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THE MEDIATING ROLE OF "ATTITUDE TOWARDS EWOM ABOUT FOREIGN COUNTRIES" IN THE RELATIONSHIP OF ETHNOCENTRISM AND CULTURAL INTELLIGENCE WITH FOREIGN DESTINATION TRAVEL INTENTION

İlknur Mazan
Doctor/Lecturer
Uşak University
Uşak-Türkiye.
ilknur.mazan@usak.edu.tr

Ozan Çatir
Doctor/Associate Prof.
Uşak University
Uşak-Türkiye
ozan.catir@usak.edu.tr

Abstract

Study objective: In this study, "ethnocentrism and cultural intelligence" are discussed as characteristics unique to individuals and the mediating effect of the attitude towards EWOM, which consists of the thoughts of others about foreign countries, on the relations of these characteristics with the intentions of individuals to go on vacation to foreign destinations.
Methodology: Results that can be evaluated in theory and practice have been obtained by investigating the effect of online comments and their attitudes towards these comments, which have become very important in tourism experiences in recent years. With the online survey, the data obtained from 357 participants with different demographic characteristics from different provinces of Turkey were analyzed with SEM.
Originality/Relevance: There are few studies examining the relationship between cultural intelligence and ethnocentrism. Ang et al. (2007) stated that ethnocentrism affects cultural intelligence, while Triandis (2006) stated that cultural intelligence affects enthocentrism. Harrison (2012) determined that there is a negative relationship between the two concepts. Cultural intelligence and ethnocentrism have a negative association, according to Young, Haffejee, and Corsun (2017).
Main results: According to the analysis results, the EWOM attitude has a partial mediating effect in the relations of ethnocentrism and cultural intelligence with the intention to visit foreign destinations for vacation.
Theoretical/methodological contributions: In this study, the mediating role of the attitude towards EWOM comments about these countries in the relations of these two concepts with the intention to visit foreign destinations for holiday purposes was examined and the partial mediation effect of EWOM was found.

Keywords: Ethnocentrism. Cultural intelligence. EWOM attitude. Foreign destination travel intention. Planned behavioral theory.

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O PAPEL MEDIADOR DA "ATITUDE EM RELAÇÃO AO EWOM SOBRE PAÍSES ESTRANGEIROS" NA RELAÇÃO DO ETNOCENTRISMO E DA INTELIGÊNCIA CULTURAL COM A INTENÇÃO DE VIAGEM AO DESTINO ESTRANGEIRO

Resumo

Objetivo do estudo: Neste estudo, discute-se "etnocentrismo e inteligência cultural" como características únicas dos indivíduos e o efeito mediador da atitude em relação à EWOM, que consiste nos pensamentos dos outros sobre países estrangeiros, nas relações dessas características com as intenções de indivíduos para ir de férias para destinos estrangeiros.
Metodologia: Resultados que podem ser avaliados na teoria e na prática foram obtidos investigando o efeito dos comentários online e suas atitudes em relação a esses comentários, que se tornaram muito importantes nas experiências turísticas nos últimos anos. Com a pesquisa online, os dados obtidos de 357 participantes com diferentes características demográficas de diferentes províncias da Turquia foram analisados com SEM.
Originalidade/Relevância: Existem poucos estudos examinando a relação entre inteligência cultural e etnocentrismo. Ang et ai. (2007) afirmou que o etnocentrismo afeta a inteligência cultural, enquanto Triandis (2006) afirmou que a inteligência cultural afeta o entocentrismo. Harrison (2012) determinou que existe uma relação negativa entre os dois conceitos. Inteligência cultural e etnocentrismo têm uma associação negativa, segundo Young, Haffejee e Corsun (2017).
Principais resultados: De acordo com os resultados da análise, a atitude EWOM tem um efeito mediador parcial nas relações de etnocentrismo e inteligência cultural com a intenção de visitar destinos estrangeiros para férias.
Contribuições teórico-metodológicas: Neste estudo, examinou-se o papel mediador da atitude face aos comentários da MOE sobre estes países nas relações destes dois conceitos com a intenção de visitar destinos estrangeiros para fins de férias e verificou-se o efeito de mediação parcial da MOE.

Palavras-chave: Etnocentrismo. Inteligência cultural. Atitude EWOM. Intenção de viagem ao destino estrangeiro. Teoria comportamental planejada.

EL PAPEL MEDIADOR DE LA "ACTITUD HACIA EWOM SOBRE PAÍSES EXTRANJEROS" EN LA RELACIÓN DEL ETNOCENTRISMO Y LA INTELIGENCIA CULTURAL CON LA INTENCIÓN DE VIAJAR AL EXTRANJERO

Resumen

Objetivo de estudio: En este estudio, se discute el "etnocentrismo y la inteligencia cultural" como características propias de los individuos y el efecto mediador de la actitud hacia EWOM, que consiste en los pensamientos de otros sobre países extranjeros, sobre las relaciones de estas características con las intenciones. de individuos para ir de vacaciones a destinos en el extranjero.
Metodología: Se han obtenido resultados que pueden ser evaluados en la teoría y la práctica investigando el efecto de los comentarios en línea y sus actitudes hacia estos comentarios, que han cobrado mucha importancia en las experiencias turísticas de los últimos años. Con la encuesta en línea, se analizaron con SEM los datos obtenidos de 357 participantes con diferentes características demográficas de diferentes provincias de Turquía.
Originalidad/Relevancia: Hay pocos estudios que examinen la relación entre la inteligencia cultural y el etnocentrismo. Ang et al. (2007) afirmó que el etnocentrismo afecta la inteligencia cultural, mientras que Triandis (2006) afirmó que la inteligencia cultural afecta el entocentrismo. Harrison (2012) determinó que existe una relación negativa entre ambos conceptos. La inteligencia cultural y el etnocentrismo tienen una asociación negativa, según Young, Haffejee y Corsun (2017).
Principales resultados: De acuerdo con los resultados del análisis, la actitud EWOM tiene un efecto mediador parcial en las relaciones de etnocentrismo e inteligencia cultural con la intención de visitar destinos extranjeros para vacacionar.
Aportaciones teóricas/metodológicas: En este estudio se examinó el papel mediador de la actitud hacia los comentarios de EWOM sobre estos países en las relaciones de estos dos conceptos con la intención de visitar destinos extranjeros con fines vacacionales y se constató el efecto mediador parcial de EWOM.

Palabras clave: Etnocentrismo. Inteligencia cultural. Actitud EWOM. Intención de viajar a un destino extranjero. Teoría del comportamiento planificado.

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1 Introduction

Behavioral visits of tourists include travel intention, which is defined as the intention to recommend a destination to others, willingness to travel, and behavioral intention (Chen, Shang, & Li, 2014). Travel intention refers to a person's commitment to travel. Travel intention is a mental process that motivates tourists. It is an indicator for future travel behavior (Jang, Bai, Hu, & Wu, 2009).

