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THE IMPACT OF SPORT TOURISM IN DESTINATION LOYALTY: THE ESTORIL COAST (PORTUGAL) PROMOTION OF RECURRENT MAJOR SPORTING EVENTS

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This dissertation is dedicated to my father, José Fernandes Travassos,
who is no longer among us

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ABSTRACT

Tourism destination marketing is today of highly importance in the tourism industry as there is an increasing competition between destinations. The main objective is to develop the best strategies that explore the tourism potential of each destination.

This dissertation explores the impact of sport tourism in destination loyalty, through the Estoril Coast (Portugal) promotion of recurrent major sporting events. The first objective is to measure if sport tourists are more loyal than non-sport tourists and if the promotion of recurrent major sporting events does influence positively the overall evaluation of a tourism destination and as a consequence increases overall tourists' loyalty (for both sport and non-sport tourism). The second objective is to identify the critical variables and the correspondent pathway that if targeted effectively, will enhance positively tourists' loyalty towards the destination (two research pathway models were proposed).

In order to address both objectives a questionnaire was produced and two distinctive samples were targeted (sport and non-sport tourists). An analysis of descriptive data was made as well as an evaluation and interpretation of both proposed models. The conclusions are, in the case of the Estoril Coast, that sport tourists are more loyal, that the promotion of recurrent major sporting events did enhance the destination overall image and the critical marketing variables are: Safety, Sporting event image (product image) and Transportation.

The final purpose of this dissertation is to clarify the true potential of exploring sports tourism and its impact on tourism loyalty.

Key words: Loyalty, Sports Tourism, Sports events and Tourism Marketing
JEL Classification System: L83 - Sports; Gambling; Recreation; Tourism
M31 - Marketing

RESUMO

Tem vindo a surgir, cada vez com maior importância, o tema relacionado com o marketing para o destino turístico. Esta temática surge devido ao grande aumento da concorrência entre destinos. O principal objectivo de cada destino é o de desenvolver estratégias que permitam aproveitar ao máximo as suas potencialidades.

Esta dissertação explora o impacto do turismo desportivo na fidelidade para com o destino turístico, estudando a promoção de grandes eventos desportivos recorrentes na Costa do Estoril (Portugal). O primeiro objectivo é o de medir se os turistas deportistas são mais fiéis que os não desportistas e se a promoção de eventos desportivos recorrentes influencia positivamente a avaliação global que é feita do destino, com resultados positivos na fidelidade ao destino (turistas desportistas e não desportistas). O segundo objectivo é o de identificar quais são as variáveis criticas e o correspondente caminho, que, se explorados correctamente, irão influenciar positivamente a fidelidade (dois modelos foram apresentados, um para turismo desportivo e outro para não desportivo).

Para atingimento dos objectivos, foi construído um questionário e identificadas duas amostras distintas de inquiridos (desportistas e não desportistas). Foi então feita uma análise descriptiva aos dados recolhidos, bem como uma análise e interpretação dos resultados dos modelos. As conclusões foram, no caso da Costa do Estoril, que os turistas desportistas são mais fiéis, que a organização de grandes eventos recorrentes tem um impacto positivo na imagem global do destino e que as variáveis de marketing críticas a explorar são: Segurança, Imagem do evento desportivo (imagem do produto) e Transporte.

O objectivo último desta dissertação é o de clarificar o verdadeiro potencial do turismo desportivo e o seu impacto na fidelidade ao destino turístico.

Palavra-chaves: Fidelidade, Turismo desportivo, Eventos desportivos, Marketing turístico.
JEL Classification System: L83 - Sports; Gambling; Recreation; Tourism
M31 - Marketing

EXECUTIVE SUMMARY

The theme of this dissertation is "The impact of sport tourism in destination loyalty: the Estoril Coast (Portugal) promotion of recurrent major sporting events.

The main objectives of this dissertation are:

(1) measure **the impact of sport tourism in destination loyalty**, taking into consideration the promotion of recurrent major sporting events;
(2) identify the **critical variables** to be considered in order **to positively influence sport tourism loyalty** towards the Estoril Coast.

In order to achieve the main objectives of this dissertation the methodology adopted was: firstly, a brief introduction to the international and national tourism sector and to the Estoril Tourism Board actual promotion strategy of the Estoril Coast destination. Following a literature review of the relevant publications around tourism and sport tourism and their relationships with loyalty, sporting events, brand and other important subjects. Subsequently and having in mind the main results of the literature review a tourism loyalty model and its hypotheses were presented as so as the methodology followed. Lastly, the major conclusions, research contributions and managerial implications are presented, not overlooking the dissertation limitations and pointing out clues future research.

Both objectives were accomplished. **At the end of this dissertation the results show that sport tourists are more loyal than non-sport tourists.** An impressive 83.5% of sport-tourists have already been at the Estoril Coast in the past 10 years more than once, in fact, 35.4% have already been 5 or more times and 29.1% 3 or 4 times. Furthermore, these sport tourists do state (more than non-sport tourists) that (1) they will positively promote the Estoril Coast, (2) they will recommend it to a friend, (3) that they are resistant to other destination offers and, as a consequence, (4) that they will repurchase more than once the Estoril Coast in a near future.

In addition, **the promotion of recurrent major sporting events leveraged the number and quality of tourists visiting the Estoril Coast**, confirming once more that this type of strategy

has a positive impact on the local economy, service quality and overall image of the Estoril Coast.

The second objective of this dissertation was also accomplished. Sport tourists are mainly influenced by their evaluation of having "**Pleasure**" to be at the Estoril Coast. Additionally, "**Safety**" (having good quality services and feeling safe) is what positively influences their perception of "Pleasure". Moreover, the evaluation of safety is influenced mainly by the "**Sporting event image**" and to a lesser extent by the influence of "**Transportation**".

As so, the critical variables that need to be addressed in order to achieve sport tourist loyalty are:

- Safety;
- Sporting event image;
- Transportation.

Finally, the last recommendation goes to all national tourism organizations:

Do not rely on local companies to retain and attract tourists and make them loyal to the destination.

Their individual strategies may collide and, as a consequence, may have a negative impact on the overall image of the destination. The objective is for all tourism organizations to take into their own hands the strategy thinking (choosing a pathway) and the implementation of a global strategy for the destination so that all entities involved may be in consonance with it. If so, all people involved and interested in it will row to the same direction and following the same guidelines.

SUMÁRIO EXECUTIVO

O tema desta dissertação é "o impacto do turismo desportivo na fidelidade para com o destino: o caso da promoção de grandes eventos desportivos recorrentes na Costa do Estoril (Portugal)".

Os objectivos principais deste trabalho são:

(1) identificar a existência de uma **relação** positiva entre o **turismo desportivo e a fidelidade** para com o destino, tendo como base a realização de eventos desportivos recorrentes;

(2) identificar quais as **variáveis críticas chave** que, se "trabalhadas" de forma positiva, **influenciarão a fidelidade dos turistas desportistas** para com o destino Costa do Estoril.

Para se atingirem estes objectivos a organização desta dissertação foi feita da seguinte forma: primeiro uma breve introdução ao sector do turismo internacional e nacional, assim como a estratégia actual de promoção do destino "Costa do Estoril" pela Junta de Turismo da Costa do Estoril. De seguida foi analisada a literatura de relevo publicada sobre turismo e turismo desportivo e as suas relações com fidelidade, eventos desportivos, marca, entre outras identificadas como necessárias para a execução deste estudo. Depois e com base na análise da literatura publicada foi elaborado e apresentado o modelo a estudar e as respectivas hipóteses bem como a metodologia seguida para a sua execução. Por fim são apresentadas as principais conclusões, contribuições deste estudo e possíveis implicações para a gestão, sem esquecer as limitações existentes e possíveis pistas para futuras investigações.

Os dois objectivos foram alcançados. **No final deste trabalho os resultados evidenciaram que os turistas desportistas são mais fieis que os não desportistas**. Uma percentagem relevante de 83,5% de turistas desportistas já tinham visitado a Costa do Estoril mais do que uma vez nos últimos 10 anos. De facto, 35,4% já tinham estado 5 ou mais vezes e 29,1% entre 3 e 4 vezes. Para mais estes turistas afirmam, numa percentagem superior aos não desportistas, que (1) vão fazer publicidade positiva (boca-a-boca), que (2) vão recomendar o destino Costa do Estoril aos seus amigos, que (3) estão pouco receptivos a outras ofertas

equivalentes e, consequentemente, que (4) irão voltar a "comprar" mais do que uma vez o destino Costa do Estoril num futuro próximo.

Por outro lado, constatou-se que **a promoção de eventos desportivos recorrentes impulsionou a quantidade e qualidade dos turistas que visitaram a Costa do Estoril**, confirmando uma vez mais que este tipo de estratégia é benéfica para o desenvolvimento turístico no seu todo.

Através do atingimento do segundo objectivo foi possível identificar que a fidelidade dos turistas desportistas é influenciada principalmente pela sua percepção de "**Prazer**", que por sua vez é influenciada directamente pela "**Segurança**". Este último parâmetro mede a qualidades dos serviços oferecidos e a percepção de segurança. Adicionalmente, o parâmetro "Segurança" é influenciado maioritarimamente pela "**Imagem do evento desportivo**" e, com um peso menor, pelo "**Transporte**".

Desta forma os factores que devem ser "trabalhados" para se conseguir fidelidade dos turistas desportistas são:

- Segurança;
- Imagem do evento desportivo;
- Transporte.

Como conclusão fica a seguinte recomendação a todos os organismos oficiais de turismo e autarquias locais:

Não é possível ficar dependente de empresas locais para definirem estratégias próprias para atrairem e fidelizarem os seus clientes.

Estas estratégias individuais podem em muitos casos ser contraditórias e impactarem negativamente a imagem global do destino por abordarem aspectos relacionados apenas com os seus interesses, que sendo legítimos, podem ir de encontro ao interesse global da região. Tendo em conta os resultados apresentados, o objectivo passa pelas organizações oficiais de turismo tomarem a seu cargo a concepção e implementação de estratégias globais que se articulem com as estratégias individuais dos vários operadores turísticos.

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Chapter 1 - Introduction

The Travel & Tourism (T&T) Industry[1] is and will continue to be one of the most interesting, dynamic and promising industries of the global economy. The T&T industry continues to be one of the world's largest generator of wealth and jobs (WTTC, 2006: 5).

But just before talking about Portugal and the Costa do Estoril (Estoril Coast), the region in focus in this dissertation, a summary of the world T&T industry follows, as the numbers involving this industry are huge.

In the 2007 World Travel & Tourism Economic Research the T&T industry is expected to post US$7,060.3bn of economic activity (Total Demand), growing to US$13,231.6bn by 2017. The growth of this industry will be by 4.3% per annum, in real terms, between 2008 and 2017. The T&T industry is expected to contribute 3.6% to world's Gross Domestic Product (GDP) in 2007. Regarding employment, the T&T economy represents 8.3% of world's total employment with 231,222,000 jobs (1 in every 12 jobs) and by 2017 the percentage will be of 8.3% representing 262,634,000 jobs (1 in every 12 jobs). The T&T industry jobs account for 2.7% of world's total employment (76,084,000 jobs) and by 2017 the forecast weight will be of 2.8% (86,637,000 jobs) (WTTC, 2007:10-12).

The weight of the T&T industry in Portugal is also very significant and is one of the most important industries of the Portuguese economy. Tourism is also one of the key selling points of Portugal for out-of-border promotion. In 2007 the Travel & Tourism Economic Research published the following figures about Portugal (WTTC, 2006): T&T is expected to generate EUR31.9bn of economic activity (Total Demand) in 2007, growing (nominal terms) to EUR53.0bn by 2017. Total Demand is expected to grow by 1.9% in 2007 and by 3.0% per annum (less than the world's estimation of 4.3%), in real terms, between 2008 and 2017. Total Demand in 2007 represents 0.6% of world market share (1.8% of European Union market share). Portugal's T&T Industry is expected to contribute 6.5% to Gross Domestic Product (GDP) in 2007 (EUR10.4bn), rising in nominal terms to EUR17.6bn (7.2% of total) by 2017. The T&T Economy contribution (percent of total) should rise from 15.4% (EUR24.6bn) to 17.7% (EUR41.4bn) in this same period. Portugal T&T Economy

[1] Includes Transport, Accommodation, Catering, Recreation and Services for visitors (WTTC, 2006)

employment is estimated at 959,000 jobs in 2007, 18.4% of total employment, or 1 in every 5.4 jobs. By 2017, this should total 1,060,000 jobs, 20.3% of total employment or 1 in every 4.9 jobs. The 403.000 T&T Industry jobs account for 7.7% of total employment in 2007 and are forecast to total 445,000 jobs or 8.5% of the total by 2016 (WTTC, 2007: 10-12).

In 2006, the total number of overnight stays for Portugal reached 37,566,500 (var.05/06 of 5.8%) and 67.1% represents foreigners (25,216,500 overnights – var.05/06 of 5.6%). The Great Lisbon region had in 2006 a total of 8,162,600 overnight stays (var.05/06 of 12.5%) (DGT, Jan 2008). In 2007 the total number of overnight stays from January until June for the Great Lisbon Region had an increase of 4.4% (a total of 10,806,677 overnights) and a 6.1% increase regarding foreigners, reaching a total of 7.150.629 (DGT, Aug 2008).

"One Place. Thousand sensations." This is how the Estoril Coast is promoted. The Estoril Coast was the first tourism region founded in Portugal (1957) and is the oldest tourist destination of Portugal, since 1832 (with the thermal centre of Estoril).

The Estoril Coast extends from the Atlantic Ocean and the Tagus river estuary in the south and west up to the northern boundary of the parish of Cascais. It is close to the most westerly point in Europe. The Estoril Coast comprises the regions of Cascais, Estoril, Carcavelos and Guincho and is near the majestic town of Sintra[2] (appendix 1 – Map 1).

The Estoril Tourism Board (ETB) is the official entity that is responsible for managing the Estoril Coast as a tourism destination. The ETB was the first tourism board in Portugal and was set up on the 7th May 1922.

So close to the sea. So close to the countryside. So close to Lisbon. The Estoril Coast as part of the Great Lisbon Region in 2007 had a market share of 14.4% (1,171,887 overnights) of the total overnights in the Great Lisbon Region. The foreign tourists represent 80.5% of the total overnight stays in the Estoril Coast. The internal tourists (country of origin is Portugal) have decreased 2.4% reaching a total of 228,792 overnights, representing 9.6% of the market share of the internal tourists of the Great Lisbon Region (ETB, 2008).

[2] The town of Sintra is classified by UNESCO as World Heritage since 1995.

The Estoril Coast has a total of 7,135 beds that can accommodate 7,585 persons (pax). The total number of beds includes all types of units, from 5 star hotels to guest houses (appendix 1 – table 1). But if the region of Sintra is included the numbers rise to a total of 9,408 beds that can accommodate 10,077 pax. Nevertheless the number will rise as there are new units being built in the Estoril Coast; a total of 704 rooms within 5 star hotels will soon increase the tourist quality offer of the Estoril Coast (appendix 1 – table 2).

Analysing these figures and its history one can only infer that the Estoril T&T industry has a strong weight on the local economy so any changes in the number of visitors has an impact on the local economy. Also knowing that the average daily expenditure in 2003 for the Great Lisbon Region, where the Estoril coast is included, was EUR131.25 (national daily expenditure was EUR119.50) (DGT, 2005), and updating it with the inflation rates from 2004 to 2007, the average daily expenditure in 2007 reaches EUR144.7[3]. This value only reinforces the importance of the T&T industry in the local economy.

The Estoril Coast was once a highly famous, sophisticated and glamorous resort, but in recent years it became a dormant region, neglecting tourism priorities over the past two decades. To attract more tourists and to revitalize this region, during the last seven years (beginning in 2001), the Estoril Tourism Board has implemented a new strategy under the theme Major Events. This new strategy aims at re-launching the city of Cascais, through a new image. "*The decision was made bearing in mind the more immediate and stronger impact of the visibility obtained by major events, mainly sporting ones, which could reverse the trend and upgrade the destination – Promoting Major Sports Events*" (Dr. Jorge Felner da Costa, director of product development of the Estoril Tourism Board).

This strategy of correcting a negative image by promoting major events has also been defended by Ahmed (1991) where he presents six possible strategies to correct a negative image: (1) capitalize on positive images of component parts; (2) schedule mega events; (3) conduct familiarization tours; (5) use selective promotion; and (6) take advantage of a negative image (a better description of how this strategies work is presented in chapter 2.3.5.).

[3] 2007 daily expenditure of EUR 144.7 = (131.5 X (1+0.025) X (1+0.021) X (1+0.03) X (1+0.021)). Inflation rates from 2004 to 2007 retrieved from main economic indicators at http://www.bportugal.pt (Banco de Portugal, Bank of Portugal)

"*Annually almost one million tourists visit the Estoril Coast and a very high percentage enjoys the stay and wants' to return in a near future*" (Dr. João M. Custódio, ETB). Also, thousands of tourists come annually to the Estoril Coast due to the Major Sports Events. Some of these events are annually recurrent; therefore there is a very good chance that, if well targeted, visitors would come for the next year event. If not, the costs of promotion are wasted again and again to the same broad target, instead of correctly targeted to the sport tourists that came to the last year events.

During the year of 2007, the sporting events that took place at Estoril Coast (appendix 1 – table 3) have surely help in developing and implementing the ETB major sporting events strategy. The number, variety (types of sport) and quality of the events in conjunction with the natural and man-made infrastructures capacities will put the Estoril Coast as one of the best sporting tourist destination. Following the same strategy for 2008, the sporting events schedule will also help the promotion and development of this tourist destination (appendix 1 – table 4).

It is commonly accepted in the marketing discipline that it is far cheaper to retain an existing customer than it is to attract a new one (Reichheld, 1994). Knowing this and knowing that other competitors (tourist destinations) are fighting for new customers (tourists), why are not these tourists identified by the local Tourism Board? Why are not they segmented and targeted for repurchase? Can the Estoril Tourism Board rely on individual companies (hotels, travel agencies, airlines, and so on) to retain tourists and make them loyal to the destination? Which attributes have to be target to develop true destination loyalty in sport tourists?

After showing the Travel & Tourism industry importance to the World's and Portuguese economy and presenting the Estoril Tourism Board strategy to revitalize the Estoril Coast destination image mainly through the promotion of major sporting events, the following chapter will focus on analysing the main subjects and publications around tourism, sport tourism and loyalty so that a tourism pathway towards loyalty may be built.

Chapter 2 - Literature Review

As the main objective of this dissertation is the study of the impact of sport tourism in destination loyalty through the organization of recurrent major sporting events, the literature review will focus on: (1) tourist (consumer) behaviour, as the processes and variables of choosing a destination are very important; (2) loyalty in tourism, this being the main objective of any tourism service provider and tourism destination; and (3) sport tourism, a growing new segment of tourism with specific tourist profiles that is becoming very attractive. At the end of each theme of analysis a summary of the most important aspects is presented.

2.1. Tourist Behaviour

Tourist's decisions to choose destinations have been one of the significant issues studied by researchers and such decisions are also starting to be linked with tourists' destination loyalty from a relationship marketing perspective (Huang and Chiu, 2006).

There have been some studies that pointed out the existence of a relationship between tourist destination loyalty and consumer choice behaviour, but this relationship is still quite limited (Chen and Gursoy, 2001).

If tourism destination managers and tourism marketers were able to predict potential customers' probability of purchasing a specific destination it would allow for better calculation of the expected total demand and thus being able to develop and implement strategies that would help preparing the destination to cope with that demand (Oppermann, 1999).

Consumer behaviour refers to the process of acquiring and organising information in the direction of a purchase decision and of using and evaluating products and services. "*This process encompasses the stages of searching for, purchasing, using, evaluating, and disposing of products and services* (Moutinho, 1987: 5)".

It is commonly agreed that service marketing is different and usually more difficult to manage than product marketing due to the four distinct features of services identified by Appiah-Adu

(2000): intangibility; variability; inseparability of provision and consumption; and perishability. This also applies to firms within the tourism industry and therefore to their products.

Moutinho (1987) says that the tourist buying decision presents some unique characteristics: it is an investment with no tangible rate of return, and the purchase is often prepared and planned through savings made over a considerable period of time.

If one wants to target effectively tourists, one has to analyse how they make travel decisions; what motivations influence the individual's travel decisions; how attitudes are formed; and how various groups affect travel behaviour (Moutinho, 1987).

During the decision making process of choosing the destination, tourists are influenced by a set of social forces that are grouped into four major areas: role and family influences; references groups, social classes, and culture and subculture (Moutinho, 1987). Having in mind the reference groups, the influence within the sport communities is very big, as they drag along thousands of fans around the world.

Eugenio-Martin (2003) concluded that tourists' destination choice process encompasses a hierarchy of five stage decisions: (1) participation decision (to travel); (2) tourism budget decision; (3) frequency and length of stay decisions; (4) kind of tourist destination decision; and (5) final destination and mode of transportation choice.

