

Original Article

The touristic impact of a sporting event attending to the future intentions of the participants

JOSÉ MIGUEL VEGARA-FERRI¹; EUGENIA MONTESINOS SAURA²; JOSÉ MARÍA LÓPEZ-GULLÓN³; GUILLERMO FELIPE LÓPEZ SÁNCHEZ⁴; SALVADOR ANGOSTO^{5,6}

¹Faculty of Sports Sciences, University of Murcia, SPAIN

Published online: August 31, 2018

(Accepted for publication July 15, 2018)

DOI:10.7752/jpes.2018.s3201

Abstract:

Introduction: Sporting events have become a very important beacon for thousands of sports tourists that move to other locations to participate be it as a spectator or competitor in sporting events, constituting a great opportunity for cities that look to increase their appeal. The localities not only await the arrival of the tourists to participate in the event and get to know the city, but they also find it important to captivate their interest meanwhile they are there so that in future occasions they will visit the city again or recommend a visit. Objective: The goal of this study is to evaluate the touristic impact of an event attending to the future intentions of the participants. Material and method: The sample was made up of 236 subjects (78.4% men and 21.6% women), with an average age of 42.35±8.3 years. To measure the touristic impact, six dimensions (communication, personnel, word of mouth, perception of the destination, satisfaction and future intentions) were analysed in the event. An analysis of correlations and an analysis of conglomerates was carried out combining two methods of estimation (hierarchical and non-hierarchical) of the solution cluster, as well as the ANOVA test to verify the differences between groups and a lineal regression for the prediction of the future intentions. Results: The values of the lineal regression showed that the future intentions (constant=,415) were predicted by the independent variables of perception of destination (B=,610) and satisfaction (B=,312), allowing to predict at 42.1% the dependent variable. Conclusions: The variables perception of destination and satisfaction of the tourists attending the sporting event influence at 42.1% the variance in future intentions to return in the future to the place where the event was held and recommend it to others.

Key words: sports management, touristic impact, sport tourism, future predictions, return probability.

Introduction

Even though the concept of sports tourism seems new, there are historical records which show that already in ancient Greece the inhabitants of the era would move to places far from their habitual residence to participate in sporting events (Bahia and Ávila, 2011). The clearest example can be seen in Olympia in the year 776 B.C., where thousands of people travelled to participate, either as spectators or competitors, in the first Olympic Games of antiquity. Yildiz and Çekiç (2015) considered these movements as the first sports tourism in history.

Nowadays, tourism is one of the largest industries in the world, in Europe it constitutes 10% of the Gross Domestic Product (GNP), meanwhile in Spain it constitutes more than 15% of the GNP (World Travel & Tourism Council (WTTC), 2016a, 2016b) experiencing a constant expansion and diversification in all the touristic sectors.

One of the most highly demanded alternative touristic sectors in the 21st century is the sports sector (Brown, Busser and Baloglu, 2010), which has become a great political, economic, social and cultural phenomenon (Weed and Bull, 2010). It is used to boost the appeal of a place, with the goal of attracting visitors and stimulating the economic growth (Wilson, 2006).

The growth of this sector is largely due to the awareness of the importance of health and the physical condition from the population, as well as the growing increase in the celebration of sporting events by great cities to attract sports tourists (Moon, Kim, Ko, Connaughton and Lee, 2011). The sports tourism sector currently represents 25% of the income of the tourist industry globally (WTTC, 2017).

Within sports tourism there are many typologies, from the participation in sports competitions as an athlete, to the assistance to events as a spectator, becoming in this way one of the first options for the use of free time and leisure in the population (Angosto, 2014; Theodorakis, Kaplanidou and Karabaxoglou, 2015). Sporting events constitute the most important factor in sports tourism, being the type that generates the biggest socio-economic impact and becoming an important option in the tourist attraction of the different localities (Deery, Jago, and Fredline, 2004; Oliveira et al., 2016). These authors emphasise that the tourism of sporting events is

the only category that fulfils the criteria of sports tourism, where the sports activity is the main motivation for travelling.

