

INSTITUTO UNIVERSITÁRIO DE LISBOA

The Role of Peripheral Services in Esports Tourism in Driving Participation and Recommendations

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ABSTRACT

This study explores the emerging field of esports tourism, focusing on the experiences, motivations, and expectations of esports tourists. Esports tourism involves travel centred around competitive video gaming events, attracting a diverse audience of players, fans, and stakeholders. Using a mixed-methods approach that combines qualitative interviews with a quantitative survey, this research identifies key factors influencing the satisfaction and behaviour of esports tourists, such as event authenticity, community engagement, and the quality of peripheral services. The findings suggest that while traditional tourism factors like hospitality and amenities are important, the unique cultural and community experiences associated with esports events play a crucial role in enhancing visitor satisfaction and the intention to participate. Additionally, the study highlights the significance of esports events in fostering community and cultural connections, offering insights into the potential growth and development of esports tourism. This research contributes to the growing body of literature by providing a comprehensive understanding of the esports tourist experience and the dynamics shaping this niche tourism sector.

Keywords: esports tourism, peripheral services, visitor satisfaction, event authenticity

JEL Classification System: Z32; Z33;

RESUMO

Este estudo explora o campo emergente do turismo de esports, com foco nas experiências, motivações e expectativas destes turistas. O turismo de esports envolve viagens centradas em eventos de videojogos competitivos, atraindo um público diversificado de jogadores, fãs e outros stakholders. Utilizando uma abordagem de métodos mistos, que combina entrevistas qualitativas com um inquérito quantitativo, esta investigação identifica os principais fatores que influenciam a satisfação e o comportamento dos turistas de esports, tais como a autenticidade do evento, o envolvimento da comunidade e a qualidade dos serviços periféricos. Os resultados sugerem que, embora fatores tradicionais de turismo como hospitalidade e comodidades sejam importantes, as experiências culturais e comunitárias únicas associadas aos eventos de esports desempenham um papel crucial no aumento da satisfação dos visitantes e da intenção de participar. Adicionalmente, o estudo destaca a importância dos eventos de esports na promoção de conexões comunitárias e culturais, oferecendo perceções sobre o potencial crescimento e desenvolvimento do turismo de esports. Esta investigação contribui para o crescente corpo de literatura neste domínio, ao proporcionar uma compreensão abrangente da experiência do turista de esports e das dinâmicas que moldam este setor de turismo de nicho.

Palavras-chave: Turismo de desportos eletrónicos; Serviços periféricos; Satisfação dos visitantes; Autenticidade de eventos;

Sistema de Classificação JEL: Z32; Z33;

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1. INTRODUCTION

1.1 Context and relevance

This study examines the growing niche of esports tourism, focusing on the dynamics and experiences of esports tourists. Esports tourism involves travel centred around competitive video gaming events, attracting players, fans, and various stakeholders to specific destinations. The context of this study is set against the backdrop of increasing interest in esports and its potential as a tourism market. Host destinations for esports events can be viewed as self-contained communities, which, akin to Porter's (2000) concept of clusters, benefit from a concentration of knowledge and resources. Such clustering can enhance the productivity of local businesses catering to esports fans, foster the creation of new esports tourism. Understanding the needs and preferences of esports tourists is crucial for bridging the knowledge gap in this field. This research is particularly relevant for stakeholders aiming to serve this market segment effectively, as it provides insights into the preferences and needs, of esports tourists. By focusing on the tourist experience and expectations, the study aims to offer strategic recommendations for enhancing the overall attractiveness of esports tourism.

1.2 Research aim

The primary aim of this research is to explore the characteristics, preferences, and expectations of esports tourists to better understand their experiences and satisfaction. The study seeks to identify key factors that influence the experience of esports tourists, including their motivations, behaviours, and the aspects of events that contribute to their overall satisfaction. By employing a mixed-methods approach—combining qualitative interviews with

a quantitative survey—the research intends to provide a comprehensive understanding of the various dimensions of esports tourism. This multidimensional perspective aims to help stakeholders develop strategies that enhance both the economic benefits of esports tourism and ensure cultural integration.

1.3 Dissertation structure

The present Master's Thesis is structured as a "Dissertation" and is divided into eight major chapters, as shown in Figure 1.1. The first chapter, Introduction, aims to introduce the topic of study, provide contextualisation, and establish its relevance. The second chapter, Literature Review, lays the groundwork for the research by exploring the key concepts pertinent to the study. The third chapter presents and explains the Conceptual Model of this

research. The Overview of the Studies chapter provides a summary of the three empirical studies detailed in the thesis: Chapter Five (Study 1), Chapter Six (Study 2), and Chapter Seven (Study 3). Each study includes sections on Methods, Procedure, Results, and Discussion to thoroughly examine the research process and findings. Finally, the eighth chapter, Conclusion, synthesises the main findings, discusses the limitations of the research, and proposes suggestions for future research.



Figure 1.1 – Dissertation's Structure

Source: Own elaboration

2. LITERATURE REVIEW

2.1 Defining esports tourism

Although still in its early stages, esports, also referred to as electronic sports, cybersports, or virtual sports, already has a variety in its definitions. Simply said, esports are organised video game competitions where players form teams and compete (Funk et al., 2018). The definition of esports has evolved over time, reflecting its changing nature and its growing acceptance in society. Early definitions in the 1990s and 2000s focused on esports as simply "playing video games" (Scholz, 2019). In the first decade of the 21st century, with the rise of professional esports tournaments, the definition shifted towards the competitive aspect, and esports got to be defined as organised competition in video games (Jenny et al., 2017; Marelić & Vukušić, 2019). In this period, the debates about whether esports should be considered a sport emerged, where some highlighted the physical and mental requirements, while others rejected this due to lack of physical activity (Hallmann & Giel, 2018). These days, esports is accepted as a professional sport and global esports market holds significant value, currently exceeding one billion US dollars, with projections suggesting it could grow to three billion by 2025 (Kolawole, 2020). Definitions now emphasize the organised nature, competitive spirit, skill, and high level of professionalism (Jenny et al., 2017). These changes in definitions reflect not only the evolution of esports but the shifting social acceptance of video games and their impact.

Esports is studied academically across multiple disciplines, such as psychology, law, medicine, management, and business. Within the tourism industry, esports is recognised as a unique form of tourism, often characterised as travel centred around competitive video gaming events. These events attract players, fans, and various stakeholders to specific destinations, boosting the local economy through spending on hotels, meals, entertainment, and local attractions of the event host destination (Çavuş, 2020). This trend highlights the economic potential of esports tourism. As esports events prioritise creating a special and memorable experience for attendees (Çetin & Coşkuner, 2021), host cities gain significant exposure.

2.2 Peripheral services of esports tourism

Peripheral service contains service elements that are peripheral to the main, core service, but are important in raising the overall attraction to the offer (Celsi & Olson, 1988). In professional sports, including esports, peripheral service quality is essential for maintaining customer satisfaction especially when the core service, such as the game itself, does not meet expectations (Huang & Kim, 2023). This approach to service management, which incorporates

key constructs like hospitality, attractions, amenities, transport, and entertainment, is important for enhancing customer loyalty and satisfaction (Padlee et al., 2019). In the case of esports events, besides the main competition, fans also engage in a variety of additional activities at the venue, but also outside of it, enhancing the overall entertainment experience.

A comprehensive review of literature reveals a noticeable gap in research specifically addressing hospitality service within the context of esports tourism. While the broader field of esports tourism has become more popular, particularly due to its status as a growing trend within the hospitality and tourism industry (Kim et al., 2020; Çavuş, 2020), the discussion of hospitality service remains briefly mentioned throughout the literature, appearing as a secondary or tangential point in works primary focused on other aspects of this field. This highlights the potential for a more focused examination of how hospitality service can influence and be influenced by esports tourism experiences.

A couple of studies mention good-quality hospitality services as necessary in improving visitors' experience at esports events (Olimov, 2024; Jung et al., 2024). While Olimov's (2024) study focused on the integration of esports events as a tourism offering in Ecuador, and Jung et al. (2024) focused on enhancing audience engagement at esports events, both authors acknowledged the crucial role of hospitality services in enhancing visitor experience within the context of esports tourism. This aligns with Leon et al.'s (2022) and idea that hospitality is important to tourists' event experience. Olimov (2024), Jung et al. (2024), and Zhang et al. (2022) agree that hospitality services affect how visitors view the event and their chances of coming back. Both studies stress the importance of providing comfortable accommodations close to event venues. Olimov (2024) points out that these accommodations support the well-being of attendees by allowing them many opportunities to rest, thereby enriching their experience at the event. On the other hand, Jung and colleagues (2024) emphasize the convenience of lodging that facilitates easy access to the event, ensuring attendees can relax and refresh themselves before and after event. Comprehensive on-site amenities such as catering, transportation, and efficient customer support including clear directional signage and organised services are essential for catering to the varied preferences of attendees (Olimov, 2024; Jung et al., 2024). These services ensure that the event experience is smooth and pleasant, reducing stress levels among attendees while improving the overall appeal of the event. While these studies acknowledge the role of hospitality services in esports tourism, they do not explore if these services specifically cater to the unique needs of esports fans. Since esports tourism brings more people to hotels and restaurants (Leon et al., 2022), there is a need to better understand what esports fans need from hospitality services. This gap suggests a significant opportunity for research into specific hospitality requirements that could enhance the esports fan experience.

Recognizing that transportation is a key service quality of peripheral attractiveness, Masłowski and Karasiewicz (2021) offer a pioneering exploration of transportation habits among esports fans. Based on a sample of 172 respondents, all actively interested in esports and who had participated in esports tourism several times, their findings reveal a preference for car travel (48%), followed by train (31%), to esports events, with travel times usually ranging between one to six hours. This study does not specify the nationality of the respondents, a key demographic for tourism-related businesses, which is a notable limitation. The overrepresentation of young, male participants (96%) is another limitation, though it provides valuable insights into the key demographic. Further research with a more balanced sample would enhance the understanding of travel patterns within the esports community. While the peripheral service of transportations is frequently acknowledged as an extension of the core product offering, alongside amenities such as food, beverages, and lodging, no prior research has undertaken a detailed exploration of transportation of esports fans like it is presented in the study of Masłowski and Karasiewicz (2021). However, esports tourism's attractiveness extends beyond transportation and accommodation.

A study conducted in Vietnam found that gaming cafes go beyond simply offering an escape, becoming integrated into the local culture and everyday life (McCauley et al., 2020). Recognising this existing infrastructure and importance to fans, even outside of esports events, is key for local businesses and hospitality providers. By catering to these needs, they can enhance the overall attractiveness of esports tourism destinations. Another study found that a significant portion of esports event attendees prioritised dining experiences (Masłowski & Karasiewicz, 2021). The study, while reliant on a remote survey methodology with limitations in sample diversity and potential bias due to pandemic, nonetheless offered valuable insights. The study also found that esports tourists go to restaurants more than cultural or historical sites, highlighting preference for leisure activities beyond just the event (Masłowski & Karasiewicz, 2021). This supports the idea that esports tourism experiences encompass more than just the event, and that esports tourists seek out additional experiences like dining. Supporting the concept of gaming cafes integrating into the local scene, these cafes can cater to esports tourists' desire for experiences like dining, thereby enhancing the overall attractiveness of the destination (Masłowski & Karasiewicz, 2021). Further research that replicates this study with a more representative sample is to confirm these findings and gain knowledge of esports tourists' preferences across various age groups, genders, and educational backgrounds. This would allow for the development of more targeted hospitality offerings.

2.3 Community, experience, authenticity, and participation in esports tourism

The core aspect of esports tourism consumption is the act of participating in esports events (Hua et al., 2023). Research shows that a positive experience watching esports is key to attracting and retaining viewers, regardless of their past exposure (Jialing et al., 2023), and that exposure to others' participation in esports tourism, particularly through social circles, may influence an individual's intention to participate themselves (Leon et al., 2022). The entertainment value, combined with social and informational factors, and the unique features of esports, keeps people engaged (Jialing et al., 2023; Rietz & Hallmann, 2023). Esports tourism offers a unique experience that fosters a desire to attend events due to the live atmosphere and opportunities for fan connection (Sjöblom et al., 2020; Riatti & Thiel, 2022). A recent study revealed that general reasons for attending events need to be considered alongside specific details to truly understand what motivates esports fans (Pu et al., 2022). While traditional games once fostered social bonds and competitive spirit, esports have become a major platform for these interactions today (Erdoğan et al., 2018). This social aspect, including connecting with other fans and experiencing the excitement of live competitions, creates a strong appeal to participate in esports tourism and recommend it to others (Riatti & Thiel, 2022).

Likewise, there is a strong correlation between the presence of star players and intentions to attend esports events (Thompson et al., 2022; Funk et al., 2018). Similar to traditional sports, where star athletes motivate attendance, esports fans are drawn to the opportunity to witness their favourite professional gamers compete in-person (Funk et al., 2018; Erdoğan et al., 2018). This reinforces the influence of celebrities in shaping visitor experiences and driving participation in events (Thompson et al., 2022). Thompson et al. (2022) also highlight the role of online fan communities, which help fostering a sense of belonging, therefore becoming a desire to participate (Bilro & Loureiro, 2023; Bilro et al., 2019; Loureiro et al., 2020). This sense of community is a critical aspect of the visitor experience, enhancing the perceived value and overall enjoyment of attending esports events in person. However, while the study offers valuable insights, we have to consider a fact that the research was conducted during the COVID-19 pandemic, which could have influenced participants' responses regarding travel intentions and event attendance enthusiasm. This limitation highlights the need for future research that considers the impact of factors beyond the pandemic on travel intentions. Furthermore, while Thompson et al. (2022) highlight the importance of online communities, they mention but do not explore the potential benefits of creating online forums specifically for attendees to connect. Lee and Hyun (2015) suggest such platforms could foster connections and enthusiasm, but further research is needed to determine if this approach effectively motivates attendance among fans who already have established online communities (Duglaroglu, 2023). Adding to this point, one research suggests that reinforcing existing community engagement might be a stronger motivator for esports fans than forging entirely new social interactions (Sjöblom et al., 2020).

Expanding on the factors influencing esports event attendance, Jialing et al. (2023) build upon the work of Thompson et al. (2022) by emphasising the importance of fan experience. Consumer engagement encompasses emotional, cognitive, and behavioural dimensions (Rosado-Pinto et al., 2020; Bilro & Loureiro, 2020; Bilro et al., 2023), all of which play a crucial role in shaping attendee satisfaction and the likelihood of returning to future events. Thompson et al. (2022) suggest that attendee satisfaction and the desire to return for future events are linked to the opportunities for interaction and engagement with other fans at the event itself. By providing dedicated social spaces and esports activities, further research is needed to determine the optimal offerings to maximize attendee interaction, satisfaction, and potential tourism and hospitality benefits.

Jialing et al. (2023) introduces the concept of event authenticity in the context of esports tourism. They argue that events that incorporate unique local resources and offer experiences that are difficult to replicate by other events can create a stronger connection with the host destination. This perceived authenticity enhances the value of attending the event (Jialing, et al., 2023). For example, an esports tournament held in a historic location or featuring local cultural elements can create a more memorable and genuine experience for fans. Additionally, the study suggest that providing a unique atmosphere and exclusive activities can further contribute to this sense of authenticity (Jialing et al., 2023). It is important to note that the success of incorporating local elements into esports tourism depends on their relevance to the esports audience, aligning the event's offerings with the interests and cultural backgrounds of this demographic to enhance engagement and satisfaction (Carlsen et al., 2010). Striking a balance between celebrating local culture and maintaining the core appeal of the esports event is crucial. Moreover, a study found that factors like a city's attractions, and affordable accommodation significantly influence where esports tourists choose to attend events (Leon et al., 2022). A relevant example of this is Malta, which has actively embraced esports tourism as part of its broader strategy to promote itself as a destination. Through its collaboration with the Electronic Sports League (ESL), Malta has sought to leverage esports to attract visitors by hosting prestigious tournaments (Business Today, 2022). This partnership not only enhances Malta's presence in the global esports scene but also attracts younger tourists and businesses to the island. In line with the principles of event authenticity, these events capitalize on Malta's unique characteristics and growing infrastructure to create a distinctive atmosphere that appeals to esports audiences. Additionally, the Malta Tourism Authority (MTA) recognizes the value of such initiatives in promoting tourism during off-peak seasons, making esports events a vital part of the country's cultural and economic strategy (TVM News, 2018). By doing so, Malta effectively combines its rich local resources with the growing appeal of esports tourism.

