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COVID-19-induced discrimination toward tourists, emotional responses, and identity management strategies

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ABSTRACT

This study examines the impact of tourists' perceived COVID-19-induced discrimination on negative emotional responses and identity management strategies. Data were collected from 431 Fijians who had recently travelled internationally. Covariance-based structural equation modelling analysis revealed that perceived COVID-19-induced discrimination significantly explained two negative emotional responses—anger and disappointment. Anger positively affected identity management strategies, revealing and avoidance, while disappointment positively affected passing and avoidance. The model explained the following variances: revealing (51%); passing (48%); and avoidance (42%). This study contributes to understanding post-pandemic travel behaviour related to COVID-19-induced discrimination against tourists and better management in response to the pandemic.

KEYWORDS

COVID-19; pandemic; discrimination; anger; disappointment; revealing; passing; avoidance

Introduction

The COVID-19 pandemic has altered perceptions of tourism (Bae & Chang, 2021; Leung & Cai, 2021; Min et al., 2021). It has gone from providing tourists with restorative experiences, psychological benefits and contributing to residents' overall wellbeing (Hanna et al., 2019; Uysal et al., 2016) to causing psychological distress, insecurity, and anxiety as tourists have found themselves unwelcome and resented by locals and service providers (Yang & Wong, 2020). These negative experiences result from health concerns and fear, contributing to COVID-19-induced discrimination towards foreign visitors (Yang & Wong, 2020). For example, travellers from Wuhan, China (where COVID-19 originated) have reported unfair treatment, poor service, social shunning and discrimination when visiting other countries (Yang & Wong, 2020).

Discrimination issues are a significant concern for the tourism and hospitality industry, as service providers and locals have worked collectively before the pandemic to enhance tourists' experiences (Yang &

Wong, 2020). With prior studies highlighting the positive influence of resident-tourist social interactions (Eslami et al., 2019; Ryu et al., 2020; Xiong et al., 2021), the global pandemic has brought about a profound change in attitude and perception for both parties and questioned the positive benefits associated with travel (Joo et al., 2021; Woosnam et al., 2022). COVID-19-induced discrimination can lead to psychological challenges for the tourist, which may contribute to tourists adjusting their behaviour within the destination or, worse, selecting alternate locations where they know they will be welcomed.

While the literature on discrimination in the tourism industry remains rather scarce, some studies have contributed to an evolving understanding of the complexities of this phenomenon. Yang and Wong (2020) found that discrimination-induced anxiety was heightened because of tourists' responses to depressive symptoms. The authors highlighted that tourists were distracted from psychological distress due to social media participation. Another study

conducted by Tse and Tung (2020) found a significant association between residents' discrimination towards tourists and the likelihood of harmful and discriminatory responses. Other discrimination studies have focused on race, age, and gender-induced discrimination towards international tourists (Darcy, 2012; Jamaludin et al., 2018; Sirakaya-Turk et al., 2014; Ye et al., 2013). Min and Joireman (2021) conducted a study on discrimination in the hospitality industry that found black customers were more likely than white customers to interpret service failures as discrimination leading to anger. Additionally, Min and Joireman (2021) found that black and white customers differed in problem-solving and vindictive complaining coping strategies.

While these studies have contributed to understanding tourist discrimination, little is known about COVID-19-induced discrimination experienced by tourists and how that may contribute to emotional responses and identity management strategies. Given this gap, three research questions (RQs) were formulated to guide the current study. **RQ1.** Do tourists perceive COVID-19-induced discrimination during their travel? **RQ2.** What are the negative emotional responses of COVID-19-induced perceived discrimination for tourists? **RQ3.** What are the behavioural outcomes of different negative emotional responses due to COVID-19-induced discrimination perceptions?

This research considers a new form of discrimination precipitated by the pandemic and empirically examines its role as an antecedent within the proposed model. With prior studies on discrimination primarily focused on ethnicity, age, and gender (Jamaludin et al., 2018; Sirakaya-Turk et al., 2014; Ye et al., 2013), the current work highlights the impact of the COVID-19 pandemic on tourists' perceptions. Additionally, this study contributes to understanding the distinct behavioural outcomes associated with different emotions, specifically anger and disappointment, and how they may impact tourists' adoption of identity management strategies, namely, passing, revealing, and avoiding.

Literature review and hypothesis development

Discrimination refers to harmful/negative or unjustified actions directed towards an individual based on personal characteristics or membership in a particular group (Bagozzi & Yi, 2012). Despite laws