The relation “sports-tourism” has become an important tourist potential which has not gone unnoticed by companies and public organizations; the celebration of sporting events in different cities helps improve their image with regard to general tourism and because of this it is a growing sector (Allameh, Khazaei, Jaber, Salehzadeh, and Asadi, 2015), always looking to break with the seasonality of the localities celebrating these events in periods of low tourism.

The large increase of sports events can be seen in the difficulty of finding a weekend throughout the year in which an important sports event is not celebrated. Moreover, sports events are diversifying, no longer taking place only on weekends, but also having certain competitions taking place during the week, adapting their timetables to the work period of the assistants of the events. A clear example are the European football and basketball competitions which take place during the week, leaving the weekends for international matches.

Several authors consider sports events as an effective tool to make known a locality (Chalip and Costa, 2005), especially as destination marketing tools for the host countries (Nishio, 2013). The socio-economic benefits which are obtained lead to the intensification of the competitiveness between the different destination wishing to hold the sporting events (Altamira and Muñoz, 2007; Balduck, Maes, and Buelens, 2011; Turco, Riley, & Swart, 2002).

In parallel to the growth in the relationship between tourism and sports there is also the interest between academic and professionals of the sector, the number of research and studies which analyse the relation between tourism-sports, the impact that the organisation of sports events have on the organising locality (Fernández-Allés, 2014; Gammon and Robinson, 2003) and the economic benefits which the public or private investment of said events has on the host city (Duglio and Beltramo, 2017; Hruschka and DaCosta, 2017).

Given the potential that sports tourism has and the benefits that comes with it for the organisers of the event and the host city, it is necessary to evaluate the opinion of the sports tourists about the sports events and their venues.

Many studies have focused on analysing the main predictors of future intentions, these being at the end of a very frequently used chain in the field of event management where the researchers looked for the relations between the quality of service, the perception of the destination, word of mouth, perceived value and satisfaction (Gallarza and Saura, 2006; Jalilvand, Samieie, Dini and Manzari, 2012; Jin, Lee and Lee, 2013; Kim, Park and Kim, 2016; Liu, 2015; Salina and Spring-Han, 2014; Walker, Kaplanidou, Gibson, Thapa, Geldenhuysy Coetzee, 2013).

Learning the future intentions of sports tourists is a key research topic (Jani and Han, 2011). The success of an event, analysing sports tourism, is obtained when tourists have the intention of returning not only to the sports event but also to the destination. Thus, the goal of this study is to evaluate the touristic impact of an event meeting the intentions of returning in the future to the sporting event.

Material and Method

Participants

The sample was made up of a total of 236 participants (78.4% men and 21.6% women), with an average age of 42.35±8.3 years, which participated in a sports event consisting in a popular 10 and a half km marathon race in a coastal town in Northern Spain with a population of 10,000. With regard to the autonomous community of residence of the sports tourists, 43.6% resided in Basque Country, followed by Cantabria, with a 30.9% of the survey respondents, and Castille and Leon with 12.3% of the residents, meanwhile the community of Madrid, Asturias, Valencia, Galicia, La Rioja, Aragon, Andalucía, Navarra, Cataluña and Castilla La Mancha had percentages inferior to 5% of the residents of these autonomous communities among those interviewed. 91.9% used their own vehicle to attend the event from their place of residence.

In terms of the level of education, 53.0% had university studies of which 15.7% possessed postgraduate studies either in the form of a master or doctorate degree, followed by 26.7% with vocational training, 11% with High School studies, and the remaining with elementary or secondary studies. In connection to the employment situation, 77.5% were employed by others, followed by freelance workers with 11.9% and only 3.8% were unemployed, the rest being students with part-time jobs, retirees or pensioners or housewives. Finally, when it comes to the marital status, most were married (58.1%), followed by singles (20.3%) and those living with their partner (15.7%), 5.5% were separated or divorced and only 0.4% were widowed.

Design

The design of the study was transversal and non-experimental, analytic-descriptive with the implementation of a non-probabilistic convenience-based sampling taking into consideration the accessibility of the organisation of the event for the fulfilment of the study among the participants.