Esports events can be seen as a form of "edutainment," intentionally blending and maximising both the entertaining and learning aspects for fans (Dilek, 2019). Fans get to witness the best players compete, potentially meet their idols, connect with a community of like-minded fans, and even deepen their knowledge of the games and esports scene itself (Dilek, 2019). Esports events provide a virtual-place attachment, making them culturally significant, meaningful, and informative (Feng et al., 2022). Simply, esports events are the modern version of social activities that fulfil these combined needs (Dilek, 2019).

3. CONCEPTUAL MODEL

To understand esports tourism, we need a conceptual model that considers the factors influencing tourist experience. This model explores how elements like peripheral services, community engagement, visitor experience, and event authenticity impact the satisfaction and behaviours of esports tourists. Clusters can help destinations identify strategies to better cater to the needs of the growing esports market. The conceptual model in this study is designed to explore the unique experiences of esports tourists, rather than testing specific hypotheses. This flexible approach allows to examine various factors influencing esports tourism without being limited by predetermined assumptions. The goal is to identify the key elements that contribute to the overall satisfaction and behaviours of esports tourists.



Source: Own elaboration

The Figure 3.1 presents a conceptual model which illustrates the relationships between factors that influence esports tourists' experiences. The model is structured around three main constructs: *Service quality of peripheral attractiveness, Event authenticity of core*

attractiveness, and Visitor experience. These constructs are further broken down into subcomponents. Service quality of peripheral attractiveness includes elements such as hospitality, attractions, amenities, and entertainment, highlighting the importance of supporting services in shaping the tourist experience. Event authenticity of core attractiveness is represented by perceived consistency, uniqueness, and integrity of the event. This ensures that esports tourists feel they are experiencing a genuine and distinctive event. Visitor experience includes community engagement, visitor engagement, and cultural contact, emphasising the social and interactive aspects of esports tourism. The model demonstrates how these factors collectively influence tourists' *Intention to participate* in the future events and their *Intention to recommend* esports tourism to others.

The study does not include formal hypotheses due to the evolving nature of esports tourism literature, which does not yet cover all relevant constructs. Instead, the research follows a three-phase approach: two exploratory phases to identify key factors influencing esports tourists' experiences, and a third confirmatory phase to validate these findings. This combination allows for a flexible exploration and provides a strong foundation for understanding the needs and expectations of esports tourists, ensuring the findings are both comprehensive and reliable.

4. OVERVIEW OF THE STUDIES

By using a mixed-methods approach, combining qualitative interviews with quantitative surveys, this research aims to identify the motivations, preferences, and behaviours of esports tourists. This multidimensional perspective will help stakeholders develop strategies that not only enhance the economic benefits of esports tourism but also ensure cultural integration and environmental sustainability. The study seeks to offer actionable insights for the sustainable development of esports within the global tourism framework, supporting long-term success and integration.

The methodology for this study combines qualitative exploratory research with quantitative confirmatory analysis. Exploratory research, as defined by Mason et al. (2010), serves as an initial foray into understanding the complex and previously undefined problems within new tourism niches. This approach is particularly suited to gaining deep insights into the motivations, experiences, and perceptions of tourists. It allows for the identification of key themes and patterns that may not have been previously considered, offering a foundation for more targeted subsequent investigation (Santos et al., 2020). On the other hand, confirmatory research in the field of tourism seeks to examine particular hypotheses or theories that have been formulated by prior exploratory research, with the objective of validating or disproving the suggested associations among variables (Müller et al., 2018).

The following chapters offer a thorough analysis of the mixed-methods strategy, encompassing the research methodologies used to systematically investigate the subject matter in this dissertation. Study 1 provides an initial phase of exploratory study conducted through interviews, which aims to clarify fundamental ideas. Study 2 expands upon these insights by incorporating an additional set of exploratory interviews. Study 3 employs confirmatory research to validate the ideas produced during the exploratory phases, with the goal of strengthening the findings of this dissertation.

5. STUDY 1: Exploring Esports and Tourism at BLAST Premier Fall Final 2023

Study 1, an initial exploratory study conducted through interviews, was conducted at BLAST Premier Fall Final 2023 in Copenhagen, Denmark. Its purpose was to elucidate essential principles.

BLAST Premier, an esports league organiser renowned for its professional tournaments in Counter-Strike, was established in 2016 and is headquartered in Copenhagen. The company operates within the B2C sector, focusing on the gaming market segment and demonstrating a dedication to providing high-quality esports entertainment to a broad audience (BLAST Premier company profile, 2024) The international tournament series organised by BLAST Premier showcases the participation of the most highly skilled Counter-Strike teams from around the world. These teams engage in a dynamic and thrilling format, where they compete for a substantial prize pool and the prestigious title of global champions (About BLAST Premier, n.d.). BLAST Premier endeavours to exhibit the best of competitive gaming by means of these live competitions, providing an engaging encounter that engrosses enthusiasts worldwide. Each year, the Blast Premier series is separated into two seasons: spring and autumn. Each season, spanning approximately four months, sees the participation of sixteen regular season partnered teams in the Group stage. This culminates in a season finale, where the top six teams from the Group stage compete (Županič, 2023).

The BLAST Premier Fall Final 2023 occurred in Copenhagen, Denmark, from 22nd to 26th November 2023. The interviews were conducted on November 24th, 25th and 26th, aligning with the semifinals and final matches. It featured high-intensity Counter-Strike 2 (CS2) gameplay, with eight teams competing for a prize fund of \$425,000 (BLAST Premier Fall Final 2023, n.d.). The event enjoyed a substantial online presence, reaching a peak viewership of 411,609 people watching simultaneously, with an average viewership of 169,721 throughout the event, according to Escharts (n.d.-a). This indicates a high level of interest and engagement in the event both in-person and online.

5.1 Methods: Interview design and Criteria for the sample

This study used a qualitative methodology, specifically employing semi-structured interviews, to investigate the intersection of esports and tourism. Participants were notified that there were no correct or incorrect responses, guaranteeing a candid and transparent conversation.

The interview began by asking fundamental demographic questions to gain insight into the participants' background, such as their name, age, and highest level of education. Subsequently, the participants were asked about their inclinations pertaining to esports, encompassing preferred games, teams, and players, in order to provide a contextual framework for their involvement in esports events. Respondents were queried regarding the influence of nearby amenities on their choice to travel and attend esports competitions. This part of the questionnaire examined the importance of accommodation and dining, as well as any supplementary amenities that were appreciated or found to be lacking. The questions also covered non-gaming activities and nearby points of interest that could enrich their event experience.

Inquiries about accommodations sought to understand preferences regarding communal stays with other fans versus more private lodging options. Key considerations for hotel selections during esports events were identified, including the appeal of an esportsthemed hotel. The interview delved into various viewpoints regarding potential partnerships among event organisers, hotels, and local businesses with the aim of improving the overall visitor experience. Recommendations for potential collaborations were also sought.

The final questions aimed to uncover what aspects make watching esports in person a unique, authentic experience compared to online viewership. Participants were also asked for any additional insights that could inform a deeper understanding of esports tourism. The detailed formulation of the interview questions can be found in Appendix A. This approach facilitates an exploration into collaborations between the esports industry and hospitality services, laying a foundation for subsequent studies aimed at refining the overall esports tourism journey.

The participants of this study were selected through a combined method of convenience sampling and subsequent screening process. Initially, a broad group of individuals was approached randomly at the BLAST Premier Fall Final 2023 event, where esports fans were likely to be found. Following this, a screening process was employed to further select only those who had international travel experience specifically for esports events, including stays in various lodgings. All the individuals who did not meet the criteria were ineligible to participate.

A total of fifteen interviews were undertaken, effectively facilitating a targeted investigation into the intersection of esports enthusiasm and tourism behaviours. The interview process was concluded after fifteen sessions, as further conversations no longer provided new insights, indicating that data saturation had been reached. The study's sample consisted of individuals between the ages of 19 and 37, encompassing both male and female participants. The majority of participants were male, reflecting the demographic characteristics of the esports audience. The participants were of diverse nationalities, thereby exemplifying the worldwide allure of esports. The interviewees' academic backgrounds ranged from high school to master's degrees. Comprehensive demographic data for each interviewee can be found in the Appendix B.

5.2 Procedure: Interview process, Research process and Framework

The interview process was conducted in a manner that demonstrated thoughtfulness and regard for the individuals involved. Interviewees were selected at random and inquired about their willingness to take part. Every participant was politely notified about the study's goals, and verbal consent was obtained prior to starting the interviews, in accordance with ethical research protocols. In order to ensure the preservation of confidentiality and anonymity, the inclusion of personal identifiers was minimised, and audio recordings were exclusively employed for the purpose of data analysis, without any intention or authorization for any other use. Interviews were conducted strategically either prior to the beginning of the event or during breaks between the matches in order to minimise any disturbance to the participants' event experience. The strategic timing of the data collection process ensured that it did not diminish the participants' level of engagement with the event, thereby promoting a more informal and inclusive conversation.

Following the careful transcription of the interview recordings, the study advanced to a crucial phase of data analysis using the MAQDA22 software. This tool facilitated the methodical categorisation of data, wherein each transcript was analysed and divided into separate segments. The segments were assigned codes that accurately reflected the thematic content they represented. The coding scheme, which is crucial for comprehending the analytical process, will be provided in the Appendix C to ensure transparency and replicability. Coding enabled the identification of recurring themes and patterns, which facilitated the creation of data clusters that aligned with the research objectives. The systematic approach employed in this analysis ensured a thorough examination, allowing for the extraction of significant insights from the unprocessed data. The upcoming chapters will explore the integration of these discoveries, providing more details on how the recognised patterns enhance our comprehension of the topic.

5.3 Results

Figure 5.1 highlights the dispersion of words used by our interviewees at Copenhagen, as well as their frequency. As we can observe, the words 'Event', 'esports', and 'hotels' appear repeatedly and naturally in the conversations conducted. Other topics such as 'local', 'places', and 'authentic' are also frequently mentioned in these discussions. In fact, some participants indicate that the location relative to the venue is quite important: *"We chose a hotel nearby so we could walk to the arena.* (Interviewee Cp 5)", while others find it difficult to establish esports-themed hotels given the limited number of events that can be held in a single city: *"I don't know if it's profitable for a person to open an esports hotel, I can't even imagine in which city*

it could happen. Maybe Cologne. But I don't think there are enough tournaments during the year to get that many fans, visitors there in a hotel. (Interviewee Cp 8)".



Figure 5.1 Word cloud Copenhagen

Source: Own elaboration

Regarding the analysis of the most frequently discussed themes in these interviews with participants in Copenhagen, ten first-order / higher-level codes emerge as relevant: (i) Proximity Priority, (ii) Extended Stay, (iii) Collaboration Opportunities, (iv) Cultural Engagement, (v) Suggestions, (vi) In-person Experience, (vii) Proximity, (viii) Amenities and Comfort, (ix) Unconditional Interest in Esports-themed Hotel, and (x) Solitude and Tranquillity Values. These higher-level codes are broken down into a broader set of codes, as shown in Figure 5.2, which provides the model with a single case. Additionally, the final list of codes that emerge from this analysis, along with their weight and relevance, can be observed in Figure 5.3. From this final analysis of the code matrix, one can identify the most relevant themes that emerge from it.





The main theme is Collaboration Opportunities, with respondents highlighting the value of partnerships between event organisers, local businesses, and hotels to enhance the attendee experience through activities such as watch parties, pub quizzes, esports-themed meet-ups, and package deals that include lodging and event access. The second prominent theme from this analysis is Cultural Engagement, indicating that participants in these events seek other activities beyond the esports event itself, particularly through engagement in cultural activities at the destination (i.e., where the esports event is taking place). Within Accommodation Preferences, highlights include Amenities and Comfort and Proximity. These findings are significant and warrant further exploration in subsequent studies.





5.4 Discussion

The findings indicate that proximity to the venue is a significant factor for attendees when choosing accommodation, which aligns with the literature emphasising accessibility and convenience as key to enhancing the esports tourism experience (Olimov, 2024; Jung et al., 2024). Close and comfortable lodging supports attendee well-being and allows them to refresh before and after events, making it essential for attracting esports tourists (Jung et al., 2024). Moreover, insights suggest that the hospitality industry may need to focus on providing tailored services that cater specifically to the needs of esports fans, potentially driving higher satisfaction levels and encouraging repeat visits. Additionally, concerns about the profitability of esports-themed hotels, due to limited number of events yearly, suggest a need for a more versatile hospitality options that can attract a wider audience while still catering to esports fans during events. The literature points out a clear gap in research focused on hospitality within esports tourism, even though these services are recognised as important for improving visitor experiences (Leon et al., 2022). The results build on this by showing how partnerships

between event organisers, local businesses, and hotels can enhance the attendee experience through activities like watch parties and esports-themed events. This suggests that forming these partnerships could be key to filling the research gap and fully realising the potential of hospitality services in esports tourism.

6. STUDY 2: Exploring Esports and Tourism Dynamics at IEM Katowice 2024

Study 2 focused on the Intel Extreme Masters (IEM) Katowice 2024, which was held in the Spodek Arena in Katowice, Poland. IEM Katowice is renowned for its high stakes and its capacity to attract players from all over the world. ESL, or Electronic Sports League, is a pioneering organisation in the field of esports, known for its organisation of highly esteemed and fiercely competitive tournaments in a range of video games. Established in the year 2000 and headquartered in Cologne, Germany, ESL has gained a reputation for organising high-quality esports tournaments (About EFG, n.d.). The league's main objective is to promote and enhance competitive gameplay while highlighting exceptional skill, especially in popular games such as Counter-Strike: Global Offensive, Dota 2, and others.

The event took place from January 31st, 2024 to February 11th, 2024. This event, which was notable for its steady increase in viewership and was the fourth most-watched Katowice event ever with 972,312 peak viewers (Escharts, n.d.-b), provided a new setting to extend the investigation that had been started in Copenhagen. Interviews were done on February 9th, 10th, and 11th, 2024, coinciding with the semifinals and final matches, which were the days designated for fans to attend the tournament in person.

6.1 Methods: Interview design and Criteria for the sample

Reflecting on the experiences from Study 1, the interview methodology was refined for Study 2 to encourage more expansive participant responses. The questionnaire was shortened because it was observed during study 1 that interviewees were providing shorter answers towards the end of the interviews. This was attributed to the length of the interview. Consequently, it was determined that the questionnaire needed to be made shorter. By optimizing the structure – merging related questions and condensing the questionnaire – the interviews aimed to extract richer insights within a more engaging timeframe. The questions were designed to probe into the combined impact of nearby facilities, accommodations preferences, and suggestions for collaborative efforts between the esports industry and local businesses, ensuring a comprehensive understanding of participant perspectives on esports event experiences.

The questionnaire underwent a modification in its structure, resulting in the merging of several questions to streamline the interview process. For instance, the first two questions from Study 1, which were focused on the impact of nearby amenities and the importance of various nearby features, were combined. This allowed participants to provide comprehensive responses about their priorities regarding local hotels, restaurants, transport, and non-gaming activities. Similarly, questions regarding the probability of staying with other fans and the appeal of esports-themed hotels were consolidated. This adjustment aimed to capture

preferences regarding communal lodging experiences and themed accommodations more efficiently.

One question from Study 1, which inquired about the most important hotel amenity during their stay for an esports event, was omitted. This decision was based on the observation that all interviewees indicated no need for exceptional or specific amenities apart from the fundamental ones. The reasons behind these preferences will be elaborated upon in the subsequent thesis sections. Moreover, to streamline the process and enable interviewees to provide more authentic responses, questions regarding collaboration between esports event organisers and hotels, as well as local businesses, were merged. This approach aimed to better understand the participants' views on partnerships that could enhance the authenticity and memorability of in-person esports experiences compared to online viewership. The remaining portion of the questionnaire remained unchanged, ensuring that the key subjects covered in Study 1 – such as the significance of nearby amenities (tourism and leisure facilities), hotels and event organisers – were still addressed. As a result, the questionnaire for Study 2 became more concise, precise, and focused. The revised version can be seen in Appendix D.