A tourist destination is characterised as being related to a brand and a product (Lee, 2001) and consequently has to be analysed taken into consideration these facts. A common aspect of the definitions around tourism destination is the idea of experience (experience as a product), and this makes the tourism destination a unique product, differentiating it from other consumer goods and services (Lee, 2001).

A tourist destination choice differs from other products in two unique characteristics: (1) tourism consumption is based on experience rather than a product; and (2) the actual purchase and consumption may occur at locations other than one's residence, in separate places and times. Therefore, tourist destination choice is perceived as involving a greater risk than the purchase of other goods (Lee, 2001).

For Ibrahim and Jacqueline (2005) consumer (tourist) decision is also influenced by a two-way relationship between image tourists have and satisfaction, therefore their intention of making frequent visits. Also, Lee (2001) agrees that image plays a central role in tourist destination choice.

Tourist destination itself is a core part of the tourism product (offer) and it possesses an image that differentiates one destination from another and consequently influences consumer behaviour. Destination image is: (1) measurable and needs to be assessed; and (2) plays a significant role in tourist behaviour, especially in buying behaviour (Lee, 2001).

Destination image is being studied over three streams: (1) measuring destination specific image components based on destination attributes (pull factors); (2) envisioning the image formation process and the factors related to this formation; and (3) more recently, the relationship between image and trip behaviour (Lee, 2001). Related to image formation Lee (2001) refers to Gunn[4] as he conceptualizes destination image formation as being organic (personal visitation, friends, and acquaintances) vs. induced (geographic location, advertising, television, magazines and indirect communications).

In addition, there was a conclusion mentioned in Lee (2001) from the work of Walsh and Davitt[5] where there is an influencing relationship between destination image factors and the length of stay. This conclusion is of great importance as there is a relationship between image and destination loyalty (Lee, 2001 and Ibrahim and Jacqueline, 2005), a positive image of the destination will help the tourist to become loyal and consequently increase the length of stay.

Finally, destination image is defined as "*an attitude, possessing affective (feeling), cognitive (belief), and conative (behaviour or surrogate of behaviours such as intention and preference) elements of classical attitude components* (Lee, 2001: 17)".

Law et al. (2004) refers that pull and push factors influence people to travel and their choice of destination. The push factors are socio-psychological, like escape from routine surroundings, relaxation, and social interaction. The pull factors can be tangible ones like

[4] Gunn, C. (1972), *Vacationscape: designing tourist regions.* Bureau of Business Research, University of Texas, Austin.
[5] Walsh, R. G. and G. J. Daviit (1983), A demand function for length of stay on ski trips to Aspen, *Journal of Travel Research*, Vol 21, p. 23-29.

scenic landmarks and sport facilities, or intangibles ones like destination image and travellers' benefit expectations.

In order to sell tourism destinations, marketers have to focus their main strategies in convincing tourists that their destination is the best one. But in order to do so, marketers have to know how the mind of the tourist works, thus knowing how they acquire and organize the information available (Moutinho, 1987).

As mentioned by Lee (2001) a tourism destination is linked to a brand and a product, and to the idea of experimentation making it a unique product.

When choosing for a destination to visit, tourists are influenced by a set of social forces (Moutinho, 1987); by a five stage decision process (Eugenio-Martin, 2003); by a two-way relationship between image tourists have of the destination and satisfaction (Ibrahim and Jacqueline, 2005); by the relationship between image and buying behaviour (Lee, 2001); and finally by the pull and push factors that influence people to travel (Law et al., 2004).

2.2. Tourism Loyalty

In the tourism industry customer loyalty is becoming critical, but this issue has remained outside tourism research priorities and interests (Oppermann, 1999).

Tourist service providers are offering highly competitive services in order to achieve customer loyalty towards a specific destination, but such loyalty relies on achieving relationship quality with that destination in order for tourists to willingly visit the same destination in the future (Huang and Chiu, 2006).

Information about customer loyalty can also be used to identify distinct segments of visitors relating their loyalty to the destination. This segmentation into homogeneous markets allows for the comparison of consumer variables by groups and, therefore, in formulating consumer-oriented marketing strategies, maximizing resources towards real potential customers (Petrick, 2005 and Oppermann, 1999).

Also, Rita and Moutinho (1992) refer that the national tourism organizations need to plan carefully the allocation of financial resources to promotional efforts, therefore segmentation strategies of potential tourist markets are required to maximize the impact of their promotion efforts in order to make the most efficiency use of the fixed promotional budgets. Another consequence of market segmentation is the possibility to identify the competitors working with the same propositions and target markets, thus allowing redesigning propositions in order to more effectively address the target market, reducing competition pressure.

"Loyalty is usually viewed as an abstraction which is difficult to define because of the differentiating roles played, both by previous attitudes and values and by repeated behaviour (Riley et al., 2001: 24)", therefore encompassing the difficulties of these concepts.

Oppermann (1999) pointed out, from Jacob and Chestnut[6], that there are two important assumptions about brand loyalty measurement: (1) the level at which brand loyalty is measured (individual or aggregate level), and (2) the data used to measure brand loyalty. In

[6] Jacoby, J. and R.W. Chestnut (1978), *Brand loyalty: Measurement and Management*, John Wiley & Sons, New York

this review, focus will be given to the second assumption – which type of data to use to measure loyalty.

The data used to measure brand loyalty can de divided into three categories: behavioural data, attitudinal data, and composite data (combination of both).

Jacob and Chestnut subdivided behavioural data into five types: (1) brand purchase sequence, (2) brand purchase proportion, (3) brand purchase probability, (4) synthesis measures and (5) miscellaneous measures. The first three are the most used.

Numerous authors adopting behavioural data methodology have applied brand purchase sequence. These authors measured the number of purchases of a brand, adopting different range strategies: from short purchase sequences of six consecutive purchases to long purchase sequences of thirty-one or more consecutive purchases (Oppermann, 1999). Riley et al (2001) pointed out that this measure has a limitation, as it does not take into consideration the pulling power of competition.

Brand purchase proportion is the proportion of purchase of a specific brand as compared to all purchases. In this measure the cut-off percentage that ranks loyalty has ranged from 100 per cent to about 50 per cent depending on the author (Oppermann, 1999). In addition, some authors changed from one brand loyalty measure to the top two or three brand loyalty measures.

The probability of purchasing a brand has also been studied and good results were obtained analysing product purchases against probability models: accuracy of some models reached as much as 80% up to 100% (Oppermann, 1999). However in the case of tourism the results were completely different and not so motivating, as tourists does not act as an (economic) rational being and the long path sometimes is considered the most attractive one (Oppermann, 1999: 55).

Behaviour data analysis has been criticised by the authors using attitudinal data approaches because it did not distinguish between intentional loyal and spuriously loyal (Oppermann, 1999). The spuriously loyal customers are unattached to the brand and therefore they can change brand whenever a better deal is proposed. In the tourist segment this kind of customers

(tourists) are very frequent. Riley et al (2001) also point out that loyalty cannot be measured only by behavioural measures as it can be an outcome of the organization (destination) which produces or sells it, rather than the product or service it self.

An example of attitudinal measures towards loyalty measuring is when consumers are questioned about which brand they prefer. But this brand reference has to subsist over time. It has to subsist for several years and not only at one point in time (Oppermann, 1999).

The results obtained by studies using attitudinal data analysis were not so encouraging and one of the main limitations in many attitudinal studies has been the focus on cross-sectional data rather than longitudinal (Oppermann, 1999). The advantage of behavioural data analysis is that this type of data focuses mainly on longitudinal data.

Various authors in various studies have also applied the combination of both types of data, but in the tourism sector few have found followers (Oppermann, 1999). The only author that was adopted by tourism researchers was George S. Day[7] with his loyalty index where loyalty is defined as the ratio of the proportion of purchase devoted to brand X over a time t to the attitude toward brand X at the beginning of the study (Oppermann, 1999: 54). But Day also pointed out some problems with this measure: what weights to give to each part of the equation, and it combines a one-time estimate (attitude) with an interval estimate (purchase probability).

By the revision of Oppermann (1999) it is consensual that in order to measure tourist loyalty towards a destination the most adequate type of data to use is the behavioural data.

On the other hand, for Riley et al. (2001) and Lee (2001) the best way to measure brand loyalty is by using composite measures, a mix between behavioural (defined as habit) and attitudinal measures. If loyalty is measured exclusively by behavioural indicators, there is the risk that mood factors are not captured into the model, this leading to wrong assumptions regarding repurchasing motivation. "*Brand loyalty measures solely based on attitudes and values fail to capture the mechanical element of behaviour, therefore underestimating key moments of discontinuity* (Riley et al., 2001: 24)".

[7] Day, G. S. (1969), A two-dimensional concept of brand loyalty, *Journal of Advertising Research*, Vol. 9(3), p.29-35.

In this dissertation brand loyalty will be measured using composite data (combination of behavioural and attitudinal data) as it has the benefits of both while minimizing their inconvenient.

According to Chen and Gursoy (2001) destination loyalty is operationally defined as the level of tourist's perceptions of a destination as a recommendable place. They also say that non-repeat visit behaviour may not preclude an individual's loyalty to a destination they previously visited, while a repeat visitation to a particular destination may not warrant tourists' loyalty to that destination. They conclude that willingness to recommend the product to other tourists may be a suitable indicator to measure the destination loyalty.

The willingness to recommend the product (destination) to other tourists is the only variable available to measure destination loyalty. But is this true when analysing tourists attracted to major sport events? In this case can repurchase be a valid indicator?

For Oppermann (1999), on the other hand, loyalty in tourism is when tourists make multiple visits to a tourism destination and not only one previous visit, therefore repurchase is a valid indicator for measuring loyalty.

Past travel experiences also influences tourist loyalty. It is vital to analyse past trip experiences, due to the fact that they influence directly or indirectly tourists' choice behaviour, thus influencing marketing strategies (Chen and Gursoy, 2001 and Crosby et al., 1990). Oppermann (1999: 56) also points out "*if tourists are happy with a previous destination choice, they may not even look for information on other destinations for their next destination selection*".

Petrick (2005) says that loyal customers are more likely to discuss past service experiences positively than non-loyal customers, creating a potential for word-of-mouth advertising at no extra cost to the service provider.

Finally, the definition of tourism destination loyalty that is proposed in this dissertation is: persistent visits to the same place over an extended period of time that encompasses the willingness to recommend the destination. Within this definition one can find the variable "repurchase" (persistent visits to the same place over an extended period of time) and the

variable “recommendable place” (willingness to recommend the destination: the loyal tourist will promote positive word-of-mouth towards the destination and will defend it against other tourism offers).

If the National Tourism Organizations implement and promote programmes that influence positively the tourist trip experience, the consequence will be a positive word-of-mouth. Statistics prove that if a visitor has a bad experience, he will tell it to 22 friends, while a good experience will only be mentioned to 9. Good news is no news (World Tourism Organization).

Oppermann (1999) developed a typology tree (appendix 2 - figure 1) where tourist loyalty can be measured. This tree is divided into three levels: (1) the first level is the number of previous visits to the destination (in this level Oppermann included the distinction between one-time previous visit and multiple previous visits); (2) the second level refers to peoples’ behaviour towards travel in general and the destination in question (Oppermann considers only behavioural data) and; (3) the third and last level shows the probability of tourists visiting the destination in the future.

This typology is useful for tourism organizations to segment tourists according to the probability of them visiting the destination in the future and therefore allowing such organizations to develop marketing strategies adapted to each segment and thus to better rationalize financial resources.

For Niininem et al. (2004) there are two constructs that influence destination loyalty: (1) variety seeking and (2) repeat behaviour. These two constructs must be analysed together as when analysed separately they do not adequately measure loyalty. They concluded that there is an association between a pure behavioural measure (repeat behaviour) and a psychological tendency (variety seeking).

The first construct “variety seeking behaviour” is seen as a psychological one and in the tourism context it means seeking or not seeking novelty. In this context novelty is not the provision of something new related to the tourism destination, but rather the idea of novelty seeking within an individual (Niininem et al, 2004: 441). For tourists, novelty seeking is a motivating factor for choosing a destination, as it awards the participant with feelings of

pleasure. Moreover, the degree of perceived novelty is unique for each individual and therefore the same activity may be defined as novelty to explore for some tourists and novelty to avoid for others.

Also, Niininem et al (2004) pointed out from the work of Lee and Crompton[8] that novelty experience can also be related with past experience as it can be defined as the degree of contrast between present perception and past experiences.

But if there is evidence that there is a repeat visit pattern towards a destination, two conclusions may be taken: there is non-variety seeking from tourists or the tourist destination is able to offer variety in every visit (Niininem et al, 2004).

Riley et al. (2001) analysed existing loyalty models and identified two main groups of models: (1) marketing oriented models and; (2) models with an interpersonal nature.

Marketing oriented models use consumer satisfaction, quality and brand loyalty as constructs and a combination of satisfaction, quality, involvement and switching costs as variables.

Interpersonal nature models bring the interpersonal nature of the services into the calculation, so there is a concern for the quality of experience and how it matures into interpersonal bonds.

To measure loyalty in tourism four themes have to be taken into consideration (Riley et al, 2001: 28): (1) concern with behaviour (repeat behaviour and switching preferences); (2) concern with the relationship between loyalty and the propensity to return having in mind the need to differentiate travellers as well and travel settings for each loyalty measures; (3) concern with the familiarity with the destination through the propensity to visit it (linked with image and knowledge); and (4) loyalty as a goal to be pursued.

Information processing models are also promoted by Riley et al (2001) as a mean to measure loyalty in tourism. These models do not directly involve repeat behaviour or psychological states, but instead focus on specific circumstances that could offer alternative routes to

[8] Lee, T-H and J. Crompton (1992), Measuring novelty seeking in tourism, *Annals of Tourism Research*, Vol. 19(4), p.732-51.

definitions of loyalty. The advantage of this type of studies is that they deal directly with the issue of "habit", separating it from other motivations normally addressed in studies of repeated behaviour. The criticism around this approach is that it is very rational, and individuals are not "rational". Riley et al (2001) concluded that it is possible to measure loyalty through information processing models.

There are two information processing models that Riley et al (2001) advocate in order to measure tourism loyalty: (1) Psychological cost-benefit; and (2) Optimal stimulation level (OSL).

The psychological cost-benefit approach has been applied in the education and vocation fields. The benefits and costs of an educational decision are compared with each other in a profit or loss perspective, this measure being in relation with the independent variable level of aspiration. This model is important as it not only assumes that decisions are made on economic aspects, on psychological sacrifices and on rewards involved, but that these constructs work together (Riley et al, 2001).

In the tourism loyalty research the value of such an approach is that it can capture both the rational and the intuitive aspects of a decision simultaneously and that it is suitable for serious decisions that have time considerations attached to them (Riley et al, 2001, p. 29). The connection with loyalty is made through the choice pattern of analysing what benefits and costs are seen as most important by the individual and by an overall analysis of what is the final profit. These two outputs can display a predisposition that could be interpreted as loyalty (Riley et al, 2001). The real problem identified by Riley et al (2001) in the adoption of this model to tourism is the basis on which the output could be validated – what is the equivalent of level of aspiration – and not the identification of components. In their paper, Riley et al (2001: 29) concluded that "*given the nature of tourism with its obvious connotations of adventure, sensation seeking and others forms of exploratory behaviours, it is more appropriate to consider the OSL model in order to measure loyalty*".

The optimal stimulation level model, being a motivational state rather than a psychological trait, has been adopted over time and has passed the primary stage of development and it has a successful application in consumer behaviour and in identifying the propensity to be loyal as it is associated with reducing stimulation levels (Riley et al, 2001).

The OSL approach is based on an environmental stimulation model which works on the principle that individuals obtain stimulation from dynamic aspects of their environment such as ambiguity, novelty and complexity, and that for everyone there is an optimal level. "*This optimal level is when the individual feels neither bored nor overwhelmed*" (Riley et al, 2001: 29).

The OSL model is applied using a scale that captures psychological states such as arousal seeking and novelty seeking tendencies[9]. It also includes measures of life style and consumer behaviour[10] together with aspects of personality[11] in combination with curiosity and sensation seeking[12] (Riley et al, 2001).

Riley et al (2001) concluded that what makes the OSL approach attractive to tourism research is that decisions to travel and to choose a holiday are based on fairly focused criteria which in turn are include levels of stimulation that normally require consideration as they are not daily occurrences.

At the end, loyalty is what secures the relationship between customer and supplier (tourist and destination) when the customer is faced with increasingly attractive competitive offers. With loyalty, the consumer is more likely to identify himself with, have trust on, and be committed to the supplier when faced with adversity. Furthermore, errors made in the provision of a service are more apt to be given a second chance if the consumer has loyalty to the provider (Petrick, 2005). According to Weiner (2000) loyal customers will generally attribute service errors to "unstable factors" (i.e. uncontrollable factors) instead of factors that are controlled by the provider, thus remaining loyal in spite of dissatisfying experiences.

[9] Mehrabian, A., and J. Russel (1974), An Approach to Environmental Psychology, *MIT Press: Cambridge, MA*; Goodwin, S.A. (1980), *The impact of stimulus variables on exploratory behavior, Advances in consumer research*, 7 Olson J: Association of Consumer Research: Ann Arber, MI, p. 264-269.
[10] Steenkamp, J.E., and H. Baumgartner (1992), The role of optimum stimulation level in exploratory consumer behavior, *Journal of Consumer Research*, Vol. 19(3), p. 434-447; Kwon, Y.H., J.E. Workman (1996), Relationship of optimum stimulation level to fashion behavior, *Clothing and Textiles Research Journal*, Vol. 14(4), p. 249-256.
[11] Raju, P.S. (1980), Optimum stimulation level: its relationship to personality, demographics and exploratory behavior, *Journal of Consumer Research*, Vol. 7, p. 272-281.
[12] Zuckerman, M. (1971), Dimensions of sensation seeking, *Journal of Consulting and Clinical Psychology*, Vol. 36(1), p. 45-52.

Loyalty towards a brand, a product or a service is the main goal of any marketer and this same goal applies to a tourism destination, as a tourism destination is linked to a brand and a product (Lee, 2001).

But loyalty towards a brand or a product or, in this case, towards a tourism destination is very difficult to measure. There are two issues regarding loyalty measuring: at what level should brand loyalty be measured - individual or aggregated level; and which type of data to use (Oppermann, 1999). There are three categories of data that can be used to measure loyalty: behavioural data, attitudinal data and composite data (a combination of both). Behavioural measures have been criticised because they do not distinguish between intentional loyalty and spuriously loyalty (in the tourist segment this kind of customers (tourists) are very frequent), but on the other hand they have been praised for focusing mainly on longitudinal data. Attitudinal measures have also been criticised because they focus on cross-sectional data rather than longitudinal data (Oppermann, 1999). Composite data as a combination of both types of data has been defended by various authors as it captures both types of loyalty (behavioural and attitudinal) (Riley et al., 2001 and Lee, 2001).

The type of data to be used in this research model will be the composite one as it has the benefits of both types of data while minimizing their negative factors.

Among various authors there is a dispute around the best indicator for measuring tourist loyalty. For Chen and Gursoy (2001) it is the willingness to recommend the place; for Riley et al. (2001) and Oppermann (1999) the best indicator is repurchase (multiple visits to the destination); also Chen and Gursoy (2001), Oppermann (1999), Crosby et al. (1990) and Petrick (2005) state that past travel experiences also influence tourists' loyalty; moreover Niininem et al. (2004) say that variety seeking and repeat behaviour influence destination loyalty.

Riley et al. (2001) advocates that the best way to measure tourist loyalty is by utilizing information processing models [Psychological cost-benefit and OSL (Optimal stimulation level)] as they do not directly involve repeated behaviour or psychological states, but instead focus on the issue of "habit". The criticism around this approach is that they are very rational, and individuals are not "rational".

For Riley et al. (2001) the best model is the OSL as it focuses on the motivational state rather than on a psychological trait. It is based on an environmental stimulation model which works on the principle that individuals obtain stimulation from dynamic aspects of their environment and that for everyone there is an optimal level where the individual feels neither bored nor overwhelmed.

The definition of tourism destination loyalty that is proposed in this dissertation is: persistent visits to the same place over an extended period of time that encompasses the willingness to recommend the destination.

2.2.1. Tourism Loyalty and Relationship Marketing

As pointed out by Huang and Chiu (2006) relationship quality is considered as an overall assessment of the strength of a relationship. Crosby et al. (1990) refer that relationship quality is a general evaluation of relationship strength and the extent to which a relationship meets the needs and expectations of the parties involved, based on a history of successful or unsuccessful encounters or events. Also, Lin and Ding (2006, 2005) refer that empirical evidence has been found for the relationships between the dimensions of relationship quality and customer loyalty. They also conclude that relationship quality is regarded as a construct comprising at least two components: trust and satisfaction. Therefore the level of strength of a relationship, measured by trust and satisfaction, can measure the level of loyalty of a consumer, in this case tourist/destination.