Instrument

The Vegara-Ferri (2017) questionnaire was used to measure the touristic impact in sporting events (RETED), made up of 18 items divided in 6 dimensions: i) communication (measures the quality of the information provided by the event and available to the tourists); ii) personnel (evaluates the quality of the administrative personnel and volunteers and their behaviour); iii) word of mouth (values how the choice of the destination influences the opinion and information in the media and internet); iv) perception of the destination (analyses the touristic, cultural and recreational appeal of the locality of the event as a holiday destination); v) satisfaction (responsible for measuring the satisfaction of the tourist by the event and if it has fulfilled the expectations with which the tourist arrived to the host location); and vi) future intentions (allows the evaluation of the intention of the tourists to return in the following years and/or recommend the event or location to colleagues or friends for future editions). The response is a Likert scale with seven options being 1- Completely disagree and 7-Completely agree. The reliability of the questionnaire showed an Cronbach Alpha value of 0.866.

Procedure

The procedure which was carried out was, in the first place, to establish contact with the personnel organising the event who showed interest in the fulfilment of the study. Once their approval was obtained, the survey was sent to them through e-mail. The questionnaire was conducted telematically, sending the questionnaire to the e-mails of the participants who were not residents of the locality of the event, thanks to the lists which the organisers of the sporting event had by carrying out the registrations to the sporting event, and the participants agreed to the conditions which allowed the facilitation of their personal data to a third party with this goal.

The questionnaire was open from 24 hours after the conclusion of the event up until 14 days after the celebration of the sporting event, during this time, the participants could voluntarily access the online questionnaire and complete it anonymously. The data was directly computerised into an Excel sheet and registration errors and response omissions were avoided due to the system not allowing the expedition of the survey unless all the items were answered. The response rate was of 20.4% of total non-local registrations.

Data analysis

The data was analysed using the statistical program SPSS v19.0. A correlation analysis was carried out to observe the relationship between the dimensions and a conglomerate analysis was carried out combining two estimation methods (hierarchical and non-hierarchical) of the solution cluster with the goal of establishing the return probability of tourists to the location of the event. Descriptive statistics (mean, standard deviation, frequencies and percentages) were also carried out, and the ANOVA test with the Turkey statistical for the verification of differences between groups. Finally, a lineal regression was carried out to predict future intentions. The established level of significance was of $p < ,05$.

Results

The results of the relationship between the studied dimensions (Table 1) indicate that they were all connected in a statistically significant way, having stronger connections between the dimensions of perception of destination with satisfaction and future intentions and between these two last variables.

Table 1. Correlations between dimensions of the questionnaire

Dimension	1	2	3	4	5	6
1 Communication	1					
2 Personnel	,298**	1				
3 Word of mouth	,142*	,107	1			
4 Perception of destination	,345**	,422**	,210**	1		
5 Satisfaction	,306**	,481**	,086	,445**	1	
6 Future intentions	,285**	,359**	,197**	,626**	,432**	1

Note: * $p < ,05$; ** $p < ,01$

The results of the analysis cluster show the existence of 3 differentiated groups (Table 2). Cluster 1 (n=80) were tourists with “very high probability of returning” presenting high scores in all the variables, apart from perception of destination. Cluster 2 (n=92) had the interviewees with “high-mid probability of returning” obtaining mid scores in word of mouth, perception of destination, satisfaction and future intentions. Lastly, Cluster 3 (n=64) were tourists with “mid-low probability of returning” with mid or low scores in all the evaluated dimensions. The results associated to the touristic impact according to the return probability appear in Table 2 and established that the dimensions of future intentions, personnel and satisfaction were the most valued by all the groups.

On the contrary, the dimension of “Word of mouth” obtained the worst scores in all the groups, having scores below 5 points meanwhile the rest of the dimensions were above this score.

Table2. Results of the dimensions according to the return probability.

Variables	Cluster 1 (n=80)	Cluster 2 (n=92)	Cluster 3 (n=64)	F	p
Communication	6,35(±0,68)	5,94(±0,69)	6,08(±0,72)	7,376	,001*
Personnel	6,80(±0,37)	6,34(±0,58)	6,49(±0,84)	12,707	,001* [†]
Word of mouth	4,70(±1,68)	4,49(±1,42)	4,27(±1,74)	1,305	,273
Perception of destination	6,52(±0,64)	6,59(±0,83)	6,54(±1,15)	31,178	,001* [†]
Satisfaction	6,69(±0,46)	6,22(±0,60)	6,21(±0,86)	13,937	,001* [†]
Future intentions	7,00(±0,00)	5,64(±0,41)	5,27(±1,52)	90,828	,001* ^{^†}

*Sig. Cluster 1 with Cluster 2; ^Sig. Cluster 2 with Cluster 3; †Sig. Cluster 1 with Cluster 3.

