

Wung, Alang Ernest; Kountchou, Armand Mboutchouang; Tsafack-Nanfosso, Roger A.

Article

Tourism arrival in Africa: An empirical investigation

Annals of Tourism Research Empirical Insights

Provided in Cooperation with:

Elsevier

Suggested Citation: Wung, Alang Ernest; Kountchou, Armand Mboutchouang; Tsafack-Nanfosso, Roger A. (2023) : Tourism arrival in Africa: An empirical investigation, Annals of Tourism Research Empirical Insights, ISSN 2666-9579, Elsevier, Amsterdam, Vol. 4, Iss. 1, pp. 1-11, <https://doi.org/10.1016/j.annale.2023.100098>

This Version is available at:

<https://hdl.handle.net/10419/337759>

Standard-Nutzungsbedingungen:

Die Dokumente auf EconStor dürfen zu eigenen wissenschaftlichen Zwecken und zum Privatgebrauch gespeichert und kopiert werden.

Sie dürfen die Dokumente nicht für öffentliche oder kommerzielle Zwecke vervielfältigen, öffentlich ausstellen, öffentlich zugänglich machen, vertreiben oder anderweitig nutzen.

Sofern die Verfasser die Dokumente unter Open-Content-Lizenzen (insbesondere CC-Lizenzen) zur Verfügung gestellt haben sollten, gelten abweichend von diesen Nutzungsbedingungen die in der dort genannten Lizenz gewährten Nutzungsrechte.

Terms of use:

Documents in EconStor may be saved and copied for your personal and scholarly purposes.

You are not to copy documents for public or commercial purposes, to exhibit the documents publicly, to make them publicly available on the internet, or to distribute or otherwise use the documents in public.

If the documents have been made available under an Open Content Licence (especially Creative Commons Licences), you may exercise further usage rights as specified in the indicated licence.



<https://creativecommons.org/licenses/by-nc-nd/4.0/>



Tourism arrival in Africa: An empirical investigation

Alang Ernest Wung^{a,*}, Armand Mboutchouang Kountchou^b, Roger Tsafack Nanfosso^c

^a Faculty of Economics and Management, University of Dschang, Cameroon, BP 110 Dschang, Cameroon

^b Faculty of Economics and Management, Public Economics, University of Dschang, Cameroon, Dschang (Cameroon) - Laboratory for Research in Fundamental and Applied Economics (LAREFA), BP 96, Cameroon

^c Faculty of Economics and Management, Professor in Economics, University of Dschang, Cameroon, BP 96 Dschang, Cameroon

ARTICLE INFO

Editor: Liu Anyu

Keywords:

Generosity
Ethnic tension
Social support
Tourism arrival
Africa

ABSTRACT

The state of tourism development in Africa is yet growing. To this, certain factors such as generosity, ethnic tension and social support in Africa have been put forth to investigate the state of tourism arrivals in Africa. The objective of this paper is therefore to analyze the generosity of Adult Africans measured in three strands; adults' donations to charity, volunteering time to organizations and adults helping strangers or someone, ethnic tension and social support on Tourism arrivals in Africa. Using a panel of forty-one African countries within the period 2006–2017, we employ the smoothed instrumental variable quantile regression and found that African generosity, ethnic tension and social support contribute to the building of the tourism sector in Africa.

1. Introduction

“It is not enough to have interesting natural and cultural attractions and friendly people” (Christie, Fernandes, Messerli, & Twining-Ward, 2013, p. 24) but eradicating the scepticism in the minds of foreign investors and tourists about the cultural, economic, social support, generous nature of people and religious prevalence in Africa is important (Christie et al., 2013; Kumar, Calvo, Avendano, Sivaramakrishnan, & Berkman, 2012). Several factors are susceptible of influencing tourist choice of a destination; the touristic endowment of the host country, the culture of the people, the socially supportive nature of the people in the host country (Christie et al., 2013) with the service and hospitality industry playing a predominant role in building the tourism sector. For instance, the interaction of the service and hospitality industry with tourist make their tours memorable in cases where we have hospitable and friendly environments (Xu, 2010).

Xu (2010), particularly, develop a nuance on Smith (1994) core products that influences tourism development. These products are, a physical plant that tourist looks at, hospitality, services, freedom of choice and the involvement categories of the tourism sector in taking care of the need of tourists. We develop a distinction in these products by explicitly demonstrating that, Africa's ability to grow the tourism sector could be based on; the level of social support in the continent, generous and welcoming habits, and the rate of ethnic differences in Africa.

Though words of gratitude are frequent in most service industries today, and frequently mentioned in the tourism literature, few empirical research has focused on the salient factor of generosity, cultural diversity and social support, which are measures good enough to influence tourism development in Africa and the world at large (Filep, Macnaughton, & Glover, 2017; Kumar et al., 2012). Debate in the tourism literature have rather been focused on micro-level studies of a particular country and/or service occupation like restaurants and hotels (Azar, 2007; Saunders & Lynn, 2010) while scanty works exist on a global scope (Christie et al., 2013; Lee, Chen, & Peng, 2021). Thus, the objective of this study is to fill in this gap by analyzing the influence of host adults generosity, social support and cultural diversity on tourist arrival in Africa between 2006 and 2017.

Generosity is complex in nature, with diverse opinions as to what actually it is. It is the act of considering how much people offer to assisting others, it can equally be narrowly seen not just in terms of money but equally in terms of how many time (how often) an individual sacrifices to help relatives, friends, peers and/or total strangers (Gallup, 2018; Kumar et al., 2012). However, tourism in a broader sense is the movement of persons from one country to another for over a period of less than or equal to 12 months for several reasons – though leisure is often at the core of international tourism.

Being generous in some countries is seen as a *mockery* to service quality and legally not acceptable, while it is promoted in some other

* Corresponding author.

E-mail addresses: ernest.alang@univ-dschang.org (A.E. Wung), armand.mboutchouang@univ-dschang.org (A.M. Kountchou), roger.tsafack-nanfosso@univ-dschang.org (R.T. Nanfosso).

<https://doi.org/10.1016/j.annale.2023.100098>

Received 20 October 2022; Received in revised form 2 June 2023; Accepted 4 June 2023

Available online 14 June 2023

2666-9579/© 2023 The Author(s). Published by Elsevier Ltd. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

countries. In the tourism and hospitality sector, especially in function of consumer tipping behaviors, Japan, China, Denmark and Iceland are countries where tipping is not acceptable (Filep et al., 2017; Jahan, 2018; Lin, 2007). In most of European and USA in particular, this social norm is legally promulgated in order to build a friendly environment for tourists (Azar, 2004). Hence, Lynn and Lynn (2004) and Lynn (2009) accused Blacks of being less generous as they leave little amounts as tips with servers. Indicating that, the charitable nature of Africans by being socially supportive, the time they allocate to organizations that are responsible for tourist tours, and the willingness to make donations to bodies that are in charge of catering for strangers and/or others are less according to these authors. Kumar et al. (2012), however, highlights the importance of social supports in the development of the tourism industry in the world, particularly the medical sector.

Nonetheless, the happiness state of people, twitter, livelihood, religion and cultural differences in hospitality have been studied in European countries and Turkey with little/or no evidence from Africa (Christie et al., 2013; Kumar et al., 2012; Lee et al., 2021; Sharma & Timothy, 2023). Recently, In view of this, this study deviates from extant works by making use of adult African generosity, rate of Africans' social support and ethnic differences on tourism arrival in Africa. Theoretically, the choice of these variables is based on the fact that, generosity, social support and ethnic tension are blended together and are capable of developing the tourism sector of Africa (Christie et al., 2013; Filep et al., 2017). For instance, the more Africans are generous by helping strangers, contributing to charitable organizations and sacrificing time to assist others, the more they are socially supportive, the more they will attract the inflow of tourist to Africa. And because of minimal tension/crisis between Africans, tourists will be willing to select Africa as their destination and hence, developing the sector.

Africa remains an understudied area in terms of tourism, as scholarly works are scanty. Thus, the choice of the study. The focal contribution of this research is to explore whether generosity, social support and ethnic tension attracts tourism arrival into Africa. Equally, it extends the tourism literature into Africa where minimal works are carried out in a global scale using a panel of forty-one African countries.

From Section 1, the rest of the paper is structured as follows; in Section 2 extant literature is reviewed. Next, Section 3 present the methodological framework while Section 4 present the findings of the paper and discussions therein. Section 5 terminates the study.

2. Literature review

This research draws on a variety of theoretical underpinnings from the very general literature rooted in sociology and anthropology. Among the theoretical writings establishing the causal relationship between social factors such as generosity, culture, aid, and tourism is the social exchange theory of Homans in 1958 (Cook, Cheshire, Rice, & Nakagawa, 2003; Fennell, 2006). The basic point of social exchange after forming a society with different structures and individuals is through an establishment of an interactive world which is based exclusively on the logic of reciprocity and rationality. Suggesting how aid given by an individual influences activity performance, Goss (2008) employed emotional dynamics within entrepreneurs, explaining how social supports and interconnectedness influence the people's perception of the reality of a group of individuals. Emerson on his part viewed how social exchange illustrates the way individuals are contingent upon rewarding actions from others through communal cohesion and actions that engenders social obligations (Emerson, 1976).