Chen and Gursoy (2001) concluded that there are three choice behaviour attributes that can influence destination loyalty: (1) Safety; (2) Perceived cultural differences; and (3) Perceived convenience of transportation.
The relationship between “safety and comfort” and satisfaction have also been established by Ibrahim and Jacqueline (2005). They also identified that “services and atmosphere” and “cultural distance” also influence the satisfaction dimension.

Riley et al. (2001) also pointed out that loyalty is itself an outcome of attitudes, satisfaction and commitment, and these psychological factors are born out of experiences of the

individuals (tourists). Once more past experiences are of major importance in evaluating and influencing tourist loyalty.

The inclusion of commitment as a key construct in the relationship marketing theory has also been defended by Morgan and Hunt (1994). Morgan and Hunt (1994) studied relationship marketing theory and concluded that there is a positive relationship between trust and commitment and that these are central constructs in establishing successful relationship marketing strategies.

From the work of Morgan and Hunt (1994) commitment has a direct positive relationship with acquiescence and cooperation and a negative relationship with propensity to leave. Morgan and Hunt (1994: 23) define commitment as "*an exchange partner believing that an ongoing relationship with another is so important as to warrant maximum efforts at maintaining it*". Therefore if there's commitment in a relationship between tourists and destination (offer) both parties will try to ensure that this relationship lasts indefinitely. Trust is also defined as "when one party has confidence in an exchange partner's reliability and integrity."

For Morgan and Hunt (1994) brand loyalty is becoming increasingly similar to the conceptualisation of commitment and they quote Assael[13] as he defines brand loyalty as a "commitment to a certain brand". They defend that loyalty cannot be solely measured by repeat buying, as repurchase is not sufficient evidence of brand loyalty.

Assuming that loyalty is an outcome of commitment (Riley et al, 2001) and that a relationship between trust and commitment exists (Morgan and Hunt, 1994) one can infer that loyalty is also an outcome of trust.
Huang and Chiu (2006) developed the following Conceptual Model of Tourists' Destination Loyalty (appendix 2 - figure 2) based on the contributions made by Lin and Ding (2005, 2006), Chen and Gursoy (2001) and Crosby et al (1990) that were previously referred.

Huang and Chiu (2006) in their chapter "discussion and future research" pointed out that the behaviour attribute "product image" should be included in the model in order to enhance it, as

[13] Assael, H. (1987), Consumer behaviour and action marketing. PWS-Kent: Boston, III, p.665-665.

there is a relationship between the image tourists have of a destination (product image) and their loyalty to it. Also, this construct "image", being an active part in the construction of the loyalty model, was supported by Lee (2001) as he concluded that image is an antecedent of behavioural loyalty.

Lees' approach for measuring tourist loyalty towards a destination is presented in his Theoretical Framework for Destination Loyalty (appendix 2 - figure 3) that aims to answer two questions: (1) how destination loyalty can be measured and defined, and determine its antecedents; and (2) how to estimate the strength of relationship between attitude and behaviour, and assess the moderating role of psychological involvement (Lee, 2001).

The construct "Involvement" was addressed with the dimensions importance/pleasure (broadly, attraction), risk aversion, and value/price. The results of the study concluded that there was a significant relationship between the dimension importance/pleasure and travellers attitude towards a destination and towards both attitudinal loyalty and behaviour loyalty. The dimension risk-aversion did not indicate any direct relationship with attitude and with behavioural loyalty. The value-price involvement denotes a relationship with attitude, but not with behaviour loyalty (Lee, 2001).

The construct "Attitude" was addressed with the dimensions attitude object (destination attributes) and overall evaluation (image of the country). The dimension attitude object has a negative relationship with both attitudinal loyalty and behavioural loyalty. On the other hand, the dimension overall evaluation has a positive relationship with both attitudinal (higher than) and behavioural loyalty. Overall, a strong relationship exists between the construct attitude and both attitude loyalty and behaviour loyalty (Lee, 2001).

Satisfaction was not confirmed as an antecedent of attitudinal loyalty, but this conclusion was minimized as Lee (2001) identified that this dimension needed to be retested and measured with another scale. Huang and Chiu (2006) proved latter this relationship, but towards behavioural loyalty.

The construct "Attitudinal loyalty" was conceptualized as a commitment towards a destination and was addressed with the dimensions relativity and intensity of interest. The

study pointed out that there is evidence that attitudinal loyalty is antecedent of behavioural loyalty (Lee, 2001).

The conclusions of Lees' study were in line with the proposed model. Attitude not only explained past behaviour but also predicted future behaviour; therefore the first aim of tourism official organisations is to develop attitudinal loyalty. Moreover, attitudinal loyalty is an antecedent to behavioural loyalty and it effectively predicted the probability of future visits. Additionally, he concluded that tourist behavioural loyalty is formed by its psychological involvement in multiple dimensions, attitude (holistic evaluation – overall image), and attitudinal loyalty. So, image, involvement, attitude and attitudinal loyalty are significant antecedents of behavioural loyalty (Lee, 2001).

Referring to the type of data used to use to measure loyalty, Lee (2001: 137) concluded "*what is gained from this approach is the elimination of the confounding effect of composite measure where the behavioural component and the attitudinal component can be confused*".

Up to this point, a sum-up of the recent publications around tourist choice behaviour, tourist destination loyalty and tourism relationship marketing, as a means to achieve loyalty, have been presented.

But do sport tourists and sport destinations behave in the same way? The following reviews will focus on sport tourism and mega events.

The relationship between tourism loyalty and relationship quality is defended by various authors (Huang and Chiu, 2006, Crosby et al., 1990 and Lin and Ding, 2005).

This relationship allowed Huang and Chiu (2006) into building a Conceptual Model of Tourists' Destination Loyalty (appendix 2 - figure 2).

This model is supported by the contributions of:

- Lin and Ding (2005) where they concluded that trust and satisfaction are components of tourism loyalty;
- Chen and Gursoy (2001) that concluded that Safety, Perceived cultural differences and

Perceived convenience of transportation are three choice behaviour attributes that can influence destination loyalty;

- Ibrahim and Jacqueline (2005) found that there is a relationship between satisfaction and "safety and comfort", "services and atmosphere" and "culture distance".
- Riley et al. (2001) that pointed out that loyalty is itself an outcome of attitudes, satisfaction and commitment.
- Morgan and Hunt (1994) that concluded that there is a positive relationship between trust and commitment.

In order to enhance this model the authors suggested that the attribute "product image" should be included in the model as there is a relationship between the image tourists have of a destination (product image) and their loyalty to it. Also, Lee (2001) concluded that image is an antecedent of behavioural loyalty.

Lee's (2001) approach into studying tourism destination loyalty a few years before Huand and Chiu model resulted into the conclusion that image, involvement, attitude and attitudinal loyalty are significant antecedents of tourist behavioural loyalty, and that composite data measures will no longer be a confusing subject as he concluded that attitudinal components are antecedents of behavioural components.

2.3. Research on Sport Tourism

2.3.1. Sport Tourism

Research around sport tourism is quite recent. Effective contributions only started around the mid-1990s. Since then attention has been increasingly given to sport tourism from both the sport and tourism industries as well as from academics.

However, a few decades before the 1990s, in 1969, Howe Martyn published one of the first articles about sports and tourism: The Influence of Sports on International Tourism. In this article Martyn (1969) reveals that games attract people to travel abroad, in order to play and to watch. Martyn also says that the contribution of sport to international tourism is the end of a stereotype of the tourist as school-mistress or businessman seeking culture. He identifies that (1) sport tourist can be divided into two segments: player and watcher; (2) sport tourist travels to different places at different times and; (3) sport tourist travels are more responsive to deliberate influence of newly created sport facilities and attractions. This reveals that Martyn identified the need for sport tourist segmentation.

Martyn (1969) mentions the effect of organising "international competition" (major sport events) on tourist movements from abroad toward the city holding this event. But, he also says that the event has to be adapted to the region's natural or man-made stages. This criteria has also been implemented in the new strategic plan for revitalising the Estoril Coast, as the event selection is based on three criteria: (1) adaptability, all events should be adapted to the region's natural or man-made stages, to simplify and lever the potential results and relate them in a comprehensive manner; (2) profitability, all events should represent an increase in revenue to the local commerce and hotel industry, through a clientele with good buying power; and (3) visibility, events must be highly visible, gaining considerable coverage from the media, as well as becoming an important PR exercise, attracting the participation of international decision makers, key opinion leaders and the local population.

Hinch and Higham (2001) pointed out that the first real contribution made towards developing this subject was made by Kurtman and Zauhar in 1995[14] and Gammon and

[14] Kurtman, J. and J. Zauhar (1995), Tourism Sport International Council, *Annals of Tourism Research*, Vol. 22, p. 707-707.

Robinson in 1997[15], but besides the valuable contribution they failed to connect the potential synergies between sport and tourism. This synergy was later accomplished by Standeven and De Knop in 1999[16] and De Knop in 1998[17] where they build the premise that not only tourism influenced sport but sport also influence tourism, and that sport tourism is recognized as offering a two dimensional experience of physical activity tied to a particular setting (cultural experience).

Falkner et al (1998) classified sport tourism in terms of motivational, behavioural and competitive dimensions, and each of these dimensions is presented as a continuum and individual sports are illustrated as fitting into a range rather than being represented as a single point on each continuum (Hinch and Highman, 2001: 3).

Hinch and Highman (2001) also refer the work of Gibson's in 1998[18] where she makes a critical analysis of sport and tourism research and concludes that there should be a better coordination among agencies at a policy level, more multidisciplinary approaches and cooperation between sport and tourism.

The relationship between sport and tourism was first mentioned by Howe Martyn in 1969 in a manner that games attract people to travel abroad in order to play or watch. This relationship could have opened a vast range of tourism offers possibilities, but despite this article in 1969, the research around sport tourism is quite recent. Only a few decades later Hinch and Higham in 2001, Standeven and De Knop in 1999[11] and De Knop in 1998[12] defended this reciprocal relationship between sport and tourism, opening once and for all the vast tourism possibilities around sport tourism.

Another decisive factor that has to be taken in consideration when organizing sporting events is that the event has to be adapted to the region's natural or man-made stages. This decisive criterion is also adopted by the Estoril Tourism Board as one of the three criteria to define which events to organize (adaptability; profitability; and visibility).

[15] Gammon, S. and T. Robinson (1997), Sport and Tourism: a conceptual framework, *Journal of Sport Tourism*, Vol.4, p. 8-24.
[16] Standeven, J. and P. De Knop (1999), Sport Tourism, Human Kinetics.
[17] De Knop, P. (1998), Sport tourism: a state of the art, *European Journal for Sport Management*, Vol. 5(2), p.5-15.
[18] Gibson, H. J. (1998), Sport tourism: a critical analysis of research, *Sport Management Review*, Vol. 1, p.45-76.

2.3.2. Sporting Events and Branding

When talking about promoting a tourist destination one must refer to marketing strategies and within this context the concept of branding related to sporting events cannot be excluded. The following review will briefly point out some of the relationships between branding and sporting events.

A brand is what differentiates and identifies one product/service from another and therefore it is considered of key strategic importance.

Smith, Graetz and Westerbeek (2006) pointed out that sports have a natural connection with branding. Also, they define the sport product as any form of physical activity that requires the talent of one to be applied against that of another. From the work of Gladden and Funk[19] they concluded that in sports the event itself is the product and, from the work of Ferrand and Pages[20], they also pointed out the brand may also be considered in an equivalent way to a tangible product.

A sporting event being considered as a brand and managed as one, it is important to focus on two related aspects of brand equity management (Brand Knowledge): (1) brand awareness and (2) brand image (appendix 2 - figure 4). Brand awareness is defined as the "consumers' ability to identify the brand under different conditions", in particular the likelihood that the brand name will pop up in the consumers mind and the ease with which it does so. Brand image is defined as "perceptions about a brand as reflected by the brand associations (attributes, benefits and attitudes) held in consumer memory" (Keller, 1993).

Keller (1993) introduced the concept of brand personality, as it originates from the non-product-related user and usage imagery dimensions. Aaker (1997) analysed the dimensions of brand personality and she concluded that there are five dimensions (appendix 2 - figure 5): (1) Sincerity, (2) Excitement, (3) Competence, (4) Sophistication, and (5) Ruggedness. By creating brand personality consumers will increase the levels of trust and loyalty (Aaker, 1997).

[19] Gladen, J.M. and D.C. Funk (2002), Developing an understanding of brand associations in team sport: empirical evidence from consumers of professional sport, *Journal of Sport Management*, Vol. 5(16), p.54-81.
[20] Ferrand, A. and M. Pages (1999), Image management in sport organizations: the creation of value, *European Journal of Marketing*, Vol 33(3/4), p. 387-401.

The five dimensions of brand personality identified by Aaker (1997) were tested by Smith, Graetz and Westerbeek (2006) regarding their applicability towards a sporting event (Netball Victoria) and their study concluded that instead of five dimensions there are six dimensions (appendix 2 - figure 6), the sixth dimension being Innovation composed of three variables: (1) imaginative, (2) unique, and (3) contemporary. The item imaginative passed from Aaker (1997) excitement dimension to Smith, Graetz and Westerbeek (2006) innovation dimension, which is explained by cultural differences between Australia and USA and by the subject sport.

"Keller (1993: 8) concluded "*high levels of brand awareness and a positive brand image should increase the probability of brand choice, as well as produce greater consumer loyalty and decrease vulnerability to competitive marketing actions*". Also, "*high levels of brand awareness and positive brand image can increase marketing communication effectiveness*"".

In addition to Keller's (1993) brand image definition of the product and to enhance the overall brand image, the authors Hsieh, Pan and Setiono (2004) adopted two more umbrella-brand images in addition to the product image: country image and corporate image. For these authors brand image is build taking into consideration three umbrella-brand dimensions: (1) product image, (2) country image, and (3) corporate image. A possible relationship that can be made between these three dimensions and sport tourism is that the evaluation by the sport tourist of the sporting event will take into account not only the sporting event (product image), but also the evaluation of the country or region (country image) were the event is taking place and the evaluation of the entity that organised the event (corporate image).

As a sporting event is considered to be a product and due to its natural connection with branding it can also be considered as a brand. For this reason a sporting event must be managed and evaluated having in mind the two dimensions of brand knowledge: brand awareness and brand image.

A brand is what differentiates and identifies one product/service from another and therefore it is considered of key strategic importance.

In relation with sport, sport can be related with branding (Smith, Graetz and Westerbeek,

2006) and the sporting event being considered a product, it may also be considered a brand in an equivalent way to a tangible product. Therefore, a sporting event must be managed as a brand/product. Marketers have to take into consideration the existing relationship between sporting events and branding.

In order to manage a brand, it is important to focus on two related aspects of brand equity management (Brand Knowledge): brand awareness and brand image (Keller, 1993). From the dimension brand image, the concept brand personality (Keller, 1993) was introduced and Aaker (1997) concluded that by creating brand personality consumers will increase their levels of trust and loyalty. The dimensions of brand personality were studied firstly by Aaker (1997) resulting in five dimensions and later by Smith, Graetz and Westerbeek (2006) regarding brand personality towards a sporting event resulting, in this case, in six dimensions.

The overall evaluation of brand image of the product (product image) was enhanced with two more umbrella-brand definitions: country image and corporate image (Hsieh, Pan and Setiono, 2004). This upgrade helped to understand that when evaluating the sporting event the sport tourist will take into consideration not only the sporting event itself (product image), but also the evaluation of the country or region (country image) were the event is taking place and the evaluation of the entity that organised the event (corporate image).

2.3.3. Sport and Tourism

There is a confluence of the concepts of sport and tourism. Sport is an important activity within tourism and tourism is a fundamental characteristic of sport (Hinch and Highman, 2001).

During the “Sport in the city” conference held in Sheffield (UK) in 1998, Andrew Smith from Sheffield Hallam University presented his work about the effects of investments in sport facilities and sporting events on the image of a city as a tourist destination. He concluded that investments in sports and in sporting events tend to enhance the overall awareness of a city to attract tourists interested in attending sporting events and also other tourists who might also consider visiting. (Bramwell, 1999).

In their article Hinch and Highman (2001) identified the various definitions adopted by various authors regarding this confluence of concepts (appendix 2 - table 5): sport tourism, sport tourist and tourism sport. Analysing these definitions they adopted their own definition for sport tourism: "sport-based travel away from the home environment for a limited time, where sport is characterised by unique rule sets, competition related to physical prowess, and a playful nature". This definition encompasses the spatial, temporal and activity (sport) dimensions.

From Hinch and Highman (2001) sport definitions, this study will adopt the following sport tourists' definitions:

1. **Recreational sport tourist**: individual/group of tourists that actively participate in a recreational sport while travelling to and/or staying in places outside their usual environment and being the sport activity the primary motivation of travel (Hinch and Highman, 2001);
2. **Competitive sport tourist**: individual/group of tourists that actively participate in a sport competition while travelling to and/or staying in places outside their usual environment and being the sport activity the primary motivation of travel (Hinch and Highman, 2001);
3. **Passive sport tourist**: individual/group of tourists that come to watch a sporting event, thus passively participate in a sport activity while travelling to and/or staying in places outside their usual environment and being the sporting event the primary motivation of travel (Hinch and Highman, 2001);

Three domains were identified as being related to sport tourism: (1) hallmark events (sporting mega-events); (2) outdoor recreation (eg.: canoeing, surfing, adventure sports); and (3) health and fitness (therapeutically spas). (Hinch and Highman, 2001).

Hinch and Highman (2001) propose a framework for sport and tourism research (appendix 2 - figure 7). The framework includes all three dimensions in their sport tourism definition, and inside each dimension three other sub-dimensions are included (illustrative, not definitive). A consequence of their work, as they conclude, is the opportunity to test various hypotheses about the relationship between sport characteristics as an independent variable relative to spatial and temporal characteristics as dependent variables.

Devine and Devine (2005) refer that in order to attract tourists to come and watch a sporting event they must be offered at least one of the following dimensions: (1) excitement; (2) sporting excellence; and (3) a unique experience.

Sport and tourism have lived apart from each other for very long, but this requires change. Sport is an important activity within tourism and tourism is a fundamental characteristic of sport (Hinch and Highman, 2001). These two concepts, when existing together in a tourism destination, have to be managed as one in order to maximize the destination image. Sport investments and sporting events tend to enhance the overall awareness of a city for tourists interested in attending sporting events and also for other tourists who might also consider visiting (Bramwell, 1999). The relationship between sport and tourism is evident and can no longer be seen as separate.

Sport tourism can be subdivided into three domains: (1) hallmark events (sporting mega-events); (2) outdoor recreation (eg.: canoeing, surfing, adventure sports); and (3) health and fitness (therapeutically spas). (Hinch and Highman, 2001).

This study will adopt the following sport tourist segmentation: (1) recreational sport tourist, (2) competitive sport tourist and (3) passive sport tourist.

But in order to attract tourists to come and watch a sporting event they must be offered at least one of the following dimensions: (1) excitement; (2) sporting excellence; and (3) a unique experience (Devine and Devine, 2005).

2.3.4. Sport Tourism and Quality

De Knop (2004) says that sport tourism will increase in number and there will be increasing diversity in their profile and participation. The sport tourism market will grow with the new sport tourists from China, Russia, Africa and Latin America (only the wealthiest).

Due to this increase in sport tourism, profile diversity and adventure sport tourism, De Knop (2004) concludes that quality management will become a very important issue in sport tourism policy.

Safety is a logical consequence of quality management, and a preponderant variable in evaluating a destination satisfaction (Huang and Chiu, 2006 and Chen and Gursoy 2001). As this is an important issue some countries have already taken some steps towards regulating sport tourism safety. Belgium has already regulated in relation to extreme and active leisure events, imposing a number of minimum criteria on the safety policy. Also, France, Great Britain, The Netherlands and United States have ruled in relation to extreme events.

Ibrahim and Jacqueline (2005) also concluded that tourist satisfaction is influenced by three variables, being "safety and comfort" one of them. This reinforces the belief of De Knop that quality management in sport tourism will become very important, as safety is achieved by quality services.

Another contribution towards quality in sport tourism comes from Thwaites (1999) where he concludes that sport tourism organizations should know their customers and which different quality dimensions do they prioritise. This will help with planning, implementation, coordination and control of specific products and services, and with segmenting tourists accordingly to their quality dimensions.

The relationship between sport tourism and quality is unquestionable. Demand for sport tourism offers is increasing every year and tourists are analysing these offers also taking into consideration the quality of the service/product. Therefore, quality management is becoming a very important issue in tourism policy and, even more, in sport tourism (De Knop, 2004).

As the activities involved in sport tourism have more risk involved, safety is a logical consequence of quality management, and a preponderant variable in evaluating satisfaction towards a destination (Huang and Chiu, 2006, Ibrahim and Jacqueline, 2005 and Chen and Gursoy, 2001).