(Fuente: elaboración propia).

The results of the lineal regression (Table 3) showed that the model had a good correlation level with a value of $r=,649$, with a variance of the future intentions dependence variable of 42.1%. The ANOVA test showed significant levels of the regression model making its eligibility suitable. The Durbin-Watson test obtained suitable values close to 2.

Table 3. Summary of the regression model.

Model	R	R ²	R ² adjusted	Estimated error	Durbin-Watson
1	,649	,421	,416	,84415	1,662
	Sum of squares	df	Square Mean	F	Sig.
Regression	120,714	2	60,357		
Residues	166,035	233	,713	84,7	,000
Total	286,749	235			

Note: predictors (perception of destination and satisfaction); dependent variable (future intentions).

The lineal regression values (Table 5) obtained that the future intentions dimension was explained by the constant ($\beta=,415$; $t=0,777$; $p=,438$) and the variables of satisfaction ($\beta=0,312$; $t=3,43$; $p=,05$) and perception of destination ($\beta=0,610$; $t=9,719$; $p<,05$), allowing a prediction of 42.1% of the variance of the future intentions dependent variable. The resulting formula was: future intentions = 0.415 + 0.610 perception of destination + 0.312 satisfaction.

Table 4. Coefficient of lineal regression according to future intentions.

Model	Non-standardized coefficients		Standardized coefficients	T	Sig.	Correlations			Statistical colinearity	
	B	Standard Error	B			ZValue	Partial	Part	Tol	VIF
(Constant)	,415	,535		,777	,438					
1 Perception of destination	,610	,063	,541	9,719	,000	,626	,537	,485	,802	1,247
Satisfaction	,312	,091	,191	3,430	,001	,432	,219	,171	,802	1,247

Note: Dependent variable (future intentions)

Discussion

The goal of this study was to evaluate the touristic impact of an event meeting the future intentions to return to the sporting event and location. The correlation results indicated that all the dimensions were linked in a significant manner, highlighting the connections between the dimensions of perception of destination, satisfaction and future intentions, which showed the highest values. These links may relate to the fact that subsequently not only the dimension of perception of destination but also the dimension of satisfaction was the

only two predicting variables of future intention of the participants returning to or recommending the event to other people.

The personnel dimension also obtained suitable correlations to the dimensions of perception of destination, satisfaction and future intentions. Bodet (2006) stated that human resources are a very relevant factor for obtaining high quality in sporting services. This may be due to personal attention and volunteer labour being aspects that can mark the difference between success and failure in a sporting event and which help to improve the image of the event as well as that of the location as a touristic-sportive destination. Other studies had previously found a relation between future intentions and the perception of the destination, being considered in a great number of studies as one of the factors that can influence the choice of destination by tourists (Beerli and Martin, 2004; Byon and Zhang, 2010; Hallmann, Zehrer and Müller, 2015) and satisfaction (Crespo, 2011).

The quality of personnel and the communication of the event are elements which should be largely taken into consideration (Kaplanidou and Vogt, 2007; Moon, et al., 2011) by any service or sporting event, as participants or tourists often pay special attention to these two aspects: communication when considering all the information or news related to the event or host place will help the individual's organization before and during the event, in terms of personnel, both by part of the administration and the volunteers, who are the ones most in contact with the participants and public at any moment of the development of the sporting event.

The word of mouth dimension is relatively recent in its consideration as an aspect to be valued (Córdova-Morán and Freixa, 2017; Jalilvandet et al., 2012; Marinkovic, Senic, Ivkoc, Dimitrovski and Bjelic, 2014; Miao, 2015) in events, sporting or otherwise, as it will play an important part in current society with the use of new technologies, where electronic word of mouth is increasingly acquiring greater interest by part of professionals and researchers, as the comments of tourists or participants in forums, chats or social networks may have a big influence in the future behaviour of others.