Also, the theory of reciprocal altruism was brought to existence thanks to the pioneering works of Trivers (1971) who developed the idea that social support provided to individuals is later reciprocated. The established theory of altruism has been employed by the contemporary literature to explain the causal relationship between generosity, aid, and tourism (Fennell, 2006; González, 2018). These two theories have been widely used as the theoretical basis for establishing a relationship

between different social factors, which is in this effect that we are inspired to establish the linkages between generosity, culture, tourism, and social support.

Generosity worldwide has witnessed a drastic reduction since decades behind. People don't sacrifice time, or money, nor do they help strangers or those in need. According to Gallup (2018)'s report about the world's most generous country showed that, worldwide, 43% of people help strangers in need, 27% offered money to charity and 18% offered their time to work in organizations that cater for the needs of others. Interestingly, Gallup (2018) recount that, unless leaders learn how to unlock the energy behind people's generosity toward others, only then will they be able to share the problems facing their communities. This only gives credit to analyzing the generosity of adult Africans on tourism arrival in Africa to ameliorate its development process.

With the ambiguous nature and/or the definition of what a tourism product is all about, Xu (2010, p. 2) defines a tourism product to be "whatever aims to cater to tourism needs and is promoted in the marketplace". This author laid emphasis on tourism experiences and how the best means of analyzing a marketing product like that of tourism is not by looking at the supply chain side but rather, the demand which best tells on the experiences of tourist (Xu, 2010, p. 2). Xu did this for (i) economic theories from the supply side miss the essence of a tourism product, (ii) a tourist product is a complete experience fulfilling multiple tourism needs alongside benefits. However, since tourist experiences actually matters and the demand chain side for these products is a vital focal point, we fail to observe the depth of these experiences in the absence of the supply chain. For instance, in an industry (in our case a country) where there's little or no supply of these tourism products (tangible and intangible), the experiences of tourists are for sure worst off. Hence, we align ourselves on the supply chain of these products through the product model of Smith (especially an intangible side like generosity) in Africa and how it will affect tourism.

Recently, the Asian Pacific is noted to be the top world leading tourist destinations with Africa (precisely Sub-Sahara Africa) proceeding Asia (Christie et al., 2013). It is no doubt from Fig. 1 that tourism arrival is negatively related to generosity in Africa, positively related to ethnic tension and social support (Christie et al., 2013). Nevertheless, even though tourism is the fastest growing sector in the world today (UNWTO, 2020), it growth in Africa remains questionable as many factors still prelude it growth; the availability of land, students enrollment into the field of hospitality and leisure, culture, the kindness and welcoming nature of the people (generous) among others (Bertella, 2023). The act of small story telling among a specific group of individual sustains the tourism sector as people are more prone to living together with those who have same cultural values (like story telling) like themselves (Bertella, 2023; Xu, 2010).

Filep et al. (2017), documents how three main motives for why analyzing gratitude and gratuity/generosity is vital in the tourism literature; (i) kinship and relationship enhancements is a key core tourist motive and certainly a driver of tourist satisfaction and how this satisfaction is met in a tourist-tourist and tourist-host context important, but less documented especially in strangers interactions. (ii) The topic of gratitude shed light on the outcome of tourist experiences and well-being (which we redirect to the happiness-state). (iii) Tourism is a unique and important context in which the examination of temporal social capital, trust, and interactions between strangers is carried out; since travellers regularly benefit from the kindness of strangers/host. In examining kindness in the tourism field, Filep et al. (2017) make clear a distinction between gratitude and gratuity-generosity but, however, focused their study on gratitude without a reason – gratitude and gratuity are never the same things, besides a quantitative empirical study of generosity is required.

Nonetheless, a quick clarity of this gap or distinction is paramount. Gratitude to Filep et al. (2017) is the desirable habit that connotes excellence in personal character - and, in positive psychological terms, an emotional response to life. In line with this, receiving kindness and

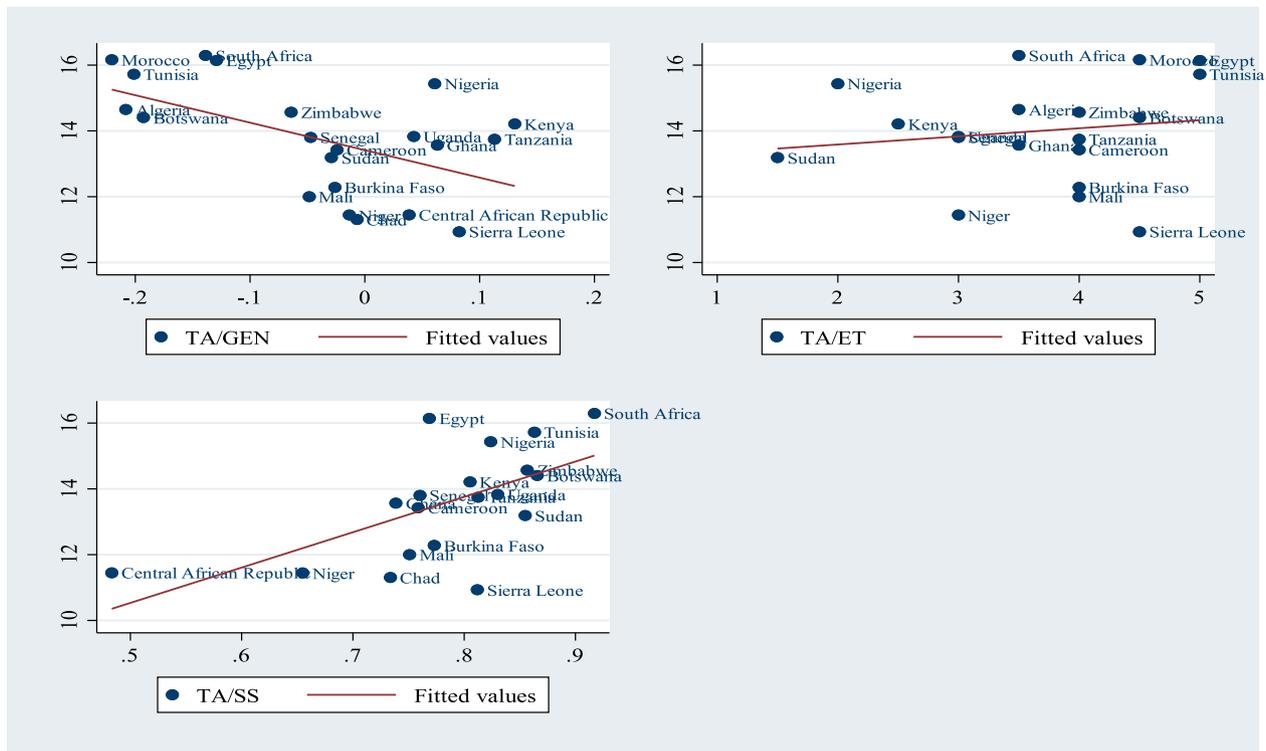


Fig. 1. Scatter plots of generosity, ethnic tension and social support correlated with Tourism Arrival. Source: Authors' computation. Note: TA/GEN; Tourism arrivals and generosity, TA/ET; Tourism arrivals and ethnic tension, TA/SS; Tourism arrivals and social support.

feelings of love are considered emotional responses to life, as people often feel grateful when they receive rewards from others (Emmons & Shelton, 2002). However, according to the Oxford Dictionary, gratitude is “the feeling of being grateful and wanting to express your thanks” meanwhile, gratuity/generosity is money that an individual gives to somebody who has provided a service for him/her; synonymous to a tip. Per these distinctions, Filep et al. (2017) only examined the thoughts/feelings of being kind (gratitude/being grateful) and not the act of kindness that is being expressed in generosity/tipping.

Gratitude and gratuity though inter-woven, they are important in the life of the tourism sector, products and tourist satisfaction/experiences. In the context of wine tourism, Kolyesnikova, Dodd, and Laverie (2007) in finding out the role of gratitude and obligations along-side consumer characteristics found that gratitude and obligation are strong predictors of purchasing at wineries. Likewise, visitors/tourists who feels grateful for personal and/or obliged are likely to spend more money at wineries.

Tourism in its very nature has the potential of drawing complete strangers together, especially on temporal bases where kindness and gratuities are analyzed (Leeming, 2016). Contrary to this viewpoint, tourism and hospitality to Derrida (2000) is the most risky encounter between persons as tourists may freeload on the generosity of their host. Nonetheless, the work of Bauman (1995) indicates the fear individuals have encountering strangers for the dangers of entangling themselves to obligatory responsibilities in a society. In the literature relating to tourism, visitors restrict themselves from those who are unknown to them, hindering the host to express generosity by helping them (“the tourist bubble” notion). Developed and expounded by Cohen (1972), the tourist bubble notion indicates a confined context in which one mainly associates and expresses his/herself amidst those with similar characteristics.

