

Recurring small-scale event tourist satisfaction, place attachment, involvement, and revisit intentions: A comparison between primary and secondary visitors

Abstract ID: EASM-2015-278/R2 - (709)

All authors:
Fong-Yi Lai, Hsiao-Ling Chen

Date submitted: 2015-03-20

Date accepted: 2015-05-03

Type: Scientific

Keywords: place attachment, satisfaction, behavioral intentions, small-scale event, sport tourists,

Category: 13: Tourism and Leisure Sport Management

Synopsis:

Abstract:

Aim

The primary purpose of this study is to examine the relationship between perceived sport event satisfaction, involvement, place attachment, and future revisit intention in regard to the destination. In particular, this study focuses on examining how different or similar the above-mentioned relationships are between "primary" and "secondary" event visitors.

Background

For the purpose of sustainable tourism, insights on how sport events could generate repeat visitation and a positive image of destinations are critical (Cai, 2002; Kaplanidou, & Vogt, 2007; Taks, Chalip, Green, Kesenne, & Martyn, 2009). Higham (1999) noted different types of sport events attract different groups of tourists; some attract spectators, while others attract competitors (Kaplanidou & Gibson, 2010). Different types of events also generate different segmentation interests and affect the formulation of the marketing strategies and tactics regarding destination tourism (Taks et al., 2009). Furthermore, sport event tourists attend events for different reasons. There are those whose primary purpose is to attend the event (primary event visitors), and those who attend the event because it takes place while they are visiting the destination (secondary event visitors) (Chalip, 2015). Primary and secondary sport event tourists may demonstrate vastly different tourism attitudes and behavior and, therefore, it should be taken into considerations of analyses of sport event tourist data in order to uncover more meaningful analyses and interpretations for marketers.

Although studies on sport event tourists have attracted academic attention,

limited study has been performed on recurring small-scale sport events in a destination, which have been identified by scholars as a potential form of sustainable development of tourism for communities (Gibson, Kaplanidou, & Kang, 2012; Walo, Bull, & Breen, 1996). Recurring events are more likely to encourage repeat visitation (Green, 2001; Taks et al., 2009).

Theory

Tourism studies have increasingly integrated interdisciplinary approaches in order to understand tourists and their relationship with tourism products and the destinations they have visited. Two concepts that have encouraged increased research attention are “involvement” and “attachment” (Chen & Funk, 2010; Kyle & Chick, 2002; Gross & Brown, 2008). Prior research of antecedents and consequences on relationship of place involvement and place attachment were inconsistent.

Method

Research participants in this study are visitors of recurring small-scale sport events (of which competitors may outnumber spectators) (Gibson et al., 2012). Four small-scale sport event tourists (spectators only) of the 2013 Kaohsiung Sport Season Series in Taiwan were chosen, which included volleyball, tennis, marathon, and folk sport events. Survey method is used for data collection involved a questionnaire. Researchers and their assistants distributed and collected the questionnaires at the event sites, of these, 1216 valid questionnaires were collected.

Results

Descriptive analyses showed that primary event visitors and secondary event visitors accounted for 84.5% and 15.5% of the research participants respectively, and 66.3% of these primary event visitors were repeat event visitors. 47.4% of the primary and 39.1% secondary visitors leave the city on the day of the event, and the average length of stay is 2.04 and 2.60 days respectively. In terms of choice of tourism activities, primary and secondary event visitors demonstrated slightly different preferences. A percentage ranking of secondary sport event visitors’ tourism activity choices revealed the following, ranked from high to low: food and cuisine, sightseeing, shopping, art and cultural activities, and others; with a slight difference for primary visitors: food and cuisine, sightseeing, art and culture activities, shopping, and others. The average total expenditure in the city is approximately 135USD for primary visitors and 167USD for secondary visitors.

Hierarchical regressions were performed by using Mplus 7.0. Regression analyses of primary and secondary visitors’ data showed different results. For both groups, place involvement mediated the relationship between event satisfaction and revisit intention; however, this had a stronger effect on secondary visitors. Place attachment mediated the relationship between event satisfaction and revisit intention for the primary visitor group but had no effect on secondary event visitors. Furthermore, for primary visitors, the mediation effect of place attachment was stronger than that of place involvement. Based on the statistical results, it is clear that primary and secondary sport event visitors exhibit different attitudes and behaviors.

Conclusion

Specifically, secondary visitors' perceived satisfaction of the event strengthens their level of place involvement and further influences their revisit intention. However, their revisit intentions are not affected by place attachment. Primary visitors' level of event satisfaction strengthens place involvement and attachment and affects their revisit intention, for which place attachment has a stronger effect. Based on these findings, discussions and marketing implications will be provided.

References:

- Cai, A. (2002). Cooperative branding for rural destinations. *Annals of Tourism Research*, 29 (3) 720-742.
- Chalip, L. (2015). The tourism agencies' and local business actors' perspectives. In M. M. Parent & J.-L. Chappelet (ed.), *Routledge handbook of sports event management* (pp. 248-266). New York: Taylor & Francis.
- Chen, N. & Funk, D.C. (2010). Exploring destination image, experience and revisit intention: A comparison of sport and non-sport tourist perceptions. *Journal of Sport & Tourism*, 15(3), 239–259.
- Gibson, H., Kaplanidou, K., & Kang, S.J. (2012). Small-scale event sport tourism: A case study in sustainable tourism. *Sport Management Review*, 15, 160-170.
- Gross, M. & Brown, G. (2008). An empirical structural model of tourists and places: Progressing involvement and place attachment into tourism. *Tourism Management*, 29(6), 1141-1151.
- Green, B. C. (2001). Leveraging subculture and identity to promote sport events. *Sport Management Review*, 4, 1-19.
- Higham, J. (1999). Commentary—Sport as an avenue of tourism development: An analysis of the positive and negative impacts of sport tourism. *Current Issues in Tourism*, 2(1), 82–90.
- Kaplanidou, K., & Gibson, H. J. (2010). Predicting behavioral intentions of active event sport tourists: The case of a small-scale recurring sports event. *Journal of Sport & Tourism*, 15(2), 163-179.
- Kaplanidou, K. & Vogt, C. (2007). The interrelationship between sport event and destination image and sport tourists' behaviours. *Journal of Sport & Tourism*, 12, 183-206.
- Kyle, G. T. & Chick, G. E. (2002). The social nature of leisure involvement. *Journal of Leisure Research*, 34, 426–448.
- Taks, M., Chalip, L., Green, B.C., Kesenne, S., & Martyn, S. (2009). Factors affecting repeat visitation and flow-on tourism as sources of event strategy sustainability. *Journal of Sport & Tourism*, 14, 121-142.
- Walo, M., Bull, A., & Breen, H. (1996). Achieving economic benefits at local events: A case study of a local sports event. *Festival Management and Event Tourism*, 4, 95-106.