prohibiting overt discrimination, customers often experience subtle forms of discrimination (Min & Kim, 2019; Sarwar & Muhammad, 2020). Subtle discrimination occurs when hotel staff delay checking in customers who are members of a racial or ethnic minority group or treat them differently from other guests. Often service failure situations can be interpreted as discrimination by customers despite being caused by human error (Min & Joireman, 2021). When customers perceive the sub-optimal performance of service employees, the action is open to interpretation. This can result when the cause of the service failure is fairly ambiguous (Lee & Cranage, 2017; Min & Joireman, 2021). In tourism, tourists can sometimes feel unwelcome due to resentment from local residents and service providers (Yang & Wong, 2020). Residents' discrimination against tourists has been exacerbated by fear brought on by the COVID-19 pandemic (Tse & Tung, 2020). The pandemic has affected individuals' everyday life due to measures enacted to thwart the spread of the coronavirus (Yang & Wong, 2020). According to the World Health Organisation (2022), there have been over 600 million confirmed cases of COVID-19 and more than 6.5 million confirmed deaths. Fiji, which is the location of this study with a small population of approximately 750,000, has recorded around 60,000 cases and 878 confirmed deaths since the pandemic (Vula, 2022). The Fijian government instituted measures such as closing schools, imposing travel bans, enacting a national curfew, and restricting social gatherings. Such impacts of COVID-19 led to residents feeling prejudice, distrust, and fear that imposed a stigma on tourists, leading to discriminatory behaviour against them (Yang & Wong, 2020). As residents and service providers in Fiji were greatly affected by the COVID-19 virus, it is reasonable to assume such COVID-19 induced discriminatory behaviour against tourists. The key terms for this study are outlined in Table 1 below.

The cognitive appraisal theory highlights that individuals elicit emotions when a negative event occurs, resulting in the individual taking action (Folkman et al., 1986). Studies have shown that customers perceiving service failures are likely to experience varied negative emotions that lead them to take action to mitigate extant problems (Li et al., 2020; Nikbin et al., 2015; Wu et al., 2019). According to Harrison-Walker (2019), emotions can range from uncertainty, disappointment, regret, irritation, frustration, and anger perceptions of service failure. For example,

Table 1. Definitions of study measures.

Study construct	Definition	Operational definition
Perceived COVID-19-induced discrimination	The perception of differences in treatment based on group-level characteristics such as sexual orientation, age, gender, and ethnicity which leads to negative outcomes (Jamaludin et al., 2018; Sirakaya-Turk et al., 2014).	Tourists' perceptions of differential treatment by residents and service providers against tourists induced by the COVID-19 pandemic.
Anger	A negative emotional reaction to an offence by another person that an individual deems to affect themselves, their social relations, or the public (Gelbrich, 2010)	Tourists' negative emotional reactions to perceived COVID-19-induced discrimination by residents which affects their wellbeing.
Disappointment	A negative emotional reaction to an individual experience when an expected positive outcome does not occur (Van Dijk, 1999).	A negative emotional reaction of tourists to perceived COVID-19-induced discrimination by residents diminishes the expected positive outcome of their vacation.
Revealing	A strategy to face negative situations or potential conflicts by disclosing information and managing the issue (Button, 2001).	Discriminated tourists openly disclose and not attempting to conceal their identity as tourists to avoid discrimination but rather willing to handle the consequences.
Passing	Avoiding negative situations or potential conflicts by distancing oneself from discrimination and stigma (Meisenbach, 2010).	Discriminated tourists misrepresent themselves as residents or locals by changing their style of dressing, language and accent or avoiding personal questions.
Avoidance	The strategy involves inaction and distraction from negative situations.	Inaction and distraction by discriminated tourists from the perceived discriminatory experience.

anger can be experienced by customers when there is a delay in service if the server prioritises another customer (Jiang et al., 2020; Li et al., 2020). Zeelenberg and Pieters (2004) confirmed that service failure could lead to regret and disappointment. As such, tourists who are victims of COVID-19-induced discrimination would also likely elicit negative emotions. This study will only investigate the negative emotions of anger and disappointment.. Therefore, the following hypotheses are proposed:

H_{1a}: Tourists' perceived COVID-19-induced discrimination positively affects anger.

H_{1b}: Tourists' perceived COVID-19-induced discrimination positively affects disappointment.

Negative emotions resulting from service failures motivate individuals to engage in coping mechanisms (Mattila & Ro, 2008). Studies have highlighted that customers can engage in multiple coping behaviours when faced with service failure situations (Yi & Baumgartner, 2004). Individuals have been found to employ identity management strategies to cope with discrimination (Button, 2004; Croteau et al., 2008). When individuals cannot hide their identity, they attempt to place their disadvantaged identity in the background (Syahrivar et al., 2021). For example, Berger (2009) found that when faced with age discrimination, older workers employed "youth language" to avoid appearing outdated. Similarly, Shih et al. (2013) highlighted that employees in an organisation use identity management strategies to

avoid discrimination. Identity management also involves counterfeiting one's identity (Shih et al., 2013). This is common with the lesbian, gay, bisexual, and transgender (LGBT) community. Identity counterfeiting involves adopting a different identity not possessed by the individual (Button, 2004). For instance, lesbian and gay employees conceal their sexual identity to appear heterosexual to other workers (Croteau et al., 2008). Customers employ this strategy to avoid stress, particularly in stressful situations of interpersonal service (Klinner & Walsh, 2013). In tourism, Ro and Olson (2020) showed tourists employing identity management strategies to avoid discrimination. Therefore, as this study is related to COVID-19-induced discrimination, it assumes that tourists would employ identity management strategies to hide their disadvantage identity of being a tourist to avoid discrimination from locals or service providers.

