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# Impact of Tourist Phygital Experience on Tourist Visit Intention: Role of Parasocial Interaction

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# Research Background

## Industry Context:

While the industry has rapidly adopted technology, it has lagged in understanding the psychological mechanisms that shape tourist responses to phygital experiences. Concepts such as cognitive reappraisal, skepticism, and parasocial interaction are becoming essential for designing emotionally intelligent tourism strategies. This gap between technological innovation and behavioural insight is a key motivation for the research.



# Research Objectives

## Industry Context:

- To examine how tourist phygital experiences influence tourists' intention to visit a destination, reflecting the industry's shift toward hybrid digital–physical engagement.
- To investigate the role of cognitive reappraisal in transforming tourists' emotional responses to phygital experiences into positive visit intentions.
- To analyse the effect of tourist skepticism in the relationship between phygital experience and visit intention, addressing industry concerns about digital mistrust and authenticity.



## Theoretical Framework

The study is grounded in two complementary psychological theories—Parasocial Interaction Theory and Cognitive Dissonance Theory—to explain how tourists process phygital experiences and how these processes shape their intention to visit a destination. The framework integrates emotional, cognitive, and relational mechanisms that operate within phygital tourism environments.

# Research Methodology

- Design: Quantitative
- **Sample**
- . A cross-sectional survey-based approach was used to collect data from tourists who have engaged with phygital tourism content or experiences. 291 valid responses
  - Instrument: Structured survey
- **AMOS** for confirmatory factor analysis.
- **SPSS PROCESS macro** for mediation and moderation testing.
- **Common Method Bias**
- Harman's single-factor test showed no major bias. *"Marker variable technique: ".Common latent factor test*
  - Analysis: SEM (AMOS)
  - Reliability: Cronbach's Alpha; Composite Reliability (CR); Indicator Reliability
  - Validity: Convergent , content , Discriminant,criterion, common method bias



## Key Findings

- The study uncovers several important insights about how phygital tourist experiences shape tourist visit intention, and how emotional and cognitive processes influence this relationship.
- These findings deepen understanding of tourist behaviour in digitally enhanced tourism environments.
- Phygital tourism is effective largely because it evokes emotional responses that tourists can positively reinterpret, leading to stronger visit intentions.
- Skepticism and parasocial interaction—while theoretically relevant—do not significantly alter this process.



## Academic Contribution

Extending Cognitive Dissonance Theory into Phygital Tourism

Introducing Cognitive Reappraisal as a Central Mechanism

Reframing Tourist Skepticism in Digital Environments

Extending Parasocial Interaction Theory to Phygital Tourism

Developing an Integrated Psychological Framework