The lineal regression analysis established that the dimensions which showed the greatest influence when determining the future intention of the athlete returning to the event in future editions or recommending it to friends and/or family were perception of destination and satisfaction. The existence of a positive perception of the destination increases the intention of returning in the future for holidays (Assaker, Vinzi and O'Connor, 2011), supported by other studies, like those by Dolnicar and Grün (2013) or Qu, Kim and Im (2011) who stated that the global image of a location as a touristic destination may have a great impact in the intention of returning to the same destination in the future. When it comes to satisfaction, Assaker and Hallak (2013) indicated that the level of satisfaction of tourists with a destination increases the intention of returning in the short- and long-term. Ultimately, proper attention should be given to satisfaction as it is an element which has a great influence when determining intentions to return, since when the participant leaves completely content and satisfied not only with the obtained results but also with the organization of the event, it will be a factor which makes an important difference when deciding if they will want to return or not.

Conclusions

The main conclusions obtained from this study are that all the dimensions are related in a significant manner, meanwhile the conglomerate analysis showed that group 1 which presented a greater predisposition towards returning to the event had the majority of the participants whereas there were significant differences with regard to the other groups in all the dimensions excluding that of word of mouth. Finally, the perception of the destination and satisfaction of the tourists attending the sporting event had an influence of 42.1% in the variance of the future intentions of these tourists returning to the location hosting the event in future editions and recommending it to others.

Among the limitations of the study there is the type of sampling which was carried out, since convenience samplings prevent the generalisation of the results, however this study lies within a pilot study used to validate the instrument used and which will serve as a basis for a future research project with suitable sampling once the validation of this instrument has finalised. Another limitation was the voluntary response by part of the population subjected to study, since by doing it through a telematic manner and despite having the administration of the event provide information about it before its execution, not everybody checked their e-mail to answer the questionnaire.

This study helps Public Administrations along with the organisers of events to know the aspects which capture the attention of participants when participating in a sporting event in a certain location from a touristic point of view, as it is more and more common for the sporting events to extend their benchmark beyond the local or regional realm, becoming appealing to participants from outside who look to take advantage of their participation in the event as a way to have a holiday staying longer in the location. Future research would be the carrying out of studies applied to random sampling which would help in the generalisation of the obtained results, being able to do this in a longitudinal manner verifying the existing evolution according to the improvement of those aspects which generate expectation in the participants, as well as establishing the profile of users which go to sporting events taking advantage to do sports tourism.