According to Filep et al. (2017), norms in the context of tourism pressed strangers to act in generous ways – like offering gifts and coins to those who assist them to appreciate their efforts and services – thus, generosity. To Buchanan and Bardi (2010), acts of kindness are

anticipated when helping is part of the donor’s social role. That is, helping tourist in times that warrant aids; tourist at time have shared stories on how they benefited from others aids during their travels (Filep et al., 2017). Tourist as well embraces the generosity and assistance of those willing to help them (Filep et al., 2017), as Torche and Valenzuela (2011) is due to trust issues. Through their qualitative exploratory study, Filep et al. (2017) asked students at the Canadian university’s international office to share stories about moments they received kindness from strangers away from their usual homes. These authors’ accounts that, trust in others, novelty, risk of adventure, and eudaemonic growth are the four main value benefits of generosity to recipients. This only shows how vital the supply chain side of tourism products is yet important for building tourist life experiences with any form of a product. Thus,

H1. *Adult African Generosity (helping strangers, donating to charity, and time spent in organizations) is a strong measure that affects (+) tourism inflows in Africa.*

Meanwhile, social support and cultural diversity have been suggested to be strong measures that are linked to tourism development in an economy. Kumar et al. (2012), argues that social support is positively linked to the healthiness of people to living happy and good lives while for others social support adheres to patience quick recovery (DiMatteo, 2004). In a quantitative review of 182 primary studies published between 1984 and 2001 by Wang, Wu, and Liu (2003), showed that social support positively influences the health status of people, role function and behaviors, coping behavior, health beliefs, health promotion behavior, quality of life, well-being, and self-actualization (Kumar et al., 2012). Hence,

H2. *The level of Social support in Africa influences (+) the tourism sector by attracting many tourists to Africa.*

H3. *The diverse nature of the African continent in terms of cultural diversity, language differences, and racial differences (ethnic tension) act as pull factors (+) to tourists coming to Africa.*

As seen in the preceding paragraphs, extant literature is short on this salient aspect of cross-checking the effect of generosity on tourism in Africa. Both the contemporary and the non-contemporary literature on generosity is dominated by psychologists, sociologists and researchers in the field of medicine who mostly employ less elaborated research methodologies leading to weaker conclusive remarks based on the review of comparative studies whose findings do not undergo tests of scrutiny like econometrics models built to deal with error measurement. Though this notion is new in the life of economics, it has grievous effects on the performance of the economy in various ways. One of these ways is its contribution to the gross domestic product of a country resulting from the inflow of tourists into countries whose people are more generous in consecrating time to work in organizations that carter for others' well-being, by offering help to strangers and by making charitable donations to the welfare of others. With the drawbacks identified in these social studies, we employ a test that addresses error misspecification and accounts for the problem of endogeneity in other social factors that influence the causal relationship between generosity, social support, ethnic tensions and tourism. Hence, the following assumptions;

3. Methodological framework

3.1. Data source

The current study aims at investigating the effect of adult-African-generosity on tourism travels by making use of three main sources of secondary data. First, the adult African generosity indicator was sourced from the records of Gallup (2018). Gallup records annual data on 146 worlds' most generous countries by targeting adults. In 2017, Gallup (2018) interviewed 153, 000 interviewees with adults in 156 countries who responded to basically three questions. (i) Have you donated money to a charity? (ii) Have you volunteered your time to an organization? And (iii) Have you helped a stranger or someone you didn't know needed help?

With these specific questions, Gallup aimed at responding to the central question of which country is the most generous in the world. We then use a panel data of generosity ranging from 2006 to 2017, sourced from this database conditioned according to data availabilities in countries. See Table 1 for descriptive statistics and the list of countries in Table A2 (i.e. supplementary material). Second, data for the tourism indicator was drawn from the world development indicator (WDI, 2020), as per controls, the happiness variable (Life Ladder) and Life expectancy (from here; healthy life) were sourced alongside generosity. Third, religious tension, the investment profile of countries (from here; investment profile) and ethnic tension were taken from the international country risk guide (from here; ICRG) (ICRG, 2019). The usage of these databases is justified by the need for indicators that couldn't be found in a single base and potential flaws with several datasets are resolved with the use of the smoothed instrumental variable quantile regression modelling technique proposed by Koehler and Bassett Jr (1978).

Table 1
Descriptive statistics.

Variables	N	Mean	Median	SD	Min	Max	Skewness	Kurtosis
Tourism arrival (TA)	304	13.558	13.658	1.456	10.343	16.524	0.099	2.518
Generosity (GEN)	349	-0.025	-0.026	0.108	-0.262	0.315	0.161	3.219
Life Ladder (LL)	353	4.299	4.311	0.613	2.693	6.355	0.076	2.965
Social Support (SS)	350	0.717	0.736	0.119	0.290	0.917	-1.067	4.482
Healthy Life (HLE)	353	51.527	51.326	5.934	37.766	65.881	0.480	3.178
Corruption (PC)	345	0.799	0.825	0.129	0.078	0.963	-3.159	16.410
Ethnic Tension (ET)	297	3.938	3.500	1.249	1.5	6	-0.444	2.578
Investmen Profile (IP)	297	7.271	7.500	1.609	1	10.5	-1.223	7.228
Religious Tension (RT)	297	3.938	4.000	1.249	1.5	6	-0.222	1.855

Source: Authors Computation. Note: SD is the standard deviation and N is observations.

3.2. Description of variables

3.2.1. Dependent variable

3.2.1.1. Tourism arrival. Many have investigated the tourism sector at varied levels. Some at the microeconomic level where tipping is observed in the tourism and hospitality sector of some countries, mostly restaurants (Azar, 2004; De Bloom, Geurts, & Lohmann, 2016; Parrett, 2006) and others at the macroeconomic level by decreeing the lapses hand-in-hand remedies of African tourism (Christie et al., 2013). Similarly, acts of kindness and gratitude; a feeling of thankfulness, war-tourism (i.e. tourism during war periods) and wine tourism have been investigated in the field of tourism by Filep et al. (2017) who uses a theoretical psychological approach at the micro-level and Gordon (1998) who examined warfare and tourism in Germany after World War II. And Kolyesnikova et al. (2007) tilted their attention toward product innovation and wineries. Due to the large nature of this variable's values across the panel, the logarithmic function was used to curb and linearized them with those of other variables. The logarithmic new tourism variable was then called tourism arrival.

3.2.2. Explanatory variables

3.2.2.1. Generosity. Many works have analyzed how people are generous by leaving servers with tips and the factors behind such acts but, however, have failed to demonstrate how generosity affects the state of mind or wellbeing of this generous individuals (Azar, 2020). Likewise, have research investigated how these generous acts of people curb managerial challenges of monitoring employees (Azar, 2011, 2020). We remedy this gap by introducing generosity itself as a main variable with the help of the aforementioned database (Gallup, 2018). Worth noting is the methodology Gallup (2018) uses to capture generosity. A survey is carried out Face-to-Face or on telephones depending on the proximity of countries and fluent flow to the internet and records the opinion of people, age 15 and above which is termed Adult African Generosity and coded generosity in this paper.

3.2.2.2. Ethnic tension. Derived from ICRG (2019), and intended to measure the rate of ethnic tension in African countries that hinders/promotes tourist travels to Africa, it is used as the second variable of interest. Tourist travels are often spurred by numerous factors as per se; the climate, type of people, culture of the people, accessibility, and language, among other factors (Christie et al., 2013). Thus, using such a variable is to investigate its symmetric impact on the tourism sector of Africa. Nonetheless, the cultural values of every nation should be at the base of development in the hospitality and tourism sector. ICRG (2019), looks at this component as an assessment of the degree of tension within a country attributable to racial, nationality, or language divisions. According to this lower ratings are given to countries where racial and nationality tensions are high due to the fact that opposition groups are intolerant and unwilling to compromise/give up. Meanwhile, higher ratings are attributed to countries with minimal tensions, though

differences still exist. An important aspect to note about this methodology employed by ICRG (2019), doesn't delimit which rate is lower and which is higher, as nearly all countries recorded have an ethnic tension rate below 10. Our results on this variable are all positive, though statistically insignificant. Indicating how ethnic tension in Africa patterning to race, language and/or nationality is minimal and contribute to tourism development as seen in Table 3 of Section 4.