Similarly to Study 1, the participants for this study were selected using a mix of convenience sampling and a screening method to select participants. The aim was to interact with individuals who are esports fans and have previously travelled to another country exclusively for an esports event, where they lodged for the event. Any individuals who were approached but did not meet the specified criteria were deemed ineligible for interview participation.

For this study, fifteen interviews were completed, and the decision to stop at this number was made because additional interviews did not reveal any additional themes, suggesting that the point of data saturation had been reached. The criteria applied in this study led to a diverse sample of fifteen participants from a blend of European nations and Brazil. The participants' ages ranged from 18 to 35 years, with an average age of approximately 27. Educational achievements among the group varied from high school diplomas to doctoral degrees, offering a broad spectrum of insights. The varied demographic of participants contributed a wide range of perspectives on the phenomenon of esports tourism, thereby enhancing the study's findings. Detailed demographic profiles of the interviewees are displayed in Appendix E.

6.2 Procedure: Interview process, Research process and Framework

The approach to engaging potential participants was purposeful and thoughtful, emphasising the importance of their experiences for the study. The participants were given a clear and straightforward explanation of the study's purpose. The primary objective of this initial conversation was to establish a positive relationship with the participants, ensuring that they felt their input would be valued and meaningful. Verbal consent was obtained following a comprehensive explanation of the study's objectives, the participants' responsibilities, and the confidentiality of the interview procedure. Although formal consent forms were not used, the process of obtaining verbal consent was conducted with great care to ensure that participants were fully informed and comfortable with their participation. Participants were requested to provide essential details such as their age, country of origin, and highest level of education, exactly like Study 1. The personal identifiers were reduced to a minimum to ensure anonymity. Furthermore, the audio recordings were solely used for the purpose of data analysis. The participants were guaranteed that their responses would be treated confidentially, thereby enhancing the study's commitment to ethical research protocols.

The interviews were strategically set to occur either prior to the esports events outside the venue or inside the venue during intermissions between matches, which typically lasted from thirty minutes to one hour. The timing was chosen to minimise any disruption to participants and ensure that their full involvement in the programme was not interrupted. The choice of interview locations, whether outdoors for a peaceful atmosphere or indoors during breaks, was vital for creating a favourable environment for candid and open conversations, while also considering the practical limitations of ensuring high-quality audio recording without excessive ambient noise.

Modifying the interview process to accommodate the diverse needs of participants and the circumstances of the esports events was essential. The research demonstrated a thoughtful approach towards the participants' time and engagement in the event by offering interviews prior to or during breaks. This adaptable approach guaranteed that the study would not detract from the participants' event experience and that all interviews were conducted in settings that were convenient and comfortable for them.

The data analysis phase was conducted using MAXQDA22, the same software used previously, to ensure consistency in handling and coding the interview data. This approach facilitated a thorough and organised extraction of themes and patterns directly from the interviews. Each transcript was carefully segmented and coded, with the codes specifically reflecting the thematic content of the discussions. This coding scheme is detailed in Appendix C.

6.3 Results

Figure 7.1 highlights the dispersion of words used by our interviewees at Katowice, as well as their frequency. As one can observe, the words 'event', 'experience,' 'hotels' and s-sports

appear repeatedly and naturally in the conversations conducted. Other topics such as 'nongaming', 'collaborate', and 'nearby' are also frequently mentioned in these discussions. In fact, some participants indicate that the local culture and its attractions are relevant: "*If the city offers intriguing attractions or if I want to experience more of the local culture, I extend my stay. It's a way to make the most out of my trip* (interviewee k12), while others find it interesting if the events organization could create some sort of partnerships with the nearby hotels "Most *importantly, the event could form, let's say, a kind of partnership with nearby hotels, so that attendees have an enhanced experience. (...) maybe, at the reception, there could be, um, essential information on how to get to the arena for those coming in (...)* (interviewee k8).



Figure 6.1 Word cloud Katowice

Source: Own elaboration

Concerning the analysis of the most frequently discussed themes in these interviews with participants in Copenhagen, that information was grouped in the similar ten first-order / higher-level codes that have emerged as relevant in study 1: (i) Proximity Priority, (ii) Extended Stay, (iii) Collaboration Opportunities, (iv) Cultural Engagement, (v) Suggestions, (vi) In-person Experience, (vii) Proximity, (viii) Amenities and Comfort, (ix) Unconditional Interest in Esports-themed Hotel, and (x) Solitude and Tranquillity Values. These higher-level codes are broken down into a broader set of codes, as shown in Figure 7.2, which provides the model with a single case. Additionally, the final list of codes that emerge from this analysis, along with their weight and relevance, can be observed in Figure 7.3. From this final analysis of the code matrix, one can identify the most relevant themes that emerge from it.



Figure 6.2 Katowice code model Source: Own elaboration

The main theme is, as already seen in study 1, Collaboration Opportunities. Respondents emphasised the importance of event organisers collaborating with local businesses, hotels, and transportation services to enhance the overall experience for attendees. This includes offering packages that combine event tickets with accommodations, meals, and transportation, as well as organising esports-themed events and meet-ups in local venues. These responses suggest that strategic partnerships can significantly improve the attendee experience by making it more convenient and immersive, which should be a key consideration in planning esports events. The second prominent theme from this analysis is, and again similarly with study 1, Cultural Engagement. This finding shows us that participants in these events are looking for other activities beyond the esports event itself, particularly through engagement in cultural activities at the destination. A relevant theme that arises from this analysis is in-person experience, which reveals that participants are very interested in peer interaction. The duration of the stay and the suggestions that could be made to the organization are also relevant findings that arise from these interviews. These findings are also very significant and warrant further exploration in subsequent studies.





6.4 Discussion

Previous research (Jialing et al., 2023) has emphasised the significance of cultural activities in making esports tourism destinations more appealing. Study 2 further confirms this, revealing that participants appreciate engaging with local culture and attractions, and some even extend their stays to explore these aspects. This suggests that integrating local cultural experiences into event planning could significantly enhance the attractiveness of esports events, making the destination more appealing to esports tourists. In line with Study 1, the primary theme in the results is collaboration opportunities. Partnerships between event organisers and local businesses can significantly enhance the overall experience through combined packages and esports-themed events. This demonstrates the importance of not merely providing basic services but actively collaborating with local stakeholders to create a more immersive experience (Loureiro et al., 2020). Another crucial finding is the emphasis on social interaction and peer engagement, which has been identified as a key factor in attendee satisfaction (Leon et al., 2022; Jialing et al., 2023; Rietz & Hallmann, 2023; Masłowski & Karasiewicz, 2021; Bilro
et al., 2018). The observations from Study 2 support this, showing that in-person experiences are highly valued by attendees, especially the opportunity to connect with other fans. Consequently, event organisers should prioritize the creation of social spaces and activities specifically designed for the esports community to encourage repeat participation.

7. STUDY 3: Confirmatory Analysis of Esports Tourism Through Online Surveys

Study 3 is confirmatory part of the thesis. The questionnaire was developed, and data was collected with the help of Qualtrics Survey Software, which included questions with fixed-response alternatives and pre-defined scales. Such an approach decreases variation in results and, therefore, makes the coding, analysis, and interpretation of findings accessible (Guelph, 2023). Conducting research with an online survey proves to be beneficial in several ways: a fast collection of data, low price, high quality of answers, allowing a sample to be obtained from around the world, no interviewer bias, better quality of data, and access to targeted audiences (Guelph, 2023; Fink, 1995). The questionnaire contained questions based on already existing literature, shaped to fit the purpose of this study, namely pre-defined scales questions. Final conclusions were conceptualised from the existent data, through SPSS analysis.

7.1 Methods & Procedure

The questionnaire started with an introduction that outlined the purpose of the study, encouraged participation, specified who should take part, an estimated completion time, and assured that all responses would remain anonymous and confidential. The first question was an elimination question, asking whether potential participants had ever travelled and stayed overnight for an esports event. This ensured that all participants had the necessary experience, making their opinions relevant to the study. After the introduction, the survey was divided into sections, each corresponding to a different validated scale, with two attention check questions and demographic questions placed at the very end of the survey. The survey was available only in English, and can be found in Appendix F. The aim was to achieve a diverse respondent pool with as many international participants as possible.

7.1.1 Data measurement and scales

The questions were developed based on scales found in the literature to measure each variable. Table 7.1 represents the variables, the author's scales, and the number of items for each variable. The full list can be found in Appendix G.

Variables	Scale's Author	Number of Items	
Hospitality, attractions, amenities, transport, entertainment	(Chen & Tsai, 2007)	18	
Perceived service quality of peripheral attractiveness	(Clemes et al., 2011)	3	
Perceived authenticity of event	event (Yawen et al., 2023)		
Community engagement	(Badrinarayanan et al., 2015)	3	
Visitor engagement	(Taheri et al., 2014)	6	
Cultural contact	(Gnoth & Zins, 2013)	11	
Visitor experience	(Kim & Ritchie, 2014)	8	
Intention to participate	(Wu et al., 2023)	4	
Intention to recommend	(Hosany et al., 2017)	3	

Table 7.1 - Variables, Scale's Authors, and Number of Items

For all questions, the respondents were required to rate the items on a 7-point Likert scale. The questions on the respondent's age, gender, and education level were used as control variables and were presented as multiple-choice questions. Gender was measured between "Male," "Female," "Non-binary," "Other," and "Prefer not to say." Age was categorized into seven groups: "Under 18," "18-24 years old," "25-34 years old," "35-44 years old," "45-54 years old," "55-64 years old," and "65+ years old." The education level was measured with options: "Secondary School / High School," "University Bachelor's Degree," "Graduate or professional degree," and "Prefer not to say." Location was measured from the list of countries presented in Qualtrics.

7.1.2 Pre-test

Before implementing the questionnaire, a pre-test was conducted to assess the questionnaire's effectiveness. This preliminary test involved distributing the questionnaire to a group of 15 participants. The goal was to gather feedback on its structure and clarity. Based

on the insights gained, minor adjustments were made to improve the phrasing of certain questions. Some participants noted that the survey was too long, however, the comprehensive nature of the questionnaire was essential for the exploration of the constructs. After refining the wording, the finalised questionnaire was made accessible to the public from July to September 2024.

7.1.3 Universe and Sample

The universe considered for this study included everyone who has ever travelled to attend an esports event and stayed in local accommodations at least once. The sample was selected under purposive sampling; links to the online questionnaire were published on different esports-related Reddit communities, including r/cs2, r/csgo, r/DotA2, r/esports, r/gaming, r/leagueoflegends, r/GlobalOffensive, r/RocketLeagueEsports, and r/VALORANT, as well as on various Discord servers dedicated to esports and gaming communities, Instagram, and an esports bootcamp facility in Serbia that hosted 10 teams of professional players at the time.

A total of 549 responses were initially collected for the survey. Of these, 221 responses were excluded because the respondents indicated that they had never attended an esports event, which made them ineligible for the study. This left 328 eligible respondents. Among the eligible respondents, 170 were incomplete and thus excluded, resulting in 158 fully completed responses. After accounting for 5 respondents who failed attention checks, the final sample consisted of 153 valid responses. The final sample represents an effective response rate of 27,9%. Although the length of the survey may have contributed to lower completion rates, the comprehensive nature of the questions was essential for capturing the depth of data necessary to thoroughly investigate the study's constructs.

7.2 Results

The initial step in data processing involved exporting all the questionnaire responses from Qualtrics into an Excel file. This data was then imported into IBM SPSS Statistics 29 for analysis. Within the software, several analyses were conducted, including descriptive analysis, multiple regression analyses, and reliability analyses.

7.2.1 Respondents profile

The respondents were categorised into five age groups. The data reveals that the largest proportion of the sample is composed of individuals aged 25 to 34 years, representing 49.7% of the total respondents. This is followed by the 18 to 24-year-old age group, which constitutes 32.7% of the sample. The next most represented group includes those aged 35 to 44 years, accounting for 16.3% of the respondents. A significantly smaller proportion of respondents are found in the 45 to 54-year-old category and those under 18, with each group comprising only 0.7% of the total sample. It is noteworthy that while the survey included options for older age groups—specifically 55 to 64 years and 65+ years—there were no respondents from these categories. This absence suggests a concentration of younger participants in the study. The age distribution is illustrated in Figure 7.1, highlighting the predominance of younger adults among the respondents.



Figure 7.1 – Age Distribution Source: Own elaboration

The respondents were categorised into five gender identities: Female, Male, Nonbinary, Other, and Prefer not to say. The majority of respondents identified as male, comprising 81.0% of the sample. Females represented the second-largest group at 13.1%. A smaller percentage of respondents identified as non-binary (1.3%), while an even smaller proportion selected 'other' (0.7%). Additionally, 3.9% of respondents preferred not to disclose their gender identity. This distribution is visualised in Figure 7.2. This representation of gender identities among the respondents reflects a predominance of male participants, which may impact the generalisability of the findings across different gender identities.



Figure 7.2 – Gender distribution Source: Own elaboration

The respondents of this study came from a wide range of countries, demonstrating the international scope of the survey. The largest proportion of participants was from Serbia, accounting for 20.3% of the total sample, followed by the United States of America, which made up 11.1%. Other significant groups included Denmark (9.8%), Germany (5.2%), and both Finland and Portugal (each at 3.3%). Countries such as Belgium, Croatia, France, Ireland, Sweden, and the Netherlands each contributed around 2.6% or less. Additionally, a number of countries, including Argentina, Australia, Canada, and Norway, were represented by smaller proportions, each constituting 1.3% or less of the respondents. This distribution reflects the diverse and international nature of the survey sample, capturing a broad geographic perspective. A comprehensive list of all the countries represented, along with their frequencies and percentages, is provided in Appendix H.

In terms of educational attainment among the respondents, the most frequently reported level was a University Bachelor's Degree, comprising 45.8% of the sample population. Following this, 24.8% of respondents indicated they had completed Secondary School or High School education. A significant portion, 20.9%, reported holding a Graduate or Professional Degree, such as an MA, MS, MBA, PhD, JD, MD, or DDS. Additionally, 8.5% of participants opted not to disclose their level of education. A detailed breakdown of the respondents' educational levels is provided in Table 7.2. This distribution highlights the diversity in academic qualifications among the survey participants.

	N	%
University Bachelors Degree	70	45.8%
Secondary School / High School	38	24.8%
Graduate or professional degree (MA, MS, MBA, PhD, JD,	32	20.9%
MD, DDS)		
Prefer not to say	13	8.5%

Table 7.2 – Educational level of survey respondents

Source: Own Elaboration

7.2.2 Descriptive statistics

The following section provides the Descriptive Analysis elaborated through SPSS Statistics 29. Both the Mean and Standard Deviation were computed for all items and to the new subscales represented as constructs and computed accordingly, as well as the maximum and minimum values for each item.

Hospitality

The hospitality construct was evaluated using six items (HOSP-1 to HOSP-6), with the descriptive statistics for these items presented in Table 7.3. The mean scores for these items ranged from 4.29 to 5.05, indicating that respondents rated the hospitality aspects favourably. Among the items, HOSP-6 ("Safety of activities") received the highest mean score of 5.05 (SD = 1.584). Conversely, HOSP-5 ("Prices of food and beverage") had the lowest mean score of 4.29 (SD = 1.529), although it still reflects a positive evaluation. The standard deviations for the items, ranging from 1.495 to 1.637, indicate a moderate level of variability in respondents' perceptions of hospitality.

Table 7.3 – Des	scriptive statistic	cs for HOSP
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		MIN	MAX	MEAN	STD.
					DEVIATION
HOSP-1	Price of accommodation	1	7	4.79	1.637
HOSP-2	Prices of activities	1	7	4.31	1.558
HOSP-3	Food and beverage of accommodation	1	7	4.29	1.529
HOSP-4	Services of accommodation workers	1	7	4.62	1.598
HOSP-5	Prices of food and beverage	1	7	4.63	1.495
HOSP-6	Safety of activities	1	7	5.05	1.584

Source: Own Elaboration

Attractions

The Attractions construct was assessed using four items (ATT-1 to ATT-4), and the descriptive statistics for these items are summarized in Table 7.4. The mean scores for the items ranged from 3.17 to 5.22, suggesting varied levels of perceived importance among respondents regarding different attraction attributes when considering attending an esports event. The item ATT-1, which measured the importance of "Cleanness," had the highest mean score of 5.22 (SD = 1.452), indicating that respondents considered this factor as highly important. In contrast, ATT-4, which pertains to "Weather," recorded the lowest mean score of 3.17 (SD = 1.716), reflecting a lower perceived importance among the sample. The variability in responses, as indicated by the standard deviations ranging from 1.352 to 1.716, suggests that there was a moderate level of agreement among respondents about the importance of these attributes, with some items showing more consensus than others. This distribution highlights the diverse perspectives of respondents regarding the significance of different attraction elements in their decision-making process.

