.

#### **4.6. Status of Tourists Refraining from Communication with Other Tourists**

According to analysis carried out in relation to the status of participants refraining or not refraining from communication with other tourists, 236 German tourists (57,8%) have stated to refrain from communication with Russian tourists, whereas 172 persons (42,2%) have stated not to refrain from creating communication with Russian tourists. On the other hand, 37 Russian tourists (8,0%) have stated to refrain from communication with German tourists, whereas 426 persons (92,0%) have stated not to refrain from creating communication with German tourists.

#### **4.7. Status of Tourists Having German / Russian Acquaintances Before**

According to analysis carried out in relation to the status of participants having German / Russian acquaintances before, 206 German tourists (50,5%) have stated to have a Russian acquaintance, whereas 202 persons (49,5%) have stated not to have a Russian acquaintance before. On the other hand, 289 Russian tourists (62,4%) have stated to have a German acquaintance, whereas 174 Russian tourists (37,6%) have stated not to have a German acquaintance before.

#### **4.8. Status of German / Russian Tourists Having the Same Attitudes Each Other**



According to analysis carried out in relation to the status of German / Russian tourists having the same attitudes each other, 75 German participants (18,4%) have stated that Russian tourists have the same attitudes each other, whereas 333 persons (81,6%) have stated that Russian tourists don't have the same attitudes each other. On the other hand, 113 Russian participants (24,4%) have stated that German tourists have the same attitudes each other, whereas 350 Russian tourists (75,6%) have stated that German tourists don't have the same attitudes each other

#### 4.9. Results of Hypothesis

Correlation analysis is used in order to test the basic hypothesis of the research and Kruskal – Wallis and Mann – Whitney U tests are used to test sub-hypothesis.

*H1: Realistic threats perceived by the tourists throughout their accommodation cause them to behave towards outer group with prejudice.*

It is determined that there is significant, positive directional and medium level of relation between perception of realistic threats and behaving towards outer group with prejudice for the German tourists and Russian tourists ( $r=0,404$ ;  $p<0,001$ ,  $r=0,580$ ;  $p<0,001$ ). In this case, H21 is agreed

*H2: Symbolic threats perceived by the tourists throughout their accommodation cause them to behave towards outer group with prejudice.*

It is determined that there is significant, positive directional and medium level of relation between perception of symbolic threats and behaving towards outer group with prejudice for the German tourists and Russian tourists ( $r=0,456$ ;  $p<0,001$ ,  $r=0,622$ ;  $p<0,001$ ). In this case, H2 is agreed.

*H3: Negative opinions perceived by the tourists throughout their accommodation cause them to behave towards outer group with prejudice.*

It is determined that there is significant, positive directional and medium level of relation between perception of negative opinions and behaving towards outer group with prejudice for the German tourists and Russian tourists ( $r=0,661$ ;  $p<0,001$ ,  $r=0,446$ ;  $p<0,001$ ). In this case, H3 is agreed.

*H4: Intergroup threats perceived by the tourists throughout their accommodation cause them to behave towards outer group with prejudice*

It is determined that there is significant, positive directional and medium level of relation between perception of intergroup threats and behaving towards outer group with prejudice for the German tourists and Russian tourists ( $r=0,538$ ;  $p<0,001$ ,  $r=0,504$ ;  $p<0,001$ ). In this case, H4 is agreed.

*H5: Integrated threats perceived by the tourists throughout their accommodation cause them to behave towards outer group with prejudice.*

It is determined that there is significant, positive directional and medium level of relation between perception of integrated threats and behaving towards outer group with prejudice for the German tourists ( $r=0,620$ ;  $p<0,001$ ,  $r=0,472$ ;  $p<0,001$ ). In this case, H5 is agreed.



*H6: Integrated threats perceived by the tourists throughout their accommodation display significant differences according to gender.*

There are no significant differences among integrated threats perceived by German tourists throughout their accommodation in terms of gender groups ( $p=0,073$ ). Russian tourists who are male and female perceive integrated threats significantly more intensively when compared to Russian tourists who state their gender as other ( $p=0,004$ ;  $p=0,006$ ). In this case, H6 is agreed.