2.3.5. Major Sporting Events and Tourism

Major sporting events are commonly associated with negative effects in academic literature (Higham, 1999; Ahmed et al, 1996; French and Disher, 1997 and Jones, 2001). But Higham (1999) also points out that major sporting events also helps boosting tourism due to media coverage and (Ahmed, 1991) consequently improving the image of regions.

Ahmed (1991) defended that there are six possible strategies to correct a negative image: (1) capitalize on positive images of component parts; (2) schedule mega events; (3) conduct familiarization tours; (5) use selective promotion; and (6) take advantage of a negative image.

When a tourism destination is being hurt by a negative image, one possible strategy to correct it is to analyze the components of the destination image and to identify the positive ones emphasizing them in promotional programs, thus capitalizing on their positive images (Ahmed, 1991).

For Ahmed (1991: 26) mega events are "*sporting extravaganzas, cultural festivals, and ethnic and food fairs*". Scheduling these types of mega events will attract media coverage and, therefore, improving public relations. The value of having media coverage (national and/or international) is priceless and will boost positive word-of-mouth and knowledge of the destination. For Ahmed (1991) mega sporting events enhance the positive image of the destination and facilitate the flow of thousands of tourists annually.

Another key strategy is to invite travel writers, journalists, travel agents, and tourist's operators to visit the tourism destination as they influence tourist's decisions. The idea is to conduct familiarization tours offering these key opinion leaders the chance to enjoy and experience the destination for themselves.

Tourist's decision to choose one destination over another is made when their positive perceptions outweigh the negative ones (Ahmed, 1991). Therefore, image advertising should select the most favourable aspects of a destination and promote them.

Finally, but as a last resort to correct a negative image, the strategy could take into account the negative image of the destination and turn it into an advantage. Ahmed (1991) gives the example of the visits to the "evil empire" (ex USSR) by USA tourists and visits to natural or man-made disasters to see the results.
Mega sporting events are normally positively correlated with tourism, but some negative relationship between major sport events (not recurrent) and tourism has also been published and referenced by Higham (1999).

Higham (1999) points out that little academic attention has been paid to the promotion of recurrent sporting events (domestic competitions, national championships and

world/international events). With recurrent sporting events the potential for negative impacts is minimal, while tourism development can be obtained (appendix 2 - table 6), but this relationship remains to be researched.

Recurrent sporting events are normally associated with travelling supporters who can be hosted by cities within existing infrastructures. Also, in tourism terms, there is little doubt that sporting occasions generate travel flows (domestic, regional and international) and traveller awareness of destinations. These may be less significant than those generated by sporting mega-events, but are more likely to be generally positive than potentially very negative (Higham, 1999: 87). This is also corroborated by Gnuschke (2004) in his study of the economic impact of Memphis Motorsports Park, where recurrent motor sports competitions are held all year round attracting thousands of tourists each year and generating tax revenues.

Also, recurrent sporting events can be temporal spread along the year to mitigate tourist seasonality. The Estoril Coast strategy takes into consideration this aspect: “the distribution of the events throughout the year has also been considered, as we plan to host at least one event every month” (Dr. Jorge Felner da Costa, ETB).

The impact on the local community is also more positive with recurrent sporting events, as the number of average tourists and players in the region is higher and spread evenly around the year preventing the city to become crowded and congested.

These events when taking place for example, on a public holiday, also influence residents as they become attracted do them and instead of leaving some prefer to attend (Higham, 1999).

Martyn (1969) concluded that sporting events have to be adapted to the regions natural or man-made stages and Higham (1999) also recognises the need to attract or develop sporting events that complement the scale, infrastructure and resourcing capacities of the host city. The Estoril Coast followed this strategy as they selected the events based on local natural or man-made infrastructures capacities: sports such as golf, tennis, sailing and other nautical sports (like surf, windsurf or kitesurf), horse jumping shows, motorized circuit events (motorcycling GP and top car races), as well as ecotourism nature-sporting and adventure competitions in the Estoril Coast natural park.

Major sporting events are normally associated with negative results (Higham, 1999; Ahmed et al, 1996; French and Disher, 1997 and Jones, 2001), but on the other hand they help increasing tourism due to media coverage (Higham, 1999) and changing positively the destination image (Ahmed, 1991).

The negative correlation between major sporting events and tourism is presented in cases of one time sporting events or sporadic sporting events across long periods of time. On the other hand, recurrent sporting events have advantage of developing minimal negative impacts and tourism development can be obtained (Higham, 1999). When organizing recurrent sporting events, and in order to maximize revenues, the sporting event must be adapted to the natural or man-made stages, creating, therefore, a coherent image between the sporting event and the destination.

Recurrent sporting events have the following characteristics:

- Supporters and sporting events can be hosted within existing infrastructures;
- Impact on the local community and local economy is positive;
- Awareness of the sport destination is achieved all year round as the recurrent sporting events are organized year after year;
- Overall tourist image towards the destination is enhanced;
- Sporting events can be temporal spread along the year to mitigate tourist seasonality

The strategy for revitalizing the Estoril Coast developed by the Estoril Tourism Board relies on organizing recurrent events (namely sporting ones) adapted to the regions natural or man-made stages.

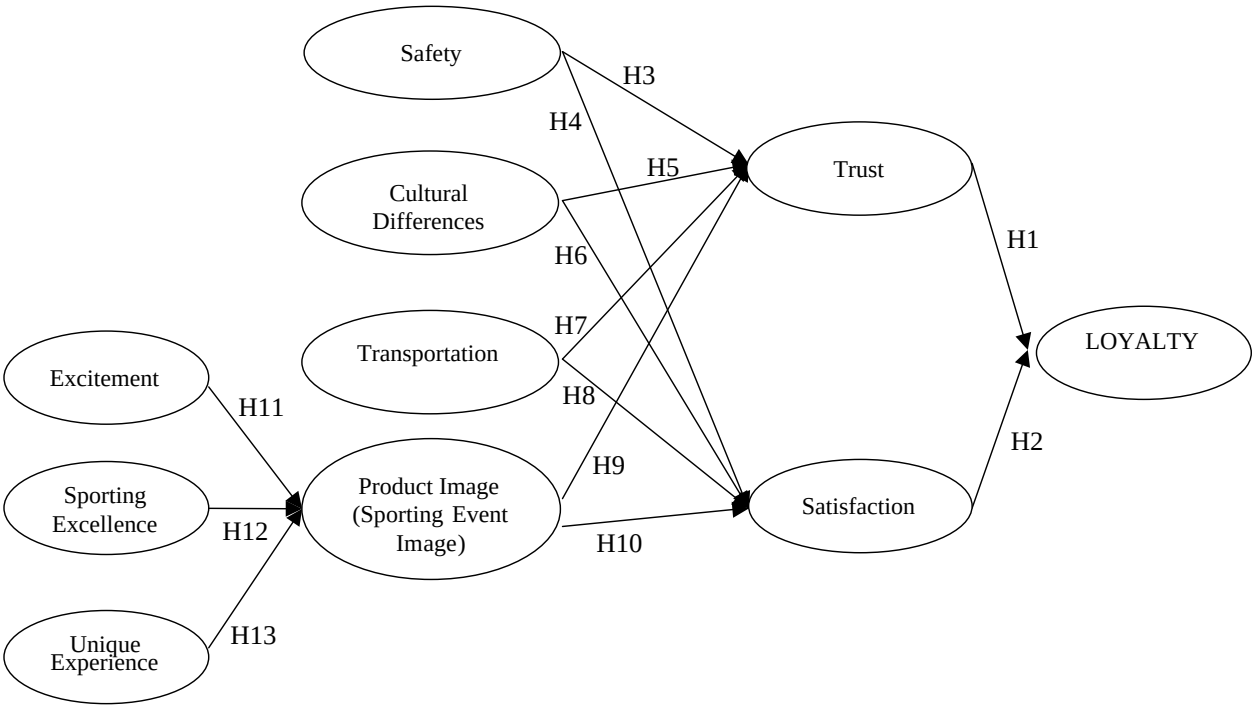
At the end of this chapter it is now possible to conceptualize a sport tourism loyalty model that will help identifying the main critical variables needed to be targeted in order to achieve tourists loyalty. The following chapter will focus on the proposed research model and its hypotheses.

Chapter 3 - Conceptual Model

3.1. Proposed Model and Research Hypotheses

Analysing the literature review presented in chapter 2 it was easy to identify relationships between the various models and their constructs to build a final conceptual model that helps determining sport tourist loyalty towards a destination based on the relationship between sporting events (recurrent mega sporting events) and tourism. The research model is presented in figure 8.

Figure 8: Research model for the Impact of Sport Tourism in Destination Loyalty



What this model tries to prove is that the implementation of strategies that promote recurrent sporting events will result in boosting the number of tourists in the sporting destinations and will increase loyalty towards such destinations.

There are two major factors that will influence the success of these strategies: positive word-of-mouth and tourists' loyalty towards a destination. The increased promotion of recurrent sporting events will increase media promotion of the event and its location, thus building a positive recurrent word-of-mouth. Tourists' loyalty towards the destination is build by a mix

of relationships of behaviour and attitude attributes that are required for the tourist to perceive the sporting event and the destination as trustworthy and satisfying.

The research model was mainly created taking into consideration the Huang and Chiu (2006) "Conceptual Model of Tourists' Destination Loyalty", Lees' (2001) Theoretical Framework for Destination Loyalty and Devine and Devine's (2005) three dimensions to attract tourists to a sporting event.

This model focuses on the indirect influence that the constructs perceived "safety", perceived "cultural differences" (experiences), convenient "transportation" and perceived "product image (sporting event image)" have on tourists' destination loyalty mediated by the direct influence of trust and satisfaction. The construct product image is also influenced by the constructs experience, sporting excellence and unique experience.

This study is based on the Huang and Chiu (2006) model and the same hypothesis of relationships between the constructs are to be maintained.

As pointed out by Huang and Chiu (2006), loyalty towards a destination is evaluated by the effectiveness of relationship quality measured by the behavioural changes it generates. In this model the construct destination loyalty is measured by the outcome of the relationship quality tourists have towards the destination. Behavioural indicators measure the macro construct relationship quality.

Satisfaction towards a tourist destination is defined by Huang and Chiu (2006: 157) as a "*tourists' affective state resulting from an overall appraisal of his or her psychological preference and pleasure towards the tourist destination*". Therefore, increased satisfaction with a tourist destination is related with improved relationship quality.

Trust is defined by "Huang and Chiu (2006: 157) as "*the willingness to rely on the tourist destination in which one has confidence or the belief that the tourist activities in the destination are reliable*". As a result, increased trust on a tourist destination is a critical variable for determining relationship success and consequently improves the relationship quality with the tourist destination.

Lin and Ding (2006, 2005) refer that empirical evidence shows relationships between the dimensions of relationship quality and customer loyalty. Also, Huang and Chiu (2006) concluded that tourists that are satisfied with a tourist destination are more likely to show positive behavioural indicators, therefore leading to increased destination loyalty. Additionally, tourists that trust a destination are more likely to behave positively towards that destination due to their need to maintain that trust and, at the end, stay loyal (Petrick, 2005 and Huang and Chiu, 2006). Trust and loyalty are also linked together as a consequence of the relationship between loyalty, commitment and trust (Morgan and Hunt, 1994 and Riley et al, 2001).

As trust and satisfaction towards a destination are two of the components of relationship quality, the following relationships can be established (Huang and Chiu, 2006):

H1: Trust towards a tourism destination positively influences destination loyalty of a tourist.
H2: Satisfaction with a tourism destination positively influences destination loyalty of a tourist.

As presented in the above reviews there are three choice behaviour attributes that can influence destination loyalty: safety; perceived cultural differences; and perceived convenience of transportation (Chen and Gursoy, 2001).

If there is a relationship between these behaviour attributes and tourists' destination loyalty, there should also be a relationship between them and the components trust and satisfaction.

The first construct influencing directly trust and satisfaction in the model is safety. Safety is a logical consequence of quality services (Huang and Chiu, 2006 and Chen and Gursoy 2001) and, therefore, part of quality management (De Knop, 2004). As quality services are being more and more requested by customers (tourists) and acting as a decision factor, if a destination offers quality services it seems reasonable to assume that tourists will become satisfied with the destination thus building trust towards it (Huang and Chiu, 2006 and Ibrahim and Jacqueline, 2005). Chen and Gursoy (2001) also concluded that past experiences learned from other travels lead tourists to perceive less risk and feel safer when they travel abroad. Therefore the following relationships can de derived:

H3: Perceived safety towards the destination positively influences trust with the destination.
H4: Perceived safety towards the destination positively influences satisfaction with the destination.

As mentioned by Huang and Chiu (2006), the existence of a vast cultural offering is an added value towards development of destination trust and satisfaction towards the destination by the tourist.

But the existence of a vast cultural offer is not enough to create trust and satisfaction. There must also exist a perception by the tourist that the cultural experience he is going through is according to his expectation. If the experience is equal of better than what he expected, he will develop trust and satisfaction.

H5: Perceived cultural differences (new experiences) towards a tourism destination positively influence trust with the destination.
H6: Perceived cultural differences (new experiences) towards a tourism destination positively influence Satisfaction with the destination.

Convenient transportation is needed to build trust and satisfaction towards a destination. Chen and Gursoy (2001) concluded that a tourist destination has to offer good quality transportation and needs to be close to major attractions, for example: sporting venues, shopping centres, cultural attractions, city centre, seashore, etc. This means that the tourist destination has to be located closely to points of interest that matter for the tourist in order to build satisfaction and, consequently, trust.

H7: Convenient transportation at a tourism destination positively influences tourist trust on the destination.
H8: Convenient transportation at a tourism destination positively influences tourist satisfaction on the destination.

Finally, the construct “product image” was included in the model as this construct was seen as essential to enhance the model by Huang and Chiu (2006) – as there is a relationship between the image tourists have of a destination (product image) and their loyalty to it – and Lee (2001) who also concluded that the construct image is an antecedent of behavioural loyalty.

Bramwell (1999) also concluded that tourists would build a positive overall image if the tourist destination promotes sport investments and sporting events.

This proposed model tries to measure loyalty towards a destination based on sport and tourism. The construct product image is the liaison between the tourism concept and sport. The construct product image translates in this model the image tourists (players and watchers) have towards the recurrent sporting event, and therefore generalising towards the destination.

If the destination is able to offer safety, perceived cultural differences, convenient transportation and a positive product image, then this destination has everything to be a destination where tourists have trust and satisfaction and, therefore, become loyal to it.

As pointed out in the literature review Ibrahim and Jacqueline (2005) concluded that loyalty towards a destination (repeated visit) is influenced by a two-way relationship between image tourists have and satisfaction.

H9: Product image (sporting event image) positively influences tourist trust towards a destination.
H10: Product image (sporting event image) positively influences tourist satisfaction towards a destination.

In order to link sport and tourism into the model, these two concepts were linked together through a direct relationship between the construct product image and the three dimensions proposed by Devine and Devine (2005). Devine and Devine concluded in their study that a sporting event, in order to attract tourists, has to offer at least one the following attributes: excitement, sporting excellence and unique experience.

If, at least, one of these three attributes is present in the mind of the sport tourist he will build a positive image of the sporting event (product) and, consequently, this favourable image will originate trust and satisfaction towards the destination and at the end will help building loyalty to the destination.

Excitement in this model represents the feeling that players and watchers have when they are participating or watching the event. If the sporting event is exciting, then sport tourists will develop a positive image of the event.

Excitement is also one of the dimensions of brand personality and therefore influencing the evaluation of the overall product image.

H11: Excitement in a sporting event positively influence tourists' image of the event.

The organization, the venue and the quality of the players participating in the sporting event will influence the perception that sport tourists have about the sporting excellence of the event.

H12: Sporting excellence positively influence tourists' image of the event.

Sport tourists need to perceive the sporting event as being a unique experience. The sporting event must be perceived by the sport tourist as equal to or better than what he expected and the event and the venue location must be seen as unique establishing the tourist destination as a unique sporting experience.

Unique experience is also referred by Durgee (1990) as being part of one of the sources of product image that consumers have in mind when evaluating a product.

H13: Unique experience in a sporting event positively influence tourists' image of the event.

3.2. Constructs and Items Definition

To build a questionnaire that allows measuring the impact of sport tourism in destination loyalty, the constructs of the research model have to be composed of various items. The sum up of each group of items builds each of the constructs needed for the research model.

Table 7 (appendix 3) shows the definitions and supporting authors for each construct that are presented in the proposed research model and table 8 (appendix 3) identifies which items compose each construct and their supporting authors.

The constructs definitions and their items are:

- "Excitement" measures the feeling tourists have about the sporting event in terms of (1) daring, (2) exciting, (3) trendy, (4) spirited, (5) cool and (6) young;
- "Sporting excellence" is the quality of the (1) organization, (2) venue and (3) players;
- "Unique experience" is the sensation surrounding the (1) sporting event and (2) venue in terms of it uniqueness;
- "Sporting event image" measures the overall perceptions (attributes, benefits and attitudes) about the (1) sporting event, (2) region were the event takes place and (3) organization (corporate);
- "Transportation" measures tourists perceptions in terms of (1) quality of transportation and (2) proximity to major attractions and points of interest;
- "Cultural differences" encompasses the perceptions by tourists that their experience is meeting or exciding their expectations and is measured through (1) new cultural experiences, (2) lifestyles and customs and (3) standards of living;
- "Safety" is a composite measure of (1) quality of services and the level of (2) risk and (3) safety.
- "Trust" is the perception of (1) confidence and (2) can rely on the destination;
- "Satisfaction" is the affective state resulting from their evaluation of destination (1) preference and (2) pleasure and finally;
- "Loyalty" that is measured by (1) word-of-mouth, (2) recommendation, (3) repurchase and (4) resistance.

Some items are newly introduced in this proposed research model and were retrieved from the definition of each construct. The supporting authors for these newly items are the same as the ones used to support the construct as these items were retrieved from the construct definition.

Regarding the travel pattern and socio-demographic profile of the respondents the items to be measured are presented at table 9 (appendix 3).

The travel pattern questions will allow to:

- Identify if the tourist is a frequent traveller (Q1);
- Validate if in previous visits they were influenced by a sporting event and what type (Q2 and Q3);
- Identify if there is any positive relationship between sport tourists and increase length of stay (Q4 and Q5);
- Understand what influenced their decision to choose the Estoril Coast (Q6). If the promotion of recurrent major sporting events ahs an influence on their choosing.

The socio-demographic questions will allow characterizing the sport and non-sport tourists in terms of their gender, age, nationality, level of education and monthly incomes. One of the objectives is to check if there are big differences between these two types of tourists.

The main research model, hypotheses and variables were presented in this chapter. Also, a group of questions to characterize the respondents in terms of their travel and socio-demographic profile were also identified. As so, the next step and consequently the next chapter will focus on the methodology adopted in order fulfil the main objective of this dissertation focusing on building the final questionnaire, collecting and coding the data and finally which statistical techniques to be used.

Chapter 4 - Methodology

The aim of this dissertation is to study the impact of sport tourism in destination loyalty, in particular the outcome of the Estoril Tourism Board strategy in promoting recurrent major sporting events in the Estoril Coast. As so, the methodology adopted is as follows:

4.1. Initial Questionnaire

The initial questionnaire (appendix 4 – figure 9) takes into consideration the sport tourism target population and the location where the interviews take place. Also, the language in which the questionnaire is built is English as it is an international language and normally spoken by tourists that come to the Estoril Coast either as native language or as their second spoken language.

The questionnaire is divided into two groups: the first one covers the questions needed to test the proposed model allowing, therefore, the evaluation of the relationship between sport tourism and destination loyalty (30 questions); the second group of questions has the objective of gathering background information, thus helping characterize the tourist population in study regarding their socio-demographic profile and travel pattern (11 questions). The questionnaire has a total of 41 questions.

The questionnaire has to be conceptualized with a simple and direct question formulation and taking into consideration the respondents' available time, the location where the surveys are held and the ability of the respondents to speak and read English.

The questionnaire is short in size (two pages) and short in duration. The questionnaire has a small introduction explaining its purpose, asking the respondent's collaboration and stating the estimated time of completion. The introduction part is as follows:

> The main objective of this survey is to understand the impact of sport tourism in destination loyalty, in particular the outcome of the Estoril Tourism Board strategy in promoting recurrent major sporting events in the Estoril Coast.
> The data gathered in this survey is **anonymous** and **confidential** and will be analysed under the scope of a dissertation as part of the Master in Marketing from IBS – ISCTE Business School. Therefore, **I ask for your collaboration and would like to thank you in advance for your time**. **Estimated completion time = 10 min**.

Group I

The first group of the questionnaire focus only on the research model.