3.2.2.3. *Social support.* Drawn from Gallup (2018), an internationally comparable survey conducted yearly from those from 15 and above. Social support is a variable measured by this internal world poll system and based on self-reports of people for having access to support from relatives and friends either for financial health, business, daily life and/or personal growth. According to Kumar et al. (2012), receiving aids from relatives and friends, and volunteering to assist organizations and people, alongside social capital positively and statistically enhances health-related issues in the globe. For sure, this measure is of great importance in the life of the tourism and hospitality sector of the African economy, as both internal and international tourism will grow should Africans first learn to be socially supportive to each other.

3.2.3. *Other controls*

The investment levels in infrastructures especially in tourism products like building an apt body of personnel in the tourism and hospitality domain is essential, security and healthiness. Christie et al. (2013), note the importance of these variables in the tourism sector of Africa. For instance, these authors highlight a deficiency of these things (e.g. education) in the context of Ethiopia, Namibia and Gambia. Nevertheless, culture as analyzed by Ferguson, Megehee, and Woodside (2017) is mainly a configured holistic cultural behavior of tipping/support and non-tipping investigation.

Table 1 reveals a summary statistics of all variables. We understand from this summary table that tourism arrival in Africa returns range between 10.34% and 16.52% during the sample size period, with a median of 13.66% and mean of 13.56%. That of adult African generosity at the period of the sample lies between -0.26% and 0.32%. This giving

a median of -0.03% and mean of -0.03 as well with a 0.11% standard deviation signifying penny differences among countries in terms of adult generosity. However, the tourism arrival measure with that of adult African generosity are both positively skewed, signifying a heavier tail weight on the right-hand side compared to that of the left tail. The kurtosis coefficient for perception of government corruption is larger (16.41%) denoting a fatter tail at that level though with seemingly symmetric distributions.

Unconditional correlation matrix denote the relationship between tourism arrivals in Africa with generosity alongside controls (see Table 2 in supplementary files). Among these variables, tourism arrival positively relate with all controls except for generosity. The relationship between tourism arrival and generosity is negative, signifying that a fall in generosity reduces tourism inflow into Africa. This saying is equally supported by the trend of generosity in Africa between 2006 and 2017 as seen on Figure 1 and Fig. 2 supporting the view of Gallup (2018) that generosity worldwide is drastically reducing. Nonetheless, our variables did not show any form of correlation between any of the measures used. Though indications of endogeneity between generosity and tourism arrival is possible, reason the instrumented quantiles are used to correct such flaws as seen on Table 3.

For instance, the seemingly but not high values noticed here were those between life ladder and tourism arrival being 0.41, healthy life expectancy (from here, healthy life) and tourism arrival which was 0.42, perception of government corruption = 0.26, ethnic tension and tourism arrival which was 0.35 and between social support and the happiness measure - life ladder is 0.27. In a nutshell, they are no correlation issues with all variables used in this analysis. Interestingly, generosity was only positively correlated with perception of corruption (from here; corruption) in the sample during the period of analysis. Leaving us with the intuition that, when adults generosity begin to ameliorate, their perception about how corrupt governance might be increases.

3.3. *Empirical strategy*

Relying on the dynamic framework rallied, we account for

Table 2
The symmetric effect of generosity on Tourism measures.

Baseline and cross-sectional estimation of variables							
Variables	Ordinary Least Square (OLS) Estimations			Driscoll/Kraay estimator analysis			
	Generosity	Ethnic Tension	Social Support	Generosity	Ethnic Tension	Social support	
Generosity	-2.028*** (0.700)	-	-	-2.028*** (0.177)	-	-	
Ethnic Tension	-	0.328*** (0.0792)	-	-	0.328*** (0.0542)	-	
Social Support	-	-	3.427*** (0.697)	-	-	3.427*** (0.407)	
Life Ladder	0.832*** (0.127)	0.835*** (0.124)	0.716*** (0.128)	0.832*** (0.174)	0.835*** (0.144)	0.716*** (0.158)	
Healthy Life	0.0931*** (0.0133)	0.0909*** (0.0128)	0.113*** (0.0125)	0.0931*** (0.0196)	0.0909*** (0.0164)	0.113*** (0.0223)	
Corruption	5.224*** (0.866)	5.057*** (0.850)	4.783*** (0.855)	5.224*** (1.077)	5.057*** (0.928)	4.783*** (1.135)	
Investment Profile	-0.0351 (0.0440)	-0.0293 (0.0433)	-0.0479 (0.0429)	-0.0351 (0.0365)	-0.0293 (0.0373)	-0.0479 (0.0353)	
Religious Tension	-0.0388 (0.0569)	-0.108* (0.0600)	-0.0126 (0.0547)	-0.0388 (0.0285)	-0.108*** (0.0161)	-0.0126 (0.0244)	
Constant	1.352 (1.120)	0.745 (1.067)	-1.268 (1.137)	1.352 (1.208)	0.745 (0.951)	-1.268 (1.163)	
Observations	255	255	252	255	255	252	
R-squared	0.419	0.439	0.444	0.419	0.439	0.444	
r ² a	0.405	0.425	0.430	-	-	-	
N ^a of groups	-	-	-	31	31	31	
Lags	-	-	-	2	2	2	
Lags	-	-	-	2	2	2	

Source: Authors Computation. Standard errors in parentheses *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$, significant level at 1, 5, and 10% respectively. Note: — means variables were not included at such level of estimations.

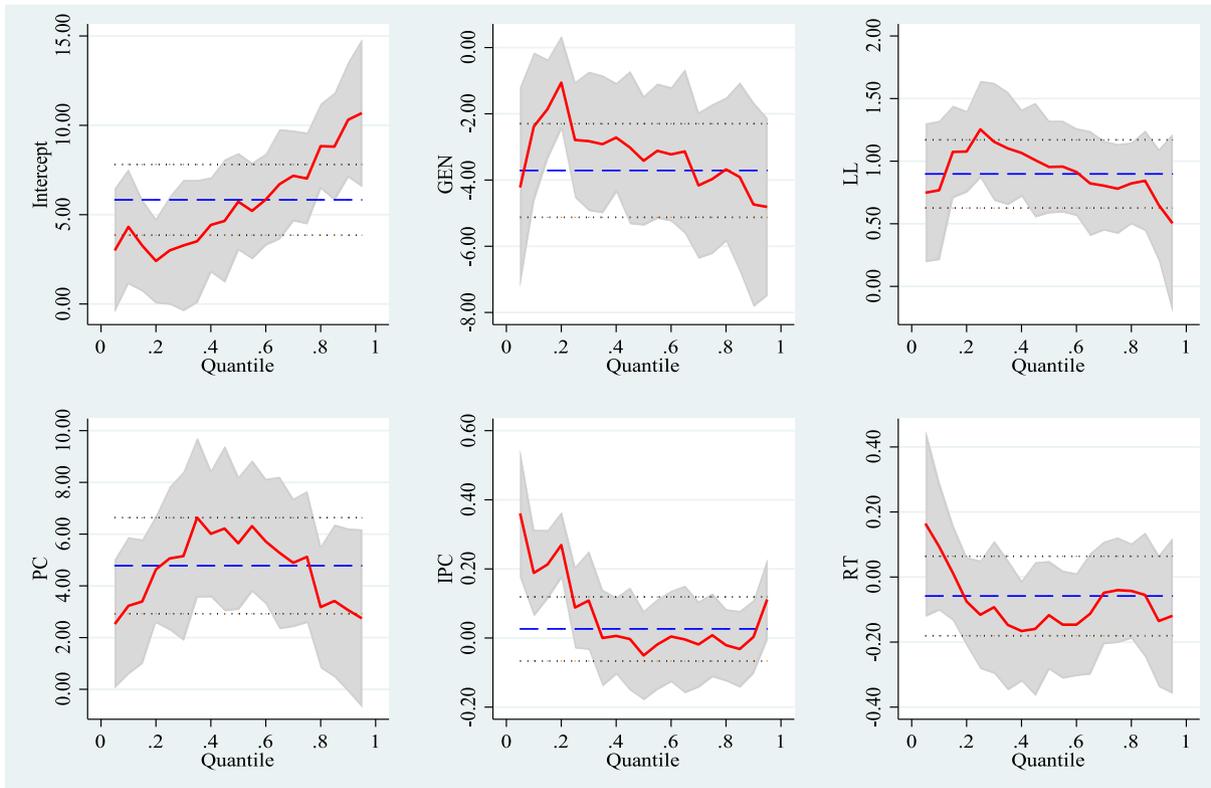


Fig. 2. Generosity quantiles and Tourism Arrivals in Africa. Source: Authors' Computation. Notes: GEN; generosity, LL; life ladder, PC; perception of corruption, IPC; investment profile of a country and RT; religious tension.

endogeneity issues that might thwart the findings of the study. The ordinary least square is a conventional measurement or estimation for measuring the outcomes of an explanatory factor (Binder & Coad, 2011) and thus, if we rely solely on the results of the ordinary least square, we might under or over report the related coefficients of the estimation (Lee et al., 2021) for two reasons; first because data is derived from several sources that using solely the ordinary least square might have flaws and second, since the results of the OLS gives an average effect of the independent on the dependent variable.