Ng, Van Dyne, and Ang (2015), who examined the cultural intelligence levels of tourists, stated that individuals with high cultural intelligence would want the experience of getting to know different cultures more than those with low cultural intelligence. Furthermore, travelers with a high level of cultural intelligence will be better equipped to take advantage of the destination's offerings since they will be adept at empathizing (Ng et al., 2015). Tourists with high cultural intelligence will have a better understanding of different countries' cultures and will be able to establish better intercultural communication, allowing them to better understand the destination's value and capacity (Frías -Jamilena, Sabiote-Ortiz, Martn-Santana, & Beerli-Palacio, 2018).

Contrary to cultural intelligence, the concept of ethnocentrism can be expressed as a negative attitude towards different countries and cultures. Tourist ethnocentrism has a favorable influence on the domestic tourism sector and its stakeholders, according to Kock, Josiassen, Assaf, Karpen, and Farrelly (2019). It was thought that it would be beneficial for the development of both the region and the country for tourists to participate in domestic tourism activities instead of other countries due to their ethnocentric thoughts. In addition, the authors stated in their studies that out-group judgments that show hostile approach to tourists cause the intention to visit another country and the reluctance to consume local foods.

There are few studies examining the relationship between cultural intelligence and ethnocentrism. Ang et al. (2007) stated that ethnocentrism affects cultural intelligence, while Triandis (2006) stated that cultural intelligence affects enthocentrism. Harrison (2012) determined that there is a negative relationship between the two concepts. Cultural intelligence and ethnocentrism have a negative association, according to Young, Haffejee, and Corsun (2017).

Individual ideas such as ethnocentrism and cultural intelligence are related to the purpose to visit destinations, as is the concept of EWOM (Electronic Word of Mouth), which is

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one of the indispensables of the digital age we live in. Ayeh, Au, and Law (2013) defined EWOM as content shared over a social media platform. As with every technological innovation and invention, it is possible to say that there were doubts about EWOM when it first emerged. There are studies in the literature on trusting EWOM interpretations (Catir & Mazan, 2019; Tan, W.-K. & Chang, Y.-G., 2016; Chong, AYL, Khong, KW, Ma, T., McCabe, S. and Wang, Y., 2018; Doosti, S., Jalilvand, MR, Asadi, A., Pool, JK, & Adl, PM, 2016; Nechoud, L., Ghidouche, F., & Seraphin, H., 2021). The impact of EWOM credibility on travel intention has been studied extensively. Considering that credibility is one of the antecedents of attitude (Gvili, Y., & Levy, S., 2016), it is thought that EWOM attitude is related to travel intention.

Studies on the antecedents of the EWOM attitude (Gvili, Y., & Levy, S., 2016) and the mediating effect of Malaysian travelers' EWOM attitudes in the link between EWOM source credibility and EWOM follow intention can be found in the literature (Zainal, NTA, Harun, A., & Lily, J., 2017). This study, unlike other studies, aims to investigate the mediating effect of the EWOM attitude in the link between ethnocentrism and cultural intelligence and intention to go to other countries.

In this study, first of all, ethnocentrism, cultural intelligence and its sub-dimensions, EWOM attitude and intention to visit foreign destinations were explained, in the next section the method part of the study was mentioned and the findings were discussed in the light of the obtained data. In the conclusion part, the general findings of the study are mentioned and suggestions are developed for researchers and practitioners.

2 Literature review and hypotheses

2.1 Ethnocentrism and intention to travel to foreign destinations

Tourists' travel intentions are based on two theories in the literature. The first theory is the planned behaviour theory put forward by Ajzen (1991). According to this idea, intention is a measure of a person's willingness to engage in a particular behavior. Ajzen (1991) states that an individual's attitude and subjective norms dictate how they manage their behaviour, and these norms influence their goals. Planned behavior theory provides a conceptual framework for predicting and explaining human behaviour in this regard. In the realm of tourism, elements influencing travel intention include an individual's subjective perspective, perceived behavioural control, and previous travel behaviors (Lam & Hsu, 2006). The other theory is the

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expectation confirmation theory put forward by Oliver (1980, 1993). Expectation confirmation theory deals with consumers' cognitive and emotional changes, choices and evaluations, purchase intentions and satisfaction (Bhattacherjee, 2001; Oliver, 1980, 1993). According to Venkatesh and Goval, (2010), expectation is defined as consumers' beliefs about products before they have any market experience. Consumers assign a value to a product based on various information and judgments, such as its market status, previous experience, and other people's recommendations. They want this value to meet their expectations. If their expectations are met, they are satisfied and their purchase intention is positively affected (Oliver, 1993). The intention to buy products and the intention to learn are both influenced by these positive reciprocal behaviours. The intention to visit the place develops as purchasing behaviour since destinations are touristic products (Kim & Son, 2009).

Due to the possibility of tourists being exposed to very different environmental effects and strange behaviors of the host society during their travels, the concept of ethnocentrism will occupy an important place in the study of tourist behavior at different stages of the consumption process, according to Cohen & Cooper (1986). (Boukamba, Oi, & Sano, 2020). In the study examining in-group and out-group interactions, Sumner (1906) defined "ethnocentrism" as "the tendency to believe that one's ethnic or cultural group is centrally important and that all other groups are measured in relation to one's self" (Alsughayir, 2013). According to another view, the concept of ethnocentrism, which is formed by the combination of the Greek words "ethnos" and "kentron", is expressed as "one's country being the center of the universe" (Boukamba et. al., 2020).

Shimp and Sharma (1987) named ethnocentrism as "consumer ethnocentrism" within the scope of marketing studies. "Consumers' beliefs about the appropriateness and morality of purchasing foreign products" has been termed as "consumer ethnocentrism" (Kock et al, 2019). Kock et al. (2019) published one of the first studies in the world of tourism in which Shimp and Sharma's (1987) idea of consumer ethnocentrism was applied to visitor ethnocentrism. The authors of the study concluded that visitor ethnocentrism benefits the domestic tourism business and its stakeholders. According to Lovett, Peres, and Shachar (2013), ethnocentric visitors would employ good word of mouth in the intra-group communication network, resulting in functional gains in both tourism and marketing studies. In another study, the tendencies of local people towards tourism activities in their own countries were examined (Rasoolimanesh et al. 2017). In the study, it was concluded that the attitude of the local people may also cause the tourists to exhibit ethnocentric behaviours.

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According to Moss & Marx (2011), ethnocentric people were more likely than cultural relativists to have unpleasant cross-cultural encounters because their ethnocentric world views prohibited them from understanding and appreciating various cultural practices. Also in another study it is mentioned that ethnocentrism has a negative direct influence on cultural openness, which is linked to the desire to go to another nation (Lymperopoulos, Koob, Chaniotakis & Mavragani, 2014). In keeping with the research's goal, another notion of the study, "cultural intelligence," and its link with destination travel will be explained after ethnocentrism.