According to Griffin (1992), identity management strategies can involve explicitly out, implicitly out, covering, and passing. These strategies range from revealing/risk-taking to concealing/safety. Chung (2001) extended this model by outlining five identity management strategies: explicit out, implicit out, covering, passing, and acting. This study adopts the tripartite categorisation of identifying management strategy by Woods and Lucas (1994) that involves integrating, forming a fake identity, or avoiding the issue altogether. Such strategies are commonly referred to as passing and revealing identity

management strategies. In this study's context, *revealing* refers to tourists openly disclosing and not attempting to conceal their identity as tourists to avoid discrimination but rather handling the consequences. On the other hand, *passing* involves tourists misrepresenting themselves as residents or locals by changing their style of dress, language and accent or avoiding personal questions. Additionally, tourists have the option of *avoiding*, which involves inaction and distracting themselves from experience.

Looking at the valence of emotions experienced by individuals due to negative action, studies have highlighted that distinct emotions can lead to different customer coping actions (Laros & Steenkamp, 2005; Zeelenberg et al., 1998; Zeelenberg et al., 2002). Though anger and sadness are grouped as negative emotions, studies have shown that such emotions can result in different behavioural responses (Shaver et al., 1987). According to Shaver et al. (1987), anger is more likely to result in individuals' intentions to take action. This can be revealed as a desire to engage in confrontational behaviour (Yi & Baumgartner, 2004). Angry customers describe emotions taking them over and revealing an explosive attitude (Bougie et al., 2003). Therefore, the following hypotheses are formulated:

H_{2a}: Anger elicited from tourists' perceived COVID-19-induced discrimination positively affects revealing identity management strategy.

H_{2b}: Anger elicited from tourists' perceived COVID-19-induced discrimination positively affects passing identity management strategy.

H_{2c}: Anger elicited from tourists' perceived COVID-19-induced discrimination positively affects avoidance management strategy.

Studies examining discrimination have also revealed that disappointment leads individuals to confrontational action (Yi & Baumgartner, 2004; Zeelenberg & Pieters, 2004), such as negative word-of-mouth or direct complaining. Yi and Baumgartner (2004) further highlighted that individuals experiencing negative emotions could result in disengagement. Similar disengagement behaviour was also confirmed by (Rust & Zahorik, 1993). As such, this study assumes that tourists' COVID-19-induced discrimination would elicit disappointed emotions, resulting in varied coping strategies such as revealing, passing, and avoiding. Therefore, the following hypotheses are proposed (with all hypotheses shown below in [Figure 1](#)):

H_{3a}: Disappointment resulting from tourists' perceived COVID-19-induced discrimination positively affects revealing identity management strategy.

H_{3b}: Disappointment resulting from tourists' perceived COVID-19-induced discrimination positively affects passing identity management strategy.

H_{3c}: Disappointment resulting from tourists' perceived COVID-19-induced discrimination positively affects avoidance identity management strategy.

Research methodology

Data collection and sampling

This study was conducted among residents of Fiji who had recently travelled abroad. This choice is justified as the current study aims to investigate tourists' perceived COVID-19-induced discrimination by residents of their destination country. Fiji is an island country located in the South Pacific (Singh et al., 2021b). Before undertaking the main survey, a pilot study was conducted with 20 students at the University of the South Pacific to solicit feedback. This was done to ensure that questionnaire items were contextually relevant (i.e. face validity) and that clear language was utilised to minimise potential confusion and ambiguity.

This study employed an online questionnaire to collect responses. Discrimination can be considered a sensitive issue, so an online survey was considered most appropriate (et al., 2021a). Researchers have reported a lower social desirability bias in online surveys versus those administered using the traditional "pen-and-paper" format (Holbrook et al., 2003; Kreuter et al., 2008). The online survey instrument was created and hosted on SurveyMonkey, following Sharma and Singh (2022). Using a cross-sectional survey design, a sponsored advertisement was placed on Facebook to obtain responses to the survey. Facebook was selected as it is the most popular social networking platform in Fiji (et al., 2021c). Additionally, prior studies have used this method for data collection (Singh et al., 2021b). Two screening questions were included to ensure that only Fiji residents who had travelled overseas during the pandemic participated in the survey. The study participants were made aware of the definition of discrimination (COVID-19-induced perceived discrimination of tourists by residents) used in this study. To ensure that the respondents were aware of the definition of COVID-19-induced discrimination,