*H7: Integrated threats perceived by the tourists throughout their accommodation display significant differences according to marital status.*

German tourists who state their marital status as other perceive integrated threats significantly more intensively when compared to German tourists who are married and German tourists who are single ( $p=0,002$ ;  $p=0,024$ ). Russian tourists who are married perceive integrated threats significantly more intensively when compared to Russian tourists who are single ( $p<0,001$ ). In this case, H7 is agreed.

*H8: Integrated threats perceived by the tourists throughout their accommodation display significant differences according to age.*

German tourists at the age of 24 or below perceive integrated threats significantly more intensively when compared to German tourists at the age of 35 – 44 and at the age of 45 – 54 ( $p<0,001$ ). Russian tourists above 55 years perceive integrated threats significantly more intensively when compared to Russian tourists below 24 and at the age of 35 - 44 ( $p=0,001$ ;  $p=0,007$ ). In this case, H8 is agreed.

*H9: Integrated threats perceived by the tourists throughout their accommodation display significant differences according to educational level.*

There are no significant differences among integrated threats perceived by German tourists throughout their accommodation in terms of educational level ( $p=0,076$ ). Russian tourists of primary school graduates perceive integrated threats significantly more intensively when compared to Russian tourists of secondary school and university graduates ( $p=0,009$ ;  $p<0,001$ ). In this case, H9 is partially agreed.

*H10: Integrated threats perceived by the tourists throughout their accommodation display significant differences according to status of having children.*

German tourists with no children perceive integrated threats significantly more intensively when compared to German tourists with children ( $p=0,001$ ). Russian tourists with children perceive integrated threats significantly more intensively when compared to Russian tourists with no children ( $p<0,001$ ). In this case, H10 is agreed.

*H11: Integrated threats perceived by the tourists throughout their accommodation display significant differences according to profession.*

German tourists with employment perceive integrated threats significantly more intensively when compared to unemployed German tourists ( $p<0,001$ ). Russian tourists with employment perceive integrated threats significantly



more intensively when compared to unemployed Russian tourists and student Russians ( $p<0,001$ ;  $p=0,001$ ). In this case, H11 is agreed.

*H12: Integrated threats perceived by the tourists throughout their accommodation display significant differences according to income level.*

German tourists with very high level of income perceive integrated threats significantly more intensively when compared to German tourists with very low and low level of income ( $p<0,001$ ). There is no significant difference in terms of their perceptions of integrated threats ( $p=0,644$ ). In this case, H12 is agreed.

*H13: Integrated threats perceived by the tourists throughout their accommodation display significant differences according to the status of taking part in holidays.*

German tourists who go on holiday individually perceive integrated threats significantly more intensively when compared to German tourists who go on holiday with their partner, friend and family ( $p<0,001$ ). Russian tourists who go on holiday individually perceive integrated threats significantly more intensively when compared to Russian tourists who go on holiday with their family ( $p=0,001$ ). In this case, H13 is agreed.

*H14: Integrated threats perceived by the tourists throughout their accommodation display significant differences according to accommodation periods in Antalya.*

German tourists who have stayed in Antalya for 1 to 3 days perceive integrated threats significantly more intensively when compared to German tourists who have stayed in Antalya for 4 to 6 days ( $p<0,001$ ). Russian tourists who have stayed in Antalya for 10 or more days perceive integrated threats significantly more intensively when compared to Russian tourists who have stayed in Antalya for 7 to 9 days ( $p=0,034$ ). In this case, H14 is agreed.

*H15: Integrated threats perceived by the tourists throughout their accommodation display significant differences when compared to their international trip experiences.*

German tourists with experience of international trip once perceive integrated threats more intensively when compared to German tourists with experience of international trip twice, 3 times and 4 times ( $p<0,001$ ). Russian tourists with no experience of international trip before perceive integrated threats significantly more intensively when compared to Russian tourists with experience of international trip twice, 4 times and 5 times and more ( $p<0,001$ ;  $p=0,001$ ;  $p=0,001$ ). In this case, H15 is agreed.