2.2 Cultural intelligence and foreign destination travel intention

Cultural intelligence, according to Early and Ang (2003), is "the ability to learn new patterns in cultural interactions and to give behavioural responses appropriate to these patterns". It is "a person's ability to operate effectively in intercultural environments and then make reasoned judgments in order to respond to a new cultural context" according to another definition (Ang & Van Dyne, 2008). The authors looked at cultural intelligence in four different ways. The first dimension is the **motivational intelligence** dimension. In this dimension, the individual shows interest in different cultures, tries to interact with them, and approaches with determination and self-confidence while communicating. The second dimension is the **cognitive intelligence dimension**. In the cognitive intelligence dimension, the individual has knowledge about the subjects that are similar or different from different cultures and has a certain level of understanding. The third dimension is **metacognitive intelligence**. In this dimension, the individual plans to communicate with individuals from different cultures and can adapt their behaviour towards multicultural environments. The last dimension is the **behavioural intelligence** dimension. In this dimension, the individual is aware of multicultural interactions and has knowledge of how to behave in multicultural interaction (Earley & Ang, 2003). In our study, cultural intelligence is discussed with its cognitive, awareness and behavioural sub-dimensions based on the literature and in accordance with the scale.

While some of the studies in the literature reveal that going abroad has an effect on cultural intelligence, there are also those who argue that cultural intelligence affects the desire to go abroad. Crowne (2008) discovered that "work-related" and "educationally-related" overseas experiences had a considerable favourable impact on a person's cultural intelligence, but that general travel or holiday experiences have no such effect. Also the author similarly came to the conclusion that more extensive or longer-term exposure might help enhance cultural

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intelligence skills. Cultural intelligence, on the other hand, has been linked to non-work-related foreign travel such as short, activity-managed vacations, and studies show that one or more of the cultural intelligence characteristics have an influence on cross-cultural adaption, as well as the possibility of taking a job in a foreign country (Dagher, 2010; Ward & Fischer, 2008; Engle, Dimitriadi & Sadrieh, 2012; Tarique & Takeuchi, 2008; Engle & Crowne, 2014; Engle & Nash, 2016).

Among the Big Five personality attributes, openness to experience has the strongest link to cultural intelligence, according to Ang et al. (2006). Given that a desire to go abroad is linked to openness to new experiences, cultural intelligence is assumed to influence the desire to travel to a foreign place. As a result, the impact of cultural intelligence on the desire to visit a foreign place is studied in this study. Also mediating effect of EWOM attitude is worth investigating.

2.3 The Structure and Mediating effect of "EWOM Attitude"

EWOM is the positive or negative comments made by tourists about the products and services offered on the internet (Lin, Lu, & Wu, 2012; O'Reily & Marx, 2011). The attitude towards EWOM has been explained in the literature by the theory of Fishbein & Ajzen (1975) as the "planned behaviour theory". Attitude can be defined as responding positively or negatively to a situation (Jalilvand, Samiei, Dini, & Manzari, 2012). Attitudes towards EWOM have also been addressed in many studies (Saadeghvaziri, Dehdashti, and Askarabad, 2013; Castillo Mendoza, and Poblete, 2013) as a response to distribution environments. People can use EWOM channels to *express their feelings, complaints and satisfaction due to their different features* (Kaplan & Haenlein, 2010). Therefore, there is a possibility that people's attitudes towards EWOM may change. Examining attitudes towards EWOM is important for understanding the behavioural responses of online users (Saadeghvaziri et al., 2013). Aznar, Pous and Maspera (2020) state that eWOM is important in terms of consumer behaviour and they explain that ranking position is more important than rating value. Perez-Aranda, Guerreiro and Mendes (2021) examines Ewom intensity in their study from the views of hoteliers' perception and of real reviews received. They explain that the results of these perspectives are different and following techniques based on actual data can help managers validate their assumptions about eWOM. This study focuses on consumer behaviour from the aspect that ethnocentrism, cultural intelligence and their attitudes towards Ewom reviews about foreign countries.

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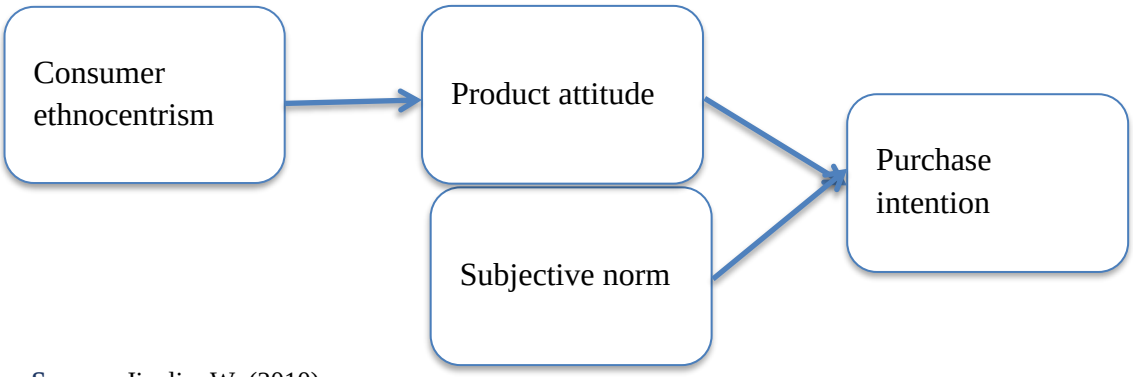
With regard to what has been explained in travel intention part of the study, the model of Ajzen and Fishbein who are extensively recognized in the field of consumer behaviour, argues that the two most important factors that influence purchase intent are attitude and subjective norm. Subjective norm is defined as *the subject's view that most of the individuals that are significant to him have the impression that he should or shouldn't act in that way*. In Ajzen and Fishbein's paradigm, only attitude and subjective norm have a direct influence on intention. All other elements (including culture) have been taken into account. These two factors have an indirect impact on purchasing intent (Jianlin, Ning, Qi, 2010; Ajzen, Fishbein, 1980). Jianlin et al. (2010) discovered that *product attitude* has a partially mediating influence between customer ethnocentrism and purchase intention, and a significant correlation was found between subjective norm and purchase intention. Figure 1 illustrates this point.

Figure 1.

Consumer Ethnocentrism and Intention



Source: Jianlin, W. (2010).

Consumer Ethnocentrism, Product Attitudes and Purchase Intentions of Domestic Products in China.