More importantly, to resolve such flaws, a few works have deployed other methods of estimating tourism variables with others. Gunderson and Ng (2005), make use of a quantile regression on analyzing the influence of the attributes of quality of life on tourism and concluded that the ordinary least square is just a method of assessment. Lew and Ng (2012), did the same on the measures of tourism spending and a number of other variables and drew the conclusion that the quantile regression method is apt as it is less susceptible to be impacted by outliers. Interestingly, due to heterogeneity and endogeneity issues that might arise with the use of ordinary least square estimations, such as the misspecification of the findings of paper.

Hence, to account for these concerns, we make use of the smoothed instrumental variable quantile regression proposed by Koenker and Bassett Jr (1978) and exploited by many (Gunderson & Ng, 2005; Lee et al., 2021; Lee & Chen, 2020; Lew & Ng, 2012) due to its robust and efficient nature of permitting us comprise a range of conditional quantile functions and very energetic to heteroscedasticity, skewness, and leptokurtic (Lee et al., 2021). As such, our testable benchmark OLS models which are accustomed to heteroscedasticity are:

$$TA_{it} = \beta_0 + \beta_1 GEN_{it} + \beta_2 LL_{it} + \beta_3 HLE_{it} + \beta_5 PC_{it} + \beta_7 IP_{it} + \beta_8 RT_{it} + \mu_{it} \quad (1)$$

$$TA_{it} = \alpha_0 + \alpha_1 ET_{it} + \alpha_2 LL_{it} + \alpha_3 HLE_{it} + \alpha_4 PC_{it} + \alpha_5 IP_{it} + \alpha_6 RT_{it} + \gamma_{it} \quad (2)$$

$$TA_{it} = \tau_0 + \tau_0 SS_{it} + \tau_0 LL_{it} + \tau_0 HLE_{it} + \tau_0 PC_{it} + \tau_0 IP_{it} + \tau_0 RT_{it} + \upsilon_{it} \quad (3)$$

where TA is the dependent variable – tourism arrival in Africa at country *i* at time *t*. All independent variables are as explained in Table 1 of descriptive statistics under note. However, we focused on analyzing the above three equations regarding the dependent variable, beginning with a preliminary test of ordinary least square before verifying issues of endogeneity. The essence is due to the nature of variables of interest; generosity, ethnic tension, social support are variables that can as well be dependent on equations with tourism arrival as an independent variable. We follow Lee and Chen (2020) by conducting a quantile regression model on the eqs. 1, 2 and 3. This was done by considering the impact of generosity, ethnic tension and social support on tourism arrival into Africa by allowing a conditional δ quantile of tourism variation distributions i.e. $M_t, M(t), Q_M(\delta/x)$. The modelling of this M^{th} conditional quantile functions of tourism gives rise to the following equation, a linear dependent of a vector of exogenous variables (*X*) with conditional quantiles function as:

$$Q_M(\delta/x) = \beta(\delta) + \sum_h(\delta) X_h \quad (4)$$

From the conditional quantile model established in eq. 4, we minimize the absolute deviations which is in contrary to the ordinary least square which minimizes only the sum of squared residuals, and thus exhibits the limit of poor error specification. The conditional quantiles of tourism arrivals with its minimization problem is presented in eq. 5 as follows;

$$\min_{\delta \in R^k} \left[\sum_{i \in \{iy_i > x' \delta\}} q|y_i - x'| + 1 \sum_{i \in \{iy_i < x' \delta\}} (q-1)|y_i - x'| \right] \quad (5)$$

Weighing the residuals from the quantile estimated model established in 5 results to the following eq. 6.

$$Q_y(q/x_i) = x' \delta_0 \quad (6)$$

Table 3
Quantile Regressions of generosity, ethnic tension, social support and tourism arrival in Africa between 2006 and 2017.

Variables	Instrumented Quantiles for all three variables of interest; adult African generosity, Ethnic tension, and Social support														
	Generosity and Tourism arrival					Ethnic Tension and Tourism Arrival					Social Support and Tourism Arrival				
Model 1	Model 2					Model 3									
	(Q10)	(Q25)	(Q50)	(Q75)	(Q90)	(Q10)	(Q25)	(Q50)	(Q75)	(Q90)	(Q10)	(Q25)	(Q50)	(Q75)	(Q90)
Generosity	15.03*	22.39***	29.74	29.79*	0.0344	–	–	–	–	–	–	–	–	–	–
	(7.877)	(8.144)	(18.23)	(16.09)	(8.983)	–	–	–	–	–	–	–	–	–	–
Ethnic Tension	–	–	–	–	–	3.141**	10.74*	6.060	4.839	5.630	–	–	–	–	–
	–	–	–	–	–	(1.282)	(5.685)	(4.078)	(3.588)	(3.601)	–	–	–	–	–
Social Support	–	–	–	–	–	–	–	–	–	–	9.953***	10.83***	13.71***	16.08***	16.71***
	–	–	–	–	–	–	–	–	–	–	(2.698)	(2.636)	(2.292)	(3.225)	(5.102)
Life Ladder	1.356**	2.075***	2.098***	2.049***	0.723**	0.201	0.509	0.698	1.190	0.688	0.384*	0.529***	0.751***	0.694*	0.492
	(0.554)	(0.648)	(0.688)	(0.702)	(0.321)	(0.481)	(0.874)	(0.712)	(0.843)	(0.681)	(0.203)	(0.167)	(0.272)	(0.401)	(0.430)
Healthy Life	0.258**	0.325***	0.400**	0.370***	0.188***	–0.0261	–0.697	–0.266	–0.0549	–0.241	0.212***	0.206***	0.208***	0.211***	0.218***
	(0.106)	(0.0768)	(0.156)	(0.134)	(0.0467)	(0.0995)	(0.470)	(0.313)	(0.244)	(0.277)	(0.0264)	(0.0233)	(0.0239)	(0.0351)	(0.0519)
Corruption	3.740**	3.546*	4.671*	3.365	5.487**	1.213	0.384	9.065	14.50**	9.002*	4.256***	3.998***	3.779**	3.790**	2.690
	(1.755)	(2.126)	(2.418)	(2.458)	(2.143)	(2.757)	(7.658)	(5.639)	(5.942)	(4.955)	(1.566)	(1.495)	(1.758)	(1.802)	(3.028)
Investment Profile	–0.425*	–0.402***	–0.239*	0.00381	0.0338	0.296	0.416	0.453	0.371	0.396	–0.0687	–0.0591	–0.111	–0.155***	–0.0691
	(0.241)	(0.145)	(0.144)	(0.147)	(0.260)	(0.273)	(0.348)	(0.472)	(0.335)	(0.388)	(0.144)	(0.0906)	(0.0677)	(0.0602)	(0.104)
Religious Tension	–0.122	0.0396	0.440	0.760*	–0.0118	–0.782***	–2.784*	–1.506	–1.403	–1.398	–0.0353	0.0883	0.0680	–0.192	–0.517*
	(0.168)	(0.215)	(0.399)	(0.450)	(0.127)	(0.285)	(1.449)	(1.019)	(0.979)	(0.929)	(0.116)	(0.104)	(0.128)	(0.134)	(0.267)
Constant	–6.195	–11.92**	–17.30	–14.27	–5.310*	–0.0809	12.21	–1.053	–11.59	61.81***	–10.71***	–11.41***	–13.34***	–12.75***	–9.916
	(6.143)	(4.952)	(12.63)	(11.97)	(2.742)	(50.99)	(16.35)	(6.124)	(13.72)	(6.298)	(3.632)	(2.206)	(2.593)	(3.094)	(8.319)
Observations	148	148	148	148	148	205	148	148	148	148	148	148	148	148	148
bwidth	0.643	1.017	1.604	4.318	0.423	1.490	3.044	10.89	2.166	78.16	0.447	0.416	0.437	0.525	0.616
bwidth_req	0.643	1.017	1.604	1.206	0.423	1.490	3.044	1.960	1.584	1.889	0.447	0.416	0.437	0.525	0.616

Source: Author Computation. Notes: Q10, Q25, Q50, Q75, and Q90 are the various quantiles from 10 to 90, Standard errors in parentheses, *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$, significant level at 1, 5, and 10% respectively.

In Eq. (5), y represents tourism arrivals.

We therefore evaluate tourism arrival and adult African generosity across five quantiles. That is, $q = (0.1; 0.25; 0.5; 0.75; \text{ and } 0.9)$. Worth highlighting is the fact that our analysis of generosity and tourism is its initial time of being executed using quantile regressions with international evidences. The instrumented conditional quantile strategy to address the problem of endogeneity is effectuated by regressing the dependent variable of the tourist arrivals with the lag of independent variables of interest and other control variables. The main independent variables of generosity, ethnic tensions and social supports are regressed in the second quantile level by their first lags followed by instrumented control variables and is computable with bootstrapping. The instrumented smoothed instrumental variable quantile regression quantiles was done by implementing the smoothed estimator of Kaplan and Sun (2017) which is said to improve the computation time and statistical accuracy equations, especially when dealing with panel data. The instrumented model is established in eq. 7.

$$TA_{it} = \delta_0 + \delta_i V_{i(t-\tau)} + \sum_{p=1}^n \pi_h W_{p i(t-\tau)} + \epsilon_{it} \quad (7)$$

where δ_i represents the estimated coefficients of V variables of interest which are generosity, social supports and ethnic tension, W signifies the control variables instrumented in the quantile regression and ϵ the error term.