*H16: Integrated threats perceived by the tourists throughout their accommodation display significant difference according to the accommodation period in Antalya before.*

German tourists who have never been to Antalya perceive integrated threats significantly more intensively when compared to German tourists who have been to Antalya twice or for 4 times ( $p<0,001$ ). Russian tourists who have been to Antalya once perceive integrated threats significantly more intensively when compared to Russian tourists who have been to Antalya for 4 times ( $p<0,001$ ). In this case, H16 is agreed.



*H17: Integrated threats perceived by the tourists throughout their accommodation display significant difference according to the status of creating communication with German / Russian tourists.*

German tourists who don't hesitate to creating communication with Russian tourists perceive integrated threats significantly more intensively when compared to German tourists who refrain from creating communication with Russian tourists ( $p<0,001$ ). Russian tourists who refrain creating communication with German tourists perceive integrated threats significantly more intensively when compared to Russian tourists who don't hesitate to creating communication with German tourists ( $p=0,001$ ). In this case, H17 is agreed.

*H18: Integrated threats perceived by the tourists throughout their accommodation display significant difference according to the status of having met German / Russian person before.*

German tourists who have had no Russian acquaintances before perceive integrated threats significantly more intensively when compared to German tourists who have had Russian acquaintances before ( $p<0,001$ ). Russian tourists who have had no German acquaintances before perceive integrated threats significantly more intensively when compared to Russian tourists who have had German acquaintances before ( $p<0,001$ ). In this case, H18 is agreed.

*H19: Integrated threats perceived by tourists through their accommodation period indicate significant differences according to the status of exhibiting similar attitudes by German / Russian tourists.*

German tourists thinking that Russian tourists don't exhibit similar attitudes conceive integrated threats significantly more highly when compared to German tourists thinking that Russian tourists exhibit similar attitudes ( $p=0,007$ ). Russian tourists thinking that German tourists exhibit similar attitudes conceive integrated threats significantly more highly when compared to German tourists thinking that Germans tourists don't exhibit similar attitudes ( $p<0,001$ ). In this case, H19 is agreed.

Finally, the groups are compared dually via Mann-Whitney U test in order to determine whether there is significant difference among the distribution of the groups through comparing the measurements related to intergroup prejudice and integrated threats and sub-dimensions of integrated threat theory among tourists. The findings from test results in relation to comparing 'Integrated Threat Theory' sub-scale and total scales scores are as the following:

It has been determined that there are significant differences among realistic threats, symbolic threats, negative opinions, intergroup anxiety, intergroup prejudice and integrated threats perceived by German and Russian tourists throughout their accommodation ( $p<0,001$ ).

- German tourists perceive realistic threats, symbolic threats, negative opinions, intergroup anxiety, intergroup prejudice and integrated



threats significantly more intensively when compared to Russian tourists ( $p < 0,001$ ).

## 5. CONCLUSION AND SUGGESTIONS

This research is a descriptive (identifying) work to understand whether Russian and German tourists coming to Antalya behave each other with prejudice through determining threats perceived by them throughout their holiday.

### 5.1. Conclusion

According to results of variable analysis, for the category of 'Realistic Threats', it has been concluded that German participants think that rates of crimes increase in places where there are Russian tourists and they feel more assured in the environments where there are no Russian people. In fact, on the contrary, it has been determined that Russian participants don't describe hotels where German people intensively stay as negative places. At the same time, Russian participants think that social welfare level decreases and the level of crimes increases in the hotels where they stay with German tourists. Besides, it has been revealed that Russian participants think that German tourists have stronger economies and dominate world politics and more power status. Generally speaking, it has been concluded that Russian participants of primary school graduate perceive realistic threat more highly.

It has been concluded that realistic threats perceived by German participants are focused on physical and social environment they live jointly and crime rates, whereas realistic threat perception of Russian participants are focused on political and economic dimensions.

As for 'Symbolic Threats', it has been revealed that German participants have different opinions of values from Russian tourists and the Russian don't show respect to their world philosophies and think that cultural values of the Russian give harm to the atmosphere of the hotel they stay. When the same situation is evaluated from the point of the Russian participants, Russian tourists state that they have different opinions of value and different familial values from German tourists. Besides, it has been concluded that the German give more importance to their own traditions when compared to the Russian. In addition, they have stated that cultural values of the German don't give harm to the atmosphere of the hotel and living style of German tourists don't affect general atmosphere of the hotel adversely. Considering demographical features of the Russian participants, it has been concluded that symbolic threats are perceived more by the female Russian participants and Russian participants of primary school graduates.