According to the reasoned action approach, the primary determinants of intentions and conduct flow plausibly from—and can be understood in the context of behavioural, normative, and control beliefs, according to another study by Ajzen and Fishbein from 2005. This approach, however, overlooks the origins of these concepts. Age, gender, nationality, socioeconomic factors, education, ethnicity, religious affiliation, personal characteristics, mood, emotion, general values and attitudes, intelligence, group membership, previous

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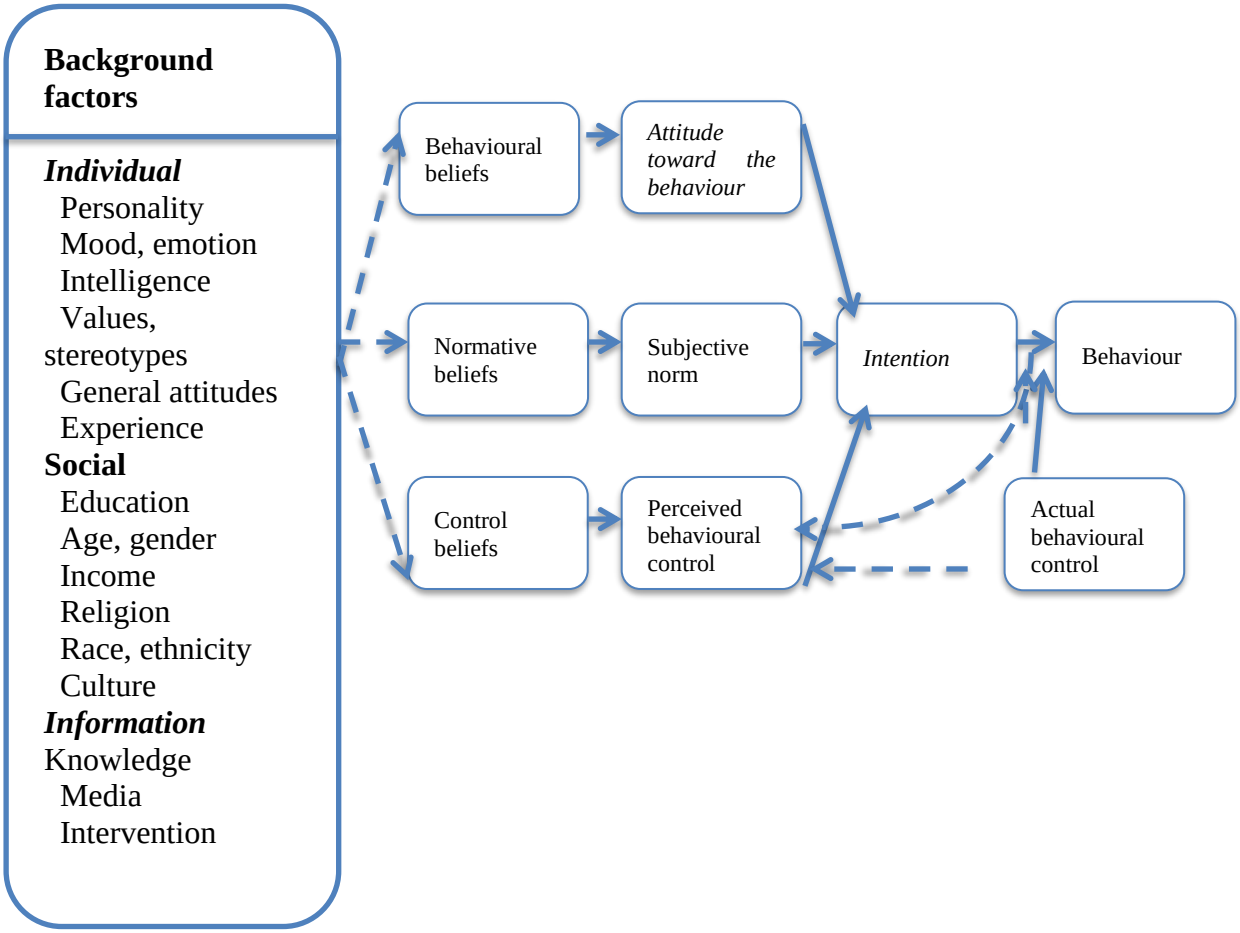
experiences, information exposure, social support, coping skills, and other factors can all influence people's beliefs (Figure 2).

Figure 2.

Reasoned Action And Planned Behaviour Theories



Source: Ajzen, I., & Fishbein, M. (2005).

The Influence of Attitudes on Behavior. In D. Albarracín, B. T. Johnson, & M. P. Zanna (Eds.), The handbook of attitudes (pp. 173–221). Lawrence Erlbaum Associates Publishers.

Based on these theories, it can be said that the concept of "EWOM attitude" includes;

• the element of **information** (media, knowledge, intervention), which is one of the antecedents of intention (Ajzen & Fisbein, 2005);

• the element of **review attitude,** that affects the intention (Jianlin et al, 2010);

• the element of **experience (because EWOM includes other peoples' experiences, social support, etc.)** which affects intention (Ajzen & Fisbein, 2005);

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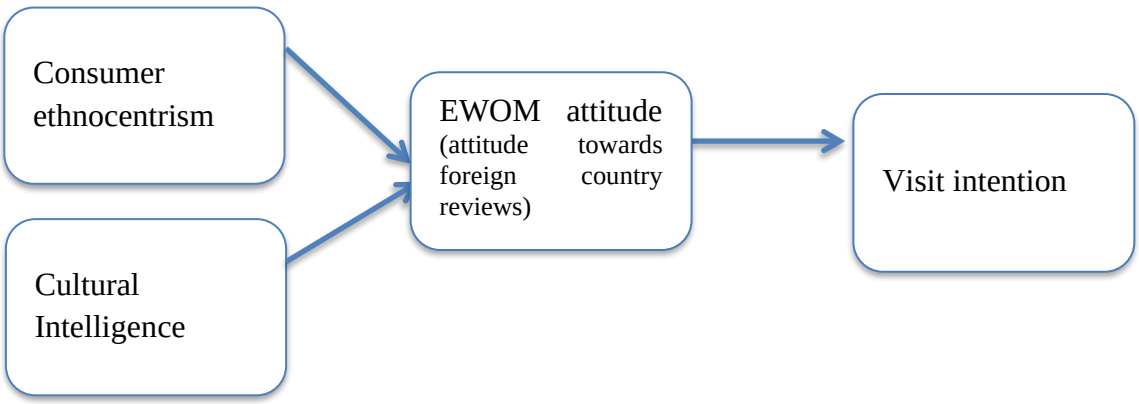
Also, due to the fact that EWOM has recently taken place in the lives of individuals, it is worth examining whether the attitude towards EWOM comments about foreign countries, which differs between individuals, play a mediating effect in the link between the ethnocentrism and cultural intelligence and intention to visit foreign countries for countries. Consumer ethnocentrism can be considered as general attitude and can be related with ethnicity and Cultural Intelligence can be related with intelligence and culture elements of the reasoned action and planned behavior theories. Thus, the theoretical background of the study is formed as in the Figure 3 below.

Figure 3.

Mediating Effect of EWOM Attitude



Source: Created by the authors.

2.4 The present research

The goal of this study is to examine whether attitude regarding EWOM influences the link between the two variables "ethnocentrism and cultural intelligence" and intention to go on vacation to foreign destinations.

According to Moss & Marx (2011), ethnocentric people were more likely than cultural relativists to have unpleasant cross-cultural encounters because their ethnocentric world views prohibited them from understanding and appreciating various cultural practices. Also in another study it is mentioned that ethnocentrism has a negative direct influence on cultural openness, which is linked to the desire to go to another nation (Lymperopoulos et al., 2014). Based on all

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these studies and with the aim of examining the impact of ethnocentrism on foreign destination travel intention, the hypothesis that has been suggested is as follows:

H1: Ethnocentrism has a negative effect on Foreign Destination Travel Intention.