References

- Alegre, J. y Cladera, M. (2009). Analysing the effect of satisfaction and previous visits on tourist intentions to return. *European Journal of Marketing*, 43(5/6), 670-685.
- Allameh, S., Khzaei, J., Jaber, A., Salehzadeh, R. y Asadi, H. (2015). Factors influencing sport tourists' revisit intentions: The role and effect of destination image, perceived quality, perceived value and satisfaction. *Asia Pacific Journal of Marketing and Logistics*, 27(2), 191-207.
- Altamira, R. y Muñoz, X. (2007). El turismo como motor de crecimiento económico. *Anuario jurídico y económico escorialense*, (40), 677-710.
- Angosto, S. (2014) *Diseño y validación de un cuestionario sobre calidad percibida en eventos deportivos populares (CAPPEP)*. Trabajo de Fin de Máster. Murcia: Universidad de Murcia.
- Assaker, G. y Hallak, R. (2013). Moderating effects of tourists' novelty-seeking tendencies on destination image, visitor satisfaction, and short-and long-term revisit intentions. *Journal of Travel Research*, 52(5), 600-613.
- Assaker, G., Vinzi, V. E. y O'Connor, P. (2011). Examining the effect of novelty seeking, satisfaction, and destination image on tourists' return pattern: A two factor, non-linear latent growth model. *Tourismmanagement*, 32(4), 890-901.
- Bahia, C. y Ávila, M. (2011). Los eventos deportivos y el desarrollo turístico en Ilhéus-Bahia-Brasil. *Estudios y perspectivas en turismo*, 20(1), 171-189.
- Balduck, A., Maes, M. y Buelens, M. (2011). The social impact of the Tour de France: Comparisons of residents' pre-and post-event perceptions. *European Sport Management Quarterly*, 11(2), 91-113.
- Beerli, A. y Martin, J. D. (2004). Factors influencing destination image. *Annals of tourism research*, 31(3), 657-681.
- Bodet, G. (2006). Investigating customer satisfaction in a health club context by an application of the tetraclasse model. *European Sport Management Quarterly*, 6(2), 149-165.
- Brown, C., Busser, J. y Baloglu, S. (2010). Sport tourists in a gaming destination: Predicting gaming and nongaming expenditure. *UNLV Gaming Research & Review Journal*, 14(2), 59-68.
- Brown, G., Essex, S., Assaker, G. y Smith, A. (2017). Event satisfaction and behavioural intentions: examining the impact of the London 2012 Olympic Games on participation in sport. *European Sport Management Quarterly*, 17(3), 331-348.
- Byon, K. y Zhang, J. (2010). Development of a scale measuring destination image. *Marketing Intelligence & Planning*, 28(4), 508-532.
- Chalip, L. y Costa, C. (2005). Sport event tourism and the destination brand: Towards a general theory. *Sport in Society*, 8(2), 218-237.
- Córdova-Morán, J. y Freixa, P. (2017). Turismo, web 2.0 y Comunicación Interactiva en América Latina. Buenas prácticas y tendencias. *International Journal of Information Systems and Tourism (IJIST)*, 2(1), 17-34.
- Crespo, J. (2011). *Los eventos deportivos: Calidad de servicio, valor percibido y satisfacción de los espectadores*. [Tesis doctoral no publicada]. Valencia, España: Universidad de Valencia.
- Deery, M., Jago, L. y Fredline, L. (2004). Sport tourism or event tourism: are they one and the same?. *Journal of Sport & Tourism*, 9(3), 235-245.
- Dolnicar, S. y Grün, B. (2013). Validly measuring destination image in survey studies. *Journal of Travel Research*, 52(1), 3-14.
- Dongfeng, L. (2013). Major sports events, destination image and intention to revisit from the foreign tourist's perspective. *International Journal of Sports Marketing and Sponsorship*, 14(3), 23-34.
- Duglio, S. y Beltramo, R. (2017). Estimating the economic impacts of a small-scale sport tourism event: The case of the Italo-Swiss mountain trail CollonTrek. *Sustainability*, 9(3), 343-360.
- Fernández-Alles, M. T. (2014). El impacto turístico de los eventos deportivos: un estudio de caso. *Cuadernos de turismo*, 33.
- Gallarza, M. y Saura, I. (2006). Value dimensions, perceived value, satisfaction and loyalty: an investigation of university students' travel behaviour. *Tourism management*, 27(3), 437-452.
- Gammon, S., y Robinson, T. (2003). Sport and tourism: A conceptual framework. *Journal of Sport Tourism*, 8(1), 21-26.
- Hallmann, K., Zehrer, A. y Müller, S. (2015). Perceived destination image: An image model for a winter sports destination and its effect on intention to revisit. *Journal of Travel Research*, 54(1), 94-106.
- HruschkaCampestrini, G. y DaCosta, L. (2017). A pesquisa de impacto econômico como subsídio para as tomadas de decisãoemgestão de eventos esportivos: estudo de caso do X Games Brasil 2013. *Movimento*, 23(2).
- Jalilvand, M., Samiei, N., Dini, B. y Manzari, P. (2012). Examining the structural relationships of electronic word of mouth, destination image, tourist attitude toward destination and travel intention: An integrated approach. *Journal of Destination Marketing & Management*, 1(1), 134-143.
- Jani, D. y Han, H. (2011). Investigating the key factors affecting behavioral intentions: evidence from a full-service restaurant setting. *International Journal of Contemporary Hospitality Management*, 23(7), 1000-1018.