4. Results and discussions

4.1. Baseline results

As earlier pinpointed, the ordinary least square results are not reliable and also present some shortcomings since the estimations do not control for certain econometric biases such as endogeneity, cross-sectional dependence, unobserved heterogeneity and double causality. In this regard, these problems have been addressed by the instrumentation techniques of quantile estimations specifically for addressing endogeneity (see Table 3), the Drisol/Kraay estimates which takes care of cross-sectional dependence (see Table 2) and unobserved heterogeneity, and the Lewbel (2012)'s estimates applied in the study for robustness checks (see Table 4).

The ordinary least square results shows three interesting results, as

Table 4
Robust Estimations of three associated equations.

Variables	Instrumental Lewbel's estimations		
	(1)	(2)	(3)
Generosity	17.087** (8.651)	-	-
Ethnic Tension	-	5.678 (3.662)	-
Social support	-	-	15.172*** (3.023)
Life Ladder	1.473*** (0.451)	0.6797 (0.627)	0.688*** (0.233)
Healthy Life	0.265*** (0.062)	-0.244 (0.254)	0.205*** (0.028)
Corruption	2.981 (2.055)	9.121* (4.997)	3.713** (1.542)
Investment Profile	-0.327*** (0.089)	0.395 (0.383)	-0.109* (0.061)
Religious Tensions	-0.003** (0.149)	-1.411 (0.899)	-0.108 (0.108)
Constant	-6.385* (3.561)	-0.721 (5.070)	-13.212*** (3.077)
Observations	255	255	252
F statistics	21.52***	1.46	16.74***

Source: Authors Computation. Standard errors in parentheses, *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$, significant level at 1, 5, and 10% respectively.

all variables of interest are statistically significant. First, generosity is negatively appended to tourism movements into the continent. Second, ethnic tensions in Africa have shown quite fascinating insights about tourism arrivals in Africa. The cultural differences, language differences and climatic differences positively attracts the inflow of tourist into the African continent. Thirdly, the rate at which Africans are socially supportive statistically and positively contributes to the development of the tourism industry in Africa. The right side of Table 2 accounts for cross-sectional analysis (the Drisol/Kraay estimates) and reveals no cross-sectional differences between measures with those of the ordinary least square.

Lee et al. (2021), while investigating happiness on tourism development, used generosity as a controlled and concluded that host generosity positively influences tourist travels and activities. This disparity might be due to; (i) contextual disparities as developed nations datasets are different from emerging ones like Africa, (ii) generosity is not only seen in terms of money donations, time given to organizations and helping strangers but breaking down these measures into others pieces helps the respondents to have a clear understanding before responding. Nonetheless, the baseline results are simply an assessment and subject to endogeneity flaws between variables that are corrected with the use of the instrumental quantile technique.

4.2. Main results of the instrumentation estimates

The study applies the instrumentation quantile estimations to address the potential problem of endogeneity, correlation and causal relationship between the study variables and their error terms (Antonakis, Bendahan, Jacquart, & Lalive, 2014) when using the OLS estimates. The influence of the study control variables on tourism are easily predictable using the predictors, which pose the problem of endogeneity. Endogeneity is addressed with an instrumental test since reverse causality is tackled with an instrumentation process and also because time invariant variables are used to account for unobserved heterogeneity. Meanwhile, the robustness of results is done through the Lewbel (2012)'s technique. While correcting endogeneity and causal relations between variables, a few distinct findings are retained.

First, from Table 3 model 1, we realized that across all quantile tourism arrival remains positive though statistically significant with generosity only at the 10th, 25th and 75th quantiles. More importantly is the indication that, the mean quantile level of generosity is statistically not significant (i.e. at the 50th quantile but strongly significant at the 25th). Nonetheless, the happiness measure is consistent with literature that the happiness indicator of a particular place will attract people to itself alongside the healthy life expectancy of this place (Christie et al., 2013; Cohen, 1972). Thus, the happier African are, by living in harmony without coarse, with a prolonged life expectancy, the more it will receive an inflow of tourists – hence, the development of the sector.

Second, the same Table 3 model 2 highlights the influence of ethnic tension measure to be statistically significant with tourism arrival at 10th and 25th quantile levels. These results are seemingly correlated with the methodology employed in it measure. However, two justifications can be given; first, ethnic tensions in Africa in terms of race and nationality is predominantly limited as only the Arab countries have distinct themselves from being African countries. However, just a few of these Arab countries were included in the panel due to the nonexistence of generosity, ethnic tension and social support data. Second, the minimal ethnic tension in Africa accrue a vast movement of tourists to the African continent due to the cultural diversity of Africa. These findings agrees with those of Christie et al. (2013) who showed a way forward for African tourism development and emphasis on culture.

Third, Table 3 model 3 depicts overwhelming results by showing evidence of what has been documented in the literature of social support and tourism development. At all quantile levels of this Table 3 and section, tourism arrival into Africa caused by social support is

statistically and positively significant. This indicates that, at each level of, deduction or multiplication of the population of individuals' social support remains a strong variable to build the tourism sector of the African economy. These findings align with DiMatteo (2004), Kumar et al. (2012) and Wang et al. (2003) on the issue of social support and health status of people being strongly and positively significant. Nevertheless, other controls like healthy life expectancy, perception of corruption and investment profile of country denote varied results at each stage of either generosity, social support or ethnic tension.

Fig. 2, Fig. 3, and Fig. 4 show quantiles of eqs. 1, 2 and 3. Fig. 2 highlights quantile regression parameters assessments along a 95% confident intervals. The red lines indicate the predictive power of generosity and tourism arrivals in Africa along other controls. The intercept between Tourism Arrival and generosity in Africa is strengthening at this confident interval. Fig. 2 equally shows that the estimated confident intervals of complete absence of corruption, religious tension and happiness are reduced; indicating that these variables function as predominate determinants in clarifying tourism arrivals (Lee et al., 2021). Besides, most of the host country generosity indices remain positive with tourism arrival in Africa. This holds the same for ethnic tension (see Fig. 3) and social support (see Fig. 4) where the quantile regression estimates indicate positive significant levels of tourism arrivals.

4.3. Robustness checks of empirical findings

As robustness checks, we proceeded in two ways to find out the consistency of estimates for all variables. By this, the Lewbel's estimations were undertaken at the first instance and secondly the panel was divided into two subgroups (Land Luck African countries and Coastal African Countries) to analyze the behavior of the quantile technique between variables.

Applying the instrumental estimates of the 2SLS precisely the Lewbel (2012)'s estimates to demonstrate consistency of results, the Lewbel (2012)'s estimates results still remain the same as those of the

instrumented quantiles for all variables on the measure of tourism (see Table A1 in supplementary files). Though with slightly different significant levels between variables (ethnic tension and tourism arrival) as seen on Table 4.

Cross-sectional estimates of tourism arrivals in Africa and the indices of generosity, ethnic tension and social support shows an import finding. Tourism arrival in both coastal and Land Luck African countries is negatively affected by generosity in the first three quantiles, but ameliorates as the quantile level is increased to 75th and 90th. However, ethnic tension and social support in the coastal part of Africa attracts tourist inflow into this part of Africa, meanwhile the level of social support in Land Luck African countries impairs it. Thus, the more coastal indigence (countries) tend to be more generous by helping, donating and sacrificing time to organizations, the more tourism inflow becomes.

Thus, supporting the empirical works of Kumar et al. (2012) on how social support strongly and positively affects the health status of people in Africa. Concerning controls, we realized that healthy life expectancy, happiness status, perception of no government corruption and the investment profile of a country positively and statistically influences the inflow of tourist into the Coastal region of Africa in exception for religious tension that is negative. Implying that, coastal Africa encounters a reduction in the number of tourist inflow when a particular religion is dominant in the country compared to when there's freedom of religion (Gallup, 2018). More about cross-sectional quantile regression analysis can be seen on the supplementary material.