		MIN			STD.
		IVIIIN	IVIAA	WEAN	DEVIATION
ATT-1	Cleanness	1	7	5.22	1.452
ATT-2	Uniqueness of landscape	1	7	4.12	1.439
ATT-3	Comfort of built environment	1	7	4.67	1.352
ATT-4	Weather	1	7	3.17	1.716

Table 7.4 – Descriptive statistics for ATT

Source: Own Elaboration

Amenities

The "Amenities" construct was assessed using four items (AMEN-1 to AMEN-4), with the descriptive statistics for these items detailed in Table 7.5. The mean scores for the items ranged from 4.53 to 4.80, indicating a moderate level of importance attributed to amenities by respondents when considering attending an e-sports event. The highest mean score was recorded for AMEN-3 ("Travel information"), which had a mean of 4.80 (SD = 1.552), suggesting that this aspect was slightly more important to the respondents. The lowest mean score was for AMEN-1 ("Food and beverage provision"), with a mean of 4.53 (SD = 1.552), reflecting a lower but still moderate importance. The standard deviations for these items ranged from 1.354 to 1.552, suggesting a moderate degree of variability in respondents' views. This variability indicates that while there is a general consensus on the moderate importance

of amenities, there are differing opinions, with some respondents placing higher or lower importance on these factors.

		MIN	MAX	MEAN	STD.
					DEVIATION
Amen-1	Food and beverage provision	1	7	4.53	1.552
Amen-2	General infrastructure	1	7	4.61	1.354
Amen-3	Travel information	1	7	4.80	1.552
Amen-4	Signs and indicators	1	7	4.63	1.459

Table 7.5 – Descriptive statistics for AMEN

Source: Own Elaboration

Entertainment

The "Entertainment" construct was assessed using four items (ENT-1 to ENT-4), as shown in Table 7.6. The mean scores for these items indicate different levels of perceived importance attributed to various entertainment features by the respondents. The highest mean score was observed for ENT-1 ("Good nightlife"), with a mean of 4.30 (SD = 1.698), suggesting that respondents consider nightlife to be an important entertainment feature when choosing a destination for an esports event. ENT-2 ("A good shopping place") had a slightly lower mean of 3.76 (SD = 1.720), reflecting that good shopping options are viewed as less important compared to nightlife. Meanwhile, ENT-3 ("Varied gastronomy") and ENT-4 ("Exotic location") had mean scores of 4.13 (SD = 1.454) and 4.08 (SD = 1.573), respectively. These scores suggest that the variety of food options and the uniqueness of the location are perceived as moderately important by the respondents. The standard deviations for all items, ranging from 1.454 to 1.720, indicate a moderate level of variability in responses, highlighting the diversity of opinions among the respondents regarding the importance of different entertainment features at potential event destinations.

Table 7.6 –	Descriptive	statistics	for ENT
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		MIN	MAX	MEAN	STD.
					DEVIATION
ENT-1	Good night life	1	7	4.30	1.698
ENT-2	A good shopping place	1	7	3.76	1.720
ENT-3	Varied gastronomy	1	7	4.13	1.454
ENT-4	Exotic location	1	7	4.08	1.573

Source: Own Elaboration

Perceived service quality of peripheral attractiveness

The perceived service quality of peripheral attractiveness was assessed using three items (SQ1 to SQ3), and the descriptive statistics for these items are summarized in Table 7.7. The mean scores for these items ranged from 4.91 to 5.79, indicating a favourable perception of the service quality related to peripheral attractiveness. SQ3, which measures the overall quality perception of the event ("Overall, I thought that the quality of the event was..."), had the highest mean score of 5.79 (SD = 1.173), suggesting that respondents had a positive overall impression of the quality of the last event they attended. On the other hand, SQ2 ("The quality of the event could be considered superior when compared to other spectator sports") had the lowest mean score of 4.91 (SD = 1.506), indicating a lower, but still positive, perception of the event's comparative quality. The standard deviations for these items ranged from 1.173 to 1.506, reflecting moderate variability in the respondents' perceptions. This range of variability suggests that while many respondents rated the service quality highly, there were varying opinions, indicating diverse experiences or expectations among the participants.

		MIN	MAX	MEAN	STD.
					DEVIATION
SQ-1	The service quality of the event is excellent.	1	7	5.37	1.234
SQ-2	The quality of the event could be considered superior when compared to other spectator sports.	1	7	4.91	1.506
SQ-3	Overall, I thought that the quality of the event was	1	7	5.79	1.173

Table 7.7 – Descriptive statistics for SQ

Source: Own Elaboration

Perceived authenticity of event

The perceived authenticity of the event (EA) construct was evaluated using three subdimensions: Perceived Consistency (EA-PC), Perceived Uniqueness (EA-PU), and Perceived Integrity (EA-PI). The descriptive statistics for these items are provided in Table 7.8.

Perceived Consistency (EA-PC) comprised four items (EA-PC1 to EA-PC4), with mean scores ranging from 4.16 to 4.69. The highest mean was observed for EA-PC1 ("This event has a strong connection with the host destination," M = 4.69, SD = 1.489), indicating that

participants perceived the event as having a meaningful connection to its location. On the other hand, EA-PC2 ("This event relies on local unique resources," M = 4.16, SD = 1.558) had the lowest mean, suggesting a lower agreement with this statement among respondents. The subdimension Perceived Uniqueness (EA-PU) also included four items (EA-PU1 to EA-PU4), with mean scores ranging from 4.42 to 4.92. EA-PU2 ("The atmosphere of this event is hard to find at other events," M = 4.92, SD = 1.567) received the highest mean score, reflecting a perception of uniqueness in the event's atmosphere. In contrast, EA-PU3 ("This event is held in an environment that other events would find difficult to provide," M = 4.42, SD = 1.580) showed the lowest mean, suggesting moderate agreement among participants. Finally, Perceived Integrity (EA-PI) comprised three items (EA-PI1 to EA-PI3), with higher mean scores compared to the other subdimensions, ranging from 5.13 to 5.64. EA-PI3 ("This event accomplishes its value commitment to tourists," M = 5.64, SD = 1.321) had the highest mean, indicating a strong perception of integrity and value fulfilment by the event. The overall higher means in this subdimension suggest a more favourable perception of integrity compared to consistency and uniqueness.

		MIN	MAX	MEAN	STD.
					DEVIATION
EA-PC1	This event has a strong connection with	1	7	4.69	1.489
	the host destination.				
EA-PC2	This event relies on local unique resources.	1	7	4.16	1.558
EA-PC3	This event image is congruence with the ones of host destination.	1	7	4.58	1.472
EA-PC4	The features of this event are congruence with host destination.	1	7	4.58	1.485
EA-PU1	This event offers experiences that other events hardly imitate.	1	7	4.81	1.459
EA-PU2	The atmosphere of this event is hard to feel in other events.	1	7	4.92	1.567
EA-PU3	This event is held in an environment that other events are difficult to provide.	1	7	4.42	1.580
EA-PU4	The special activities of this event are difficult to replicate by other events.	1	7	4.44	1.543

Table 7.8 – Descriptive statistics for EA-PC, EA-PU, and EA-PI

EA-PI1	This event accomplishes its value	1	7	5.13	1.271
	commitment to tourists.				
EA-PI2	This is an honest event.	1	7	5.53	1.118
EA-PI3	This event is no false or exaggerated	1	7	5.64	1.321
	propaganda.				

Community engagement

The "Community Engagement" construct was assessed using three items (ComEng-1 to ComEng-3), and the descriptive statistics for these items are presented in Table 7.9. The mean scores for these items indicate a high level of importance placed on engagement with esports communities by the respondents. The highest mean score was for ComEng-3 ("I am an actively participating member of esports-related communities"), with a mean of 5.95 (SD = 1.237). This suggests that being an active participant in esports communities is particularly significant to the respondents. ComEng-2 ("I expect that I will continuously participate in esports community activities") also had a high mean of 5.94 (SD = 1.263), reflecting a strong intention among respondents to remain engaged with these communities. ComEng-1 ("Exchanging opinions with members of esports communities is important to me") had a slightly lower, but still relatively high mean of 5.74 (SD = 1.390), indicating that sharing opinions within the community is also valued. The standard deviations for these items range from 1.237 to 1.390, suggesting a moderate variability in responses, which implies a general consensus among respondents about the importance of community engagement in esports contexts.

		MIN	MAX	MEAN	STD.
					DEVIATION
ComEng-1	Exchanging opinions with members	1	7	5.74	1.390
	of esports communities is important				
	to me.				
ComEng -2	I expect that I will continuously	1	7	5.94	1.263
	participate in esports community				
	activities.				
ComEng -3	I am an actively participating member	1	7	5.95	1.237
	of esports- related communities				

Table 7.9 – Descriptive statistics for ComEng

Source: Own Elaboration

Visitor engagement

The "Visitor Engagement" construct was assessed using six items (VENG-1 to VENG-6), as depicted in Table 7.10. The mean scores for these items highlight varying levels of engagement with different activities by respondents when visiting a destination for an esports event. The highest mean score was observed for VENG-5 ("I play with materials to understand about the site"), with a mean of 4.29 (SD = 1.777). This indicates that interacting with materials available at the site to learn more about the destination is a moderately popular activity among respondents. Following this, VENG-6 ("I use the on-site online facilities") also had a relatively high mean score of 3.62 (SD = 1.888), suggesting that using online facilities at the site is fairly common among the respondents. Other activities, such as VENG-4 ("I seek help from staff at the site"), VENG-2 ("I use videos and audios at the site"), and VENG-3 ("I use guidebook and literature at the site") had mean scores of 3.46 (SD = 1.930), 3.35 (SD = 1.794), and 3.05 (SD = 1.714) respectively, indicating a moderate level of engagement. VENG-1 ("I use guided tours at the site") had the lowest mean score of 2.35 (SD = 1.557), reflecting a lesser preference for guided tours among respondents. The standard deviations for these items range from 1.557 to 1.930, demonstrating a moderate level of variability in responses.

		MIN	MAX	MEAN	STD.
					DEVIATION
VEng-1	I use guided tours at the site.	1	7	2.35	1.557
VEng -2	I use videos and audios at the site.	1	7	3.35	1.794
VEng -3	I use guidebook and literature at the site.	1	7	3.05	1.714
VEng -4	I seek help from staffs at the site.	1	7	3.46	1.930
VEng -5	I play with materials to understand about the site.	1	7	4.29	1.777
VEng -6	I use the on-site online facilities.	1	7	3.62	1.888

Table 7.10 – Descriptive statistics for VEng

Source: Own Elaboration

Cultural contact

The "Cultural Contact" construct was measured using eleven items (Cult-C1 to Cult-C1) that assess different aspects of cultural engagement, as displayed in Table 7.11. The mean scores for these items indicate varied levels of interest in cultural engagement among the respondents. The highest mean score was observed for Cult-C2 ("I like to experience more than just staged events associated with this culture"), with a mean of 5.05 (SD = 1.475), suggesting that respondents value authentic cultural experiences beyond typical staged

events. Cult-C3 ("I would like to get to know more about this culture") also received a relatively high mean score of 4.89 (SD = 1.533), indicating an interest in deeper cultural understanding. Other items such as Cult-C5 ("I am interested in getting to know more people from this culture") and Cult-C6 ("The more I see, hear, and sense about this culture, the more I want to experience it") also showed moderately high mean scores of 4.97 (SD = 1.593) and 4.81 (SD = 1.613). These responses reflect a genuine curiosity and desire among the respondents to engage more closely with the culture associated with the event. On the other hand, items like Cult-C4 ("I prefer just to observe how this culture is different rather than really meet and interact with people from that culture") and Cult-C11 ("Contact with this culture forms a very important part of the experience") had lower mean scores of 4.13 (SD = 1.538) and 4.61 (SD = 1.586), indicating a less enthusiastic stance toward certain aspects of cultural contact. The standard deviations for the items ranged from 1.475 to 1.633, suggesting moderate variability in responses.

		MIN	MAX	MEAN	STD.
					DEVIATION
CultC-1	I like to learn about different customs,	1	7	4.76	1.633
	rituals, and ways of life.				
CultC -2	I like to experience more than just	1	7	5.05	1.475
	staged events associated with this				
	culture.				
CultC -3	I would like to get to know more about	1	7	4.89	1.533
	this culture.				
CultC -4	I prefer just to observe how this	1	7	4.13	1.538
	culture is different rather than really				
	meet and interact with people from				
	that culture.				
CultC -5	I am interested in getting to know	1	7	4.97	1.593
	more people from this culture.				
CultC -6	The more I see, hear,	1	7	4.81	1.613
	and sense about this culture, the more				
	I want to experience it.				
CultC -7	I am very keen on finding out about	1	7	4.84	1.502
	this culture.				

Table 7.11 – Descriptive statistics for CultC

CultC -8	I would like to see the world through the eyes of people from this culture.	1	7	4.69	1.632
CultC -9	I like to spend time on finding out about this culture.	1	7	4.65	1.557
CultC -10	I would like to get involved in cultural activities.	1	7	4.62	1.560
CultC -11	Contact with this culture forms a very important part of my experience in this visit.	1	7	4.61	1.586

Source: Own Elaboration

Visitor experience

For the "Visitor Experience" construct, eight items (VEX-1 to VEX-8) were evaluated to assess the respondents' experiences at the destination following an esports event, as detailed in Table 7.12. The mean scores for these items ranged from 4.84 to 5.63, indicating a positive response toward the visitor experience aspects. The highest mean score was for VEX-1 ("I was thrilled about having a new experience at this destination") with a mean of 5.63 (SD = 1.261), suggesting that respondents were most enthusiastic about having a new experience. VEX-2 ("I really enjoyed this tourism experience") also had a high mean of 5.58 (SD = 1.403), further emphasizing a positive overall experience. Items such as VEX-3 ("This was a once-in-a-lifetime experience") and VEX-4 ("The unique cultural heritage of this destination made my visit different from previous travel experiences") had moderately high means of 5.16 (SD = 1.552) and 4.84 (SD = 1.562), respectively, reflecting a strong sense of uniqueness and cultural appreciation among the visitors. Other items, including VEX-5 ("I experienced something new about the destination's local culture") and VEX-8 ("I was interested in the main activities and attractions offered by this destination"), reported means of 5.12 (SD = 1.540) and 5.28 (SD = 1.458), suggesting that while these factors were rated positively, there was slightly more variability in responses. The standard deviations ranged from 1.261 to 1.562, indicating moderate variability in the responses, which points to diverse experiences among visitors. Overall, the results suggest a favourable perception of the visitor experience, with particular emphasis on novel experiences and enjoyment during the visit.

		MIN	MAX	MEAN	STD.
					DEVIATION
VEX-1	I was thrilled about having a new	1	7	5.63	1.261
	experience at this destination.				
VEX -2	I really enjoyed this tourism	1	7	5.58	1.403
	experience.				
VEX -3	This was a once-in-a-lifetime	1	7	5.16	1.552
	experience.				
VEX -4	The unique cultural heritage of this	1	7	4.84	1.562
	destination made my visit different				
	from previous travel experiences.				
VEX -5	I experienced something new about	1	7	5.12	1.540
	the destination's local culture.				
VEX -6	I have enjoyed a sense of freedom	1	7	5.57	1.276
	while visiting this destination.				
VEX -7	I felt refreshed while staying in this	1	7	5.52	1.442
	destination.				
VEX -8	I was interested in the main activities	1	7	5.28	1.458
	and attractions by this destination.				

