

Decoding Experiential and Psychological outcomes in Urban Tourism Marketing: a MIMIC approach

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Abstract

This study is using MIMIC analysis to investigate how tourists' demographics and perceived satisfaction from hosts' intercultural competence impact the development of five stand-alone experiential and psychological outcomes in urban destinations, namely self-transformation, self-confirmation, well-being, emotional solidarity with locals and destination anthropomorphization. Findings show that the urban tourists' psychological experiences are predominately influenced by interpersonal, culturally adaptive service interactions, while demographics also play a key differentiated role. Ultimately, the findings confirm the shift in urban tourism from attribute visitation to more emotional-driven, relational and transformative experiences, reflecting recent development in the experiential tourism literature.

Track: Tourism Marketing