This group starts with a filter question (F1) in order to separate the sport tourists from the non-sport tourists. The questionnaire identifies the respondents as sport tourists when the answer of this question (F1) is "practice sport: non-competitive" and "practice sport: in a competition"; the respondents that answer "non-sport tourism" or "business" are identified as non-sport tourists.

Sport tourists' start the questionnaire with the statements related to the constructs Excitement, Sporting Excellence and Unique Experience and consequently the statements related to the construct Product Image. Non-sport tourists' start the questionnaire with the statements related to the constructs Transportation, Cultural Differences and Safety.

The objective of having sport and non-sport tourists answering the questionnaire is to be able to measure the levels of loyalty between these two groups of tourists and, at the end of the day, to be able to demonstrate that sport tourism influences positively tourists destination loyalty.

F1 What is the **purpose** of your **visit** to the Estoril Coast?

☐ - Practice Sport: non competitive (go to **S1**) ☐ - Practice Sport: in a competition (go to **S1**) ☐ - Non-sport Tourism (go to **S15**) ☐ - Business (go to **S15**)

The group of questions related to the proposed research model adopt the five-point Likert scale. Every item related to the constructs in analysis is written as statements. The respondents are asked to state their disagreement or agreement with each statement using the following measuring scale: 1 = absolutely disagree and 5= absolutely agree. In order to organize respondents' mind to the measuring scale, the colour red is linked to the disagreement scores and the green colour with the agreement scores (for further details see chapter 4.2. Scales).

Please state your agreement or disagreement for each of the following statements taking in mind the following measuring scale: **1 = absolutely disagree** and **5 = absolutely agree**.

- **Excitement**

Six items measure the construct Excitement (Smith, Graetz and Westerbeek, 2006, Devine and Devine, 2005 and Aaker, 1997). These six items (Smith, Graetz and Westerbeek, 2006 and Aaker, 1997) will measure the (positive or negative) feelings that players and watchers have when they are participating or watching the sporting event. These individual measures will give the level of excitement towards the sporting event for each of the respondents. The statements for each item, numbered from S1 to S6, are as follows

S1	The sporting event is daring.	1	2	3	4	5
S2	The sporting event is exciting.	1	2	3	4	5
S3	The sporting event is trendy.	1	2	3	4	5
S4	The sporting event has spirit.	1	2	3	4	5
S5	The sporting event is cool.	1	2	3	4	5
S6	The sporting event is young.	1	2	3	4	5

- **Sporting Excellence**

The construct Sporting Excellence (Devine and Devine, 2005) refers to the quality of the organization of the sporting event, the venue where the sporting event is taking place and the quality of the players that are participating in the sporting event. Three statements compose this construct and are numbered from S7 to S9:

S7	The overall evaluation of the sporting event organization is excellent.	1	2	3	4	5
S8	The overall evaluation of the venue where the sporting event is held is excellent.	1	2	3	4	5
S9	The quality of the players is excellent.	1	2	3	4	5

- **Unique Experience**

The last construct related exclusively to the sport environment is Unique Experience (Devine and Devine, 2005 and Durgee, 1990) and it is subdivided into two statements, S10 and S11. These two items will measure if the sporting event and the venue location pass on to the tourist a sensation of unique experience.

S10	This sporting event offers me a unique experience.	1	2	3	4	5
S11	This sporting event venue is unique due to its natural or man-made infrastructures and natural surroundings.	1	2	3	4	5

- **Product Image (Sporting Event Image)**

Devine and Devine (2005) refer that in order to the sporting event to be attractive to sport tourists and encourage them to come and watch it, it has to offer at least one of the three constructs (Excitement, Sporting Excellence and Unique Experience).

The overall evaluation of the sporting event taking into consideration the product associations, attributes, benefits and attitudes are measured by the construct Product Image (Huang and Chiu, 2006, Ibrahim and Jacqueline, 2005, Lee, 2001 and Keller, 1993). This construct is divided into three statements (S12 to S14) that refer to the image the sport tourist has of the sport event (product image) (Keller, 1993 and Hsieh, Pan and Setiono, 2004), to the organization of the sport event (corporate image) (Hsieh, Pan and Setiono, 2004) and finally to the location where the event is held, the Estoril Coast (region Image) (Hsieh, Pan and Setiono, 2004).

S12	The overall image that I have towards this sporting event is good.	1	2	3	4	5
S13	The overall image towards the organization of the sporting event is good.	1	2	3	4	5
S14	The overall image that I have towards the Estoril Coast as a sport destination is good.	1	2	3	4	5

- **Transportation**

Without the direct influence of sport, the construct Transportation (Huang and Chiu, 2006 and Chen and Goursoy, 2001) tries to measure the tourists' perceptions of how the Estoril Coast offers good quality transportation and how it is close to major attractions and points of interest. This construct has two statements (S15 and S16).

S15	The Estoril Coast offers good quality transportation.	1	2	3	4	5
S16	The Estoril Coast is close to major attractions and points of interest.	1	2	3	4	5

- **Cultural Differences**

When going on vacation tourists usually try to choose a destination where they can have new experiences, namely new cultural experiences. The construct Cultural Differences (Huang and Chiu, 2006, Ibrahim and Jacqueline, 2005, Hinch and Higham, 2001 and Chen and Goursoy, 2001) is composed of three statements (S17 to S19) that measure the tourists' perception about cultural experiences, lifestyles and customs (Ibrahim and Jacqueline, 2005), and standards of living (Ibrahim and Jacqueline, 2005) that they experience in the Estoril Coast during their stay. Statements S18 and S19 are reverse.

S17	The new cultural experiences are what I expected them to be or even better	1	2	3	4	5
S18	I experience similar lifestyles and customs.	1	2	3	4	5
S19	I perceive similar standards of living	1	2	3	4	5

- **Safety**

One can say that lack of safety (Huang and Chiu, 2006, Ibrahim and Jacqueline, 2005, Chen and Goursoy, 2001 and Lee, 2001) can be a discouraging issue when talking about a holiday destination. If tourists feel unsafe in a tourist destination they will not fell satisfied and will not have trust, and therefore will not choose the destination in the future. These three items, quality services (Ibrahim and Jacqueline, 2005), risk and safe place (Ibrahim and Jacqueline, 2005) presented in the statements S20 to S22 build the safety construct. Statement S21 is a reverse one.

S20	Overall, the services offered by the Estoril Coast are good and have quality.	1	2	3	4	5
S21	I felt at risk in the Estoril Coast during my stay.	1	2	3	4	5
S22	I feel that the Estoril Coast is a safe place to be on holiday	1	2	3	4	5

- **Trust**

Trust and Satisfaction are the last constructs before one can evaluate tourists' loyalty towards a destination. In this case Trust (Huang and Chiu, 2006, Lin and Ding, 2006 and 2005, Aaker, 1997 and Morgan and Hunt, 1994) is dependent from the other four constructs Safety, Cultural Differences, Transportation, and Product Image. The combination of these four

evaluations in the mind of the tourist will shape the tourists' overall evaluation of trust towards the destination, in this case towards the Estoril Coast.

In order to measure tourists' trust towards the Estoril Coast the construct Trust is divided into two statements, S23 and S24.

S23	I have confidence in the Estoril Coast as a whole.	1	2	3	4	5
S24	The Estoril Coast is a tourist destination in which I can rely on.	1	2	3	4	5

- **Satisfaction**

Also, the overall satisfaction (Huang and Chiu, 2006, Lin and Ding, 2006 and 2005 and Riley et al., 2001) of the tourists' towards the Estoril Coast is dependent from the individual evaluation of each of the other constructs Safety, Cultural Differences, Transportation, and Product Image. This construct is divided into two statements (S25 and S26) that encompass the psychological preference and pleasure towards the tourist destination.

S25	The Estoril Coast is one of my preferred tourist destinations.	1	2	3	4	5
S26	I feel pleasure to be in the Estoril Coast.	1	2	3	4	5

- **Loyalty**

The overall evaluation of Loyalty (Huang and Chiu, 2006, Lin and Ding, 2006 and 2005 Chen and Goursoy, 2001 and Lee, 2001) is achieved by the sum of all the other constructs that precede it. In the case of sport tourists, their loyalty towards the Estoril Coast will have the input of all the constructs presented in the research model. On the other hand, the non-sport tourists will measure their loyalty towards the Estoril Coast only taking into consideration the constructs Safety, Cultural Differences, Transportation, Trust and Satisfaction.

The construct Loyalty is measured by the items word-of-mouth (Lee, 2001), recommendable place (Chen and Gursoy (2001), repurchase (Niininem et al., 2004, Lee, 2001, Riley et al., 2001 and Oppermann, 1999) and resistance to counter persuasions (Riley et al., 2001 and Keller, 1993) which are expressed in the statements S27 to S30.

S27	When I return home I will positively promote the Estoril Coast as a fantastic tourist destination.	1	2	3	4	5
S28	I will recommend the Estoril Coast to the people I know.	1	2	3	4	5
S29	I expect to return to the Estoril Coast more than once in a near future.	1	2	3	4	5
S30	My overall evaluation of the Estoril Coast tourist destination is so powerful that I have built the resistance to counter persuasions when faced with other destination offers.	1	2	3	4	5

Group II

The second group of questions aims at identifying the tourists' (sport and non-sport) travel pattern to the Estoril Coast and to identify their socio-demographic profile.

The first question (Q1) tries to identify if the tourist is a frequent traveller to the Estoril Coast. This question will also help to validate and compare the tourist evaluation of Loyalty towards the Estoril Coast.

Q1 How **many times** have you been to the Estoril Coast in the **past 10 years**? Do not count with this trip.

☐ - 0 (go to Q4) ☐ - 1 or 2 (go to Q2) ☐ - 3 or 4 (go to Q2) ☐ - 5 or more times (go to Q2)

Question Q2 and Q3 only applies to tourists that have been at least once to the Estoril Coast in the past ten years and it tries to see if in their past visits they have been influenced by a sport event and what type of sport. Comparing with non-sport tourists responses, one can see if sporting events have any influence in revisiting this destination.

Q2 In your **past visits** to the Estoril Coast did you **ever participate in** or **watch** a sport competition?

☐ - Yes (go to Q3) ☐ - No (go to Q4)

Q3 **What kind** of sport **competition** was it?

☐ - Golf ☐ - Tennis ☐ - Nautical Sports ☐ - Horse Riding

☐ - Nature ☐ - Motorized ☐ - Others

Another important characteristic of a sport tourist is to see if there is any relationship between sport tourists and increased length of stay. Question Q4 tries to identify if sport tourists' stay

extra days in order to practise sport and how many days do they stay. Question Q5 (open question) quantifies the length of stay of this trip.

Q4 How many **extra days** do you stay in a tourism destination when the aim of the trip is to practice sport, comparing with trips where you do not to practise sport?

☐ - 0 days ☐ - 1 to 2 days ☐ - 3 to 4 days ☐ - 5 or more ☐ - Non-sport tourist

Q5 How **many days** are you going to **stay** in the Estoril Coast?

☐ Days

One consequence of promoting recurrent sporting events across the year in the Estoril Coast, as part of the Estoril Tourism Board strategy, is the constant media coverage and publicity around the events and consequently around the Estoril region. To understand what influenced the tourists' decision to choose the Estoril Coast is the aim of question Q6.

Q6 What **influenced** you to **choose** the Estoril Coast for this trip?

☐ - Media coverage ☐ - Previous visitors ☐ - Travel agency ☐ - Sport tourism destination ☐ - Other

The second part of this group has the purpose of characterizing the sample in terms of its socio-demographic profile, and this group is composed of four questions (D1 to D5).

D1 What is your **gender**?

☐ - Male ☐ - Female

D2 What is your **age**?

☐ years old

D3 What is your **nationality**?

☐

D4 What is your **level of education**?

☐ - High School or less ☐ - Undergraduate (BA) ☐ - Graduate or higher

D5 What is your **monthly** household net **income** (pounds - £[21])?

☐ - Less than €2,500 (£1,682) ☐ - Up to €5,000 (£3,365) ☐ - Up to €7,500 (£5,047) ☐ - Up to €10,000 (£6,730) ☐ - More than €10,000 (£6,730)

[21] The exchange rate used was Eur 1 – £0.67280

4.2. Measurement Scales

In the first group of the questionnaire, all items related to the proposed research model adopt a five-point Likert scale, a non-comparative scale with itemized rating scales.

The reason to use of this scale is the fact that during the literature review it was the most commonly used scale (appendix 4 - table 10). Also, the use of the same scale in the supporting models of the proposed research model enables a direct comparison of the results.

Every item related to the constructs in analysis is written as a statement. The respondents are be asked to state their disagreement or agreement with each statement using the following measuring scale: 1 = absolutely disagree and 5 = absolutely agree.

The second group of questions are related to the tourists' (sport and non-sport) travel pattern to the Estoril Coast and to identify their socio-demographic profile and their statistical characterisation is indicated at table 11 (appendix 4).

4.3. Pre-test and Final Questionnaire

The objective of a pre-test of the questionnaire is to enhance the final questionnaire. It allowed to determine if the length of the questionnaire would be a problem, to verify if the manner in which the questionnaire is conducted is the most appropriate one, to identify any difficulty in understanding the questions and to identify any missing, duplicate and/or irrelevant questions.

The pre-test sample was firstly defined at 20 questionnaires (10 per cent of the total sample), but after the initial 16 questionnaires the information gathered was sufficient and allowed to make all necessary corrections and to build the final questionnaire.

During the first two interviews, both respondents had difficulties in understanding the statement S30. After explaining them the meaning of the statement they proposed the following change:

Before:

S30	My overall evaluation of the Estoril Coast tourist destination is so powerful that I have built the resistance **to counter persuasions when faced with other** destination offers.	1	2	3	4	5

After:

S30	My overall evaluation of the Estoril Coast tourist destination is so powerful that I have built the resistance **towards** other destination offers.	1	2	3	4	5

This change was made immediately in the questionnaires and the following respondents had no more problems in understanding this statement.

Also, during the initial 4 questionnaires respondents took less than 10 minutes to complete it. Actually in average respondents took less than 5 minutes to fill in the questionnaire, so the introduction paragraph was changed:

Before:

The main objective of this survey is to understand the impact of sport tourism in destination loyalty, in particular the outcome of the Estoril Tourism Board strategy in promoting recurrent major sporting events in the Estoril Coast.

The data gathered in this survey is anonymous and confidential and will be analysed under the scope of a dissertation as part of the Master in Marketing from IBS – ISCTE Business School. Therefore, I ask for your collaboration and would like to thank you in advance for your time. **Estimated completion time = 10 min**.

After:

The main objective of this survey is to understand the impact of sport tourism in destination loyalty, in particular the outcome of the Estoril Tourism Board strategy in promoting recurrent major sporting events in the Estoril Coast.

The data gathered in this survey is anonymous and confidential and will be analysed under the scope of a dissertation as part of the Master in Marketing from IBS – ISCTE Business School. Therefore, I ask for your collaboration and would like to thank you in advance for your time. **Estimated completion time = 5 min**.

Along the pre-test questionnaires some respondents mixed up the scale used in Group I. For them 1 meant absolutely agree instead of absolutely disagree. This situation could not be corrected in the questionnaire, as the scale is clearly explicit, but when delivering the questionnaire to the respondents the scale was explained.

Please state your agreement or disagreement for each of the following statements taking in mind the following measuring scale: **1 = absolutely disagree** and **5 = absolutely agree**.

Moreover, 4 respondents (25% of the pre-test sample) when answering the filter question (F1) stated that the purpose of their visit to the Estoril Coast was to watch a sport event, but as such option was not available in the questionnaire they answered the option “non-sport tourism”. Additionally, the option “business” for stating the purpose of the visit was never chosen. Due to this, the filter question was changed to:

Before:

F1 What is the purpose of your visit to the Estoril Coast?

☐ - Practice Sport: non competitive (go to **S1**)

☐ - Practice Sport: in a competition (go to **S1**)

☐ - Non-sport Tourism (go to **S15**)

☐ - **Business** (go to **S15**)

After:

F1	What is the purpose of your visit to the Estoril Coast?			
	☐ - Practice Sport: non competitive (go to **S1**)	☐ - Practice Sport: in a competition (go to **S1**)	☐ - **Watch a sporting event** (go to **S1**)	☐ - Non-sport Tourism (go to **S15**)

On the subject of the respondents' income, the last question of the questionnaire, some of them did have some difficulties at summing up the household monthly net income, and stated that it would be easier to answer to their own monthly net income. Therefore, this question was changed to:

Before:

D5	What is your **monthly** household net **income** (pounds - £)?				
	☐ - Less than €2,500 (£1,682)	☐ - Up to €5,000 (£3,365)	☐ - Up to €7,500 (£5,047)	☐ - Up to €10,000 (£6,730)	☐ - More than €10,000 (£6,730)

After:

D5	What is your **monthly net income** (pounds - £)?				
	☐ - Less than €2,500 (£1,682)	☐ - Up to €5,000 (£3,365)	☐ - Up to €7,500 (£5,047)	☐ - Up to €10,000 (£6,730)	☐ - More than €10,000 (£6,730)

After the changes originated by the conclusions of the pre-test questionnaires, the final questionnaire was finalized (appendix 4 – figure 10).

4.4. Data Collection

4.4.1. Unit of Analysis

Targeting the correct population is of great importance to achieve the main objective of this dissertation. Therefore, the targets were defined as follows:

- Sport Tourists, either nationals or foreigners, that are staying in the Estoril Coast with the purpose of practising non-competitive sport activities in venues located in the Estoril Coast;
- Sport Tourists, either nationals or foreigners, that are staying in the Estoril Coast with the purpose of participating in a competitive sporting event held in the Estoril Coast;
- Non-Sport Tourists, either nationals or foreigners, that are staying in the Estoril Coast solely as a tourist. The purpose of the visit is not to practice sport;
- Male or female tourists.

4.4.2. Sample Size

In order to compare sport and non-sport tourists, there must be an adequate sample for these two types of tourists.

It is commonly accepted that for each item there should be at least 5 observations. Thus, sport tourists should have a total sample of 150 (30 items multiplied by 5 observations) and the sample for non-sport tourists should be composed by 80 observations.

On the other hand some authors stated that when using Structure Equation Modelling (SEM) analysis (one of the statistics technique used in this study) a minimum sample size of 100 for each tourist type is appropriate to ensure the use of maximum likelihood. The aim is to gather a total of 200 questionnaires, being each tourist sample composed by 100 questionnaires.

The pre-test group should be conducted to a maximum of 10 per cent of the total sample (20 questionnaires). The pre-test stops when no extra enhancement of the questionnaire can be achieved.

4.4.3. Sampling Strategies

In order to achieve the number of respondents needed, the sample respondents were gathered by a combination of two sampling methods: cluster sampling and simple random sampling. First, the sample was chosen from specific locations where sport and non-sport tourists are likely to be present and secondly, in each of these locations, every element has an equal probability of selection.

Sport and non-sport tourist population have different travel pattern. The majority of the sport tourists normally travel to the Estoril Coast between September and May (off the high season). The majority of non-sport tourists normally travel during the summer high season, between June and early September. Therefore, the data collection took in mind this information. Also, the major sporting events that took place in the Estoril Coast during June and November (appendix 4 – 2007 Events in the Estoril Coast) lured many sport tourists, thus allowing another way of gathering sport tourists' respondents to the questionnaire.
Tourists were invited to participate on a voluntary basis in the self-completion of the questionnaire. Whenever possible the questionnaires will be made by the author in the presence of the respondent, but in some cases the questionnaires will be given to the respondents to fill in and to return latter during check-in at the sport venues or lodging.

The questionnaires were gathered at the following locations:

- Costa da Guia, Cascais - Costa da Guia is an area in Cascais situated at the seaside and close to the Cascais Marina, 5 minutes from the city centre. It has a promenade along the seaside that starts at the Marina and ends in the famous Guincho beach;
- Baía the Cascais, Cascais - Baía de Cascais is an area situated in the centre of the Cascais city. It is an "obligatory" place to visit.
- Estoril Coast Tourism Information Office of Estoril and Cascais (www.estorilcoast-tourism.com/);
- Hotel Vila Galé Cascais (www.vilagale.pt);
- Hotel Estoril Eden (www.hotelestorileden.pt/);
- Penha Longa Hotel & Golf Resort (www.penhalonga.com/).

The interviews took place between 1st July 2007 and 30th November 2007, according to the data collection schedule (appendix 4 - table 12).