Table 7.12 – Descriptive statistics for VEX

Source: Own Elaboration

Intention to participate

The "Intention to Participate" construct was measured using four items (IP-1 to IP-4), and the descriptive statistics for these items are presented in Table 7.13. The mean scores for these items indicate a generally positive intention to engage in esports tourism among respondents. The highest mean score was observed for IP-1 ("I am willing to take part in esports tourism"), with a mean of 5.95 (SD = 1.096), suggesting that respondents are quite open to participating in esports tourism activities. This is closely followed by IP-2 ("I plan to participate in esports tourism"), with a mean of 5.69 (SD = 1.294), further supporting the respondents' favourable intentions towards esports tourism. Conversely, IP-3 ("I am willing to visit cultural heritage sites to learn knowledge about cultural heritage") and IP-4 ("I am willing to recommend my families, relatives, and friends to participate in esports tourism") reported slightly lower mean scores of 5.43 (SD = 1.366) and 5.38 (SD = 1.482), respectively. While still relatively high, these lower scores may indicate that while respondents are generally willing to engage in esports tourism themselves, they are slightly less enthusiastic about

cultural heritage visits or recommending esports tourism to others. The standard deviations for these items range from 1.096 to 1.482, suggesting a moderate level of variability in the responses. This variability indicates that there are different levels of enthusiasm and commitment among respondents when it comes to participating in esports tourism and related activities. Overall, the results suggest a generally positive attitude toward esports tourism, with some variations in the specific aspects of participation.

		MIN	MAX	MEAN	STD.
					DEVIATION
IP-1	I am willing to take part in esports	1	7	5.95	1.096
	tourism.				
IP-2	I plan to participate in esports tourism.	1	7	5.69	1.294
IP-3	I am willing to visit cultural heritage sites	1	7	5.43	1.366
	to learn knowledge about cultural				
	heritage.				
IP-4	I am willing to recommend my families,	1	7	5.38	1.482
	relatives, and friends to participate in				
	esports tourism.				

Table 7.13 – Descriptive statistics for IP

Source: Own Elaboration

Intention to recommend

The "Intention to Recommend" construct was evaluated using three items (IRC-1 to IRC-3), as detailed in Table 7.14. The mean scores for these items were relatively high, indicating a generally positive intention among respondents to recommend the esports event they attended. The highest mean score was observed for IRC-1 ("I will recommend the event to other people"), with a mean of 5.90 (SD = 1.107), suggesting a strong likelihood of respondents recommending the event to others. IRC-2 ("I will say positive things about the event to other people") also showed a high mean of 5.85 (SD = 1.140), reflecting a favourable inclination towards sharing positive feedback about the event. Lastly, IRC-3 ("I will encourage friends and relatives to go to the event") had a mean score of 5.82 (SD = 1.273), indicating a similarly strong intention to encourage close contacts to attend future events. The standard deviations for these items ranged from 1.107 to 1.273, indicating a moderate level of variability in respondents' intentions to recommend the event. This range suggests that while most respondents are inclined to recommend the event, there are varying degrees of enthusiasm or certainty about doing so. Overall, the findings reveal a strong tendency among participants

to speak positively about their esports event experience and to actively encourage others to participate in similar events.

		MIN	MAX	MEAN	STD.
					DEVIATION
IRC-1	I will recommend the event to other	1	7	5.90	1.107
	people.				
IRC-2	I will say positive things about the event	1	7	5.85	1.140
	to other people.				
IRC-3	I will encourage friends and relatives to	1	7	5.82	1.273
	go to the event.				

Table 7.14 – Descriptive statistics for IRC

Source: Own Elaboration

7.2.3 Exploratory analysis

In this section, SPSS 29 was used to perform the following tests: reliability analysis, simple and multiple regression analysis. Subsequently, the output will be analysed and described in order to create the statistical ground for conclusions.

7.2.3.1 Reliability analysis

The reliability of the sample was assessed using SPSS 29 through the computation of Cronbach's alpha for all items and constructs. Cronbach's alpha measures internal consistency, reflecting how closely related a set of items are as a group. It compares the shared variance, or covariance, among items to the total variance. A high level of covariance relative to variance suggests that the items reliably measure the same construct. Cronbach's alpha values range from 0 to 1, with higher values indicating better internal consistency. A value of 0.70 or above is considered acceptable, though values above 0.80 are preferred for social science research (Nunnally & Bernstein, 1994). Values below 0.60 indicate unsatisfactory reliability. The coefficient tends to increase with more items, enhancing reliability (Malhotra & Birks, 2006). High values may sometimes indicate redundancy among items, requiring careful interpretation (Tavakol & Dennick, 2011). Constructs in this study with low alpha values were reviewed to determine if any items should be revised or removed to improve reliability.

Based on the reliability analysis results presented in Table 7.15, all constructs show Cronbach's alpha values above 0.7, indicating a high level of internal consistency reliability. The construct "Cultural Contact" demonstrates the highest reliability with a Cronbach's alpha of 0.944, suggesting excellent internal consistency among its items. Similarly, other constructs such as "Intention to Recommend" (0.911), "Visitor Experience" (0.860), and "Perceived Authenticity of Core Attractiveness" (0.885) also show strong reliability.

CONSTRUCT	ITEMS	CRONBACH'S
		ALPHA
Hospitality	HOSP-1; HOSP-2; HOSP-3; HOSP-4;	0.818
	HOSP-5; HOSP-6;	
Attractions	Att-1; Att-2; Att-3; Att-4;	0.723
Amenities	Amen-1; Amen-2; Amen-3; Amen-4;	0.741
Entertainment	Ent-1; Ent-2; Ent-3; Ent-4;	0.831
Perceived Authenticity of	EA-PC1; EA-PC2; EA-PC3; EA-PC4; EA-	0.885
Core Attractiveness	PU1; EA-PU2; EA-PU3; EA-PU4; EA-PI1;	
	EA-PI2; EA-PI3;	
Community Engagement	ComEng-1; ComEng-2; ComEng-3;	0.870
Visitor Engagement	VEng-1; VEng-2; VEng-3;	0.845
	VEng-4; VEng-5; VEng-6;	
Cultural Contact	Cult-C1; Cult-C2; Cult-C3;	0.944
	Cult-C4; Cult-C5; Cult-C6;	
	Cult-C7; Cult-C8; Cult-C9;	
	Cult-C10; Cult-C11;	
Visitor Experience	VEX1; VEX2; VEX3; VEX4;	0.860
	VEX5; VEX6; VEX7; VEX8;	
Intention to Participate	IP1; IP2; IP3; IP4;	0.850
Intention to Recommend	IRC1; IRC2; IRC3;	0.911

Table 7.15 – Reliability analysis for all items

Source: Own Elaboration

7.2.3.2 Regression analysis

For the current study, multiple regression was employed to understand the relationships between different constructs. Multiple regression is a statistical technique that models the relationship between a dependent variable and two or more independent variables (Malhotra & Birks, 2007). The model used in this research was divided into eight different regressions, where the dependent variables were Service Quality of Peripheral Attractiveness (SQ), Visitor Experience (VEX), Intention to Recommend (IRC), and Intention to Participate (IP). For each regression, the following general equation was applied:

$$Y = \beta_0 + B_1 x_1 + \beta_2 x_2 \dots + \beta_n x_n + \epsilon$$

where *Y* represents the dependent variable, β_0 is the intercept, $\beta_1, \beta_2, \dots, \beta_n \beta_1, \beta_2, \dots, \beta_n$ are the coefficients of the independent variables $X_1, X_2, \dots, X_n X_1, X_2, \dots, X_n$, and ϵ is the error term.

7.2.3.2.1 Multiple Regression 1 – HOSP, ATT, AMEN, ENT as independent variables and SQ as the dependent variable

The purpose of this multiple regression analysis was to examine the impact of four constructs—Hospitality (HOSP), Attractions (ATT), Amenities (AMEN), and Entertainment

(ENT)-on the dependent variable, Service Quality of Peripheral Attractiveness (SQ).

The goal was to understand how these independent variables collectively influence perceptions of service quality of peripheral attractiveness in esports tourism. The following output was obtained from SPSS:

MODEL	UNSTANDARDISED COEFFICIENTS		STANDARDISED COEFFICIENTS	SIG	
	В	STD. ERROR	В		N OQUARE
(CONSTANT)	4.811	0.424	-	<0.001	0.041
HOSP	0.058	0.109	0.062	0.597	-
ATT	-0.001	0.122	-0.001	0.993	-
AMEN	-0.086	0.100	-0.089	0.390	-
ENT	0.167	0.081	0.205	0.041	-

Table 7.16 – Multiple Regression 1, SQ as the dependent variable

Source: Own Elaboration

From the table above and looking at the regression coefficients it is now possible to write the regression equation:

$$SQ = 4.881 + 0.058xHOSP - 0.001xATT - 0.086xAMEN + 0.167xENT$$

The model summary indicates that the combination of HOSP, ATT, AMEN, and ENT explains approximately 4.1% of the variance in SQ (R Square = 0.041). The ANOVA results show that the overall regression model is not statistically significant (F(4, 148) = 1.569, p =

0.186), indicating that the group of independent variables does not collectively predict the dependent variable SQ significantly.

The coefficients table reveals that out of the four predictors, only ENT has a statistically significant effect on SQ (β = 0.205, p = 0.041). This positive beta value suggests that increases in perceptions of entertainment are associated with increases in perceived service quality. The other constructs, HOSP (β = 0.062, p = 0.530), ATT (β = -0.001, p = 0.993), and AMEN (β = -0.089, p = 0.390), did not show statistically significant effects on SQ, as indicated by their p-values (p > 0.05). The SPSS outputs for all assumptions can be seen in Appendix I.

Overall, the results of the multiple regression analysis indicate that while Entertainment (ENT) significantly predicts Service Quality (SQ), the other constructs (HOSP, ATT, AMEN) do not. The R Square value of 0.041 is quite low, indicating that the model explains only a small portion of the variance in SQ. This suggests that the model is not effective in predicting SQ based on the current constructs.

7.2.3.2.2 Multiple Regression 2 – ComEng, VEng and Cult-C as independent variables and VEX as the dependent variable

The purpose of this multiple regression analysis was to examine the impact of three constructs—Community Engagement (ComEng), Visitor Engagement (VEng), and Cultural Contact (Cult-C)—on the dependent variable, Visitor Experience (VEX). This analysis aimed to understand how these independent variables collectively influence visitor experience in esports tourism. The following output was obtained from SPSS:

MODEL	UNSTANDARDISED COEFFICIENTS		STANDARDISED COEFFICIENTS	SIG	R SOUARE
MODEL	В	STD. ERROR	В	310	
(CONSTANT)	1.976	0.370	-	<0.001	0.420
ComEng	0.215	0.058	0.243	<0.001	-
VEng	0.210	0.054	0.274	<0.001	-
Cult-C	0.294	0.060	0.361	<0.001	-

 Table 7.17 – Multiple Regression 2, VEX as the dependent variable

Source: Own Elaboration

From the table above and looking at the regression coefficients, it is now possible to write the regression equation:

VEX = 1.976 + 0.215xComEng + 0.210xVEng + 0.294xCultC

The model summary indicates that the combination of ComEng, VEng, and Cult-C explains approximately 42% of the variance in VEX (R Square = 0.420). The ANOVA results show that the overall regression model is statistically significant (F(3, 149) = 35.987, p < 0.001), indicating that the group of independent variables collectively predicts the dependent variable VEX significantly.

The coefficients table reveals that all three predictors, ComEng, VEng, and Cult-C, have a statistically significant effect on VEX. The positive standardized coefficient for ComEng (β = 0.243, p < 0.001) suggests that increases in community engagement are associated with increases in perceived visitor experience. Similarly, the positive beta value for VEng (β = 0.274, p < 0.001) indicates that higher levels of visitor engagement are associated with an improved visitor experience. Lastly, Cult-C (β = 0.361, p < 0.001) also has a positive effect, suggesting that greater cultural contact is linked with improved visitor experience.

All predictors are statistically significant at the 0.05 level, indicating they each contribute meaningfully to explaining the variance in the dependent variable (VEX). Overall, these results provide strong evidence that Community Engagement, Visitor Engagement, and Cultural Contact significantly influence visitor experience in esports tourism. The SPSS outputs for all assumptions are presented in Appendix I.

7.2.3.2.3 Multiple Regression 3 – SQ, EA and VEX as independent variables and IP as the dependent variable

The purpose of this multiple regression analysis was to examine the impact of three constructs—Service Quality of Peripheral Attractiveness (SQ), Event Authenticity of Core Attractiveness (EA), and Visitor Experience (VEX)—on the dependent variable, Intention to Participate (IP). This analysis aimed to understand how these independent variables collectively influence the intention to participate in esports tourism. The following output was obtained from SPSS:

MODEL	UNSTANDARDISED	STANDARDISED	810	
	COEFFICIENTS	COEFFICIENTS	516	R SQUARE

Table 7.18 – Multiple Regression 3, IP as the dependent variable

	Р	STD.	В		
	В	ERROR			
(CONSTANT)	1.940	0.486	-	<0.001	0.304
SQ	0.067	0.086	0.065	0.438	-
EA	0.198	0.099	0.179	0.046	-
VEX	0.443	0.082	0.415	<0.001	-

Source: Own Elaboration

From the table above and looking at the regression coefficients, it is now possible to write the regression equation:

IP = 1.940 + 0.067xSQ + 0.198xEA + 0.443xVEX

The model summary indicates that the combination of SQ, EA, and VEX explains approximately 30.4% of the variance in IP (R Square = 0.304). The ANOVA results show that the overall regression model is statistically significant (F(3, 149) = 21.683, p< 0.001), indicating that the group of independent variables collectively predicts the dependent variable IP significantly.

The coefficients table reveals that two predictors EA and VEX have a statistically significant effect on IP. The positive standardized coefficient for EA (β = 0.179, p = 0.046) suggests that increases in event authenticity are associated with increases in the intention to participate. Similarly, the positive beta value for VEX (β = 0.415, p < 0.001) indicates that higher levels of visitor experience are associated with an improved intention to participate. However, SQ (β = 0.065, p = 0.438) did not have a statistically significant effect on IP, suggesting that changes in service quality of peripheral attractiveness do not significantly influence participation intentions.

Two predictors, EA and VEX, are statistically significant at the 0.05 level, indicating they each contribute meaningfully to explaining the variance in the dependent variable (IP). However, SQ is not statistically significant, suggesting it does not contribute significantly to the variance in IP. Overall, these results provide evidence that Event Authenticity and Visitor Experience significantly influence the intention to participate in esports tourism. The R Square value of 0.304 suggests that the model explains a reasonable portion of the variance in IP. This implies that the model is moderately effective in predicting intention to participate based on these constructs. The SPSS outputs for all assumptions are presented in Appendix I.

7.2.3.2.4 Multiple Regression 4 – SQ, EA and VEX as independent variables and IRC as the dependent variable

The purpose of this multiple regression analysis was to assess the impact of three constructs—Service Quality of Peripheral Attractiveness (SQ), Event Authenticity of Core Attractiveness (EA), and Visitor Experience (VEX)—on the dependent variable, Intention to Recommend (IRC). This analysis aimed to determine how these independent variables collectively influence the intention to recommend within the context of esports tourism. The following output was obtained from SPSS:

MODEL	UNSTAN COEFF	DARDISED ICIENTS		SIG	R SQUARE
MODEL	В	STD. ERROR	В		
(CONSTANT)	1.918	0.474	-	<0.001	0.324
SQ	0.325	0.084	0.321	<0.001	-
EA	0.134	0.096	0.122	0.165	-
VEX	0.291	0.080	0.275	<0.001	-

Table 7.19 – Multiple Regression 4, IRC as the dependent variable

Source: Own Elaboration

Based on the table above, the regression equation can be formulated as follows: IRC = 1.918 + 0.325xSQ + 0.134xEA + 0.291xVEX

The model summary indicates that the combination of SQ, EA, and VEX explains approximately 32.4% of the variance in IRC (R Square = 0.324). The ANOVA results demonstrate that the overall regression model is statistically significant (F(3, 149) = 23.799, p < 0.001), indicating that the group of independent variables collectively predicts the dependent variable IRC significantly.

The coefficients table reveals that two predictors, SQ and VEX, have a statistically significant effect on IRC. The positive standardized coefficient for SQ (β = 0.321, p < 0.001) suggests that improvements in service quality are associated with increases in the intention to recommend. Similarly, the positive beta value for VEX (β = 0.275, p < 0.001) indicates that enhanced visitor experience is associated with a higher intention to recommend. However, EA

(β = 0.122, p = 0.165) did not have a statistically significant effect on IRC, suggesting that changes in event authenticity do not significantly influence recommendation intentions.

Two predictors, SQ and VEX, are statistically significant at the 0.05 level, indicating they each contribute meaningfully to explaining the variance in the dependent variable (IRC). However, EA is not statistically significant, suggesting it does not contribute significantly to the variance in IRC. Overall, these results provide evidence that Service Quality of Peripheral Attractiveness and Visitor Experience significantly influence the intention to recommend esports tourism. The SPSS outputs for all assumptions are presented in Appendix I.