According to studies, one or more of the cultural intelligence characteristics have an influence on cross-cultural adaption, Non-work-related overseas travel, such as brief, activity-managed vacations, has been linked to cultural intelligence as well as the likelihood of getting a job in a foreign country (Dagher, 2010; Ward & Fischer, 2008; Engle, Dimitriadi, & Sadrieh, 2012; Tarique & Takeuchi, 2008; Engle & Crowne, 2014; Engle & Nash, 2016). To explore the importance of cultural intelligence and how to improve it, its sub-dimensions on the foreign destination travel intention, followed hypotheses are proposed:

H2: Cultural intelligence has a positive effect on the Foreign Destination Travel Intention

H2a: Awareness dimension of cultural intelligence has a positive effect on Foreign Destination Travel Intention attitude.

H2b: The behavioural dimension of cultural intelligence has a positive effect on the attitude of Foreign Destination Travel Intention.

H2c: The cognitive dimension of cultural intelligence has a positive effect on the Foreign Destination Travel Intention attitude.

As a result of the literature review and according to the statements in the part of "Mediating effect of Attitude towards EWOM" of this study, hypotheses 3, 4 and 5 were formed and the research model is presented in Figure 4.

H3: Attitude towards EWOM about foreign countries has a mediating role in the relationship between ethnocentrism and the intention to travel to foreign destinations for holiday purposes.

H4: Attitude towards EWOM about foreign countries has a mediating role in the relationship between cultural intelligence and the intention to travel to foreign destinations for vacation.

H5: Attitude towards EWOM about foreign countries has a positive effect on the foreign destination travel intention.

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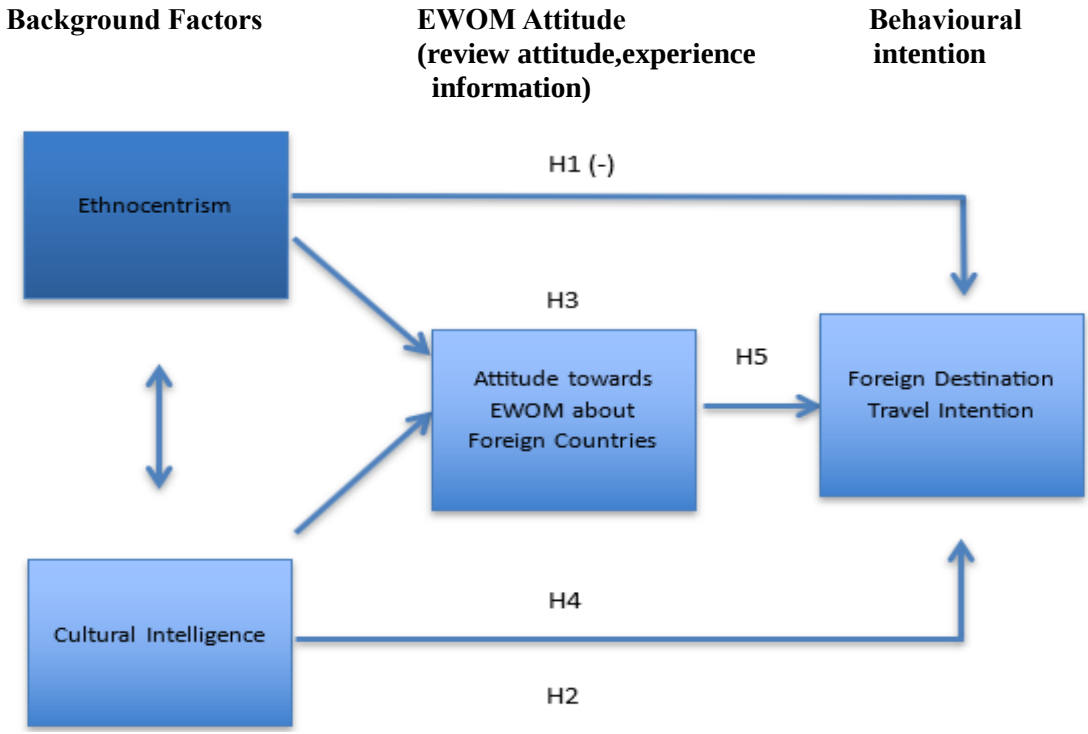
Figure 4.

Research Model



Source: Created by the authors.

The main hypotheses showing the relationships between the research variables are presented in Figure 3.

3 Method

3.1. Participants

A structured online questionnaire was employed to meet the study's aims, and the quantitative research approach was selected. The study employed the convenience sampling approach. The target audience of the study consists of Turkish citizens living in different cities

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of Turkey. Between June 2021 and January 2022, internet surveys were gathered. A total of 400 people were requested to complete the survey, and 357 of them were found to be legitimate. A participation rate of 89% was realized. This sample size was created in line with the suggestions of various researchers in the literature. It was stated that the size should be more than 200 participants for an analysis to be applied confirmatory factor analysis and SEM (Barlett, 2007, Hair et. al., 2010). Table 1 shows the descriptive statistics for the sample.

Table 1

Descriptive Statistics of Participants (n=357)

Variables			n	%
Gender		Female	238	66.7
		Male	119	33.3
Age		18-24	174	48.7
		25-34	54	15.2
		35 years and older	129	36.1
Education		High School	69	19.3
		associate degree	130	36.4
		Licence	104	29.1
		graduate	54	15.2
Marital Status		Married	134	37.5
		single	223	62.5
Frequency of Going on Vacation Before the Pandemic		Once a year	193	54.1
		2-5 times a year	91	25.5
		more than 6 times a year	9	2.5
		I don't go on vacation	64	17.9
Status of Visiting a Foreign Country		Yes	99	27.7
		No	258	72.3
Total			**357**	**100.0**
Purpose of Visiting a Foreign Country Vacation	Vacation	Yes	61	61.6
		No	38	38.4
	For Work/Internship	Yes	29	29.3
		No	70	70.7
	For Religious Purposes	Yes	7	7.1
		No	92	92.9
	Visiting Relatives	Yes	20	20.2
		No	79	79.8
	Other	Yes	11	11.1
		No	88	88.9
Total			**99**	**100.0**
The Most Preferred Type of Tourism in Your Travels		Culture	109	30.5
		Rest (sea-sand-sun)	204	57.1
		Adventure and sports	19	5.3
		Health	12	3.4
		pilgrimage (faith)	5	1.4
		Other	8	2.3
		Always	124	34.7

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Variables			n	%
Before You Go On Vacation, Reading Online Reviews on Review Sites About Your Destination		Usually	122	34.2
		Sometimes	87	24.4
		Never	24	6.7
Most Used Social Media Tools	Facebook	Yes	93	26.1
		No	264	73.9
	Instagram	Yes	254	71.1
		No	103	28.9
	Twitter	Yes	92	25.8
		No	265	74.2
	Whatsapp	Yes	235	65.8
		No	122	34.2
	Blog	Yes	23	6.4
		No	334	93.6
	Youtube	Yes	151	42.3
		No	206	57.7
	Other	Yes	3	0.8
		No	354	99.2
Total			**357**	**100.0**

Source: Created by the authors.