4.5. Data Coding

The questionnaire was coded with the following rules:

- Items from statements S1 to S30 (excluding S18, S19 and S21) were coded as follows:

Likert Scale	Absolutely disagree 1	2	3	4	Absolutely agree 5
Coding	1	2	3	4	5

- Items from statements S18, S19 and S21 were coded as follows as they are reverse statements:

Likert Scale	Absolutely disagree 1	2	3	4	Absolutely agree 5
Coding	5	4	3	2	1

- The filter question and Group II close questions will be coded as follows:

Question ID	**Item**	**Coding**
F1	Practice sport: non competitive	1
	Practice sport: in a competition	2
	Watch a sporting event	3
	Non-sport tourism	4
Q1	0	1
	1 or 2	2
	3 or 4	3
	5 or more times	4
Q2	Yes	1
	No	2
Q3	Golf	1
	Tennis	2
	Nautical Sports	3
	Horse Riding	4
	Nature	5
	Motorized	6
	Others	7

Question ID	Item	Coding
Q4	0 days	1
	1 to 2 days	2
	3 to 4 days	3
	5 or more days	4
	Non-sport tourists	5
Q6	Media coverage	1
	Previous visitors	2
	Travel agency	3
	Sport tourism destination	4
	Other	5
D1	Male	1
	Female	2
D4	High school or less	1
	Undergraduate (BA)	2
	Graduate or higher	3
D5	Less than €2.500	1
	Up to €5.000	2
	Up to €7.500	3
	Up to €10.000	4
	More than €10.000	5

- Group II open question will be coded with the answers given by the respondents;

- Missing values were coded as follows.

Missing Value Reason	Coding
Data missing because it did not apply to the questionnaire	97
Data missing because a respondent refused to answer or had limited information to give an answer	98
Data missing because the question did not apply to that respondent	99

4.6. Statistical Techniques Used

The statistical analysis focused on comparing sport and non-sport tourists. With this split it was possible to identify different loyalty levels towards the Estoril Coast for both types of tourists. Each group has its own model, as sport tourists have some extra constructs included in their model.

The analysis starts with an overview of the respondents' socio-demographic profile characteristics and travel pattern. To accomplish this a range of descriptive statistical analysis was made using SPSS v15 for Windows.

Regarding the validity of the proposed research model, the consistency of the items used for each construct was tested through Crombach's Alpha reliability analysis and, whenever needed and possible, the coefficient of reliability was adjusted. The analysis was made to the total sample. After improving the coefficient of reliability, all missing values were replaced by the correspondent item average, using the sport and non-sport correspondent average.

The major analysis of this study involved the use of a statistical technique called Structure Equation Modelling (SEM). SEM is a multivariate statistical technique used to test the hypothesized relationships among the constructs presented in the proposed research model. The SEM technique helps validating the proposed research model (Lin and Ding, 2005 and 2006, Lee, 2001 and Morgan and Hunt, 1994). The proposed SEM analysis was made trough the use of AMOS v.7 for SPSS v.15 for Windows.

Some authors have proposed SEM as the appropriate technique for true theory testing, due to two of its characteristics. Firstly, SEM is able to incorporate measurement error into the estimation of relationships between constructs, thus allowing the researcher to identify the "true" relationship after measurement error is taken into account. Secondly, it allows for constructs to be represented by several measures (indicators of the constructs), providing a more realistic and valid means of construct operationalization.

For the global test of model fit to both models, chi-square statistics were employed (CMIN and CMIN/df). However, because chi-square test is sensitive to the sample size, several

supplementary fit indices had to be adopted to provide a more holistic review of the model fit. This dissertation uses chi-square statistics and six supplementary statistics to examine the model fit, including goodness of fit index (GFI), adjusted goodness of fit (ACFI), root mean square residual (RMSR), normed fit index (NFI), comparative fit index (CFI), and root mean square error of approximation (RMSEA).

If needed and to improve the model fit of the proposed models several statistics were analysed in order to add or remove relationships between variables and/or constructs. They are: chi-square goodness of fit comparison, residual matrices, modification index, z-statistics, and Akaike Information Criterion (AIC).

Also, the hypotheses presented at the research model chapter (chapter 3.1.) were tested using the path coefficient and T-value (critical ratio), thus building a final model for measuring the impact of sport tourism in destination loyalty.

In conclusion, this chapter presented the methodology used in order to build the final questionnaire and consequently the proposed path in order to correctly collect and analyse the data obtained pointing out the major statistics used. The next chapter will present the data analysis and results of this dissertation.

Chapter 5 - Data Analysis and Results

A total of 223 questionnaires (n=223) were collected between 1st July and 30th November 2007.

As mentioned in the previous chapter, missing values were identified when introducing the data from the questionnaires, therefore the following analysis will focus only on valid percentages, this meaning that only valid responses (excludes missing values) will be considered into the weight calculations.

The first question of the questionnaire (F1) allows identifying four types of tourists:

1. **Recreational sport tourist**: individual/group of tourists that actively participate in a recreational sport while travelling to and/or staying at places outside their usual environment and being the sport activity the primary motivation of travel (Hinch and Highman, 2001: 49);
2. **Competitive sport tourist**: individual/group of tourists that actively participate in a sport competition while travelling to and/or staying at places outside their usual environment and being the sport activity the primary motivation of travel (Hinch and Highman, 2001: 49);
3. **Passive sport tourist**: individual/group of tourists that come to watch a sporting event, thus passively participating in a sport activity, while travelling to and/or staying at places outside their usual environment and being the sporting event the primary motivation of travel (Hinch and Highman, 2001: 49);
4. **Non-sport tourist:** individual/group of tourists that come to visit a destination while travelling to and/or staying in places outside their usual environment and being the destination and the will to visit it, the primary motivation of travel (Hinch and Highman, 2001)

Therefore, it is quite interesting to analyse this information taking into consideration these four tourist segments. To maximize the information gathered and validate any significant differences between these groups, data analysis will be made taking into account the following three major groups of analysis:

- The first group of analysis will focus on the total sample (n=223) without any segmentation. This will give us a broad overview of the sample.

- The second group will differentiate the results between sport tourists and non-sport tourists. The sport tourists segment will encompass the recreational sport tourists group, the competitive sport tourists group and the passive sport tourists group. The non-sport tourists will encompass only the non-sport tourists group.

- The third and last group of analysis will focus individually on the three types of sport tourists gathered through the first question (F1). This analysis will focus only on sport tourists and will exclude non-sport tourists as this group is already analysed in the second group (the sample regarding non-sport tourists is the same).

This chapter starts by giving a characterization of the tourists regarding their socio-demographic profile (chapter 5.1.), and their travel pattern to the Estoril Coast (chapter 5.2.). Lastly, the analysis focuses on the major aim of this study, to validate the proposed research model and, consequently, the impact of sport tourism in destination loyalty (chapter 5.3).

5.1. Socio-Demographic Profile

5.1.1. Tourists as a whole

The analysis of the total sample of the 223 respondents (appendix 5.1 – table 13) shows that the predominant gender (D1) is male with 121 individuals, representing 54.8% of the total sample. The average age (D2) is 39.9 years with a minimum age of 16 and a maximum age of 69. Regarding nationality (D3) out of the 22 different nationalities captured by the questionnaire the predominant one is British with 29.2% (64 tourists), followed by Spanish with 9.6% (21 individuals) and in third place American with 9.1% (20 tourists). Concerning the respondents' level of education (D4) 43.8% are graduated or have a higher level of education and only 20.5% have high school or less. Regarding incomes (D5), only 189 respondents completed this question; of which 39.7% earn a monthly net income between €2,500 and €5,000. The majority of the respondents, with a cumulative percentage of 73% (138 individuals), are situated within the interval of less than €2,500 and up to €5,000. It is also worth to mention that 25 respondents (13.2%) have a net income of more than €10,000

every month; these respondents are mainly British (9 tourists), Irish (5 tourists) and American (4 tourists) (appendix 5.1. – table 14).

Concerning the high percentage of respondents in the highest level of income, it is worth to comment that normally working people analyze their income on a monthly or year basis and also on gross or net basis. Therefore, it is possible that some respondents did answer this question having in mind their year income and not their monthly income, despite the fact that the words "monthly net income" were highlighted.

To sum up, this group of analysis is evenly distributed between genders, with a slight preponderance of the male gender, mainly in the middle age (40 years old), British, with a high level of education (graduate or higher) and with a monthly net income of "up to 5,000€".

5.1.2. Sport and Non-Sport Tourists

When analyzing the socio-demographic profile of the respondents regarding sport and non-sport tourists some differences were found (appendix 5.2. – table 16).

Out of 223 respondents, 35.9% (80 tourists) identified themselves as sport tourists and 64.1% (143 tourists) as non-sport tourists.

Despite the results that show a high percentage of sport tourists (35.9%) that come to the Estoril Coast to practice a sport activity (competitive or recreation) or to watch a sporting event, there must be some caution regarding this number. Being the aim of this study to compare destination loyalty between sport and non-sport tourists the data collection strategy did focus on interviews held during the sport high season, at hotels were sport tourists normally stay, and at some sport venues, therefore increasing the number of sport tourists respondents.
Sport tourists are mainly male representing 65% and non-sport tourists are evenly distributed between genders (male = 48.9% and female = 51.1%).

There is not any significant difference between sport and non-sport tourists regarding age. Sport tourists have an average age of 39.64 years and non-sport tourists an average age of 40.05 years.

Regarding nationality, the majority of sport tourists are divided between British (39%) and Spanish (14.3%), but the Spanish are the only ones where the sport tourists exceed the non-sport tourists (11 tourists vs. 10 tourists). Non-sport tourists are more distributed between nationalities, and the first four nationalities represent a total of 47.9% and are composed by British with 23.9%, American with 9,9%, Spanish and Belgian with 7% each.

Sport tourists in average have a higher education level; only 13% of the sport tourists have "high school or less" comparing with 24.6% of non-sport tourists. On the other hand non-sport tourists have the highest percentage of individuals in the graduate or higher group with 44.4%, but closely followed by sport tourists with 42.9%. The highest percentage for sport tourists is in the undergraduate education level with 44,2%.

These education differences are reflected in the average net income where it is evident that sport tourists earn, in average and as a whole, more than non-sport tourists. Only 22.5% of sport tourists compared with 39.8% earn less than €2,500. Also, the majority of sport tourists (50.7%) receive more than €2,500 and less than €5,000 (up to €5,000 group) every month. On the other hand, comparing the last two steps "up to €10,000" and "higher than €10,000", non-sport tourists have a higher percentage with 19.5% compared with sport tourists with 15.5%, this may be a reflex of a higher percentage of graduate or higher level of education in the non-sport tourists.

From this analysis, sport tourists can be profiled as: being British, male, 40 years old, with a good level of education (undergraduate (BA) or graduate and higher) and with an income level between €2,500 and €5,000.

On the other hand, non-sport tourists have the following socio-demographic profile: British (with less preponderance as sport tourists), male or female, in their 40 years, with a lower level of education and with a lower monthly net income, when compared with sport-tourists.

5.1.3. Competitive, Recreational and Passive Sport Tourists

When analyzing in further detail the sport tourists group (appendix 5.3. – table 17), the study revealed that recreational and passive sport tourists are distributed evenly with 47.5% (38 tourists) and 45% (36 tourists), respectively. Competitive sport tourist only represents 7.5% (6 tourists). Summing up both active sport tourists the percentage raises up to 55% (47.5% + 7.5%), thus giving majority to this type of sport tourists. These conclusions denote, within sport tourists, a higher percentage of sport tourists that come to the Estoril Coast to actively practice a sport activity. Looking now at the total sample (n=223), recreational sport tourists weight 17%, competitive sport tourists represent 2.7% and passive sport tourists stand for 16.1%.

Regarding gender, recreational and competitive sport tourists are mainly male (65.8% and 66.7% respectively) and passive sport tourists are also mainly male (63.9%), slightly less than active sport tourists. As it would be expected the lowest average age (36.67 years) is from the competitive sport group, despite the fact that this group is composed of only 6 tourists. 4 out of 6 competitive sport tourists are at the age of 30 (2 tourists) and 35 (2 tourists). The average age has increased because 2 out of 6 tourists are in the forties and fifties (1 with 40 years and 1 with 50 years – sailing, golf and tennis have these age group competitions). Recreational sport tourists and passive sport tourists have a close average age of 39.64 years and 40.14 years, respectively; even so the average age of active sport tourists is lower than that of passive sport tourists. Recreational sport tourists have 50% of its valid sample between 40 and 49 years old, with a minimum of 18 and a maximum of 61 years. On the other hand, passive sport tourists have a more even age distribution, as 47.2% of their valid sample is between 30 and 49 years old (standard deviation is 13,211 years for passive sport tourists compared with 10,434 years for recreational sport tourists).

British nationality is predominant within recreational sport tourists, representing 50% (18 tourists) of the respondents, followed way back by the Spanish with 13.9% (5 tourists). Competitive sport tourists have only 4 nationalities within the 6 tourists sample: 1 French, 2 Portuguese, 2 Spanish and 1 Swedish. Passive sport tourists, as the recreational sport tourist, are also predominant British with 34.3% (12 tourists), followed by the American with 17.1% (6 tourists) and in third place the Spanish with 11.4% (4 tourists). As a curiosity and as expected, recreational sport tourists originate only from European countries. On the other

hand passive sport tourists, as well as having European representatives, also have an important presence from overseas totalizing 28.6% of the respondents, coming from USA, Canada, New Zealand and Australia.

Concerning the level of education, competitive sport tourists have the highest percentage of respondents within the "graduate or higher" level of education, which represents 66.7% (4 tourists). Recreational sport tourists, on the other hand, have the lowest percentage of respondents within the lowest level of education group, with only 8.3%, less than half the percentage of the passive sport tourists and 1/3rd of the non-sport tourists. Also, recreational sport tourists, when comparing with passive sport tourists, are the winners in all categories; less percentage of respondents in the education level "high school or less", and the highest percentage weight in the other two levels of education. In addition, the cumulative percentage of respondents within the two highest levels of education, between recreational and non-sport tourists, is higher for recreational tourists (91.7% vs. 75.4%). Therefore, it is possible to infer that recreational sport tourists have a higher level of education.

When comparing the monthly net income between these three groups of tourists, passive sport tourists are the one's with the highest income level, with an average of 2.45, which means a monthly net income between €5,000 and €7,500. However, this higher average is due to a high percentage of respondents (19.4%) in the highest income level (more than €10,000). Making an analysis without this level of income ("more than €10,000") the highest income level tourist group now goes to the recreational sport tourists with an average of 2.06, and the passive sport tourists now have an average of 1.84. In fact, recreational sport tourists have the lowest percentage of respondents at lower income level (20,6%), have the highest percentage at the "up to 5,000€" income level (52.9%), and also the highest percentage at the "up to 7,500€" level (14.7%). In cumulative percentages, recreational sport tourists have 79.4% of the respondents between €2,500 and more than €10,000, where passive sport tourists have 77.4%. Consequently, recreational sport tourists have the highest income level.

5.2. Travel Pattern to the Estoril Coast

5.2.1. Tourists as a whole

Analysing the questions related to the travel pattern of the respondents (appendix 5.4. – table 18) it is interesting to see that only 55.4% (123 tourists out of 222) of the tourists are experiencing the Estoril Coast for the first time in the past ten years, which means that 44.6% of the tourists have already visited the Estoril Coast at least once in the past ten years. Looking deeper at this percentage, the results are more motivating as 16.7% of the respondents, prior to this visit, have already visited the Estoril Coast 5 or more times during the past ten years; 12.2% have already visited three or four times; and 15.8% once or twice. It is not absurd to say that a very high percentage of tourists are recurrently visiting the Estoril Coast. May this be a good omen for this study?

Crosschecking the "nº of past visits in the last 10 years" and the top three nationalities (appendix 5.4. – table 19) that come to the Estoril Coast (British, Spanish and American) the results are, once more, encouraging as all three have 45% or more tourists as repetitive buyers of this destination. In detail, 51.6% of the British tourists have already been in the past ten years to the Estoril Coast; of which 26.6% have been 5 or more times, 17.2% 3 or 4 times; and 7.8% once or twice. As it is visible, the percentage of prior visits is increasing, as the number of prior visits gets higher, which reveals a high repurchase level of this destination. For the Spanish tourists the percentage grows up to 70%; 25% of them 5 or more times; 10% have been 3 or 4 times; and 35% once or twice. Finally, American tourists have the lowest, but still high, repurchase percentage with only 45% of repetitive visits.

Moreover, from the 99 respondents that answered Q2, regarding having ever participated or watched a sport competition during prior visits to the Estoril Coast, 57% have answered positively, which with no doubt shows an increase of the Estoril Coast image as a sport tourism destination. The sport competition that was mainly mentioned (Q3) as a consequence of Q2 was golf (42.1%), followed by nautical sports (24.6%) and tennis (10.5%).

As a consequence of the high percentage of tourists that have already visited the Estoril Coast and the high percentage that have participated in or watched a sport competition, it is not odd that 45.2% of the respondents stated that what influenced them to choose the Estoril Coast

(Q6) was previous visitors and the destination being perceived as a sport destination, both with 22.6%. In third place comes travel agencies influence with 19.5%. Other influence factors represent 25.3%.

The average length of stay (Q5) is situated at 8 days (8.06 days) with a maximum of 45 days and a minimum of 1 day; the mode is 7 days with 48 tourists. Also, 48.5% of a total of 210 tourists stated that they stay extra days in a tourism destination when the aim of the trip is to practice sport, when comparing with non-sport travel (Q4). 19% stated that they stay an extra 1 to 2 days; 17.1% an extra of 3 to 4 days; and 12.4% more than 5 days.

In conclusion, with an average length of stay of 8 days, almost 45% of the Estoril Coast tourists are revisiting this destination at least once during the last ten years and 16.7% of them have revisited 5 or more times. The three top tourist nationalities (representing 46.6% of the total tourist sample) also corroborate and reinforce these numbers as 53.8% (56 tourists out of 104 tourists that answered this question) have, prior to this visit and in the past ten years, already been once in the Estoril Coast. Also, it's not strange to see that what influenced them to choose the Estoril Coast was the fact that it is a sport tourism destination and the recommendation and promotion made by previous visitors.

5.2.2. Sport and Non-Sport Tourists

As stated above almost 45% of tourists are revisiting the Estoril Coast, however this percentage rises within sport tourists as it reaches 83.5% (appendix 5.5. – table 20). In fact, within sport tourists, 35.4% have been 5 or more times in the last ten years to the Estoril Coast; 29.1% three or four times; and 19% once or twice; these facts start to launch some clues towards the impact of sport tourism in destination loyalty. On the other hand, a high percentage of non-sport tourists (76.9%) are first buyers of this tourism destination. Nevertheless, 23.1% are revisiting this destination at least once more.

Once again it is interesting to see (appendix 5.5. – table 21) that the top three nationalities (British, American and Spanish) reinforce these numbers as 45.7% (21 out of 46) of these sport tourists have returned to the Estoril Coast 5 or more times in the past ten years; revisiting three or four times the percentage reaches 26.1% (12 out of 46), almost half the

score of previous level; and once or twice only 15.2% (7 out of 46), thus totalizing an impressive repurchase percentage of 87%. To notice that all Spanish sport tourists are repeated visitors and that in all three top nationalities there are more respondents with 5 or more visits in the last ten years.

When asked if in the past visits they have ever participated in or watched a sport competition, again the differences are huge with sport tourists answering positively 70.1% of the times and non-sport tourists answering negatively 69.7% of the times. Within sport tourists golf and nautical sports were the main competitions (70.2% of the respondents). As a result, sport tourists' stated that they are mainly influenced by the image of the Estoril Coast as a sport destination (57%) and non-sport tourists, on the contrary, are mainly influenced by previous visitors (26.8%) and by travel agencies (23.2%).

Sport tourists do extend their stay more than non-sport tourists. Sport tourists stay, in average, 11.28 days, almost double of non-sport tourists that stay an average of 6.32 days. Sport tourists also stay more extra days at a destination when the main motivation of the trip is to practice sport. Sport tourists stay at least one or two days more in 81.3% of the cases, while in non-sport tourists this percentage lowers to 31.2%. It is also relevant to mention that sport tourists do stay an extra of 3 or more days in 57.4% of the times (30.7% 3 or 4 days and 26.7% 5 or more days).

Also interesting is that only 24.4% of non-sport tourists say, answering to question Q4, that they are non-sport tourists. By analysing this, the first conclusion to make is that only 24.4% of the non-sport tourists are in fact non-sport tourists, and the remaining non-sport tourists are on the contrary sport tourists. Being realistic this may not the best conclusion to make. Being realistic this may not the best conclusion to make. In fact, this result may have happened because "0 days" was the first of the alternatives to appear and, on the contrary, the last answer was "non-sport tourist". This might have influenced, by mistake, non-sport tourists to choose the answer "0 days" with the belief that they were expressing "non-sport tourists". Additionally, the 44.4% of tourists that mentioned that they do not add any extra days to their sporting trip, thus revealing that they might be sport tourists, may be in fact non-sport tourists.

Subsequently, the most likely conclusion to be drawn is that 31.2% of the non-sport tourists that answered that they would extend their journey at least one day to practice sport are in fact

sport tourists, but they have identified themselves as being non-sport tourists because their main purpose for this trip is not to actively participate in or watch any sport activity, but rather to do traditional sight-seeing tourism.