7.3 Discussion

The objective of this study was to understand the relationships between different constructs in the conceptual model. A total of 153 respondents were included in the analysis. Four separate regression analyses were performed in SPSS 29 to explore predictive relationships between different constructs and various dependent variables relevant to esports tourism.

The first regression model examined impact of hospitality, attractions, amenities, and entertainment on *service quality of peripheral attractiveness*. The results indicated that only entertainment had a statistically significant, positive impact on service quality. This suggests that enhancing entertainment options could improve the perceived service quality of peripheral attractiveness in esports tourism. In contrast, hospitality, attractions, and amenities were found to have minimal impact on service quality. According to Padlee et al. (2019), incorporating constructs like hospitality, attractions, amenities, and entertainment is crucial for enhancing customer loyalty and satisfaction. However, the results suggest that only entertainment has a significant positive impact on esports tourists. Additionally, the literature highlights a noticeable gap specifically addressing the role of hospitality services within esports tourism (Kim et al., 2020; Çavuş, 2020), which aligns with the study's findings where hospitality was shown to have little impact on service quality of peripheral attractiveness. This suggests its influence may be less significant than previously thought, or perhaps not fully yet understood. This gap presents an opportunity for further research to explore how hospitality service can more effectively contribute to the overall esports' tourism experience.

The literature on esports tourism highlights several key factors in enhancing the *visitor experience*. Sjöblom et al. (2020) note that reinforcing existing community engagement is more effective for esports fans than creating entirely new social interactions. This aligns with the findings of the second regression, which demonstrate that community engagement, visitor engagement and cultural contact significantly improve the visitor satisfaction. Jialing et al. (2023) add that leveraging unique local resources and creating authentic, memorable

experiences strengthen connections with the host destination, which supports the finding that cultural experiences are crucial for satisfaction.

The literature suggests that a positive experience watching esports is crucial for attracting and retaining viewers, regardless of their previous exposure (Jialing et al., 2023). This perspective aligns with the third analysis, which found that enhancing the authenticity of esports events and improving visitor experiences are key to increasing *participation intentions*. While the literature emphasises the influence of social exposure on participation intentions (Leon et al., 2022), the findings suggest that service quality of peripheral services does not significantly influence participation decisions in esports tourism. Instead, the literature emphasises the unique appeal of esports tourism, including the live atmosphere and fan interactions (Sjöblom et al., 2020; Riatti & Thiel, 2022). Overall, the findings highlight the importance of creating authentic and engaging experiences within the core elements of esports events, as these factors play a more decisive role in shaping participation intentions than peripheral services.

The literature highlights that entertainment value of esports, along with social and informational factors which keeps people engaged (Jialing et al., 2023; Rietz & Hallmann, 2023). This aligns with findings from the fourth analysis, which shows that service quality and visitor experience significantly influence the *intention to recommend* esports tourism. Enhancing the overall event experience and providing enjoyable entertainment are key to encouraging attendees to recommend esports tourism to others. However, while the literature points to a broad range of engaging factors, these findings suggest that event authenticity does not play a significant role in driving recommendations. Service quality and visitor experience were found to be the key predictors of intention to recommend, indicating that providing high-quality services and an enjoyable experience are more impactful that focusing solely on event authenticity.

8. CONCLUSION

8.1 Theoretical contributions

This dissertation makes several important theoretical contributions to the field of esports tourism by advancing the understanding of key factors influencing esports tourists' experiences and satisfaction. Each study highlighted different yet interconnected aspects of the esports tourism experience, offering a more comprehensive understanding of the theoretical constructs that influenced this niche segment.

Study 1 focused on the role that proximity to the venue played in shaping accommodation preferences among esports tourists. The findings aligned with existing literature on accessibility and convenience as key components of enhancing the esports tourism experience. However, the study extended the discussion by exploring the potential challenges in the profitability of esports-themed hotels due to the limited number of annual events. This pointed out the need for more versatile hospitality solutions that could cater to esports tourists while remaining attractive to a broader audience. Furthermore, Study 1 identified a gap in research related to hospitality services within esports tourism, suggesting that partnerships between event organisers, local businesses, and hotels could have significantly enhanced attendee experiences through collaborative initiatives.

Study 2 expanded the discussion by exploring the role of cultural and social experiences in enriching esports tourism. The study confirmed previous research that emphasized the value of integrating local culture into event planning to make destinations more appealing. This study further strengthened the argument for collaboration between event organisers and local businesses to offer combined packages that included esports-related activities and cultural exploration. Additionally, Study 2 highlighted the importance of social interaction and peer engagement as critical elements for attendee satisfaction. This finding resonated with the literature on the importance of in-person fan connections, suggesting that creating dedicated social spaces within esports events could have enhanced attendee engagement and encouraged repeat visits.

Study 3 offered a more detailed exploration of the relationships between various constructs in esports tourism, providing evidence on the impact of hospitality, attractions, amenities, and entertainment on service quality and visitor satisfaction. The study's finding that entertainment was the only factor with a significant positive impact on service quality challenged previous assumptions that hospitality and other peripheral services would play a larger role. This result opened a new line of inquiry regarding the limited role of hospitality services, which might not have been fully understood or integrated into the esports tourism experience. Moreover, the study added to the existing literature on the importance of

community and visitor engagement, showing that these factors significantly influenced satisfaction and participation intentions. While authenticity was expected to be a key driver of participation, the study found that it did not play a significant role in driving recommendations, with service quality and overall visitor experience emerging as the most decisive factors.

Taken together, the studies contributed to a more refined understanding of the esports tourism ecosystem. They underscored the central role of entertainment and social interaction in shaping positive experiences and highlighted gaps in how peripheral services, such as hospitality, were perceived by esports tourists. The results suggested that while core event experiences remained critical, there were opportunities to enhance the tourism experience through strategic collaborations and a focus on tailored services.

8.2 Managerial implications

This dissertation provides several practical implications for event organisers, hotel managers, and local businesses involved in esports tourism. By understanding the preferences and needs of esports tourists, stakeholders can enhance the overall experience and better cater to this growing market. One key findings is that the proximity of the venue plays a significant role when esports tourists choose their accommodation. This presents an opportunity for collaboration between event organisers and hotels. By offering bundled packages that include both event tickets and accommodation, organisers and hotels can provide a more affordable and seamless experience for attendees. Additionally, if the accommodation is not located near the event, organisers could offer shuttle services to ensure easy access to the venue. This approach would allow esports tourists to enjoy a stress-free and convenient experience, enhancing their overall satisfaction.

The idea of esports-themed hotels gained significant interest, though there were concerns about profitability, given the major esports events occur only a few times per year. However, rather than fully converting a hotel into an esports-themed venue, managers could offer partial thematic experiences during esports events. This could include creating specific areas for esports activities, offering esports-themed menus, or providing unique amenities tailored to esports tourists. It is important for hotels to stay informed about upcoming esports events and engage in promotional activities to attract this market. By offering specialised services and experiences during esports events, hotels can appeal to esports tourists without overcommitting resources.

The research highlighted that incorporating local cultural experiences into esports events can enhance their attractiveness. Event organisers could collaborate with local tourist agencies or tourism boards to provide booths at the venue, offering brochures and information on nearby restaurants and local experiences. Hotels could also provide ready-made brochures or offer discounts on tickets for local attractions, further engaging tourists with the destination. This integration of local culture would not only improve the overall tourists experience but also promote the destination as a desirable location for esports events.

The importance of social interaction and peer engagement was consistently highlighted as a key factor in attendee satisfaction. To foster these interactions, event organisers, hotels and local businesses can create designated social spaces where fans can gather, socialise, and participate in esports-related activities. This could include fan zones, gaming lounges, or community meet-ups. By offering engaging spaces where fans can interact, stakeholders can enhance the social appeal of esports events, leading to higher levels of satisfaction and a more memorable experience for attendees.

The findings also emphasise the significance of authentic and engaging experiences within esports events. To enhance fan engagement, organisers can provide interactive content during breaks between matches, such as fan meet-and-greets, mini-games, or esports trivia competitions. These activities would allow fans to share their passion for esports and connect with others, creating a more immersive and enjoyable experience. Offering authentic and engaging content can make events more memorable and increase the likelihood of repeat attendance. By focusing on creating convenient, culturally integrated, and socially engaging experiences, stakeholders can enhance the overall satisfaction of esports tourists and foster long-term loyalty. The collaboration between different sectors, such as event organisers, hotels and local businesses, is key to providing a comprehensive and memorable esports tourists tourists tourists experience.

8.3 Limitations

Despite the careful design of this dissertation, several limitations must be acknowledged, which provide useful guidance for future studies.

The first limitation is the concerns Study 1 and 2, fifteen interviews were conducted in each to gather qualitative insights. However, after reaching a point of data saturation – where similar themes and responses were consistently appearing – the decision was made to stop further data collection. While this is a standard practice in qualitative research, it restricts the diversity of insights and may have led to the omission of unique perspectives on esports tourism. The limited number of interviews constrains the generalisability of the findings and may overlook more nuanced views of the esports tourism experience.

In Study 3, the demographic composition of the sample presents a key limitation. While 153 valid responses were gathered, the sample was predominantly composed of younger males, with 81% identifying as male and 49,7% aged between 25 to 34 years. While this may indicate that younger males represent a significant portion of esports tourists, it also limits the

generalisability of the findings to older esports tourists and to other gender identities. Additionally, the geographic distribution of respondents was uneven, with a significant portion from Serbia (20,3%) and the United States (11,1%), which may introduce regional bias. A more representative sample in terms of both demographics and geography would yield more comprehensive insights into esports tourism.

Furthermore, although Study 1 and 2 highlighted the importance of collaboration between event organisers, hotels and local businesses, this aspect was not confirmed or explored in detail in Study 3. Despite being frequently mentioned in the interviews, this potential partnership between stakeholders could be a crucial component of the esports tourism experience that remains underexplored in the quantitative phase of the research.

8.4 Future Research

Taking into account the limitations outlined in the previous section, several areas for future research could help consolidate and expand upon the findings of this study.

First, the study could be replicated with a larger and more diverse sample. While data saturation was reached in the qualitative interviews, it would be beneficial to explore whether the same insights hold true with a broader range of participants. A larger sample would also allow for greater generalisation of the findings, particularly across different demographics, including age and gender. Additionally, study 3 had insights primarily of respondents from Serbia and the United States. Future research could explore how esports tourism experiences differ across various countries and cultures. Investigating esports tourists from regions with growing esports markets, such as Asia and Latin America, could provide valuable insights into how cultural factors shape the preferences and behaviours of esports tourists. Moreover, the collaboration between event organisers, hotels and local businesses, which was frequently mentioned between interviewees could be explored in a sense of how these partnerships impact the overall esports tourism experience. It would be particularly interesting to see whether formal collaborations improve tourist satisfaction and engagement at esports events. Lastly, while this study focused on the preferences and experiences of esports tourists, future research could also gather insights from event organisers and local businesses to understand how they perceive and respond to the needs of esports tourists. This would provide a more holistic view of the esports tourism ecosystem and help identify areas where service improvements could be made. By addressing these areas, future research could further strengthen the understanding of esports tourism and its role within the broader tourism and event industries.

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APPENDICES

Appendix A: Interview Questionnaire for Study 1

- 1. How relevant are the nearby facilities (e.g., such as hotels, restaurants, commuting transportation, etc.) in your decision to attend an e-sport event in person?
- 2. When you travel and attend an esports event in-person, what types of nearby facilities do you find more relevant? What is missing (if anything)?
- 3. What type of non-gaming activities or local attractions do you find more interesting and from those, which could drive you to decide to attend an esports event in person?
- 4. When you travel for esports events, how much free time do you generally allocate for exploring the city or engaging in non-gaming activities?
- 5. How could local businesses improve their offering (i.e., services or offerings) to better address visitors like you who are in a destination to attend an esports event?
- 6. Have you ever extended your stay after an esports event to take advantage of local attractions or activities? If so, what prompted that decision?
- 7. Do you prefer hotels with other esports fans or other places away from fans?
- 8. What is the most important hotel amenity for you during an esports event?
- 9. Would you stay at an esports-themed hotel if it were available?
- 10. Do you believe there are missed opportunities for collaboration between esports organisers and hospitality providers? If so, what would you suggest?
- 11. How could the event organisers team up with local businesses to make your visit better?
- 12. What contributes to the authenticity of watching esports in person? Are there differences of 'authenticity' in terms of online and in person esports watching?
- 13. We are currently researching the key features of esports events tourists experience and how esports fans perceive it. Do you consider adding anything that could help us?

	Gender	Country of origin	Age	Highest level of education
Interviewee 1	Male	Romania	35	Master's Degree
Interviewee 2	Male	Denmark	34	Bachelor's Degree
Interviewee 3	Male	Denmark	23	Bachelor's Degree
Interviewee 4	Female	Denmark	30	Master's Degree
Interviewee 5	Male	Denmark	30	Master's Degree
Interviewee 6	Male	Indonesia	23	Bachelor's Degree
Interviewee 7	Male	Serbia	33	High School
Interviewee 8	Male	Serbia	34	Bachelor's Degree
Interviewee 9	Male	Spain	21	Bachelor's Degree
Interviewee 10	Female	Ukraine	37	Master's Degree
Interviewee 11	Male	Croatia	28	High School
Interviewee 12	Male	The Netherlands	25	Master's Degree
Interviewee 13	Male	The Netherlands	19	High School
Interviewee 14	Male	Italy	32	Bachelor's Degree
Interviewee 15	Male	Venezuela	36	Master's Degree

Appendix B: Demographic Details of Interviewees for Study 1

Code	Subcode	Description				
Event experience		The nearby facilities are beneficial, but not				
priority		decisive in their decision to attend.				
		The availability and accessibility of nearby				
Proximity priority		hotels, restaurants, and amenities are				
		considered crucial.				
		The degree to which events facilitate				
Fan interaction		interactions and socialising among fans,				
1 an interaction		including organised activities or informal				
		gatherings.				
Authenticity and						
viewing						
experience						
	Online experience	Focuses on the quality and authenticity of the				
	Online experience	event when accessed through digital platforms.				
		Concerns the direct, live experience of				
	In noroon	attending the event. It evaluates the sensory				
		impacts, the atmosphere, crowd interactions,				
	experience	and the overall environment that contribute to a				
		memorable and authentic event experience.				
		Potential partnerships between event				
Collaboration		organisers, local businesses, and				
opportunities		accommodation providers to enhance the				
		attendee experience.				
Cultural		Interest and participation in activities or				
Cultural		experiences that involve local culture and				
engagement		community events.				
	Event feelled	Attendees whose primary interest lies in the				
	Event-locused	esports event, with cultural activities being a				
	engagement	secondary consideration, if at all.				
Accommodation						
preferences						
	Interest in esports-	The sentiment of individuals who are attracted				
	themed hotels with	to the idea of staving in an esports-themed				
	cost concerns	to the idea of staying in an esports-themed				

Appendix C: Code System used in MAXQDA22 for Study 1 and Study 2

		hotel but have reservations about the potential				
		cost.				
		A desire or willingness to stay in an esports-				
	Unconditional	themed hotel, emphasising their enthusiasm or				
	interest in esports-	interest in such an accommodation option				
	themed hotel	without any reservations mentioned regarding				
		the cost.				
	Community	For individuals who prefer staving with other				
	engagement	fans for the communal and interactive aspects				
	seekers					
		This code captures the importance of solitude				
		and tranquillity for individuals in their				
	Solitude and	accommodation choices. For these individuals,				
	tranquillity valuers	the presence or absence of esports community				
		does not influence their preference for quiet and				
		serene environments.				
	Amenities and	Factors related to the facilities, services, and				
	comfort	comfort level of the accommodation.				
	Provimity	Preferences based on the closeness of the				
		accommodation to the event venue.				
	Cost	The consideration of the expense of				
	0031	accommodation.				
Feedback and		Input provided regarding their experiences,				
suggestions		opinions, or impressions of the event.				
Duration of stay						
		The decision to prolong the stay, either before				
	Extended stay	or after the esports event, often for leisure or				
		similar activities.				
		The decision to stay only for the duration of the				
		esports event, with attendees arriving just				
	Standard stay	before the event begins and departing				
		immediately after it ends, without extending				
		their stay for additional activities.				