3.2 Measures

The scale consists of five parts. These sections consist of ethnocentrism, cultural intelligence, EWOM attitude, foreign country travel intention and demographic characteristics sections. Some of the scale questions were written in English and they were translated into Turkish by a bilingual professor because the participants of the questionnaire were Turkish. Other scales were in Turkish.

The ethnocentrism scale was adapted from the study of Halis, Halis, and Adilova (2016). The factor loads of the items are over 0.40, and all correlation linkages are significant, according to the correlations between the variables. When the scale's reliability was tested, it was found to have a decent degree of reliability with a score of 0.913 for the total scale. If the Cronbach Alpha value is more than 0.60, the scales are considered dependable. This demonstrates that the scale employed in the study has strong internal consistency. 2 of the 16 items that make up the scale were excluded from the scale because of their low factor loading (ETH2, ETH15), and it was determined that the remaining 14 items were related to a single sub-dimension scale structure. The model is in the process of being upgraded. During the improvement, the factors that lowered the fit were identified, and a new covariance was constructed for those residual values with a high covariance. "We should first choose our own country for the holiday." and

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"I prefer my own country for the benefit of my people." items are given as examples. Items were graded on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

The cultural intelligence scale consists of 20 statements that Demirel, Turan, and Akinci (2020) adapted from the scale in the study of Wells (2017). The factor loads of the items are over 0.40, and all correlation linkages are significant, according to the correlations between the variables. When the scale's dependability was tested, it was found to have a decent degree of reliability with a score of 0.947 for the total scale. One of the 20 items that made up the scale was removed from the scale (CI1) because its factor load was low (CI1), and it was determined that the remaining 19 items were related to the 3-dimensional scale structure. Dimensions consist of awareness, behavioural and cognitive dimensions. "I feel confident that I can socialize with local people in an unfamiliar culture." and "I feel confident that I can get used to shopping styles in a different culture." given as sample items. Items were graded on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Gavcar's study was used to develop the online attitude scale (2018). When the factor loads of the items are more than 0.40, all correlation associations are significant, according to the correlations between the variables of the online attitude scale. When the scale's dependability was tested, it was determined to be 0.848 for the total scale, indicating that it has a high level of reliability. 2 of the 6 items constituting the scale were removed from the scale (EWOM5, EWOM6) because their factor load was low (EWOM5, EWOM6) and it was determined that the remaining 4 items were related to a single sub-dimension scale structure. "I read online holiday reviews about foreign countries." and "Online holiday reviews about foreign countries are reliable." items can be given as examples.

Gavcar's study (2018) was used to develop the intention to visit scale. The factor loads of the items are over 0.40, and all correlation links are significant when the correlations between the variables of the intention to visit other nations scale are investigated. When the scale's reliability was tested, it was determined to be 0.894 for the total scale, indicating that it has a high level of reliability. It has been determined that 4 items constituting the scale are related to the single sub-dimension scale structure. Examples of items such as "If I go on holiday, I would consider choosing a foreign country" and "I would be willing to go to a foreign country for vacation" can be given as examples. Items in both scales were rated using a 5-point Likert-type scale ranging from 1 (strongly disagree) to 5 (strongly agree).

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3.3 Data Analysis

SEM was used in this investigation to investigate the connections between many structures at the same time. SEM "is a preferred analysis technique where the multiple relationships between different unobservable latent constructs need to be studied simultaneously with substantial statistical accuracy" (Hair et al., 2010). The SPSS 24 and AMOS 24 programs were used to conduct the SEM analysis. To begin, confirmatory factor analysis was used to assess the measures' reliability and validity (Anderson & Gerbing, 1988). The socio-demographic features of the subjects were then determined using frequency analysis. The structural equation model was used to assess the impact of ethnocentrism and cultural intelligence on EWOM attitudes and intentions to travel abroad. The role of cultural intelligence as a mediating factor in the influence of ethnocentrism and cultural intelligence on the propensity to travel abroad was then investigated.

4 Results

4.1 Measurement model

First, CFA (confirmatory factor analysis) was performed in this study. The study's constructs were tested for reliability and validity (Table 2, Table 3). Composite reliability was found to be within acceptable limits by obtaining CR > 0.70 for all constructs (ethnocentrism, EWOM attitude, cultural intelligence and intention to travel abroad). It is seen that standardized factor loads (values ranging from 0.439 to 0.949) and significant (p>0.001). It is seen that the average variance (AVE) scores exceeded 0.50 and convergent validity was confirmed (Hair et. al. 2010).

Table 2.

Reliability And Confirmatory Factor Analysis Properties

Factors	Items	Factor Load	t Valus	AVE	CR	ALPHA
Ethnocentrism	ETH1	0.515	-	**0.519**	**0.907**	**0.913**
	ETH2	0.621	11.472			
	ETH3	0.439	9.862			
	ETH4	0.672	8.920			
	ETH5	0.603	8.375			
	ETH6	0.798	9.720			
	ETH7	0.703	9.134			

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Factors	Items	Factor Load	t Valus	AVE	CR	ALPHA
	ETH8	0.695	9.079			
	ETH9	0.782	9.630			
	ETH10	0.709	9.176			
	ETH11	0.547	7.878			
	ETH12	0.758	9.490			
	ETH13	0.600	8.362			
	ETH14	0.507	7.507			
Attitude Towards EWOM about Foreign Countries	EWOM1	0.765	-	**0.557**	**0.829**	**0.848**
	EWOM2	0.949	13.715			
	EWOM3	0.619	11.781			
	EWOM4	0.602	11.424			
Awareness	CI2	0.680	-	**0.644**	**0.926**	**0.934**
	CI3	0.770	13.447			
	CI4	0.790	13.763			
	CI5	0.801	03.938			
	CI6	0.860	14.845			
	CI7	0.835	14.470			
	CI8	0.869	14.979			
	CI9	0.787	13.717			
	CI10	0.673	11.893			
Behavioural	CI11	0.677	-	**0.606**	**0.884**	**0.891**
	CI12	0.742	16.906			
	CI13	0.858	14.032			
	CI14	0.810	13.426			
	CI15	0.795	13.225			
Cognitive	CI16	0.814	-	**0.689**	**0.917**	**0.916**
	CI17	0.893	20.216			
	CI18	0.861	19.203			
	CI19	0.774	16.511			
	CI20	0.803	17.390		**Total Alpha**	**0.947**
Foreign Destinastion Travel Intention	FDTI1	0.684	-	**0.646**	**0.977**	**0.895**
	FDTI2	0.692	18.306			
	FDTI3	0.899	14.799			
	FDTI4	0.912	14.820			

Note: AVE = Average Variance Extracted CCR=Composite Construct Reliability Alpha = Cronbach's Alpha [a] = Dropped during CFA.
Source: Created by the authors.

