

# FOUR SPORT TOURIST FAN TYPES: 2010 WORLD CUP, FLOW-ON TOURISM AND OTHER ATTRIBUTES

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## Abstract

### Study Purpose

The purpose of this study was to investigate the flow-on tourism of international sport tourists attending the 2010 FIFA World Cup in South Africa. Four types of sport tourist fans were examined (i.e., avid, frequent, casual, and disinterested) to answer the following research questions: (1) are there different patterns of flow-on tourism, and (2) can each fan type be distinguished by demographic and behavioral characteristics?

### Literature Review

A challenge for host communities is to encourage event visitors to participate in a range of activities or flow-on tourism. However, as Faulkner et al. (1998) warned, the potential for flow-on tourism may be limited during the event as most visitors tend to be sport junkies. Likewise, Ritchie (2004) found that interest in other tourist attractions was related to fan type. Avid fans, whose prime motivation was sport, and frequent fans (those with mixed motives) were less likely to participate in non-sport related tourism activities than casual fans whose primary motives were tourism. Gibson et al. (2003) found similar patterns whereby social fans were more likely to take part in other activities than pure sport fans. Such patterns represent a challenge to communities seeking to maximize tourism-related benefits (Garnham, 1996; Taks et al., 2009).

### Method

A stratified random sample of 8422 FIFA World Cup visitors were surveyed in the nine host cities during match days. Every fifth person/group was asked to complete a

self-administered questionnaire. For this study, N=6606 international respondents were included. Of these 73.2% were male, mean age 35.27 years (SD=9.53). Frequencies and multinomial logistic regression were used for data analysis. Sport tourist fan was the dependent variable. Predictor variables included gender, age, education, attendance at matches and other World Cup events, tourist attractions visited, overall destination image, event image, intention to attend next World Cup, willingness to recommend and revisit South Africa, and travel group composition.

### Results and Discussion

When asked about the four sport tourist types 35.3% (n=2216) classified themselves as Avid Fans (main reason for visiting is the football, supporting team, and attend many matches); 59.8% (n=3752) were Frequent Fans (like football, attend some matches also interested in other attractions); 3.2% (n=202) were Casuals (Don't really support a team but will attend a match); and 1.7% (n=105) were Disinterested (no interest in football or attending matches). The results of the multinomial logistic regression show the test of the 2 log likelihood for model fit was  $\chi^2=786.25$  ( $p<.001$ ). This indicates the four types of sport tourist fan can be distinguished by significant predictor variables with an overall correct prediction rate of 63.6%. Avid Fans (predicted group) were distinguished from Disinterested fans (reference group) using log-odds coefficients by more likely to be male ( $\leq .87$ ), higher education ( $\leq .41$ ), attend matches ( $\leq 3.18$ ), attend the next World Cup ( $\leq .57$ ), hold a favorable image of the World Cup ( $\leq .53$ ), not part of a convention ( $\leq -2.16$ ) or visit the National Parks ( $\leq -.70$ ), and no expressed intention to revisit South Africa ( $\leq -.75$ ), but would recommend it to others ( $\leq .60$ ). Frequent Fans (predicted group) were distinguished from Disinterested (reference group) by being male ( $\leq .70$ ), travelling with family ( $\leq 1.00$ ), attend matches ( $\leq 3.11$ ) and other World Cup related events ( $\leq 1.62$ ), they are not part of a convention ( $\leq -1.71$ ), have no interest in shopping ( $\leq -.56$ ), but participated in water based activities ( $\leq 1.33$ ). They intend to be at the next World Cup ( $\leq .59$ ), will recommend South Africa to others ( $\leq .68$ ), but are not likely to visit Africa again ( $\leq -.57$ ). The Casuals (predicted group) were distinguished from the Disinterested (reference group) by attending a match ( $\leq 1.50$ ), taking part in water based activities ( $\leq 1.42$ ), and their willingness to recommend South Africa to others ( $\leq .72$ ).

Different sport tourist fans types were identified at the FIFA World Cup and these fans differed in their event-related motives (Ritchie, 2004). The avid fan epitomized the "sport junky" as suggested by Faulkner et al. (1998) and was interested in little else outside of the stadium. This stands in contrast to the frequent fans for which the trip was a vacation. However, these fans also participated in other World Cup events and tourism activities. Likewise, the Casuals reported participating in other tourist activities. Thus, if flow-on tourism is to be leveraged efforts appear likely to yield more return among visitors who have mixed motives, not just sport. Indeed, Taks et al (2009) found that a desire to learn about the destination was related to flow-on tourism among event spectators. Other good news, for South Africa is that all sport tourists would recommend the country to others, but did not express an intention to return, although Brazil 2014 may benefit.

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