Appendix D: Interview Questionnaire for Study 2

- 1. How do nearby hotels, restaurants, transport, and non-gaming activities affect your decision to attend an esports event, and what nearby features are most important to you?
- 2. What kind of non-gaming activities or local attractions interest you the most? Can it influence your decision to attend an event?
- 3. How much time do you spend exploring the city when you go to an event?
- 4. How can businesses in the area do a better job of serving visitors attending esports events?
- 5. Have you ever extended your stay after an event to explore the city? Why?
- 6. Do you prefer staying in hotels with other esports fans, and how appealing is the idea of an esports-themed hotel to you?
- 7. Can you suggest specific ways event organisers, hotels, and local businesses could collaborate to enhance your event experience? Feel free to provide examples or ideas.
- 8. What makes watching esports in-person feel authentic and memorable for you, and how does this experience differ from watching online?

	Gender	Country of origin	Age	Highest level of education
Interviewee 1	Female	Norway	21	High School
Interviewee 2	Male	Czech Republic	22	High School
Interviewee 3	Female	Poland	27	Bachelor's Degree
Interviewee 4	Male	Belarus	32	Master's Degree
Interviewee 5	Male	Czech Republic	21	High School
Interviewee 6	Male	Poland	25	PhD
Interviewee 7	Male	Poland	24	Bachelor's Degree
Interviewee 8	Female	Serbia	32	Master's Degree
Interviewee 9	Male	Czech Republic	22	High School
Interviewee 10	Male	Slovakia	18	High School
Interviewee 11	Male	Germany	29	Bachelor's Degree
Interviewee 12	Male	Germany	32	Bachelor's Degree
Interviewee 13	Male	Spain	28	Master's Degree
Interviewee 14	Male	Brazil	28	Bachelor's Degree
Interviewee 15	Male	Sweden	35	Master's Degree

Appendix E: Demographic Details of Interviewees for Study 2

Appendix F: Online survey

Welcome!

Hello! I'm Milica, and I'm working on my Master's thesis aimed at enhancing the travel experiences of esports tourists. This survey seeks to collect insights to improve the experience for fans attending esports events and provide valuable information for hospitality and tourism service providers focused on esports communities.

Who Should Take This Survey?

This survey is designed for esports fans who have traveled to attend an event. We value your unique experiences and insights!

Why Participate?

Your input will directly contribute to enhancing the esports travel experience, benefiting both fans and service providers in the esports tourism industry.

Survey Completion Time

This survey should take approximately 5 to 8 minutes to complete. We appreciate your time and effort!

Privacy Information

Please note that your responses will remain completely anonymous and confidential.

Contact Information

If you have any questions or need further information, please feel free to contact me at mpaai1@iscteiul.pt.

Have you ever travelled for an esports event and stayed overnight?

Yes

No

 \rightarrow

Please rate the importance of the following factors when considering attending an esports event in a new destination on a scale from 1 (not at all important) to 7 (extremely important).

	Not at all important	Low importance	Slightly important	Neutral	Moderately important	Very important	Extremely important
Price of accommodation	0	0	0	0	0	0	0
Prices of activities	0	0	0	0	0	0	0
Price of food and beverages	0	0	0	0	0	0	0
Quality of food and beverages at the accommodation	0	0	0	0	0	0	0
Service provided by accommodation workers	0	0	0	0	0	0	0
Safety of activities	0	0	0	0	0	0	0
	Not at all important	Low importance	Slightly important	Neutral	Moderately important	Very important	Extremely important
Cleanliness of the destination	0	0	0	0	0	0	0
Uniqueness of the landscape	0	0	0	0	0	0	0
Comfort of the built environment	0	0	0	0	0	0	0
Weather conditions	0	0	0	0	0	0	0
Food and beverage options in the city	0	0	0	0	0	0	0
General infrastructure	0	0	0	0	0	0	0
	Not at all important	Low importance	Slightly important	Neutral	Moderately important	Very important	Extremely important
Availability of travel information	0	0	0	0	0	0	0
Clarity of signs and indicators	0	0	0	0	0	0	0
Good night life options	0	0	0	0	0	0	0
	Not at all important	Low importance	Slightly important	Neutral	Moderately important	Very important	Extremely important
Good shopping options	0	0	0	0	0	0	0
Varied gastronomy	0	0	0	0	0	0	0
Exotic location or unique atmosphere	0	0	0	0	0	0	0

Think of the last esports event you attended. To what extent do you agree or disagree with the following statements about the event?

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
The service quality of the event was excellent.	0	0	0	0	0	0	0
The quality of the event could be considered superior when compared to other spectator sports.	0	0	0	0	0	0	0

Overall, I thought that the quality of the last esports event was...

1- 2 3 4- 5 6 7 Poor 2 3 Average 5 6 Exce
--

To confirm that you are paying attention, please disregard the numbers listed as answer choices and instead select the option that says 'Apple'.

Banana		
Apple		
Orange		
orungo		
Grane		

Think about a time when you attended an esports event.

To what extent do you agree or disagree with the following statements about the event?

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
This event had a strong connection with host destination.	0	0	0	0	0	0	0
This event relied on local unique resources.	0	0	0	0	0	0	0
This event's image was congruent with the host destination.	0	0	0	0	0	0	0
The features of the event were congruent with the host destination.	0	0	0	0	0	0	0
	Strongly		Somewhat	Neither agree	Somewhat		Strongly
	disagree	Disagree	disagree	disagree	agree	Agree	agree
This event offered experiences that other events could hardly imitate.	0	0	0	0	0	0	0
The atmosphere of the event was hard to find at other events.	0	0	0	0	0	0	0
This event was held in an environment that other events would find difficult to provide.	0	0	0	0	0	0	0
The special activities of this event would be difficult for other events to replicate.	0	0	0	0	0	0	0
	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
This event accomplished its value commitment to tourists.	0	0	0	0	0	0	0
This was an honest event.	0	0	0	0	0	0	0
This event had no false or exaggerated propaganda.	0	0	0	0	0	0	0

Please rate the extent to which you agree with the following statements.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Exchanging opinions with members of my gaming community is important to me.	0	0	0	0	0	0	0
I expect that I will continue to participate in my gaming community activities.	0	0	0	0	0	0	0
I am an actively participating member of my gaming-related communities.	0	0	0	0	0	0	0

When you travel for an esports event, how often do you engage in the following activities? Please rate each activity from '1 - not at all' to '7 - a lot'.

	1 - Not at all	2	3	4 - A moderate amount	5	6	7 - A lot
I used guided tours.	0	0	0	0	0	0	0
I watched videos or listened to audio content about the host destination.	0	0	0	0	0	0	0
I read guide books, brochures, or other literature about the destination that I found at the event.	0	0	0	0	0	0	0
	1 - Not at all	2	3	4 - A moderate amount	5	6	7 - A lot
I asked staff at the esports event for information about the destination.	0	0	0	0	0	0	0
I used different sources to understand more about the host destination.	0	0	0	0	0	0	0
l used the host destination's tourism websites or apps during my visit.	0	0	0	0	0	0	0

Based on your recent visit to an esports event and its host destination, please rate the extent to which you agree with the following statements about your experience.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I was thrilled about having a new experience at this destination.	0	0	0	0	0	0	0
I really enjoyed this tourism experience.	0	0	0	0	0	0	0
This was a once-in- a-lifetime experience.	0	0	0	0	0	0	0
The unique cultural heritage of this destination made my visit different from previous travel experiences.	0	0	0	0	0	0	0
l experienced something new about the destination's local culture.	0	0	0	0	0	0	0
I enjoyed a sense of freedom while visiting this destination.	0	0	0	0	0	0	0
I felt refreshed while staying in this destination.	0	0	0	0	0	0	0
I was interested in the main activities and attractions offered by this destination.	0	0	0	0	0	0	0

What is the typical color of snow? Please select the correct answer.

White			
Red			
Green			
Blue			

Please rate your level of agreement with the following statements on a scale of 1 to 7, where 1 is 'not true at all' and 7 is 'very true':

	1 - Not true at all	2	3	4 - Somewhat true	5	6	7 - Very true
I like to learn about different customs, rituals and ways of life in this destination.	0	0	0	0	0	0	0
I like to experience more than just staged events associated with this culture.	0	0	0	0	0	0	0
I would like to get to know more about this culture.	0	0	0	0	0	0	0
I prefer just to observe how this culture is different rather than really meet and interact with people from that culture.	0	0	0	0	0	0	0
	1 - Not true at all	2	3	4 - Somewhat true	5	6	7 - Very true
I am interested in getting to know more people from this culture.	0	0	0	0	0	0	0
The more I see, hear, and sense about this culture, the more I want to experience it.	0	0	0	0	0	0	0
I am very keen on finding out about the culture of this destination.	0	0	0	0	0	0	0
I would like to see the world through the eyes of people from this culture.	0	0	0	0	0	0	0
	1 - Not true at all	2	3	4 - Somewhat true	5	6	7 - Very true
I like to spend time on finding out about this culture.	0	0	0	0	0	0	0
I would like to get involved in cultural activities in this destination.	0	0	0	0	0	0	0
Contact with this culture forms a very important part of my visit experience.	0	0	0	0	0	0	0

Please indicate your level of agreement with the following statements using the scale below:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
l am willing to take part in esports tourism.	0	0	0	0	0	0	0
l plan to participate in esports tourism.	0	0	0	0	0	0	0
I am willing to visit cultural heritage sites to learn knowledge about cultural heritage.	0	0	0	0	0	0	0
I am willing to recommend my families, relatives, and friends to participate in esports tourism.	0	0	0	0	0	0	0

Thinking back to your esports event experience, please rate your level of agreement with the following statements.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I will recommend the event to other people.	0	0	0	0	0	0	0
I will say positive things about the event to other people.	0	0	0	0	0	0	0
I will encourage friends and relatives to go to the event.	Ο	0	0	0	0	0	0

How old are you?

Under 18

18-24 years old

25-34 years old

35-44 years old

45-54 years old

55-64 years old

65+ years old

What is your gender?

Male

Female

Non-binary

Other

Prefer not to say

In which country do you currently reside?

What is the highest level of education you have completed?

~

Secondary School / High School

University Bachelors Degree

Graduate or professional degree (MA, MS, MBA, PhD, JD, MD, DDS)

Prefer not to say

Appendix G: Constructs, scales, and authors

	CONSTRUCT	CODE		SCALES	SCALE
	& SOURCE				RANGE
1	Hospitality	HOSP-1		Price of accommodation	
	(Chen & Tsai,	HOSP-2		Prices of activities	
	2007)	HOSP-3		Food and beverage of accommodation	
		HOSP-4		Services of accommodation workers	
		HOSP-5		Prices of food and beverage	
		HOSP-6		Safety of activities	
	Attractions	Att-1		Cleanness	
		Att-2		Uniqueness of landscape	1 – Not at all
		Att-3		Comfort of built environment	important
		Att-4		Weather	7 – Extremely
	Amenities	Amen-1		Food and beverage provision	important
		Amen-2		General infrastructure	
		Amen-3		Travel information	
		Amen-4		Signs and indicators	
	Entertainment	Ent-1		Good night life	
		Ent-2		A good shopping place	
		Ent-3		Varied gastronomy	
		Ent-4		Exotic location	
2	Perceived	SQ1		The service quality of the event is excellent.	1 - Strongly
	Service Quality				disagree
	of peripheral	502		The quality of the event could be considered superior when	7 – Strongly
	attractiveness	302		compared to other spectator sports.	
	(Clemes et al.,				agree
	2011)				1 – Poor
		SQ3 Overall, I thought that the quality of the event was		7 - Excellent	
3		EA-PC1		This event has a strong connection with the host destination.	

	Perceived	EA-PC2		This event relies on local unique resources.		
	authenticity of	54 802	Perceived	This event image is congruence with the ones of host		
	event	EA-PC3	consisten	destination.		
	(Yawen et al.,	54 564	су	The features of this event are congruence with host		
	2023)	EA-PC4		destination.		
				This event offers experiences that other events hardly		
		EA-PU1		imitate.	1 – Strongly	
		EA-PU2	Perceived	The atmosphere of this event is hard to find at other events.	disagree	
		54 5112	uniquene	This event is held in an environment that other events would	7 – Strongly	
		EA-PU3	SS	find difficult to provide.	agree	
				The special activities of this event are difficult to replicate by		
		EA-PU4		other events.		
		EA-PI1	Derest ed	This event accomplishes its value commitment to tourists.		
		EA-PI2	intogritu	This is an honest event.		
		EA-PI3	megniy	This event is no false or exaggerated propaganda.		
4	Community	ComEng		Exchanging opinions with members of communities is		
	engagement	-1		important to me.	1 – Strongly	
	(Badrinarayanan	ComEng		I expect that I will continuously participate in community	disagree	
	et al. <i>,</i> 2015)	-2		activities.	7 – Strongly	
		ComEng		I am an actively participating member of related	agree	
		-3		communities		
5	Visitor	VEng-1		I use guided tours at the site.		
	Engagement	VEng-2		I use videos and audios at the site.		
	(Taheri et al.,	VEng-3		I use guidebook and literature at the site.		
	2014)	VEng-4		I seek help from staffs at the site.	1 – Not at all	
		VEng-5		I play with materials to understand about the site.	7 – A 101	
		VEng-6		I use the on-site online facilities.		
6	Cultural Contact	Cult-C1		I like to learn about different customs, rituals, and ways of		
	(Gnoth & Zins,			life.	1 – Not true at	
	2013)	Cult-C2		I like to experience more than just staged events associated	all	
				with this culture.	7 – Very true	
		Cult-C3		I would like to get to know more about this culture.		

		Cult-C4 Cult-C5 Cult-C6 Cult-C7 Cult-C8 Cult-C9 Cult-C10 Cult-C11	I prefer just to observe how this culture is different rather than really meet and interact with people from that culture. I am interested in getting to know more people from this culture. The more I see, hear, and sense about this culture, the more I want to experience it. I am very keen on finding out about this culture. I would like to see the world through the eyes of people from this culture. I like to spend time on finding out about this culture. I would like to get involved in cultural activities. Contact with this culture forms a very important part of my experience in this visit.	
7	Visitor	VEX1	I am thrilled about having a new experience at the site.	
	Experience	VEX2	I really enjoyed this tourism experience.	
	(Kim & Ritchie,	VEX3	This is a once-in-a-lifetime experience.	
2014)		VEX4	The visit to the site is different from previous experiences of a heritage site.	1 – Strongly
		VEX5	I have experienced something new about the site's local culture.	7 – Strongly
		VEX6	I have enjoyed a sense of freedom.	agree
		VEX7	I feel refreshing while staying in the site.	
		VEX8	I was interested in the main activities of this tourism experience.	
8	Intention to	IP1	I am willing to take part in	
	participate	IP2	I plan to participate in	1 – Strongly
	(Wu et al., 2023)	IP3	I am willing to visit cultural heritage sites to learn knowledge about cultural heritage.	disagree 7 – Strongly
		IP4	I am willing to recommend my families, relatives, and friends to participate in	agree
9	Intention to	IRC1	I will recommend the event to other people.	1 – Strongly
	recommend	IRC2	I will say positive things about the event to other people.	disagree
		IRC3	I will encourage friends and relatives to go to the event.	0.00Bicc

(Hosany et al.,		7 – Strongly
2017)		agree

Appendix H: Detailed country of residence distribution of survey respondents

	Country											
		Frequency	Percent	Valid Percent	Cumulative Percent							
Valid	Afghanistan	1	.7	.7	.7							
	Albania	1	.7	.7	1.3							
	Argentina	2	1.3	1.3	2.6							
	Australia	2	1.3	1.3	3.9							
	Austria	2	1.3	1.3	5.2							
	Belarus	1	.7	.7	5.9							
	Belgium	4	2.6	2.6	8.5							
	Bosnia and Herzegovina	2	1.3	1.3	9.8							
	Brazil	1	.7	.7	10.5							
	Bulgaria	2	1.3	1.3	11.8							
	Canada	2	1.3	1.3	13.1							
	Croatia	4	2.6	2.6	15.7							
	Cyprus	1	.7	.7	16.3							
	Czech Republic	2	1.3	1.3	17.6							
	Denmark	15	9.8	9.8	27.5							
	Estonia	1	.7	.7	28.1							
	Finland	5	3.3	3.3	31.4							
	France	4	2.6	2.6	34.0							
	Georgia	2	1.3	1.3	35.3							
	Germany	8	5.2	5.2	40.5							
	Greece	2	1.3	1.3	41.8							
	Hungary	1	.7	.7	42.5							
	Ireland	4	2.6	2.6	45.1							
	Italy	2	1.3	1.3	46.4							
	Latvia	1	.7	.7	47.1							
	Lithuania	1	.7	.7	47.7							
	Montenegro	1	.7	.7	48.4							
	Netherlands	2	1.3	1.3	49.7							
	Niger	1	.7	.7	50.3							
	Norway	2	1.3	1.3	51.6							
	Poland	1	.7	.7	52.3							
	Portugal	5	3.3	3.3	55.6							
	Romania	1	.7	.7	56.2							
	Russian Federation	2	1.3	1.3	57.5							
	Serbia	31	20.3	20.3	77.8							
	Singapore	1	.7	.7	78.4							
	Slovenia	2	1.3	1.3	79.7							
	Spain	2	1.3	1.3	81.0							
	Sweden	5	3.3	3.3	84.3							
	Switzerland	1	.7	.7	85.0							
	Turkey	1	.7	.7	85.6							
	Ukraine	2	1.3	1.3	86.9							
	United Kingdom of Great Britain and Northern Ireland	3	2.0	2.0	88.9							
	United States of America	17	11.1	11.1	100.0							
	Total	153	100.0	100.0								

Appendix I: Linear Regression Assumptions (SPSS Output)

Service quality of peripheral attractiveness (SQ) as dependent variable; Entertainment (ENT), Hospitality (HOSP), Amenities (AMEN) and Attractions (ATT) as independent:

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	ENT, HOSP, AMEN, ATT ^B		Enter

a. Dependent Variable: SQ

b. All requested variables entered.