Once again around question Q4, 8% of sport tourists (6 tourists out of 75) have answered "non-sport tourist". This seems quite strange, but crosschecking with the "purpose of visit" question the result becomes clear, as 6 tourists are passive sport tourists (watch a sporting event) and so they view themselves as non-sport tourists (appendix 5.5. – table 22).

The distinction between sport and non-sport tourists in fact enhances and reinforces the differences between these two groups of tourists. Sport tourists stay at the Estoril Coast an average of 11 days, almost twice than non-sport tourists, and an impressive 83.5% of sport tourists have repurchase this destination at least once or twice in the last ten years while 77% of non-sport tourists are experiencing the Estoril Coast for the first time. Analysing the top three sport tourists' nationalities that visit the Estoril Coast, 87% of them have revisited this destination at least once in the past ten years. Sport tourists are choosing the Estoril Coast because of its image of a sport destination and non-sport tourists by influences of previous visitors and travel agencies.

5.2.3. Competitive, Recreational and Passive Sport Tourists

The travel profile within sport tourists has also some distinctions (appendix 5.6 – table 23). Recreational sport tourists have the lowest percentage (10.8%) of new comers to the Estoril Coast and passive sport tourists have the highest percentage of repetitive visits of "5 or more times" with 41.7%. Interesting is the fact that none of the competitive sport tourists are competing for the first time at the Estoril Coast and this fact is confirmed as all competitive sport tourists answered that in previous visits they have participated in or watched a sporting event. Also, a very high percentage of recreational sport tourists (73.5%) also participated in or watched a sporting competition, which may suggest that these tourists are revisiting the Estoril Coast as a consequence of participating in or watching a sporting event during previous visits; in addition, only two passive sport tourists that are revisiting this destination have never participated in or watched a sporting event.

The main competitive sporting events that take place at the Estoril Coast are golf, nautical sports and tennis; this conclusion is derived from the statistical analysis of the respondents and is reinforced by the fact that all competitive sport tourists have only mentioned these three sports as being the ones that they experienced during previous visits.

The fact that the Estoril Coast organizes sporting events and the high percentage of sport tourists that have participated in or watched a sport competition in previous visits shows that they perceive the Estoril Coast as a sport destination this being the main factor of influence for their visit.

Furthermore, recreational sport tourists do stay almost 12 days (11.83 days) on average at the Estoril Coast and only 5.6% of them do not increase their length of stay when the purpose is to practice sport, but, on the other hand, 72.2% do increase 3 or more days to their stay to practice sport. Competitive sport tourists have the highest average length of stay with 20.33 days, which may be explained by the duration of the sporting event and by the need to adapt to the sporting venue and to practice before the start of the competition. As expected, competitive sport tourists only increase their length of stay a maximum of one to two days, which may be a consequence of being at competition all year round, thus not needing to extend their trips in order to practice sport. In fact, 20% of competitive sport tourists do state that they do not increase their journeys duration.

On the other hand, passive sport tourists stay an average of 9 days at the Estoril Coast and 67.6% do confirm that they do increase their journey duration at least one to two days, with an average of 3,43 days (appendix 5.6. – table 24). Curious to note that summing up the passive average length of stay of 9 days with the average 3 extra days that they extend their stay to practice sport, we get an average stay of 12 days, which in fact equals the average length of stay of the recreational sport tourists (11.83 days).

In conclusion, these results do express that sporting events taking place at the Estoril Coast lure sport tourists, increasing the image of the Estoril Coast as a sport destination and, for that reason, increasing the repurchase of this destination by sport tourists.

5.3. Analysis of the Proposed Research Models for Sport and Non-Sport Tourists

This chapter focuses on the overall analysis of the proposed research models and starts with the (5.3.1.) description of each stage of model interpretation: model analysis, model evaluation and model improvement. Secondly, the (5.3.2.) item reliability analysis of the constructs is presented. Following comes the (5.3.3.) descriptive statistical analysis of the constructs and items for both sport and non-sport models. Finally the (5.3.4.) analysis of both sport and non-sport research tourism models.

5.3.1. Model Analysis, Evaluation and Improvement Methodology

5.3.1.1. Model analysis

Model analysis involves the use of an estimation procedure to fit the model with the data provided (Kline, 1998). Maximum likelihood is the preferred estimation procedure for SEM (Kline, 1998) because it delivers statistically robust results with complete or missing data (if necessary). This estimation is an iterative process that estimates all model parameters simultaneously. Parameters estimated by maximum likelihood include unanalyzed associations between exogenous variables, direct effects on endogenous variables and variance of all variables (Kline, 1998). The standardized output report model, regression beta weights, with absolute values of 0.10, 0.30 or 0.50 can be considered as having a “small”, “moderate” or “large” effect respectively (Kline, 1998). The following analysis will use standardized values, as they are easier to interpret.

5.3.1.2. Model evaluation

As presented in chapter 4.6., the process for model evaluation involves the use of significance tests to evaluate the capability of model fit. However, evaluation of the full structural model takes place over two intermediate steps: (1) the measurement component of the model is examined first followed by (2) the examination of the full structural model (Byrne, 2001 and Kline, 1998).

Model evaluation is consequently accomplished by initially turning direct effects between latent variables into unanalyzed associations (and thus, a measurement model) and assessing

the results. If the results indicate that the model has reasonably good fit to the data, then those direct effects are restored and the full structural model is analyzed. If not, the measurement model is modified and re-evaluated until good fit is easily identified and corrected (Kline, 1998).

As stated in chapter 4.6., the statistical techniques to be used for both models are for the global test of model fit, chi-square statistics will be employed (CMIN and CMIN/df) and due to chi-square sample size sensitivity the following statistic were used goodness of fit index (GFI), adjusted goodness of fit (AGFI), root mean square residual (RMSR), normed fit index (NFI), comparative fit index (CFI), and root mean square error of approximation (RMSEA).

- **Normed chi-square goodness of fit (CMIN and CMIN/df)**

The chi-square statistic is an overall measure of how much the implied covariances differ from the sample covariances (Arbuckle, 2006). In general, the more the implied covariances differ from the sample covariances, the bigger the chi-square statistic will be. If the implied covariances were identical to the sample covariances, the chi-square statistic would be 0 (Arbuckle, 2006). But the chi-square statistic alone is not enough. It is also important to see the degrees of freedom, as the chi-square statistic tends to be in their neighbourhood, even if the implied and sample covariances are equal. The degrees of freedom are calculated by subtracting the number of parameters in the initial model against the implied model. As such, this test evaluates the adequacy of the implied model in relation to the initial model (Kline, 1998). Consequently, the goal is to find a non-significant goodness of fit result.

The chi-squared goodness of fit test is affected by sample size. With large samples it is more likely to find significant differences while with smaller samples it is normal to find non-significant differences (Arbuckle and Wothke, 1999 and Kline, 1998). For this reason, the normed chi-squared test, which divides the goodness of fit chi-squared test by its degrees of freedom, tend to be the second most frequent reported statistic. A normed chi-squared test result close to 1 is suggested as a good measure of fit (Arbuckle 2006). Using AMOS the output is CMIN/df. But Arbuckle (2006: 535) also point out that "*it is not clear how far from 1 you should let the ratio get before concluding that a model is unsatisfactory*". Byrne (1989) states that an inadequate fit is a value of more than 2. Therefore, it is possible to infer that a good model fit must be as close to 1 as possible, but never greater than 2.

- **Goodness of fit index (GFI), adjusted goodness of fit index (AGFI) and root mean squared residual (RMSR)**

The goodness of fit index (GFI) is an indicator of the proportion of covariances explained by the model's constructed covariance matrix. The GFI ranges from 0 to 1, with high scores (recommended >0.9) meaning a good fit to the data (Arbuckle, 2006; Kline, 1998, Byrne, 2001). The adjusted goodness of fit index (AGFI) takes into account the degrees of freedom available, adjusting to the model complexity, for testing the model. It is interpreted in the same way as the GFI (Arbuckle 2006; Kline, 1998). The AGFI recommended value for good model fit is above 0.8 (Lin et al., 2007). The root mean squared residual (RMSR) (AMOS equivalent statistic is RMR) also compares the observed variances and covariance against their estimates obtained under the assumption that the model is correct, where the greater the residual differences between both, the higher the RMR scores (Arbuckle 2006; Kline, 1998). Thus, a RMR score close to zero indicates a perfect fit (Arbuckle, 2006).

- **Normed fit index (NFI), non-normed fit index (NNFI) and comparative fit index (CFI)**

The normed fit index (NFI), the non-normed fit index (NNFI), also named as the Tucker-Lewis index (TLI), and the comparative fit index (CFI) compare the fitted model to a "null", or independence, model where all manifest variables are assumed to be uncorrelated.

These three statistics consequently consider whether the model can be significantly improved over the null model. High scores indicate a significant improvement over an independence model; on the other hand low scores indicate no difference from an independence model (Arbuckle and Wothke, 1999; Kline, 1998). Arbuckle (2006: 544) stated "*In our experience, models with overall fit indices of less than 0.9 can usually be improved substantially*". Of the three test statistics, the CFI is less affected by the sample size, and the NNFI adjusts the index for model complexity (Byrne, 2001and Kline, 1998).

- **Root mean square error of approximation (RMSEA)**

In order to compensate the effect of model complexity and to check model fit the root mean square error of approximation (RMSEA) is suggested (Arbuckle, 2006). AMOS output also delivers 90% confidence intervals and probability values for RMSEA, providing evidences of model fit adequacy. For Arbuckle (2006: 538) "*a value of the RMSEA of about 0.05 or less would indicate a close fit of the model in relation to the degrees of freedom. A value of about*

0.08 or less would indicate a reasonable error of approximation and would not want to employ a model with a RMSEA greater than 0.1.". Lin (2007) reinforces that a minimum of 0.08 for RMSEA is sufficient to indicate good model fit.

RMSEA confidence intervals are affected by sample size and model complexity and thus needed to be considered with caution. Probability values of .5 or grater suggest adequacy of model fit (Byrne, 2001)

In conclusion the model evaluation will have in mind these statistics and their acceptable values. If needed, and to improve them, modifications on the initial proposed models may have to be made. In order to do so, other analyses have to be taken into consideration.

5.3.1.3. Model improvement (exploratory analysis)

- **Chi-square goodness of fit comparison**

In order to improve the models it is possible to add or delete direct effects, and so after introducing additional or eliminate direct effects, the difference between the chi-square statistic must be compared in order to check whether those modification have enhanced the model (Arbuckle and Wothke, 1999 and Kline, 1998). It is possible to add or remove direct effects one at the time or all at the same time, but some risks should be considered. When doing all modification at the same time the chi-square result reflects the composite of all changes (Kline, 1998), thus making difficult to identify which of the changes contribute positively to the overall value. On the other hand making one change at a time may increase the risk of type I error (the error of rejecting a null hypothesis when it is actually true). In conclusion, it is worthwhile to evaluate the composite changes as a whole and after that to make the necessary changes to the initial model one at a time and make the necessary chi-square comparisons.

- **Akaike Information Criterion (AIC)**

Equivalent to the chi-square goodness of fit statistic, but adjusted for model complexity, the AIC score is used to compare different models when modifications are made. The model with a low AIC score is preferred.

- **z-Statistics**

This statistic is used to identify which pathways can be deleted from the model. Through the z-statistics the factor loading estimates in the AMOS output are named regression weights. Critical Ratio (CR) is the statistical result that can be used as criteria to remove direct effects within a model in order to improve the model fit. The critical ratio is an observation on a random variable that has an approximately standard normal distribution. The critical ratio is obtained by dividing the estimate by its standard error. Thus, using the significance level of 0.05, any critical ratio that exceeds 1.96 in magnitude would be called significant (Arbuckle, 2006).

- **Residual Matrices**

The use of residual matrices and in this case the use of the matrix standardized residual covariances is in order to identify new relationships between a pair of variables. These new relationships are identified when correlation residuals with absolute values are greater than 0.1. Also, large covariance residuals suggest the same new relationships and according to Byrne (2001) standardized covariance residuals of 2.58 or more may be considered large. In this analysis the relationships between constructs are considered valid if all items have a standardized covariance residuals of more than 2.58 (if only a minority is lower than 2.58 and all the other have higher values then analysing the overall covariance the relationship will be accepted).

- **Modification Index (MI)**

Arbuckle (2006: 114) stated that "*modification indices suggest ways of improving a model by increasing the number of parameters in such a way that the chi-square statistic falls faster than its degrees of freedom*". The MI is used to determine new direct effects and the higher the MI value the greater the impact of direct effects will have in the model improvement. The MI value indicates the estimate of the decrease in chi-square that will occur (Arbuckle, 2006).

The process of model evaluation starts with the analysis of the item reliability coefficient in order to improve the constructs involved.

5.3.2. Item Reliability Analysis

In order to check the validity of the proposed research model, the consistency of the items used for each construct was tested through Crombach's Alpha reliability analysis (appendix 6.1. – table 25).

The constructs Excitement and Loyalty have a coefficient of 0.8 or above which suggests a good level of reliability. "Sporting Event Image" and "Trust" with a coefficient between 0.7 and 0.8 suggest adequacy. The remaining constructs, "Sporting Excellence", "Unique Experience", "Transportation", "Cultural Differences", "Safety" and "Satisfaction" have a coefficient of reliability lower than 0.7, which means these constructs must be improved in order to increase their reliability (Kline, 1998).

To improve the reliability coefficients lower than 0.7 an inter-item correlation analysis was performed removing the items with a low correlation (appendix 6.1. – table 26).

Sport tourists only measure the construct "Sporting Excellence" and because the item S9 that measures the quality of the players only matters to competitive sport tourists, it can be removed from the model as there are only 6 competitive sport tourists in the sample. Also, the inter-item correlation between S9 and S8 and S7 is poor. Therefore, the item S9 was removed from the model. With this improvement, the coefficient of reliability analysis for the "Sporting Excellence" construct is now 0.732, which is considered adequate (appendix 6.1. – table 25).

By removing the items S17 and S21 from the constructs "Cultural Differences" and "Safety", respectively, as they have low inter-item correlation, the respective reliability coefficients were improved to 0.708 and 0.622. Despite still lower than 0.7, the reliably coefficient of "Safety" has improved significantly.

The remaining constructs "Unique Experience" and "Transportation" were not changed as no improvement may be obtained because they are composed of only two items. If necessary the items are analysed on their own (one variable with one item).

In respect of the construct “Satisfaction” as it has a reliability coefficient below 0.6, and if the first run of the model analysis points out a low path relationship between “Satisfaction” and “Loyalty”, the two satisfaction items will be analysed individually. Nevertheless, previous authors have tested the construct “Satisfaction” and the coefficient result was 0.87 (Lin and Ding, 2006, 2005).

5.3.3. Descriptive Analysis of the Proposed Research Model Items

Having improved the reliability of the constructs, the following chapter presents a descriptive analysis of the items and constructs comparing sport and non-sport tourists.

The proposed research model was build in order to measure sport tourist loyalty towards a tourism destination. As so, the constructs Excitement, Sporting Excellence, Unique Experience and Product Image are exclusive for sport tourists. When making comparisons between these two types of tourists the constructs used will only be the common ones.

The following data analysis does not include the substitution of the missing values by the correspondent sport and non-sport item means, but excludes the items removed by the reliability coefficient analysis.

Looking at the overall item averages for sport and non-sport tourists (appendix 6.1. – table 27) it is interesting to see that the majority of items means are above the 5 point Likert-scale mid point (minimum value is 3.54 – item S29 non-sport tourist). Only items S18 and S19 that compose the construct “Cultural differences” and S30 are below the mid point. The item S30 evaluated by non-sport tourists as being lower than 3 (2.84) is expected as these tourists want to experience new destinations every year and do not return to the same destination year after year, so they are more open to other destination offers.

Comparing the individual item averages between sport and non-sport tourists for the items S15 to S30 the results show that sport tourists have, in almost all items, a higher average. S15, S18 and S19 have a better evaluation by non-sport tourists, but with a very low difference.

But it is also important to check if the item differences of averages between these two groups are significant or not (appendix 6.1. – table 28). The results show that for the items S15, S18, S22 and S24 the difference of means is not significant at a 95% confidence interval. For all other items there is a significant difference between the evaluations made by these two types of tourists, and so validating that sport and non-sport tourists have different evaluation standards.
When analysing the construct means (appendix 6.1. – table 27), sport tourists evaluated all constructs with a higher average when comparing with non-sport tourists, thus reinforcing the idea that sport tourists have a better evaluation of the Estoril Coast destination. Consequently, it is expected that sport tourists will become more loyal to the Estoril Coast.

Only the construct Cultural Differences for both types of tourists have a classification lower than 3. This is explained by the fact that the top 2 nationalities (British and Spanish) that visit the Estoril Coast are recurrent visitors and therefore are more used to the Portuguese culture. In particular Spanish tourists have similar culture behaviours, which together diminish the perception of cultural differences.

Comparing the constructs Trust, Satisfaction and Loyalty, the differences between both types of tourists are more significant, therefore showing that sport tourists, in average, have better overall evaluation of the Estoril Coast.

Analysing further in detail the construct Loyalty and in particular the items that compose it, the differences between sport and non-sport tourists are significant. The items that compose the construct Loyalty are “word-of-mouth (S27)” (Lee, 2001), “recommendable place (S28)” (Chen and Gursoy, 2001), “repurchase (S29)” (Niininem et al., 2004, Lee, 2001, Riley et al., 2001 and Oppermann, 1999) and “resistance to counter persuasions (S30)” (Riley et al., 2001 and Keller, 1993), and sport tourists have a higher evaluation average in all of them when compared with non-sport tourists. In fact, as the loyalty level rises from positive “word-of-mouth” towards “resistance to counter persuasions”, also the difference between means of sport and non-sport tourists also rises.

These are very good results for the overall evaluation of the Estoril Coast destination as, in average, all constructs means, excluding “Cultural differences”, are above 3.6 for both sport and non-sport tourists.

5.3.4. Sport and Non-Sport Proposed Research Model Analysis and Evaluation

Two distinct models were built to test destination loyalty: one for testing sport tourism and another one to test non-sport tourism (appendix 6.2. – figure 11 and figure 12). These two models have already incorporated item removal originated from the reliability analysis.

This chapter will start by analysing sport tourism model and follows with the analysis of non-sport tourism model. In each of the models an evaluation, improvement and analysis will be made.

5.3.4.1. Research model for the impact of sport tourism in destination loyalty

Due to lack of sample size for sport tourism, the analysis of the proposed research model will be made taking only into consideration sport tourists as a whole, and will not analyse Recreational, Competitive and Passive sport tourists. Nevertheless, the total sample of sport tourists' is small with only 80 respondents, not reaching the recommended number of 100 questionnaires needed. This fact has to be taken into consideration when analysing the results.

5.3.4.1.1. Initial model evaluation

The initial output results for sport tourism model fit (appendix 6.3. - table 29) show a chi-square of 590.703 with 311 degrees of freedom and a normed chi-square goodness of fit of 1.899. This value is within the model fit interval, but nevertheless quite far from 1.

The GFI, AGFI and RMR are, respectively, 0.671, 0.6 and 0.092. The statistics results for GFI and AGFI are within the acceptable range, but both are lower than 0.9, which gives an insight that there is a need for a model improvement. The RMR score is 0.092, which is close to 0 as it should be.

Regarding overall fit index the results for NFI, TLI (NNFI) and CFI are, respectively, 0.52, 0.641 and 0.682. All of them are below 0.9, which means that this model can be improved.
The value for RMSEA is 0.107 (90% confidence interval of [0.094, 0.12]) higher than 0.1, which means that the model should not be employed.
In conclusion, these initial results show that the initial model has to be improved, therefore, modified.

5.3.4.1.2. Initial model analysis

The initial sport tourism model regression weight results (appendix 6.3. - table 30 and table 31) show both unstandardized and standardized values for both pathways for items and constructs.

Analysing standardized values there are large effects between “Safety” and “Trust” (0.700), “Safety” and “Satisfaction” (0.637), “Sporting excellence” and “Sporting event image” (0.550), “Sporting event image” and “Trust” (0.538), “Unique experience” and “Sporting event image” (0.529), “Transportation” and “Trust” (0.506) and “Satisfaction” and “Loyalty” (2.911), but this last path has a t-value (CR) of 0.880 and a S.E. of 5.354, which indicates that the path is not acceptable. With moderate effect the model shows the pathways between “Excitement” and “Sporting event image” (0.325), “Transportation” and “Satisfaction” (0.399) and “Sporting event image” and “Satisfaction” (0.348). Interesting to see is the fact that the construct “Cultural differences” have negative low effect on “Trust” and “Satisfaction”, and also “Trust” has a high negative effect on “Loyalty” (-2.018), but once more this pathway has a CR value <1.96 and a S.E. of 3.782. Does this mean that trust does not have a direct effect on tourism loyalty and if having will it be negative?

As mentioned above (initial model evaluation) the model fit statistics suggested the need for improvement and the following chapter will focus on that.