5. Conclusion, implication, and way forward for Africa

Africa remains an untapped context in terms of tourism, though with rich natural touristic endowments (Christie et al., 2013). Investigating the impact of generosity, ethnic tension, and social support in Africa to be one of those determinants susceptible to attracting tourism arrivals in Africa is worth deepening. Our results show a strong link between

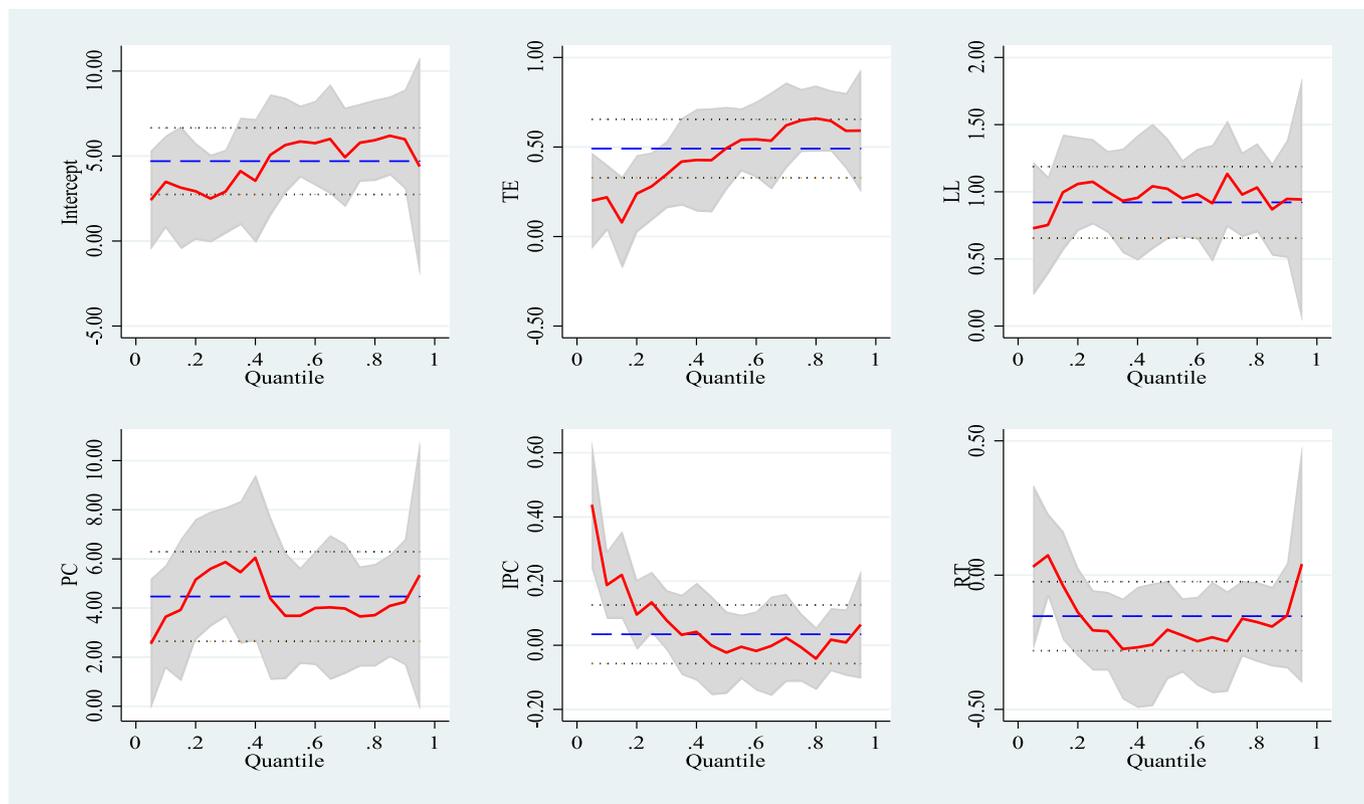


Fig. 3. Ethnic Tension quantiles and Tourism Arrivals in Africa. Source: Authors' Computation. Note: Same as in Fig. 2, but ET stands for ethnic tension.

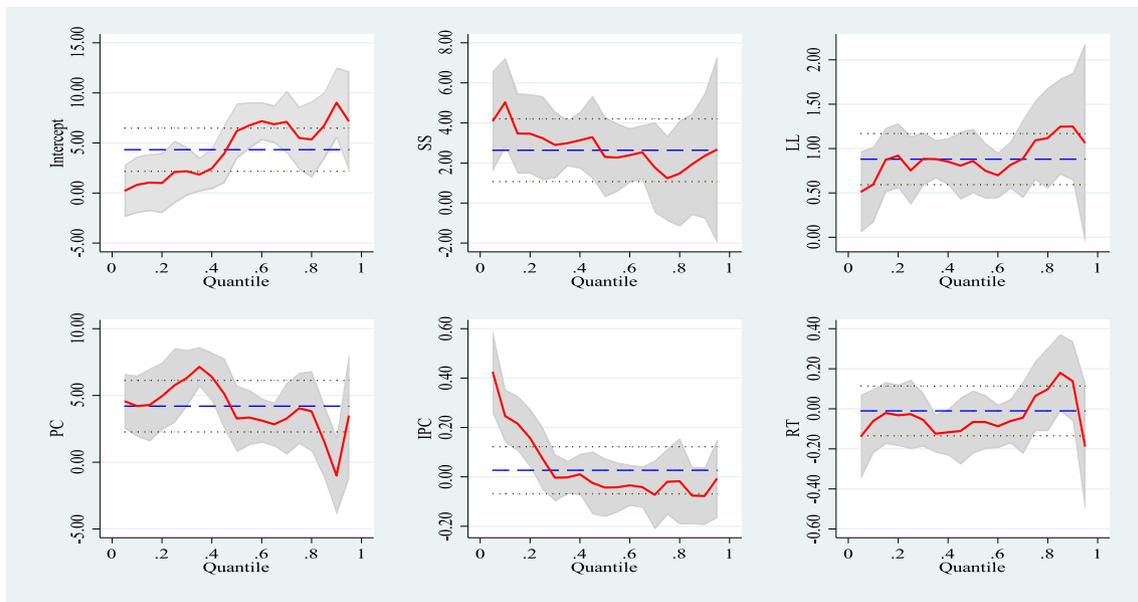


Fig. 4. Social Support quantiles with tourism arrival indicator. Source: Authors' computation. Notes: Same as in Fig. 2 but SS means social support.

generosity and tourism arrival in Africa, with ethnic tension and social support indicators showing a statistically significant and robustly positive association with tourism inflow into Africa.

The results adhere to the theoretical connotation that in Africa has numerous factors that are capable of building, developing and sustaining the tourism sector. One of which is to build a distinctive local image and recognizing donors' capacity in assisting the tourism sector (Christie et al., 2013, p. 29). Likewise, the results elaborate on the tourist bubble notion of Cohen (1972) and the fear tourist and people in general has interacting with others who are not of the same group, race, culture and ethnicity. This is done by establishing an empirical relationship between African cultural factors (generosity, ethnic tension and social support) and the inflow of strangers into Africa (tourism arrival). These results therefore align with the previously stated hypothesis that ethnic tension (H2) and social support (H3) attracts tourist into Africa while negating the contribution of generosity (H1) in positively influencing tourism arrival in Africa.

Practically, the rate at which adult Africans donate money to charity, spend time in organizations and help strangers is not a strong indicator to attract tourism inflow into Africa. Meanwhile, results are encouraging the fact that, the socially supportive nature Africans have by offering assistance to family members, friends and strangers should be strongly upheld. Same, the African cultural diversity is a better indicator to be used in building and sustaining the tourism sector of Africa. Thus, in order to pave a way forward for the tourism sector in Africa, these indicators should be promulgated especially encouraging adult Africans to denote, spend time in charitable organizations and help strangers (generosity) in view of enticing tourist to Africa.

Our work provides the first step toward analyzing the effect of adult African generosity, ethnic tension and social support in Africa with tourism inflow into Africa. But the study is not void of limitations that may as well pave way for future research; first, the choice of a tourist destination is not limited and/or constraint to these three indices as tourist are equally influenced by the level of infrastructural development in the country, tourist endowments, the openness of the country to the rest of the world (accessibility), rate and quality of information distribution, climatic condition (level of greenhouse gas emission) and environmental quality, the management system of the tourism sector by policymakers and the list is in exhaustive. Second, we make use of generosity, ethnic tension and social support indicators that are complex and measured with several measures; the different cultures in Africa just

as the factual dimension of adult African generosity (donation of money to charity, time or helping strangers) could give better results rather of the proxies used. Third, the strand of the panel is limited to 2017 and seemingly old enough to be used in such empirical study. Thus, future works could enlarge the panel in Africa and with more recent world issues.

Supplementary data to this article can be found online at <https://doi.org/10.1016/j.annale.2023.100098>.

Declaration of Competing Interest

The authors declare no conflict of interest regarding the publication of this paper.

Acknowledgement

The authors sincerely thank three anonymous reviewers for their comments and contributions. Equally thank Tii N. Nchofoung and Awal Muhammad for insightful comments and contribution to the building and construction of major variables and for providing the ICRG data set used in the analysis.