It has been determined that participants of both the nationalities think mutually that they have different opinions of values. On this basis, it has been concluded that symbolic threats perceived are focused upon value



opinion and different views of the world. Yet, it has been concluded that, in the hotels they stay as the common places of the participants, German tourists are affected adversely by the Russian tourists, whereas Russian participants have no disturbance in the common areas where they stay with German tourists. In this context, it is agreed that there are symbolic threats for both the nationalities. However, it has been determined that symbolic threats are perceived by German participants more intensively when compared to Russian participants.

For the threat type of 'Negative Opinions', it has been revealed that both the nationalities describe each other mutually as selfish and cold. Conversely, it has been determined that German participants think that the Russian are fraud people. At the same time, it has been concluded while negative prejudice is perceived by male German participants more when compared to female German participants; female Russian participants perceive negative prejudice more from the point of Russian participants. On the other hand, it has been determined that Russian participants describe the German as prejudiced people.

Generally speaking, the results arising out of the threat type of negative prejudice occur due to negative directional and negative-content assessments as a natural requirement of factors constituting the threat element. Upon examining the intensity of the levels for agreeing the expressions included in this threat element by the participants, according to score average, it has been determined that German participants have more negative assessments. At the same time, it has been revealed that Russian participants assess the German people as prejudiced people and prejudiced behaviour pattern which may occur in the attitudes of the individual as a result of perception of integrated threats is stated to be in the line of perception by the Russian participants. On this basis, it has been concluded that German tourists behave with prejudice against Russian tourists.

It has been determined that German participants are subject to physical damage, humiliation and insulting by the Russian for the threat type of 'Intergroup Anxiety'. Similarly, it has been concluded that Russian participants are insulted by German people. On the other hand, it has been determined that Russian participants are isolated by the German tourists and they become subject to both physically and orally abuse by the German tourists.

Threat element of intergroup anxiety includes not only threat element of negative prejudice but also assessments with negative direction and negative content. When examining the intensity level of agreeing on the expressions included in this type of threat element by the participants, according to score averages, it has been determined that German participants have more intergroup anxiety assessments when compared to Russian participants. It has been revealed that intergroup anxiety is felt more intensively by the German participants.



Upon examining the ideas of the participants related to intergroup prejudice occurring as a result of perceiving integrated threats, it has been concluded that the German and the Russian have a problematic past and the German and the Russian have always had difficulty in getting on well with each other for the participants of both the nationalities. In addition, participants of both nationalities who go on holiday individually have been determined to perceive integrated threats more intensively. Furthermore, although it is not always visible from the aspect of Russian participants, there is an ongoing conflict between the German and the Russian. At the same time, it has been concluded that female Russian participants and Russian participants graduated from primary school feel intergroup prejudice more. In addition, it has been determined that German participants assess their relation with the Russian with prejudice at all the times. This result, like in the threat type of negative prejudice, seems to validate that German participants have prejudiced attitudes towards Russian tourists.

When the perception of threat types constituting threat theory individually or as integrated threat by the participants is examined, it has been determined that single Russian participants perceive integrated threats more. At the same time, it has been revealed that, while German participants who perceive integrated threats more spend less time in Antalya, the number of perceived integrated threats increases as the number of accommodation day increase among Russian tourists. Again, similar negative relation occurs in the status of participants having children. It has been determined that integrated threats are more perceived by German participants with no children and Russian participants with children. As for different results, it has been determined while German participants who refrain themselves from creating communication with the Russian have lower level of threat perception, Russian participants who refrain from creating communication with the German have higher level of threat perception. In addition, it has been determined that German participants having no Russian acquaintances before and Russian participants having no German acquaintances feel integrated threats more. Generally speaking, it has been concluded that German participants feel realistic threats, symbolic threats, negative prejudice, intergroup anxiety and integrated threats more when compared to Russian participants.