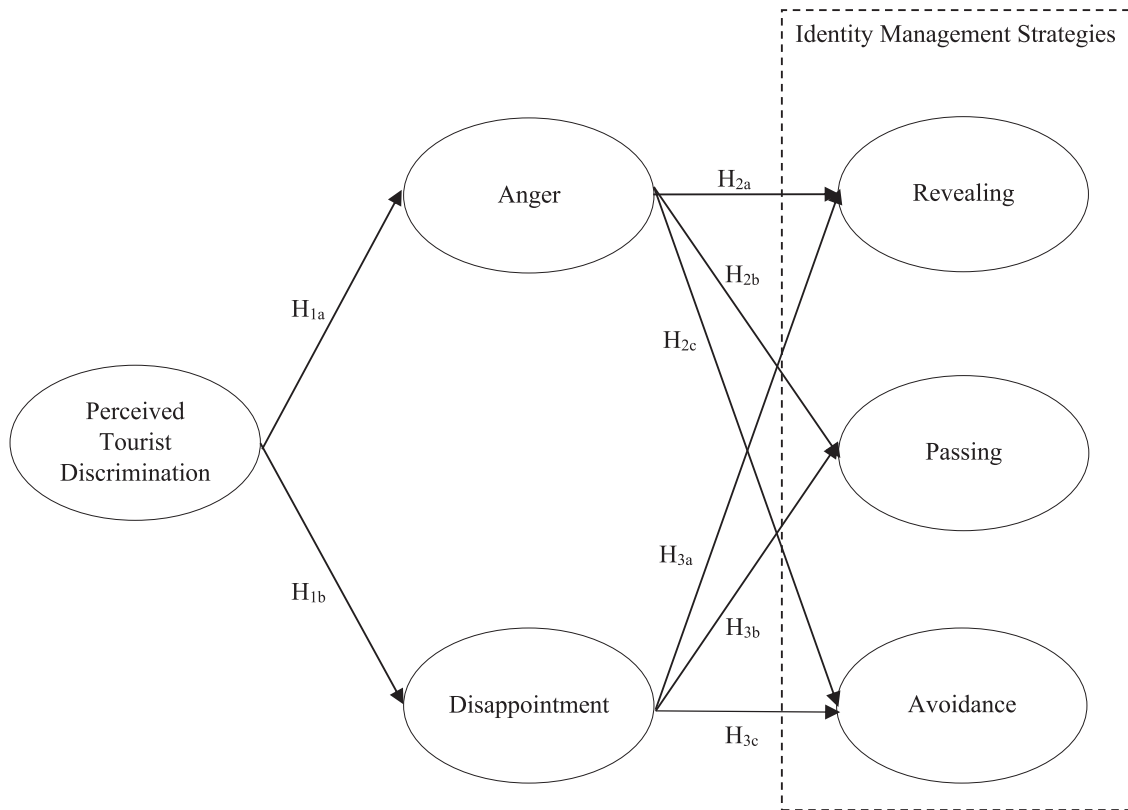


Figure 1. Conceptual Framework.

survey respondents read the following statement before filling out the questionnaire as part of the cover letter:

The outbreak of COVID-19 has led to tourists being discriminated against by residents and service providers. This discrimination is in terms of receiving differential treatment by residents and services providers induced by the COVID-19 pandemic. This prejudice, distrust, and fear towards tourists result from the stigma imposed on tourists by the COVID-19 pandemic. Such discrimination affects tourists' experience. This study investigates the impact of tourists' perceived COVID-19-induced discrimination on negative emotional responses and identity management strategies. Based on your travel experience as a tourist, please answer the following questions about COVID-19-induced discrimination, emotions and identity management strategies.

Data were collected between September and October of 2021. Kline (2015) suggested that the minimum sample size for analysis be determined by multiplying the number of items in the survey by 10. Our questionnaire with 24 items would need a minimum sample size of 240 respondents based on this criterion. However, 431 completed responses

were received. As such, we proceeded with data analysis as there were more than sufficient responses.

Measures

The survey instrument included scales validated in prior studies. To ensure the robustness of the measures, the survey instrument was examined and assessed by three academics in consumer behaviour, marketing, and tourism. The comments and feedback received from these academics were addressed to enhance the face validity of the survey instrument (beyond that provided by the pilot study participants). Appendix A lists the items and scales used within this study. Perceived tourist discrimination consisted of six items that adopted from Klinner and Walsh (2013). Anger and disappointment each consisted of three items that were adapted from Luo and Mattila (2020). Revealing consisted of three items that were adapted from Button (2001). Passing consisted of six items that were adapted from Button (2001). Avoidance consisted of three items that were adapted

from Button (2001). A 7-point Likert scale (where 1 represented “strongly disagree” and 7 represented “strongly agree”) was employed to record responses for all items in the survey instrument.

Control variables

Historically, demographic variables of age, income and gender have been known to influence behaviour (Molinillo et al., 2021; Rather & Hollebeek, 2021; Untaru & Han, 2021). As such, these were incorporated as control variables. This was done to ensure that such variables did not confound results.

Results

The analysis, which involved a two-stage CB-SEM, was conducted using SPSS and AMOS. According to Hew et al. (2019), CB-SEM is appropriate to test hypotheses, given the proposed model is based on an established theoretical framework. Additionally, the method is appropriate as the data met the requirements for normality, multi-collinearity, outliers, and sample size (Sharma et al.; Singh et al., 2021a). Two-stage CB-SEM involves using confirmatory factor analysis (CFA) to examine the study’s measurement model. Subsequently, the eight proposed model hypotheses were tested using CB-SEM (et al., 2021b).