The study's scales were correlated using Pearson correlation. Consequently, the Ethnocentrism Scale and the Attitude toward EWOM about Foreign Countries Scale had a statistically significant and negative correlation ($r=-0.150$, $p<0.05$) and the Foreign Destination Travel Intention Scale ($r=-0.461$, $p<0.05$). is seen. Between Attitude towards EWOM about foreign countries scale and Awareness Dimension ($r=0.380$, $p<0.05$), between Behavioural Dimension ($r=0.257$, $p<0.05$), between Cognitive Dimension ($r=0.412$, $p<0.05$), cultural

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intelligence scale (r=0.414, p<0.05) and foreign destination travel intention scale (r=0.403, p<0.05), there is a statistically significant and positive correlation.

Table 3.

Correlation Analysis

Scales and Sub-dimensions	1	2	3	4	5	6	7
1- Etnocentrism Scale	1.000	-0.150	-0.099	0.038	-0.065	-0.060	-0.461
	-	**0.004***	0.062	0.469	0.224	0.256	**0.000***
2- Attitude Towards EWOM about Foreign Countries Scale		1.000	0.380	0.257	0.412	0.414	0.403
		-	**0.000***	**0.000***	**0.000***	**0.000***	**0.000***
3- Awareness sub-dimension			1.000	0.681	0.581	0.922	0.404
			-	**0.000***	**0.000***	**0.000***	**0.000***
4- Behavioural sub-dimension				1.000	0.499	0.831	0.244
				-	**0.000***	**0.000***	**0.000***
5- Cognitive sub-dimension					1.000	0.791	0.397
					-	**0.000***	**0.000***
6- Cultural Intelligence Scale						1.000	0.417
						-	**0.000***
7- Foreign Destinastion Travel Intention Scale							1.000

*p<0.05
Source: Created by the authors.

It is seen that there is a statistically significant and positive correlation between the awareness dimension and the Foreign Destination Travel Intention Scale (r=0.404, p<0.05). It is seen that there is a statistically significant and positive correlation between the behavioural dimension and the Foreign Destination Travel Intention Scale (r=0.244, p<0.05). It is seen that there is a statistically significant and positive correlation between the cognitive dimension and the Foreign Destination Travel Intention Scale (r=0.404, p<0.05). It is seen that there is a statistically significant and positive relationship between the Cultural Intelligence Scale and the Foreign Destination Travel Intention Scale (r=0.417, p<0.05).

4.2 Structural model

In line with the hypotheses determined in the structural model, two models were created to test the relationships between the structures. In Model I, main effects were analyzed according to hypothesis paths. In Model II, the mediating role of Attitude towards EWOM about Foreign Countries in the effect of ethnocentrism (Model IIa) and cultural intelligence (Model IIb) on the intention to travel to a foreign destination was examined. The $\chi 2$ statistic indicated

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an adequate fit with the data (χ2/df: 2.307, GFI:0.812, AGFI:0.803, CFI: 0.904, TLI:0.895, IFI: 0.905, SRMR: 0.089). The results for Model I are presented in Table 4.

Table 4.

Results of SEM I

Stated as alternative hypothesis	β	Standard Error	t	p	Situation
H1:Ethnocentrism→ Foreign Destination Travel Intention tutumu	-0.450	0.120	-6.875	***	Acceptance
H2a:Awareness→ Foreign Destination Travel Intention	0.219	0.083	3.873	***	Acceptance
H2b:Behavioural→ Foreign Destination Travel Intention	-0.010	0.073	-0.185	0.853	Not Acceptance
H2c:Cognitive→ Foreign Destination Travel Intention	0.114	0.066	2.007	***	Acceptance
H5:Attitude Towards EWOM about Foreign Countries→ Foreign Destination Travel Intention	0.287	0.139	3.458	***	Acceptance
Compliance Values: χ2/df: 2.307, GFI:0.812, AGFI:0.803, CFI: 0.904, TLI:0.895, IFI: 0.905, SRMR: 0.089					

***p<0.05
Source: Created by the authors.

When Table 4 is examined, it is seen that the variable of ethnocentrism significantly decreases the foreign destination travel intention variable (β=-0.450, p<0.05). According to this finding, ***H1 hypothesis is supported.***

According to the findings related to the effect of cultural intelligence dimensions on the foreign destination travel intention variable; it was determined that awareness (β=0.219, p<0.05) and cognitive variables (β=0.114, p<0.05) increased the foreign destination travel intention variable positively. It is seen that the variable behavioural does not have a statistically significant effect on the foreign destination travel intention (p>0.05). ***H2a and H2c hypotheses are supported, H2b hypothesis is not supported***. It has been determined that the variable attitude towards EWOM about foreign countries has a moderately positive effect on the variable of foreign destination travel intention. ***H5 hypothesis is supported.***

4.3 Mediation effect

Model IIa SEM analysis results are given in Table 5.

Table 5.

Results Of The Mediation Effect Test

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Hypothesis		Prediction	Standard Error	t	p	Situation
Ethnocentrism→ Foreign Destination Travel Intention	Etki	-0.452	0.105	-6.229	***	Acceptance
H3-Ethnocentrism→ Attitude Towards EWOM about Foreign Countries → Foreign Destination Travel Intention	Doğrudan Etki	-0.419	0.124	-5.118	***	Acceptance
	Dolaylı Etki	-0.082	Güven Aralığı (-0.138, -0.030)			Significant
Compliance Values: χ2/df: 3.179, RMSEA: 0.078, GFI: 0.850, AGFI: 807, CFI: 0.910, IFI: 0.911, TLI: 0.894, SRMR: 0.067						

*p<0.05
Source: Created by the authors.

According to Table 5, Foreign Destination Travel Intention was found to have a statistically significant effect on Ethnocentrism (=-0.452, p<0.05). The fact that the values in the produced model's 95 percent confidence interval do not include 0 shows that the model has a mediator role, according to the results (-0.138, -0.030). The direct effect was found to be significant, but the effect coefficient reduced, and the mediator was determined to be a partial mediator (=-0.419, p<0.05). According to these findings, ***the H3 hypothesis was accepted.*** SEM results of Model IIb are presented in Table 6.

Table 6.

Results Of The Mediation Effect Test

Hypothesis		Prediction	Standard Error	t	p	Situation
Cultural Intelligence → Foreign Destination Travel Intention	Etki	0.360	0.083	5.460	***	Acceptance
H4-Cultural Intelligence → Attitude Towards EWOM about Foreign Countries → Foreign Destination Travel Intention	Doğrudan Etki	0.213	0.086	3.135	***	Acceptance
	Dolaylı Etki	0.150	Güven Aralığı (0.070, 0.243)			Significant
Compliance Values: χ2/df: 2.746, RMSEA: 0.070, GFI: 0.843, AGFI: 812, CFI: 0.922, IFI: 0.922, TLI: 0.913, SRMR: 0.074						

*p<0.05
Source: Created by the authors.