## 5.2. Suggestions

When each individual assesses the behaviours of the other people according to code of their own rules, they generally develop negative thoughts and prejudice about the individual assessed. Such prejudice established by the individual with the effect of culture cause problems in intercultural communication. In order to overcome prejudice-rooted problems occurring, getting benefit from the assumptions of contact hypothesis will be a rational search for solution. Through contact hypothesis, as a result of gathering



different cultural groups under equal conditions, it can be possible to create a ground for learning cultures of each other, improving relations among them and creating tolerance. Thus, it will be possible to mitigate negative effects of existent prejudice in the minds of the individuals and to lessen the societal tense.

One of the effective ways to change prejudice is to enable the group members to spend some time in the environment of the opposing group and to see and learn this environment. The source of intergroup prejudice is the failure to know each other very well due to wrong beliefs about each other. Within this scope, the conflicts among the groups can be eliminated in a mutual communication environment.

One of the problems arising during the phase of creating communication between different cultural groups is closely related to language. Failure of the parties to gather around a common language in the process of communication and interaction or failure to express themselves correctly cause misunderstanding and occur as the first obstacle in the process of communication. At the same time, failure to gather around a common language will cause increase in the anxiety level of the groups in which case the parties fail to predict how to behave each other; as a result, they will feel disturbed and tense and impose limitations on the communication. In meeting of different cultural groups, finding a common denominator will serve as a factor facilitating mutual communication by decreasing the social distance among the groups. Taking precautions in relation to create a common language among the groups will be effective for solving this problem. Similarly, for the sake of reinforcing intercultural communication, prejudice can be minimized through creating social relations over exchange of cultural values in the fields of technology and art among the societies.

Particularly, television news undertake a role as a very effective means of creating symbol and sign belonging to identities through its distinct discourse and fictionalizing method within the scope of creating a common identity thought in the groups. Such signs, symbols and slogans serve as a bridge among the groups having different identities through television. For developing a common harmonizing attitude in intercultural communication and creating a common relation and identity in the tourism, television and internet news can be utilized through their distinct methods.

Considering the direct effect of mutual relations among the countries on the tourism, countries can organize trainings for all the parties making contributions to tourism as well as their citizens about the cultures to which they mostly send tourist or cultures from where they mostly attract tourists. Thus, satisfaction level of citizens taking part in tourism and incoming tourists with intercultural harmony can be increased.

Cultural trainings can be provided for the purposes of decreasing prejudice and identifying the groups about the groups with which they will interact before the holidays or in certain periods in order to decrease prejudice which



may occur among the individuals with different cultures. In addition, along with the organization of curriculum programs in tourism training institutions, tourism professionals will be informed about attitudes of intercultural tourists. Cultural trainings can be provided through informing about culture and cultural differences, reflections of their own cultures on their daily lives, reasons of behaviours acted by people with different cultural features and the way how to interpret their behaviours, inter-group shares and case analysis, detailed information through a few sampling cultures and intra-group analysis.

Tourism stakeholders are assigned with great tasks in the attempts of intercultural harmonization. In the hotel undertakings hosting different cultures, artistic and cultural activities and / or common meals within the scope of common animation programs to be organized will strength interaction and communication of the groups. Thus, potential problems which may occur among the groups will be prevented and thus tourism will successfully realize its mission to peace.

Integrated threats and levels of prejudice can take different patterns in different geographies in different societies and in different socio-cultural structures. For this reason, researchers can increase different societies and groups and demographic variables and examine them in order to reach more general results in different areas of tourism. In addition, this research includes data of high season and mass tourism. Another research can be carried out on big-scaled undertakings where there are multi-national employees and on the tourists taking part in different types of tourism and different seasons. On the other hand, for a different comparative paradigm, prejudice and attitudes during the times when host societies and guest societies encounter can be determined through a comparative analysis. Levels of prejudice determined can be realized when one of the compared societies are in their own countries. Particularly, tourist attitudes against local people or the servants can be researched within the framework of integrated threat theory. It is considered that this research can be a reference for different studies to be carried out in the next periods in relation to the issues of integrated threat theory as well as intercultural tourist attitudes and can make contributions to concerned literature.

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