Before assessing the model, rigorous data screening was performed. This included checking for unengaged and missing responses, confirming the normality of the data and multi-collinearity. Consequently, eight responses were removed from the 431 that were received. This resulted in 423 responses for analysis. Normality was assessed through the examination of kurtosis and skewness estimates. Based on the results presented in Table 2, the normality of the distribution was confirmed per the recommendations of Hair et al. (2013) criteria. Subsequently, variance inflation factor scores were

Table 2. Skewness and Kurtosis

Construct	Skewness	Kurtosis
DSN	−0.07	0.11
ANG	0.01	0.16
DSP	0.17	0.55
RVL	−0.15	0.08
PAS	0.04	0.48
AVD	0.15	0.31

Note: DSN = Perceived discrimination; ANG = Anger; DSP = Disappointment; RVL = Revealing; PAS = Passing; AVD = Avoidance.

less than 4.0, and tolerance values were greater than 0.10, thus confirming multi-collinearity not being present within the data.

Demographic profile

Most respondents were women (57%). Predominantly, the respondents were between the ages of 18–41 years. Most respondents reported having attained a bachelor’s degree (nearly 50%). Table 3 presents detailed demographic profiles of the respondents.

Common method bias

Due to the cross-sectional nature of this study, the potential exists for common method bias (CMB). Therefore, using Harman’s single-factor test, a variance of 27.82% was computed, which was significantly less than the 50% threshold as recommended by Podsakoff et al. (2012). This confirmed the absence of CMB. Additionally, this study sought further assurance through the *blue attitude* latent marker variable. Blue attitude is a theoretically unrelated variable employed in social science research as a marker variable to test for CMB (Simmering et al., 2015). Studies have previously employed this test to confirm the absence of common method bias. No theoretical link was present with other study variables for *blue attitude*. Results confirm that no significant

Table 3. Respondent’s demographic profile.

Characteristics	N	%
<i>Gender</i>		
Female	243	57.31
Male	177	41.77
Do not wish to answer	4	0.94
<i>Age</i>		
18–21 years	93	21.93
22–31 years	171	40.33
32–41 years	148	34.91
42–51 years	6	1.42
52–61 years	2	0.47
62 years and above	–	–
Do not wish to answer	4	0.94
<i>Qualification</i>		
Secondary school	67	15.8
Diploma/Certificate	95	22.4
Bachelor’s degree	197	46.46
Postgraduate education	62	14.62
Others	–	–
Do not wish to answer	3	0.71

Note: Mathematical rounding-off principles were used for the round of percentages. Therefore, it is likely that the sum of percentages may be less than or more than 100 due to rounding off.

correlation was reported through the analysis. Both test results confirm the absence of CMB in the data.

Measurement model

Validity and reliability estimates were obtained for all variables used in this study. The composite reliability test confirmed internal consistency of items was greater than 0.80. This demonstrated convergent validity for the scales used within the model per Hair et al. (2013). Based on Fornell and Larcker (1981), discriminant validity was also confirmed as the loadings for all dimensions exceeded 0.70, and the average variances extracted (AVE) were greater than 0.50. Table 4 details these results.

Table 5 presents the inter-construct correlations as off-diagonal elements with the square roots of AVE in the diagonal position. The bold font in Table 5 depicts that the criteria for discriminant validity were satisfied as each variable's AVE was higher than the correlation coefficient with the other variables. Additionally, the reliability alpha for all variables was above the recommended threshold of 0.70 (see Table 5).

The goodness of fit index (GFI), root mean square error of approximation (RMSEA), Tucker–Lewis index (TLI), the ratio of the chi-square to the degree of

freedom (χ^2/df), and comparative fit index (CFI) were used to assess the measurement model based on confirmatory factor analysis. As such, a good model fit was confirmed ($\chi^2/df = 2.89$, $CFI = 0.94$; $GFI = 0.93$; $TLI = 0.94$; $RMSEA = 0.05$).

Structural model

Similarly, a good model fit for the structural model was also confirmed ($\chi^2/df = 2.65$, $CFI = 0.91$; $GFI = 0.91$; $TLI = 0.91$; $RMSEA = 0.07$). Following this confirmation, the proposed hypotheses were assessed. Tourists' perceived COVID-19-induced discrimination positively affects anger (H_{1a} : $\beta = 0.41$, $p < 0.001$) and disappointment (H_{1b} : $\beta = 0.27$, $p < 0.001$). Anger positively affected revealing (H_{2a} : $\beta = 0.34$, $p < 0.001$) and avoidance (H_{2c} : $\beta = 0.25$, $p < 0.001$). However, the proposed relationship between anger and passing was not supported. Disappointment positively affected passing (H_{3b} : $\beta = 0.31$, $p < 0.001$) and avoidance (H_{3c} : $\beta = 0.22$, $p < 0.001$). However, the relationship between disappointment and revealing was not supported. Seventeen percent of the variance in anger was explained in the model, followed by 8% for disappointment, 51% for revealing, 48% for passing, and 42% for avoidance. The results are summarised in Table 6.

Table 4. Factor loadings and measurement items.

