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Urban tourism attributes and overall satisfaction: An asymmetric impact-performance analysis

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HIGHLIGHTS

- Urban forests and heritage were found to be of both high importance and satisfaction in IPA.
- Asymmetric relationships exist at both aggregate and segment levels.
- The attribute "urban forests" is an excitement factor for visitors.
- IPA patterns are the same when judged by the iso-rating line.
- AIPA shows more variations than similarities at the segment level.

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