- Jin, N., Lee, H. y Lee, S. (2013). Event quality, perceived value, destination image, and behavioral intention of sports events: The case of the IAAF World Championship, Daegu, 2011. *Asia Pacific Journal of Tourism Research*, 18(8), 849-864.
- Kaplanidou, K. y Vogt, C. (2007). The interrelationship between sport event and destination image and sport tourists' behaviours. *Journal of Sport & Tourism*, 12(3-4), 183-206.
- Kim, S., Park, J. y Kim, W. (2016). The mediating effect of destination image on the relationship between spectator satisfaction and behavioral intentions at an international sporting event. *Asia Pacific Journal of Tourism Research*, 21(3), 273-292.
- Liu, D. (2015). The image impact of mega-sporting events perceived by international students and their behaviour intentions. *International Journal of Sports Marketing and Sponsorship*, 16(2), 22-36.
- Marinkovic, V., Senic, V., Ivkov, D., Dimitrovski, D. y Bjelic, M. (2014). The antecedents of satisfaction and revisit intentions for full-service restaurants. *Marketing Intelligence & Planning*, 32(3), 311-327.
- Miao, Y. (2015). The Influence of Electronic-WOM on Tourists' Behavioral Intention to Choose a Destination: A case of Chinese Tourists Visiting Thailand. *AU-GSB e-JOURNAL*, 8(1), 1-19.
- Moon, K., Kim, M., Ko, Y., Connaughton, D. y Lee, J. (2011). The influence of consumer's event quality perception on destination image. *Managing Service Quality*, 21(3), 287-303.
- Nishio, T. (2013). The impact of sports events on inbound tourism in New Zealand. *Asia Pacific Journal of Tourism Research*, 18(8), 934-946.
- Oliveira Santos, T., Correia, A., Biscaia, R., Araújo, C., Mulatinho de Queiroz Pedroso, C. A., Mucio Stinghen, F., ... y Gomes de Menezes, V. (2016). A qualidade da copa do mundo da Fifa Brasil 2014 nascidadesede. *Movimento*, 22(2).
- Pratt, S. y Chan, W. S. (2016). Destination image and intention to visit the Tokyo 2020 Olympics among Hong Kong Generation Y. *Journal of China Tourism Research*, 12(3-4), 355-373.
- Qu, H., Kim, L., y Im, H. (2011). A model of destination branding: Integrating the concepts of the branding and destination image. *Tourism management*, 32(3), 465-476.
- Quintal, V. A. y Polczynski, A. (2010). Factors influencing tourists' revisit intentions. *Asia Pacific Journal of Marketing and Logistics*, 22(4), 554-578.
- Salina, A. y Spring-Han, H. (2014). Sports Centric Tourism: Who Travels to Mega Sports Events?. *International Journal of Tourism Sciences*, 14(2), 81-110.
- Theodorakis, N., Kaplanidou, K. y Karabaxoglou, I. (2015). Effect of event service quality and satisfaction on happiness among runners of a recurring sport event. *Leisure Sciences*, 37(1), 87-107.
- Turco, D., Riley, R. y Swart, K. (2002). *Sport tourism*. Morgantown, WV: Fitness Information Technologies.
- Vegara-Ferri, J. M. (2017). *Diseño y validación de un cuestionario sobre la repercusión turística de los eventos deportivos (RETED)* [Trabajo de Fin de Máster]. Murcia, España: Universidad de Murcia.
- Walker, M., Kaplanidou, K., Gibson, H., Thapa, B., Geldenhuys, S. y Coetzee, W. (2013). Win in Africa, With Africa: Social responsibility, event image, and destination benefits. The case of the 2010 FIFA World Cup in South Africa. *Tourism management*, 34, 80-90.
- Weed, M. y Bull, C. (2010). Sport Tourism: participants, policy and providers. *Journal of Sport Tourism*, 15(2), 181-184.
- Wilson, R. (2006). The economic impact of local sport event: significant, limited or otherwise? A case study of four swimming events. *Managing Leisure*, 11(1), 57-70.
- World Travel and Tourism Council (2017). *Travel and Tourism Economic Impact 2017 World*. World Travel and Tourism Council. London, United Kingdom: WTTC.
- World Travel and Tourism Council (2016a). *Travel and Tourism: Economic Impact 2016: Spain*. London, United Kingdom: WTTC.
- World Travel and Tourism Council (2016b). *Travel and Tourism: Economic Impact 2016: World*. London, United Kingdom: WTTC.
- Yildiz, Z. y Çekic, S. (2015). Sport Tourism and its History and Contribution of Olympic Games to Touristic Promotion. *International Journal of Science Culture and Sport*, (4), 326-337.