Factor and item description		Model and item indices			CR	AVE
		Std Loadings	SMC			
Perceived discrimination	DSN1	0.87	0.76	0.93	0.68	
	DSN2	0.79	0.62			
	DSN3	0.88	0.77			
	DSN4	0.81	0.66			
	DSN5	0.79	0.62			
	DSN6	0.80	0.64			
Anger	ANG1	0.73	0.53	0.80	0.58	
	ANG2	0.79	0.62			
	ANG3	0.76	0.58			
Disappointment	DSP1	0.79	0.62	0.85	0.65	
	DSP2	0.81	0.66			
	DSP3	0.81	0.66			
Revealing	RVL1	0.87	0.76	0.90	0.75	
	RVL2	0.89	0.79			
	RVL3	0.83	0.69			
Passing	PAS1	0.87	0.76	0.95	0.77	
	PAS2	0.91	0.83			
	PAS3	0.89	0.79			
	PAS4	0.86	0.74			
	PAS5	0.82	0.67			
	PAS6	0.90	0.81			
Avoidance	AVD1	0.84	0.71	0.87	0.68	
	AVD2	0.81	0.66			
	AVD3	0.83	0.69			

Discussion

This study examined the impacts of tourists' perceptions of COVID-19-induced discrimination on negative emotions, influencing identity management strategies. Results confirmed that such perceived discrimination was positively associated with anger (H_{1a}) and disappointment emotions (H_{1b}). This implies that tourists perceiving that service providers and residents would unjustifiably treat them during their travel would experience these two negative emotions. Such a finding aligns with the social appraisal theory that highlights individuals' negative emotional responses when experiencing a negative event (Folkman et al., 1986). Furthermore, previous studies have highlighted that service failure results in varied negative emotions (Li et al., 2020; Wu et al., 2019). Harrison-Walker (2019) also revealed that customers experience anger and disappointment due to service failure. Additionally, the analysis revealed that perceptions of COVID-19-induced discrimination better predicts anger than disappointment. As Luo and Mattila (2020) contend, anger is a more hostile emotion,

Table 5. Discriminant validity.

	α	CR	DSN	ANG	DSP	RVL	PAS	AVD
DSN	0.79	0.93	0.81					
ANG	0.84	0.8	0.33	0.85				
DSP	0.89	0.85	0.49	0.08	0.83			
RVL	0.78	0.9	0.08	0.32	0.12	0.79		
PAS	0.90	0.95	0.46	0.45	0.25	0.07	0.88	
AVD	0.85	0.87	0.07	0.22	0.36	0.16	0.21	0.82

Note: α = Reliability alpha; DSN = Perceived discrimination; ANG = Anger; DSP = Disappointment; RVL = Revealing; PAS = Passing; AVD = Avoidance.

Table 6. Hypotheses testing results.

Hypothesis	Path	β	p	Supported
H _{1a}	DSN→ANG	0.41	<0.001	Yes
H _{1b}	PSN→DSP	0.27	<0.001	Yes
H _{2a}	ANG→RVL	0.34	<0.001	Yes
H _{2b}	ANG→PAS	-0.01	>0.05	No
H _{2c}	ANG→AVD	0.25	<0.001	Yes
H _{3a}	DSP→RVL	0.02	>0.05	No
H _{3b}	DSP→PAS	0.31	<0.001	Yes
H _{3c}	DSP→AVD	0.22	<0.001	Yes

Note: DSN = Perceived discrimination; ANG = Anger; DSP = Disappointment; RVL = Revealing; PAS = Passing; AVD = Avoidance.

whereas disappointment is likely to lead to more confrontational and hostile behaviour.

Our work also confirmed that tourists' discrimination-induced anger is positively associated with revealing (H_{2a}) and avoidance (H_{2c}) behaviours. This result implies that tourists who are angry due to perceived COVID-19-induced discrimination would more likely still reveal themselves as foreign tourists and willing to confront injustice responses by residents and service providers. However, results also highlight that tourists who perceived discrimination were also likely to avoid the situation. This would involve distracting themselves from the negative experience and avoiding thinking about the discriminatory issue. This behavioural avoidance could be attributed to tourists' understanding of the seriousness of the pandemic and the risks and fear they may experience. Therefore, tourists perceiving such discrimination may be more tolerant of these negative experiences. This was echoed in the work by Pantano et al. (2020), whereby customers reported greater tolerance towards negative situations during the pandemic. Despite demonstrating significance for both identity management strategies, we noted a stronger association between anger and revealing identity management strategies than avoidance. This result is consistent with other studies conducted in a different context. Shaver et al. (1987) confirmed that

anger results in individuals seeking action. Bougie et al. (2003) highlighted that anger is an explosive emotion. However, the positive association between anger and passing was not significant (H_{2b}). This is likely due to angry tourists being more likely to take a confrontational behavioural response rather than attempting to conceal their identity to avoid service failure (Shaver et al., 1987).