References

- Antonakis, J., Bendahan, S., Jacquart, P., & Lalive, R. (2014). *Causality and endogeneity: Problems and solutions*. 1 pp. 93–117. *The Oxford Handbook of Leadership and Organizations*.
- Azar, O. H. (2004). The history of tipping—From sixteenth-century England to United States in the 1910s. *The Journal of Socio-Economics*, 33(6), 745–764. <https://doi.org/10.1016/j.socec.2004.09.043>
- Azar, O. H. (2007). Why pay extra? Tipping and the importance of social norms and feelings in economic theory. *The Journal of Socio-Economics*, 36(2), 250–265. <https://doi.org/10.1016/j.socec.2005.11.046>
- Azar, O. H. (2011). Business strategy and the social norm of tipping. *Journal of Economic Psychology*, 32(3), 515–525.
- Azar, O. H. (2020). The economics of tipping. *Journal of Economic Perspectives*, 34(2), 215–236. <https://doi.org/10.1257/jep.34.2.215>
- Bauman, Z. (1995). *Life in fragments. Essays in postmodern morality*. Blackwell. Oxford UK & Cambridge USA.
- Bertella, G. (2023). Small tourism providers' stories about sustainability. *Annals of Tourism Research Empirical Insights*, 4(1), Article 100085.
- Binder, M., & Coad, A. (2011). From average Joe's happiness to miserable Jane and Cheerful John: Using quantile regressions to analyze the full subjective well-being distribution. *Journal of Economic Behavior & Organization*, 79(3), 275–290.
- Buchanan, K. E., & Bardi, A. (2010). Acts of kindness and acts of novelty affect life satisfaction. *The Journal of Social Psychology*, 150(3), 235–237.

- Christie, I., Fernandes, E., Messerli, H., & Twining-Ward, L. (2013). *Tourism in Africa: Harnessing tourism for growth and improved livelihoods*. The World Bank.
- Cohen, E. (1972). Towards a sociology of international tourism. *Social Research*, (39), 164–189.
- Cook, K. S., Cheshire, C., Rice, E. R., & Nakagawa, S. (2003). Social exchange theory. In *Handbook of social psychology* (pp. 61–88). Springer.
- De Bloom, J., Geurts, S., & Lohmann, M. (2016). Tourism and love: How do tourist experiences affect romantic relationships?. In *Positive tourism* (pp. 49–67). Routledge.
- Derrida, J. (2000). *Of hospitality: Anne Dufourmantelle invites Jacques Derrida to respond* (trans. R. Bowlby). Stanford, CA: Stanford University Press
- DiMatteo, M. R. (2004). Social support and patient adherence to medical treatment: A meta-analysis. *Health Psychology*, 23(2), 207.
- Emerson, T. I. (1976). *Legal foundations of the right to know* (p. 1). ULQ: Wash.
- Emmons, R. A., & Shelton, C. M. (2002). Gratitude and the science of positive psychology. In , 18. *Handbook of positive psychology* (pp. 459–471).
- Fennell, D. A. (2006). Evolution in tourism: The theory of reciprocal altruism and tourist–host interactions. *Current Issues in Tourism*, 9(2), 105–124.
- Ferguson, G., Megehee, C. M., & Woodside, A. G. (2017). Culture, religiosity, and economic configural models explaining tipping-behavior prevalence across nations. *Tourism Management*, 62, 218–233.
- Filep, S., Macnaughton, J., & Glover, T. (2017). Tourism and gratitude: Valuing acts of kindness. *Annals of Tourism Research*, 66, 26–36.
- Gallup. (2018). The 2018 world's most generous countries report (2018, 2021). Retrieved 10 January, 2022, from <https://www.gallup.com/analytics/245165/worlds-most-generous-countries-2018.aspx>.
- González, J. L. L. (2018). Ethics and tourism: In dialogue with Dean macCannell. *Recerca. Revista de pensament i anàlisi*, (23), 239–248.
- Gordon, B. M. (1998). Warfare and tourism Paris in world war II. *Annals of Tourism Research*, 25(3), 616–638.
- Goss, D. (2008). Enterprise ritual: A theory of entrepreneurial emotion and exchange. *British Journal of Management*, 19(2), 120–137.
- Gunderson, R. J., & Ng, P. T. (2005). Analyzing the effects of amenities, quality of life attributes and tourism on regional economic performance using regression quantiles. *Journal of Regional Analysis and Policy*, 35(1100–2016–89737).
- ICRG. (2019). International Country Risk Guide (ICRG) Researchers Dataset. Retrieved 10 January, 2022, from <https://dataverse.harvard.edu/dataset.xhtml?persistentId=doi:10.7910/DVN/4YHTPU>.
- Jahan, N. (2018). *Determinants of tipping behavior: Evidence from US restaurants*. South Dakota State University.
- Kaplan, D. M., & Sun, Y. (2017). Smoothed estimating equations for instrumental variables quantile regression. *Econometric Theory*, 33(1), 105–157.
- Koenker, R., & Bassett, G., Jr. (1978). Regression quantiles. *Econometrica: Journal of the Econometric Society*, 33–50.
- Kolyesnikova, N., Dodd, T. H., & Laverie, D. A. (2007). *Gratuity purchasing at wineries: An investigation of the determining factors*. International Journal of Wine Business Research.
- Kumar, S., Calvo, R., Avendano, M., Sivaramakrishnan, K., & Berkman, L. F. (2012). Social support, volunteering and health around the world: Cross-national evidence from 139 countries. *Social Science & Medicine*, 74(5), 696–706.
- Lee, C.-C., & Chen, M.-P. (2020). Do natural disasters and geopolitical risks matter for cross-border country exchange-traded fund returns? *The North American Journal of Economics and Finance*, 51, Article 101054.
- Lee, C.-C., Chen, M.-P., & Peng, Y.-T. (2021). Tourism development and happiness: International evidence. *Tourism Economics*, 27(5), 1101–1136.
- Leeming, J. (2016). *Addressing cultural vulnerabilities in Arctic tourism: Kindness as 'third Space'*. University of Waterloo.
- Lew, A. A., & Ng, P. T. (2012). Using quantile regression to understand visitor spending. *Journal of Travel Research*, 51(3), 278–288.
- Lewbel, A. (2012). Using heteroscedasticity to identify and estimate mismeasured and endogenous regressor models. *Journal of Business & Economic Statistics*, 30(1), 67–80.
- Lin, T.-C. (2007). Economic behavior of restaurant tipping. *Economic Bulletin*, 4(2), 1–10.
- Lynn, M. (2009). Individual differences in self-attributed motives for tipping: Antecedents, consequences, and implications. *International Journal of Hospitality Management*, 28(3), 432–438.
- Lynn, M., & Lynn, A. (2004). National values and tipping customs: A replication and extension. *Journal of Hospitality and Tourism Research*, 28(3), 356–364.
- Parrett, M. (2006). An analysis of the determinants of tipping behavior: A laboratory experiment and evidence from restaurant tipping. *Southern Economic Journal*, 489–514. <https://doi.org/10.2307/20111903>
- Saunders, S. G., & Lynn, M. (2010). Why tip? An empirical test of motivations for tipping car guards. *Journal of Economic Psychology*, 31(1), 106–113. <https://doi.org/10.1016/j.joep.2009.11.007>
- Sharma, N., & Timothy, D. J. (2023). Endurance rituals, performativity and religious tourism. *Annals of Tourism Research*, 100.
- Smith, S. L. (1994). The tourism product. *Annals of Tourism Research*, 21(3), 582–595.
- Torche, F., & Valenzuela, E. (2011). Trust and reciprocity: A theoretical distinction of the sources of social capital. *European Journal of Social Theory*, 14(2), 181–198.
- Trivers, R. L. (1971). The evolution of reciprocal altruism. *The Quarterly Review of Biology*, 46(1), 35–57.
- UNWTO. (2020). *Supporting jobs and economies through travel & tourism—a call for action to mitigate the socio-economic impact of COVID-19 and accelerate recovery*.
- Wang, H. H., Wu, S. Z., & Liu, Y. Y. (2003). Association between social support and health outcomes: A meta-analysis. *The Kaohsiung Journal of Medical Sciences*, 19, 345–351. [https://doi.org/10.1016/S1607-551X\(09\)70436-X](https://doi.org/10.1016/S1607-551X(09)70436-X)
- WDI. (2020). The World Bank Development Indicator. Retrieved 10 January, 2022, from <https://databank.worldbank.org/source/world-development-indicators>.
- Xu, J. B. (2010). Perceptions of tourism products. *Tourism Management*, 31(5), 607–610.

Wung, a PhD Candidate with a burning interest in consumer behavior, tourism studies and the labour market as a whole.

Kountchou holds a PhD in public economics and is a Senior Lecturer of Economics. He is experienced in field studies, especially survey and data analysis.

Nanfosso, a Full Professor of Economics in the University of Dschang - Chancellery, Cameroon. With enormous scientific contributions in various fields such as development economics, labour economics, religion economics, among others.