Model Summary^b Change Statistics Selection Criteria Akaike Amemiya Mallows' Schwarz Bayesian Criterion Adjusted R Std. Error of the R Square Information Prediction Prediction Change df2 Sig. F Change Criterion Criterion Criterion R R Square F Change df1 Model Estimate Square 1 .202ª .041 .015 1.06110 .041 1.569 4 148 .186 23.065 1.024 5.000 38.217

a. Predictors: (Constant), ENT, HOSP, AMEN, ATT

b. Dependent Variable: SQ

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.067	4	1.767	1.569	.186 ^b
	Residual	166.639	148	1.126		
	Total	173.705	152			

a. Dependent Variable: SQ

b. Predictors: (Constant), ENT, HOSP, AMEN, ATT

Coefficients^a

		Unstandardized Coefficients		Standardized Coefficients			Correlations		Collinearity Statistics		
Model		В	Std. Error	Beta	t	Sig.	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	4.811	.424		11.348	<.001					
	HOSP	.058	.109	.062	.530	.597	.084	.044	.043	.480	2.082
	ATT	001	.122	001	009	.993	.107	001	001	.406	2.462
	AMEN	086	.100	089	863	.390	.033	071	069	.603	1.659
	ENT	.167	.081	.205	2.066	.041	.188	.167	.166	.655	1.526

a. Dependent Variable: SQ

Collinearity Diagnostics^a

			Condition Variance Proportions				ons		
Model	Dimension	Eigenvalue	Index	(Constant)	HOSP	ATT	AMEN	ENT	
1	1	4.867	1.000	.00	.00	.00	.00	.00	
	2	.057	9.207	.06	.06	.00	.02	.80	
	3	.034	12.013	.68	.15	.18	.01	.02	
	4	.025	13.865	.24	.04	.07	.95	.00	
	5	.016	17.286	.02	.75	.75	.02	.18	

a. Dependent Variable: SQ

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4.7912	5.8475	5.3551	.21562	153
Std. Predicted Value	-2.615	2.283	.000	1.000	153
Standard Error of Predicted Value	.099	.320	.185	.051	153
Adjusted Predicted Value	4.7010	5.9108	5.3542	.21922	153
Residual	-2.92379	1.97902	.00000	1.04705	153
Std. Residual	-2.755	1.865	.000	.987	153
Stud. Residual	-2.780	1.896	.000	1.004	153
Deleted Residual	-2.97652	2.05783	.00093	1.08527	153
Stud. Deleted Residual	-2.846	1.913	001	1.011	153
Mahal. Distance	.320	12.861	3.974	2.683	153
Cook's Distance	.000	.118	.007	.014	153
Centered Leverage Value	.002	.085	.026	.018	153

a. Dependent Variable: SQ





Normal P-P Plot of Regression Standardized Residual



Dependent Variable: SQ



Regression Standardized Predicted Value

Visitor experience (VEX) as dependent variable; Community engagement (ComEng), Visitor Engagement (Veng) and Cultural Contact (CultC) as independent variables:

Descriptive Statistics

	Mean	Std. Deviation	N
VEX	5.3366	1.02430	153
ComEng	5.8780	1.15707	153
VEng	3.3529	1.33661	153
CultC	4.7296	1.25522	153

Correlations

		VEX	ComEng	VEng	CultC
Pearson Correlation	VEX	1.000	.376	.466	.557
	ComEng	.376	1.000	.104	.290
	VEng	.466	.104	1.000	.460
	CultC	.557	.290	.460	1.000
Sig. (1-tailed)	VEX		<.001	<.001	<.001
	ComEng	.000		.100	.000
	VEng	.000	.100		.000
	CultC	.000	.000	.000	
Ν	VEX	153	153	153	153
	ComEng	153	153	153	153
	VEng	153	153	153	153
	CultC	153	153	153	153

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	CultC, ComEng, VEng ^b		Enter

a. Dependent Variable: VEX

b. All requested variables entered.

Model Summary^b Change Statistics Selection Criteria Akaike Amemiya Mallows' Schwarz R Square Information Prediction Adjusted R Std. Error of the Prediction Bayesian R R Square Square Estimate Change F Change df1 df2 Sig. F Change Criterion Criterion Criterion Criterion Model .648^a .408 .78780 -69.037 4.000 -56.915 .420 .420 35.987 149 <.001 .611 1 3

a. Predictors: (Constant), CultC, ComEng, VEng

b. Dependent Variable: VEX

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	67.004	3	22.335	35.987	<.001 ^b
	Residual	92.474	149	.621		
	Total	159.478	152			

a. Dependent Variable: VEX

b. Predictors: (Constant), CultC, ComEng, VEng

Coefficients^a Standardized Unstandardized Coefficients Coefficients Correlations Collinearity Statistics Beta Tolerance VIF В Std. Error Sig. Zero-order Partial Part Model t 1.976 .370 5.335 <.001 1 (Constant) ComEng .215 .058 3.724 <.001 .376 .292 .232 .915 1.093 .243 .787 1.270 VEng .210 .054 .274 3.900 <.001 .466 .304 .243 CultC .294 .060 .361 4.938 <.001 .557 .375 .308 .729 1.372

a. Dependent Variable: VEX

Collinearity Diagnostics^a

			Condition	Variance Proportions			
Model	Dimension	Eigenvalue	Index	(Constant)	ComEng	VEng	CultC
1	1	3.851	1.000	.00	.00	.01	.00
	2	.095	6.370	.04	.07	.78	.00
	3	.036	10.381	.07	.10	.19	.99
	4	.018	14.527	.90	.82	.02	.00

a. Dependent Variable: VEX

Casewise Diagnostics^a

Case Number	Std. Residual	VEX	Predicted Value	Residual
37	3.719	6.50	3.5698	2.93017

a. Dependent Variable: VEX

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.5698	7.0127	5.3366	.66394	153
Std. Predicted Value	-2.661	2.525	.000	1.000	153
Standard Error of Predicted Value	.064	.293	.120	.041	153
Adjusted Predicted Value	3.1401	7.0135	5.3365	.66993	153
Residual	-2.23278	2.93017	.00000	.77999	153
Std. Residual	-2.834	3.719	.000	.990	153
Stud. Residual	-2.859	3.983	.000	1.009	153
Deleted Residual	-2.27255	3.35994	.00009	.81149	153
Stud. Deleted Residual	-2.931	4.199	.001	1.020	153
Mahal. Distance	.021	19.979	2.980	3.238	153
Cook's Distance	.000	.582	.010	.050	153
Centered Leverage Value	.000	.131	.020	.021	153

Residuals Statistics^a

a. Dependent Variable: VEX



Histogram ndent Variable[,] VEX



Normal P-P Plot of Regression Standardized Residual

Intention to participate (IP) as dependent variable; Service quality of peripheral attractiveness (SQ), Visitor Experience (VEX) and Event Authenticity of Core Attractiveness (EA) as independent variables:

Descriptive Statistics

	Mean	Std. Deviation	N
IP	5.6144	1.09386	153
SQ	5.3551	1.06902	153
EAEventAuthCore	4.8087	.98731	153
VEX	5.3366	1.02430	153

Correlations

				EAEventAuthC	
		IP	SQ	ore	VEX
Pearson Correlation	IP	1.000	.298	.399	.514
	SQ	.298	1.000	.580	.312
	EAEventAuthCore	.399	.580	1.000	.440
	VEX	.514	.312	.440	1.000
Sig. (1-tailed)	IP		<.001	<.001	<.001
	SQ	.000		.000	.000
	EAEventAuthCore	.000	.000		.000
	VEX	.000	.000	.000	
N	IP	153	153	153	153
	SQ	153	153	153	153
	EAEventAuthCore	153	153	153	153
	VEX	153	153	153	153

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	VEX, SQ, EAEventAuthC ore ^b		Enter

a. Dependent Variable: IP

b. All requested variables entered.

Model Summary^b

						Ch	ange Statisti	s		Selection	Criteria		
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	Akaike Information Criterion	Amemiya Prediction Criterion	Mallows' Prediction Criterion	Schwarz Bayesian Criterion
1	.551 ^a	.304	.290	.92178	.304	21.683	3	149	<.001	-20.976	.733	4.000	-8.854

a. Predictors: (Constant), VEX, SQ, EAEventAuthCore

b. Dependent Variable: IP

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	55.271	3	18.424	21.683	<.001 ^b
	Residual	126.602	149	.850		
	Total	181.873	152			

a. Dependent Variable: IP

b. Predictors: (Constant), VEX, SQ, EAEventAuthCore

Coefficients^a

		Unstandardize	Standardized Coefficients Correlations		Collinearity	/ Statistics					
Model		В	Std. Error	Beta	t	Sig.	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.940	.486		3.992	<.001					
	SQ	.067	.086	.065	.777	.438	.298	.064	.053	.660	1.516
	EAEventAuthCore	.198	.099	.179	2.009	.046	.399	.162	.137	.589	1.698
	VEX	.443	.082	.415	5.429	<.001	.514	.406	.371	.801	1.248

a. Dependent Variable: IP

Collinearity Diagnostics^a

				Variance Proportions						
Model	Dimension	Eigenvalue	Condition Index	(Constant)	SQ	EAEventAuthC ore	VEX			
1	1	3.940	1.000	.00	.00	.00	.00			
	2	.027	12.116	.06	.33	.11	.49			
	3	.019	14.453	.57	.09	.46	.17			
	4	.014	16.535	.37	.58	.43	.34			

a. Dependent Variable: IP

Casewise Diagnostics^a

Case Number	Std. Residual	IP	Predicted Value	Residual
45	-3.470	1.75	4.9484	-3.19843
72	-3.805	2.00	5.5074	-3.50740

a. Dependent Variable: IP

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.7880	6.8952	5.6144	.60301	153
Std. Predicted Value	-3.029	2.124	.000	1.000	153
Standard Error of Predicted Value	.075	.290	.142	.045	153
Adjusted Predicted Value	3.8951	6.8905	5.6135	.60448	153
Residual	-3.50740	2.17040	.00000	.91264	153
Std. Residual	-3.805	2.355	.000	.990	153
Stud. Residual	-3.821	2.480	.000	1.006	153
Deleted Residual	-3.53741	2.40792	.00084	.94187	153
Stud. Deleted Residual	-4.010	2.524	002	1.019	153
Mahal. Distance	.014	14.048	2.980	2.733	153
Cook's Distance	.000	.168	.008	.021	153
Centered Leverage Value	.000	.092	.020	.018	153

Residuals Statistics^a

a. Dependent Variable: IP



Histogram

Regression Standardized Residual



Normal P-P Plot of Regression Standardized Residual





Regression Standardized Predicted Value

Intention to recommend (IRC) as dependent variable; Service quality of peripheral attractiveness (SQ), Visitor Experience (VEX) and Event Authenticity of Core Attractiveness (EA) as independent variables:

Descriptive Statistics

	Mean	Std. Deviation	N
IRC	5.8562	1.08267	153
SQ	5.3551	1.06902	153
EAEventAuthCore	4.8087	.98731	153
VEX	5.3366	1.02430	153

		IRC	SQ	EAEventAuthC ore	VEX
Pearson Correlation	IRC	1.000	.478	.430	.429
	SQ	.478	1.000	.580	.312
	EAEventAuthCore	.430	.580	1.000	.440
	VEX	.429	.312	.440	1.000
Sig. (1-tailed)	IRC		<.001	<.001	<.001
	SQ	.000		.000	.000
	EAEventAuthCore	.000	.000		.000
	VEX	.000	.000	.000	
Ν	IRC	153	153	153	153
	SQ	153	153	153	153
	EAEventAuthCore	153	153	153	153
	VEX	153	153	153	153

Correlations

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	VEX, SQ, EAEventAuthC ore ^b		Enter

a. Dependent Variable: IRC

b. All requested variables entered.

Model Summary^b

						Cha	ange Statisti	cs			Selection	n Criteria	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	Akaike Information Criterion	Amemiya Prediction Criterion	Mallows' Prediction Criterion	Schwarz Bayesian Criterion
1	.569 ^a	.324	.310	.89911	.324	23.799	3	149	<.001	-28.595	.712	4.000	-16.473

a. Predictors: (Constant), VEX, SQ, EAEventAuthCore

b. Dependent Variable: IRC

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57.717	3	19.239	23.799	<.001 ^b
	Residual	120.453	149	.808		
	Total	178.170	152			

a. Dependent Variable: IRC

b. Predictors: (Constant), VEX, SQ, EAEventAuthCore

Coefficients^a

		Unstandardize	d Coefficients	Standardized Coefficients				Correlations		Collinearity	Statistics
Model		В	Std. Error	Beta	t	Sig.	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.918	.474		4.046	<.001					
	SQ	.325	.084	.321	3.869	<.001	.478	.302	.261	.660	1.516
	EAEventAuthCore	.134	.096	.122	1.395	.165	.430	.114	.094	.589	1.698
	VEX	.291	.080	.275	3.656	<.001	.429	.287	.246	.801	1.248

a. Dependent Variable: IRC

Collinearity Diagnostics^a

				Variance Proportions			
Model	Dimension	Eigenvalue	Condition Index	(Constant)	SQ	EAEventAuthC ore	VEX
1	1	3.940	1.000	.00	.00	.00	.00
	2	.027	12.116	.06	.33	.11	.49
	3	.019	14.453	.57	.09	.46	.17
	4	.014	16.535	.37	.58	.43	.34

a. Dependent Variable: IRC

Casewise Diagnostics^a

Case Number	Std. Residual	IRC	Predicted Value	Residual
14	-3.351	1.67	4.6796	-3.01296

a. Dependent Variable: IRC

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.8895	7.1688	5.8562	.61621	153
Std. Predicted Value	-3.192	2.130	.000	1.000	153
Standard Error of Predicted Value	.073	.283	.139	.044	153
Adjusted Predicted Value	4.0742	7.2061	5.8570	.61376	153
Residual	-3.01296	1.86436	.00000	.89020	153
Std. Residual	-3.351	2.074	.000	.990	153
Stud. Residual	-3.465	2.164	.000	1.009	153
Deleted Residual	-3.22107	2.04954	00081	.92416	153
Stud. Deleted Residual	-3.601	2.191	003	1.018	153
Mahal. Distance	.014	14.048	2.980	2.733	153
Cook's Distance	.000	.207	.010	.027	153
Centered Leverage Value	.000	.092	.020	.018	153

Residuals Statistics^a

a. Dependent Variable: IRC





Normal P-P Plot of Regression Standardized Residual






Normal P-P Plot of Regression Standardized Residual

Scatterplot

Dependent Variable: IRC