Additionally, disappointment elicited by tourists because of COVID-19-induced tourism was found to be positively related to passing (H_{3b}) and avoiding (H_{3c}) identity management strategies. This result implies that tourists perceiving discrimination are more likely to conceal their identities or avoid situations that would highlight to residents that they are tourists to avoid discrimination. Similarly, Yi and Baumgartner (2004) highlighted that disappointment could result in customer disengagement and switching behaviour. Rust and Zahorik (1993) found similar results. However, this study found that disappointment was more strongly associated with passing than avoidance. Foreign tourists understand the COVID-19 stigmatisation and fear felt by locals towards them. Therefore, they attempt to blend in as locals to ensure that they do not have a poor experience because of discrimination. Additionally, avoidance was also confirmed because tourists do not think about the discriminatory experience and try to distract themselves. H_{3a}, which hypothesised a positive association between disappointment and revealing identity management strategy, was not significant. This could be attributed to tourists understanding the justifiable fear and health risks that residents likely feel. Therefore, they would avoid emphasising that they are tourists.

Theoretical implications

The findings of this study make numerous contributions to the literature. First, the COVID-19 pandemic

has changed the perceptions of tourism as a means of enhancing wellbeing among community residents and tourists. Studies have primarily focused on the benefits of travel, such as life satisfaction (De Bloom et al., 2011; Sirgy et al., 2011), reduction of stress and exhaustion (De Bloom et al., 2010; Kühnel & Sonntag, 2011), improved psychological and mental (Chen et al., 2013; De Bloom et al., 2011), and subjective wellbeing (De Bloom et al., 2017; Yolal et al., 2016). Our results confirm tourists' perceptions of COVID-19-induced discrimination. This sheds light on the changes in the conventional optimistic psychology of travellers from perspectives of enhanced wellbeing to those of perceiving COVID-19-induced discrimination. This COVID-19 pandemic has significantly impacted society and the economy more than prior pandemics like H1N1 and SARS (Gössling et al., 2020). The fear and threat to safety experienced by residents and service providers as a result of the COVID-19 pandemic is fuelling discriminatory behaviour against foreign tourists, which has the potential to drastically influence inbound tourists and their decisions to visit (Yang & Wong, 2020).

As discussed, discrimination in the context of tourism remains under-explored (Sirakaya-Turk et al., 2014; Ye et al., 2012; Ye et al., 2013). Prior studies have considered discrimination on ethnicity, age, and gender (Jamaludin et al., 2018; Sirakaya-Turk et al., 2014; Ye et al., 2013). The unprecedented COVID-19 pandemic has created a situation where foreign tourists from countries with a high infection rate can be victims of discrimination by locals. Empirical findings from this study confirm COVID-19-induced discrimination as a new form of discrimination against tourists. As most countries worldwide have been drastically affected by the COVID-19 virus, this creates discrimination that applies to the broader tourist population, making it rather difficult to mitigate.

Additionally, this study provides empirical evidence for the distinct behavioural outcomes associated with negative emotions of anger and disappointment. It contributes towards a better understanding of emotions to prevent and cope with service failure emotions. Despite prior studies exploring emotions (Balaji et al., 2017; Harrison-Walker, 2019; Xu et al., 2019), this study explored tourists' emotional responses to a new form of discrimination induced by the COVID-19 pandemic. Our findings reveal that anger and disappointment are likely outcomes of COVID-19-induced discrimination;

however, a stronger association with anger was demonstrated. This result makes a novel contribution to furthering our understanding of the emotions associated with this new present form of discrimination.

Furthermore, while prior studies have highlighted identity management strategies of passing and revealing (Ro & Olson, 2020), this study adds avoidance as a third coping strategy. Building on the work by Ro and Olson (2020) that examined the impact of passing and revealing strategies resulting from the discrimination faced by lesbian and gay tourists, this study examines the impact of distinct negative emotions of anger and disappointment on three identity management coping strategies. In doing so, this study contributes to demonstrating the crucial role emotions play in tourists' adopting different identity management strategies. For example, tourists angered by discrimination would be more likely to be confrontational with service providers or avoid the issue altogether, while a disappointed tourist would attempt to behave or act like a local or avoid the issue. Therefore, this study contributes to the literature by highlighting the emotional circumstances that lead a tourist to adopt a particular responsive behaviour, including avoidance.

Practical implications

The findings of this study are useful to practitioners and policymakers in efforts to manage better the social crisis resulting from the pandemic. Pandemic-aroused discrimination is an issue of concern for foreign tourists (Yang & Wong, 2020). Tourism arriving from countries with high COVID-19 cases and deaths face stigmatisation and thus need support and assistance (Yang & Wong, 2020). There is a need for all stakeholders in the tourism industry to work together to overcome this issue and ensure tourists' wellbeing. This is particularly important as tourism revenue is critical for economies and a vital source of employment for many residents (et al., 2020). This study has confirmed the impact of COVID-19 induced discrimination on tourists' negative emotions. This finding highlights the need for appraisal following a service failure. This ensures that tourists do not identify service failure as discrimination without knowing the cause. Prior studies have highlighted that apart from the cause of the problem, stability in ascertaining if similar failures occurred in the past and controllability regarding whether the failure could have been

prevented are crucial factors (Min & Joireman, 2021; Min & Kim, 2019). Additionally, proper training of employees is critical to prevent, identify, and recover from service failure. For example, an employee at a resort explaining to a foreign tourist that the delay in checking is due to a computer system issue will prevent the tourist from perceiving the delay as discrimination. The proper treatment of tourists is crucial in ensuring a positive experience (Min et al., 2015). Employees can recover from service failure issues perceived as discrimination by acknowledging the service failure, explaining the issue, and apologising. Other strategies, such as giving a complimentary drink at the bar or upgrading their room, can also be effectively used to recover from service failure.