According to Table 6, the Cultural Intelligence variable (=0.360, p<0.05) was found to have a statistically significant effect on Foreign Destination Travel Intention. The fact that the values in the 95 percent confidence interval do not include 0 indicates that it plays a mediator role in the model, according to the results (0.070, 0.243). The direct effect was found to be

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significant, but the effect coefficient reduced, and the mediator was determined to be a partial mediator (=0.213, p<0.05). ***The H4 hypothesis is supported.***

5 Discussion

As a result of the analysis, it was concluded that the concept of ethnocentrism affects the intention to visit in accordance with previous studies (Ajzen, 1991; Lam & Hsu, 2006; Lymperopoulos et al. 2014).

Also this study shows that cultural intelligence have an effect on foreign destinations travel intentionin line with the studies of Dagher, 2010; Ward & Fischer, 2008; Engle, Dimitriadi, & Sadrieh, 2012; Tarique & Takeuchi, 2008; Engle & Crowne, 2014; Engle & Nash, 2016).

With digitalization, it is possible to say that the feelings and thoughts that occur in the inner worlds of individuals, like all stages of the travel process, have undergone a constant change. That is, a person who does not have a travel plan may suddenly want to travel there, based on a place he sees on the internet and a comment he reads. At this point, it is seen that the EWOM is a force that can affect people's travel intentions, their feelings and thoughts about a place, positively or negatively. In the study of Jianlin et. al. (2010), product attitude is found to have a partially mediating effect between consumer ethnocentrism and purchase intention and a significant correlation was found between subjective norm and purchase intention. This study similarly concludes that EWOM attitude affects travel intention.

5.1 Theoretical implications

In this study, first of all, the concepts of ethnocentrism and cultural intelligence are explained and the relations of these concepts with the intention to visit foreign destinations are examined. Then, the concepts of EWOM and EWOM attitude are explained and studies on the mediating roles of these concepts are mentioned. In order to achieve the purpose of the study, the data obtained from 357 participants living in different provinces of Turkey and having different demographic characteristics were analyzed.

Ethnocentrism for a holiday abroad can be explained as a concept related to the preference of individuals to their own country instead of visiting foreign countries for vacation. Another concept related to the intention to visit foreign countries is the concept of cultural intelligence, which provides openness to know other cultures. As mentioned earlier in the study, some studies argue that ethnocentrism affects cultural intelligence negatively, while others argue that cultural intelligence negatively affects ethnocentrism. In this study, the mediating role of the attitude towards EWOM comments about these countries in the relations of these

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two concepts with the intention to visit foreign destinations for holiday purposes was examined and the partial mediation effect of EWOM was found.

From the analyzes made to find the mediating role of the EWOM attitude, it was concluded that the EWOM attitude has a partial mediator role in the effect of ethnocentrism on travel intention. At this point, it can be interpreted that individuals who have ethnocentric attitudes towards foreign destinations will not want to visit these places, but their EWOM attitudes about these places will partially affect their intention to go to these places. It was found that the EWOM attitude was also a mediator in the effect of cultural intelligence on travel intention, and it was concluded that it was a partial mediator here as well. Cultural intelligence positively affects the intention to visit foreign destinations because as cultural intelligence increases, it is thought that the desire to know different cultures and cultural openness will increase. It is understood that the EWOM attitude has a partial mediator role at this point, and the attitude towards other people's thoughts and information about the place is partially mediator in the intention to visit.

Considering that EWOM, which contains the subjective norm element in the theory of planned behaviour due to its structure consisting of "others' thoughts", also includes elements such as "information, technology", it is worth investigating how individuals' attitudes towards these elements affect their intentions. Because in this study, it was concluded that the EWOM attitude is related to the intention and the antecedents of the intention. While examining the effect or mediating role of EWOM in future studies, EWOM can be examined in three dimensions as "considering the opinions of others, technology acceptance and adaptation, and knowledge acquisition concepts".

According to the results obtained in the study, it is concluded that the attitude towards EWOM has an effect on the intention to visit foreign destinations. The EWOM attitude scale includes the following statements: "I read online holiday reviews about foreign countries, online comments about foreign countries are useful for making holiday decisions, online holiday reviews about foreign countries are reliable, reading online holiday comments about foreign countries relieves my worries about abroad holidays". These statements consist of concepts such as *reading comments, benefit, trust, and anxiety relief.* The attitude towards the EWOM has a structure that includes these elements in addition to the above-mentioned elements. At this point, it is understood that these concepts are also effective in the intention to visit foreign countries.

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5.2 Practical implications

Ethnocentrism has emerged as a complicating factor due to high consumer ethnocentrism. Visitors with a high level of ethnocentrism are reluctant to visit foreign destinations. From this point of view, destination decision makers should develop various strategies to attract this type of tourists. Unique destination advertisements should be made through multiple dissemination and communication channels. The discriminatory news in the press about destinations causes tourists to exhibit ethnocentric behaviours. Therefore, it is necessary to make positive news about destinations. Considering the EWOM effect, it will be beneficial to share promotions and positive news about destinations, especially on social media.

Cultural intelligence levels of tourists positively affect their intention to visit foreign destinations. Destination decision makers and service providers should recognize that cultural intelligence positively influences tourists' interest in new experiences and their motivation for activities to learn about different cultures. Service providers are required to offer experiences and activities that reflect the traditions, lifestyles and history of the destination. In addition, destination decision makers should consider the cultural differences of tourist groups. As mentioned in this study, cultural intelligence and EWOM attitude have a mediating effect on the intention to visit foreign destinations. In this respect, it can be said that the cultural intelligence levels of tourists have a positive effect on the comments they make on social platforms and travel applications where they share their experiences. In this respect, technology providers that create these applications should consider the cultural intelligence element.

The fact that the attitude towards the EWOM comments about foreign countries both affects the travel intention and has a mediating role in the effects of ethnocentrism and cultural intelligence shows that these comments should be taken into account. It would be highly beneficial for marketers, business owners and destination managers to treat, research and manage these reviews as a rich source of information about consumers and places.

6 Limitations, future research, and implications

Although this study is aimed at individuals with different cultures living in different cities, it is limited to a single country. Future studies can conduct a study on individuals living in different countries and compare the results.

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It has been concluded in this study that the effects of awareness and cognitive, which are all sub-dimensions of cultural intelligence, on the intention to travel to foreign destinations are significant, but the effect of the behavioural sub-dimension is not significant. The reason for this result can be investigated in individuals with different demographic characteristics and in different cultures in future studies.

The fact that the EWOM attitude is a mediator in a way that reduces the negative relationship between foreign destination visit intention and ethnocentrism and partially mediates the relationship between it and cultural intelligence can also be associated with these factors. In future studies, as mentioned before features as *being technological and informative, consisting of other's comments, making benefit, being trustworthy, relieving anxiety* of EWOM, can be examined in terms of different personal characteristics and intention to other behaviours. EWOM, which is an important element of today and the future, is considered worthy to be examined in a wider context. And also ethnocentrism and cultural intelligence can be examined in the concept of the touristic intentions and behaviours of individuals.

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