This study's findings highlight that negative emotions such as anger and disappointment resulting from perceived discrimination can result in behavioural outcomes. As such, businesses should not assume that only "hot-headed" customers would react to perceived discriminatory situations. For example, resort managers should ensure that foreign tourists do not perceive this as discrimination when running promotions to attract locals with discounted rates. Given the wide reach and how easy it is to share information in the online environment and through social networking sites, extra caution should be taken by business managers and marketers to avoid such issues. Managers should consider the negative implications of giving special treatment, such as discounted rates to tourists, without providing foreign tourists with similar benefits. Managers must be very transparent with domestic and foreign tourists concerning service failures where only a certain customer receives a specific offer or benefit.

Local authorities must play a crucial role by being at the forefront of COVID-19 containment issues relating to tourists. This will help reduce unfavourable encounters between tourists and locals that arise because of stigmatisation and discrimination and potentially help to "flatten the curve" of the COVID-19 pandemic. Responsible government departments should pay attention to the quality of quarantine hotels as it can influence the wellbeing of tourists. The government should also ensure that media communication highlights the importance of foreign tourists to the country and the supportive and understanding role locals need to play in this effort. It is important to understand that tourists who perceive discrimination can share their experiences

through online reviews and social media platforms (Yang et al., 2020). Such negative reviews can profoundly impact tourists' perceptions of destination image and future arrivals.

Limitations and future research direction

As with all research, certain limitations of this study need to be highlighted. First, this study relied on self-reported data from Fijian residents, which may be susceptible to biases. Despite this method being commonly used in prior studies (et al., 2021b), future research may consider triangulating multiple forms of data (i.e. self-reported, observational, etc.) to help reduce potential biases while presenting a more robust picture of discrimination and its outcomes. Another limitation is that data were collected solely using Facebook. While this method has been successfully applied in prior studies (et al., 2021a), it is unreasonable to expect all Fijians who have recently travelled abroad to have a Facebook account. Therefore, future studies can explore other methods of data collection to address this issue. Also, this study was conducted with residents of Fiji that had recently travelled abroad. There is a likelihood that there would be differences in the level of discrimination based on the tourist's country of origin and travel destination. As such, future studies can conduct studies with tourists from other countries and various destinations to better understand the impact of these factors.. Additionally, this study considered only two types of negative emotions: anger and disappointment. Future studies should explore other negative emotions, such as rage, regret, and sadness, among others (Kranzbühler et al., 2020), in determining the role of these various emotions in explaining identity management strategies. Understanding behavioural outcomes of other distinct emotions would contribute to a greater understanding of tourists' behaviours experienced during service failures. Finally, this study did not examine the impact of moderating variables. Therefore, future research can generate interesting insights to explore individual-related factors that moderate the relationship between perceived discrimination and negative emotions, such as emotional self-efficacy (Kidwell et al., 2021).

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Appendix: Scales and corresponding items used in data collection.

Perceived Tourist Discrimination	Amidst the COVID-19 pandemic, I could be treated with less courtesy than locals. Amidst the COVID-19 pandemic, I could be treated with less respect than locals. Amidst the COVID-19 pandemic, I could receive poorer service than locals. Amidst the COVID-19 pandemic, locals could act as if they are afraid of me Amidst the COVID-19 pandemic, locals could act as if they think I am dishonest Amidst the COVID-19 pandemic, I could be threatened or harassed by locals
Anger (Adapted from Luo & Mattila, 2020)	I would feel angry about being discriminated against during my travel I would feel mad about being discriminated against during my travel I would feel about being discriminated against during my travel
Disappointment (Adapted from Luo & Mattila, 2020)	I would feel disappointed about being discriminated against during my travel I would feel dissatisfied about being discriminated against during my travel I would feel unfulfilled about being discriminated against during my travel
Revealing	I would let locals know that I'm a tourist I would openly confront others when I hear a discriminatory remark or joke. I would display symbols (e.g. flags) that suggest that I am a tourist.
Passing	I would adjust my conversation to appear like a local I would make sure that I don't behave in a way people expect a tourist to behave. I would actively conceal information about myself in order to appear like a local. I would avoid personal questions by usually remaining silent. I would withdraw from conversations when it turned to anything related to my home country. I would avoid situations where locals are likely to ask me personal questions.
Avoidance	I would try to take my mind off the discrimination experience during my travel by thinking about other things I would distract myself to avoid thinking about the discrimination I experienced during my travel I would avoid thinking about the discrimination I experienced during my travel