5.3.4.1.3. Improvements to the initial sport tourism model (exploratory analysis)

The phase 1 of the exploratory analysis was made to check the z-statistics critical ratio (CR) in order to identify which pathways can be deleted from the model. The rule used was to identify the CR value closest to 0, in absolute terms and remove the pathways one at a time. Only after all pathways of the model are accepted (CR > 1.96) will the remaining statistic tests to add or remove relationships be adopted. This step 2 will take into account the output at the end of phase 1.

As mentioned before the low reliability coefficient of the construct “Safety” was identified as an issue and as the pathway towards loyalty was not acceptable (CR of 0.88 < 1.96) the construct “Satisfaction” was removed and the two items that composed it were analysed

individually (appendix 6.3. – table 31). The item S25 represents “Preferred” destination and item S26 represents “Pleasure”. This is a reflex of the low reliability coefficient of the construct. This modification is identified as step 1.

Table 32 (appendix 6.3) shows the critical ratio table for each deletion step and table 33 (appendix 6.3) shows the evaluation model fit statistics for each moment (step). The phase 1 final model show (step 8) a normed goodness of fit of 1.837, AIC of 606.769, GFI of 0.693, AGFI of 0.625, RMR of 0.091, NFI of 0.563, NNFI of 0.693, CFI of 0.728 and RMSEA of 0.103 (90% confidence interval of [0.089, 0.117]). All results are better than the initial ones. At the end of this phase the following pathways and constructs were removed:

- S25 <--- Safety (step 2)
- Loyalty <--- Trust (step 3)
- S25 <--- Cultural Differences (step 4)
- S26 <--- Sporting Event Image (step 5)
- Trust <--- Cultural Differences (step 6)
- S26 <--- Cultural Differences and the “Cultural Differences” construct (step 7)
- S26 <--- Transportation (step 8)

It is interesting to note that if the criteria for removal were based solely on the output of Step 1, the pathway from the “Safety” to item S26, with a CR of 1.434, would have been removed. On the contrary, removing and analysing the CR step by step turned out to be more prudent, avoiding type I error. In fact the recommendation expressed by Kline (1998) was confirmed.

After finishing the phase 1 of pathway removal, it is time to enter phase 2 with the objective of introducing new relationships (direct or covariance relationships) in order to improve the model fit statistics. Therefore, the analysis of modification index (appendix 6.3. - table 34) and standardized regression matrix (appendix 6.3. - table 35) were conducted at the end of phase 1. These statistics were used to add new relationships, nevertheless at each new relationship these same statistics were analysed with new output in order to validate any significant change over the initial table.

After adding a new relationship the CMIN/df, GFI and AIC were analysed and if worse than before the new relationship was not accepted. If accepted, once again, the pathway critical ratios of the model were analysed and removed whenever necessary (following phase 1

methodology). Moreover, only the relationships that were theoretically and/or logically justifiable were included. At the end of phase 2 the following relationships (regression and correlations) were added (appendix 6.3. - table 33):

- Safety <--- Sporting Event Image (step 9)
- S29 <--- S30 (step 13)
- Sporting Excellence <---> Unique Experience (step 14)
- Transportation <--- Sporting Event Image (step 16)
- Safety <--- Transportation (Step 17)

Also, the following pathways were deleted as the critical ratio after adding the above pathways so recommended:

- Trust <--- Sporting Event Image (step 10)
- Sporting Event Image <--- Unique Experience (step 15)

There were four deletion pathways (step 11, 12, 15 and 18) that were not confirmed as the AIC value increased and the GFI and AGFI decreased.

Also, the standardized residual covariance matrix output indicated some new possible relationships that were taken into consideration during model improvement in order to reinforce the modification index results.

- S25 <--> Trust (not confirmed)
- Trust <--> Sporting Event Image (not confirmed)
- Safety <--> Transportation (step 17 - confirmed)
- Safety <--> Sporting Event Image (step 9 - confirmed)
- Safety <--> Unique Experience (step 12 – not confirmed)
- Safety <--> Sporting Excellence (step 11 - not confirmed)
- Transportation <--> Sporting Event Image (Step 16 - confirmed)
- Unique Experience <--> Sporting Excellence (Step 14 - confirmed)

At the end of phase 2 the sport tourism model (appendix 6.3. – figure 13) has the following model fit statistics (appendix 6.3. – table 36): normed chi-square goodness of fit of 1.415 (chi-square of 370.824 / df of 262), AIC of 496.824, GFI of 0.753, AGFI of 0.694, RMR of 0.050, NFI of 0.669, TLI (NNFI) of 0.848, CFI of 0.867 and a RMSEA of 0.073 (90% confidence interval of [0.055, 0.089]).

At this stage the model fit statistics are better than the initial ones; therefore some improvement was achieved. It is also important to have in mind, once again, that the reduced sample size has negative effect over the model fit statistics. Moreover, the poor reliability coefficient of some constructs may indicate that the proposed items might not be adequate to measure what they were meant to. Analysing the results, the normed chi-square goodness of fit (1.415) is within the acceptable value <2 (Byrne, 1989), thus indicating good model fit. Moreover, comparing the various AIC scores that were obtained along the model improvement process, the score obtained by the final model is the lowest, thus suggesting that this is the preferred one. Also, the value for RMSEA, which takes into consideration model complexity, provided good evidence of model fit. The value obtained (0.073) is sufficient to indicate reasonable (Arbuckle, 2006) good model fit (Lin, 2007). On the contrary, the GFI and GFI value are lower than recommended >0.9, thus indicating insufficient model fit. The RMR is close to 0, indicating goof fit. Of the three statistics (NFI, TLI and CFI) used to validate whether the model may be improved, the CFI statistic is the one to look at, as it is less affected by sample size. The value obtained is close to 0.9 (recommended), but nevertheless is still below, thus indicating that it could be somewhat improved.

One last effort to improve even more the model was made to reduce the number of items in it. Data reduction through factor analysis was made upon the items of the construct "Excitement". The statistic used was factor analysis through maximum likelihood method, with eigenvalues over 1 (appendix 6.3. – table 37). The CR of the pathway between the new "Excitement" and "Sporting event image" is acceptable (CR=2.947) and with a correspondent standardized estimate of 0.278, S.E. of 0.044 and P of 0.003.

This last effort to improve the model (appendix 6.3. – figure 14) achieved the following model fit results (appendix 6.3. – table 38): normed chi-square goodness of fit of 1.462 (chi-square of 231.059 / df of 158), AIC of 335.059, GFI of 0.798, AGFI of 0.732, RMR of 0.044, NFI of 0.674, TLI (NNFI) of 0.867, CFI of 0.89 and a RMSEA of 0.077 (90% confidence interval of [0.054, 0.097]). When compared with the previous model fit results these are better. Despite that the normed chi-square goodness of fit increased slightly, the AIC, on the contrary, had a big decrease of 161.765. The value for GFI also increased to almost 0.8, the AGFI is very close to 0.8 and RMR decreased a little bit more. The value of RMSEA has a slight increase but still shows an acceptable goof fit value. CFI statistic is almost at the

recommended value, thus indicating that no further significant improvements can be done, therefore leading to acceptance of these last model fit results.

5.3.4.1.4. Final model path analysis

Having changed the construct “Satisfaction” into two variables with one item each, the hypotheses proposed at chapter 3.1 were changed (appendix 6.3. – table 39), and also new pathways were introduced as a consequence of model improvement. These new hypotheses were not identified at the beginning of this dissertation as they did not appear during the literature review, but were introduced due to model improvement made by the SEM analysis. These new hypotheses improved the model and enrich it.

The maximum likelihood regression weights of the final model (appendix 6.3. – table 40 and table 41) show large effects between pathways “Safety” and “Trust” (0.871), S26 (pleasure) and “Loyalty” (0.662), “Sporting event image” and “Safety” (0.746), “Sporting event image” and “Transportation” (0.520) and between S30 and S29 (0.548).

The pathways “Sporting excellence” and “Sporting event image” (0.457), “Unique experience” and “Sporting event image” (0.413 with a CR<1.96) and “Transportation” and S25 (preferred) (0.456) have moderate effects.

The remaining pathways have low effect. There is no negative effect between constructs. Three paths with a CR<1.96 are included in the model, but they are needed to improve the model fit statistics.

The correlation between “Sporting excellence” and “Unique Experience” is high with 0.709, thus indicating that both constructs have a positive linear relationship.

5.3.4.2. Research model for the impact of non-sport tourism in destination loyalty

On the contrary, the 143 questionnaires that totalize the non-sport tourism sample provide a good analysis bases in order to run the non-sport model through SEM.

Following the same workflow methodology used for sport tourists, the initial model interpretation is as follows:

5.3.4.2.1. Initial model evaluation

The initial output results for non-sport tourism model fit (appendix 6.4. - table 43) show a chi-square of 173.59 with 69 degrees of freedom and a normed chi-square goodness of fit of 2.516. This value is way out the recommended value for model fit.

The GFI, AGFI and RMR are, respectively, 0.838, 0.754 and 0.103. The statistics results for GFI and AGFI are both lower than 0.9, but quite close. This gives an insight that there is a need for a model modification in order to improve model fit statistics. The RMR score is 0.103, which is away from 0.

Regarding overall fit index the results for NFI, TLI (NNFI) and CFI are, respectively, 0.825, 0.847 and 0.884. All of them are below 0.9, meaning that this model can be slightly improved.

The value for RMSEA is 0.103 (90% confidence interval of [0.084, 0.123]) higher than 0.1, meaning that the model should not be employed.

In conclusion, these initial results show the initial model has to be improved so that it can be accepted.

5.3.4.2.2. Initial model analysis

The initial non-sport tourism model regression weight results (appendix 6.4. - table 44 and table 45) show both unstandardized and standardized values for both pathways for items and constructs.

There are only two pathways in the initial model: between “Safety” and “Trust” (0.887) and between “Safety” and “Satisfaction” (0.866). The pathway between “Transportation” and “Trust” (0.436) and “Transportation” and “Safety” (0.432) are the only with moderate effect. The effect of “Cultural differences” on “Trust” and on “Satisfaction” is low and negative with, respectively, -0.172 and –0.173, and both with a CR <1.96. It is interesting to see that all pairs of relationships have almost the same estimate. “Trust” and “Satisfaction” have very high regression weights, but the CR is <1.96 and the S.E. is very high with a high P value.

5.3.4.2.3. Improvements to the initial non-sport tourism model (exploratory analysis)

Following the same methodology as for sport tourism, the phase 1 of improvement will also start by analysing the critical ratio values (appendix 6.4. – table 46). The removal will be made step by step and choosing the CR absolute value closest to 0. Only the ones that improve the model fit will be accepted.

The construct “Safety” with a CR of 0.201 and having a low reliability coefficient was eliminated and both items that compose it will be analysed as individual variables (constructs with only one item) (step 1). Item S25 represents “Preferred” destination and item S26 represents “Pleasure”. At the end of phase 1 the following pathways was removed:

- Trust <--- Cultural Differences (step 2)

One pathway removal (step 3) was not confirmed as the model fit statistics did not improve. Once more by using one step at a time methodology one pathway was not removed as the CR value increased away from the removal criteria, thus confirming once more Kline (1998).

At the end of phase 1 the model fit statistics are better than the initial ones, but they did not achieve the minimum results for good model fit.

Phase 2 of model improvement encompasses introduction of new pathways by analysing the modification index (appendix 6.4. – table 47) and standardized regression matrix (appendix 6.4. - table 48); output retrieved at the end of phase 1. At the end of phase 2 the following pathways were added to the initial model (appendix 6.4. – table 49):

- Cultural differences <--> Transportation (step 4); also validated by the standardized residual covariances matrix (appendix 6.4. – table 48).

- S29 <--- S30 (step 7)
- S20 <--- S15 (step 8)
- Safety <--- Transportation (step 10)

The introduction of direct pathways between items might be a result of the low reliability coefficient of the construct "Transportation" and "Safety", but despite this fact they were maintained in the model due to previous authors having studied them with good results.

And the following pathways were removed:

- Trust <--- Transportation (step 11)
- S25 <--- Transportation (step 12)
- Trust <--- Cultural Differences (step 13)

The pathway from "S16" to "S20" was added (step 9) with improved model fit results, but was removed at step 14 due to CR<1.96 and improvement towards the model fit statistics. Moreover, this relationship has no theoretical basis to be considered valid.

There was one pathway with absolute CR<1.96 but it was not confirmed due to negative impact on the model fit statistic (step 6 and step15).

At the end of phase 2 the final non-sport tourism model (appendix 6.4. – figure 15) and model fit statistics are (appendix 6.4. – table 49): normed chi-square goodness of fit of 1.228 (chi-square of 82.270 / df of 67), AIC of 158.270, GFI of 0.922, AGFI of 0.877, RMR of 0.041, NFI of 0.917, TLI (NNFI) of 0.977, CFI of 0.983 and a RMSEA of 0.04 (90% confidence interval of [0, 0.067]). All statistics results are within good model fit recommended values, thus indicating model validation.

5.3.4.2.4. Final model path analysis

Having changed the construct "Satisfaction" into two variables with one item each, the hypotheses proposed at chapter 3.1. were changed and new relationships were introduced (appendix 6.3. – table 39). These new hypotheses were not identified at the beginning of this dissertation as they did not appear during the literature review, but were introduced due to

model improvement made by the SEM analysis. These new hypotheses improved the model and enrich it.

The final measurement model (appendix 6.4. – table 51 and table 52) shows large effects between “Safety” and “Trust” (0.987), “Safety” and S25 (preferred) (0.634) and “Transportation” and “Safety”.

With moderate effect the pathway between “Safety” and S26 (pleasure) (0.421), S25 and “Loyalty” (0.394), S26 and “Loyalty” (0.325) and S30 and S29 (0.385).

The remaining pathways have low or negative effects. Nevertheless, is important to mention that the effect of “Trust” on “Loyalty” is considered low, but it is very close to 0.3 (moderate effect threshold).

The correlation between “Cultural differences” and “Transportation” has a large negative effect of –0.58.

There are two pathways that are included in the model, but have an absolute CR <1.96. The reason for this is that the overall model fit with both paths is better. Therefore, these pathways should be considered but analysed with caution.

This chapter presented the results and interpretation for both groups of questions existing in the questionnaire. Through group II, it was possible to build, for each type of tourists, their socio-demographic and travel profile. Through group I it was possible to validate the proposed research models and analyse in detail both of them. All models needed to be improved and new hypotheses paths, which were not identified at the model conceptualization chapter, were identified during SEM improving stage and added in order to enhance both research models. At the end of this chapter both sport and non-sport tourism final models were obtained. The next chapter will finalize this dissertation by presenting the major conclusions and recommendations.

Chapter 6 - Conclusions and Recommendations

6.1. Major Conclusions

Started in 2001, the Estoril Tourism Board (ETB) have implemented a new strategy in order to revitalize the Estoril Coast and the city of Cascais under the theme "major events", and specifically in promoting major sporting events. The objective of this strategy was to reverse the negative image tendency of the region over the past two decades and to upgrade the destination. After six years of implementing this strategy and promoting investment on sporting venues, the results are positive. Through the promotion and organization of major sport events the ETB managed to build a sport destination image, to upgrade the destination with increased impact of tourism in the local economy, and to increase overall sport tourism loyalty.

- **Build a sport destination image.**

There are four types of tourists that come to the Estoril Coast: recreational, competitive and passive sport tourists and the non-sport tourists. Sport tourists represent 35.9% of the total tourist population (appendix 5.1. – table 13). This high proportion of sport tourists in addition to the sporting events taking place at the Estoril Coast has a direct impact on its image: the results show that 57% (appendix 5.5. – table 20) of the sport tourists did choose this destination because it is seen as a sport destination. In face of this result, it is possible to infer that sport tourists see the Estoril Coast as a sports destination.

- **Upgrade the destination with increased impact of tourism in the local economy.**

The Estoril Coast local economy also benefits from this high number of sport tourists. The average length of stay of sport tourists is 11 days (11.28 days) that is almost the double of non-sport tourists (6.32 days). These extra 5 days means that they will spend more money. In average they will spend an extra of €144.7 per day (footnote nº3, pg 3) and if multiplied by 5 extra days totalizes, in average, an extra of €723.5, which with no doubt will have a positive impact on the local economy.

In addition, from 2003 to 2007, the average RevPAR (revenue per available room) grew 42% from[22] €37.9 to €53.85 (includes all lodging). This increase in revenue is a consequence of the closing of lower rated lodging and the opening of new 5* hotels; this change in lodging offer resulted in a shift from lower income tourists to tourists with higher economic power.

Also, sport tourists education level and income is considerably high (appendix 5.2. – table 16); 42.9% of sport tourists have graduate or higher level of education and 50% of them have a monthly net income level between €2,500 and €5,000, which indeed contributes and enhances the propensity to spend. This social-demographic high profile may be a consequence of tourists originating from countries with high average levels of income (U.K., Spain and U.S.A). Furthermore, the high level of income and social positioning of tourists visiting the Estoril Coast also have a positive impact on the overall image of this destination.

To sum up, having a high standard lodging capacity, with a tourist population with high economic power and high level of education will certainly upgrade the image of the Estoril Coast as a high quality tourist destination. Also, these factors will compel the service providers to improve the quality of their services in order to cope with the tourist high standards expectations and, therefore, improving the total quality of the services offered at the Estoril Coast.

- **Increased tourist loyalty.**

Tourist loyalty is measured by word-of-mouth (Lee, 2001), recommendable place (Chen and Gursoy, 2001), repurchase (Niininem et al., 2004, Lee, 2001, Riley et al., 2001 and Oppermann, 1999) and resistance to counter persuasions (Riley et al., 2001 and Keller, 1993).

Positive word-of-mouth is one of the items proposed to measure tourists' loyalty. In this study, word-of-mouth is measured through the answer "previous visitors" to the question "what influenced you to choose the Estoril Coast for this trip" (Q6) (appendix 5.5. – table 20) and through the statement "When I return home I will positively promote the Estoril Coast as a fantastic tourist destination" (S27) (appendix 6.1. – table 27). The result from Q6 is very interesting as 22.6% of the total tourist sample stated that what influenced them to choose the Estoril Coast were previous visitors. Looking further deep into the analysis, and knowing that

[22] Source: Dr. Jorge Felner da Costa, director of product development of the Estoril Tourism Board (obtained from the 2007 report of the Estoril Hotel Association)

sport tourists are mainly influenced by the sport image of the Estoril Coast, it is interesting to notice that previous visitors have an influence on 26.8% of non-sport tourists. Nevertheless, 15.2% of sport tourists stated that they choose the Estoril Coast because of previous visitors. Analysing statement S27 the result show that sport tourists are more willing to positively promote the Estoril Coast as a fantastic tourist destination, but despite this difference both types of tourists (sport and non-sport) have a mean value above 4 (4.57 and 4.04, respectively). This result reinforces and endorses the result from Q6, as there is a great influence of previous tourists in the choosing process. In conclusion, these results show the importance of a positive word-of-mouth in promoting a tourism destination.

Another item that measures tourist loyalty is the willingness to recommend the Estoril Coast to known people; in fact this is another way of measuring positive word-of-mouth. This item is measure through the statement "I will recommend the Estoril Coast to the people I know" (S28) and the results also point out that sport tourists are more willing to promote the Estoril Coast to the people they know. This item was evaluated by sport tourists with an average of 4.68 and non-sport tourists with only 4.09; once again both are above 4, which again is a good result for the promotion of the Estoril Coast. As a result it is expected that in the future, or already today, the percentage of tourists visiting the Estoril Coast stating that previous visitors influenced them will increase.

Furthermore, repurchase of the Estoril Coast as a loyalty indicator is measured by two approaches: (1) past purchase, through question Q1 and future intention to repurchase, through the statement S29 of the questionnaire.

For Oppermann (1999), loyalty in tourism is when tourists make multiple visits to a tourism destination and not only one previous visit. The results presented also tend to agree with Oppermann as 44.7%[23] of the tourists have visited the Estoril Coast at least once in the past 10 years (appendix 5.4. – table 18). In fact, when comparing sport and non-sport tourists the differences are significant as 83.5% of sport tourists and 23.1% of non-sport tourists are revisiting the Estoril Coast (appendix 5.5. – table 20).

[23] "1 or 2 days" was one of the available answers and it stands for 15.8% of the answers given, therefore it was not possible to split and identify what is the percentage for 2 days.

According to Oppermann's (1999) loyalty definition which states that "loyalty in tourism is when tourists make multiple visits to the same destination", it is interesting to see that the highest revisiting percentage comes from sport tourists that in the past 10 years came 5 or more times to the Estoril Coast (appendix 5.5. – table 20). Another interesting result is the fact that the percentage of past visits raises as the number of past visits increases. This result is a positive indicator of tourists' loyalty towards the Estoril Coast.

Reinforcing these results we have the answers to item S29 that measures repurchase with the statement "I expect to return more than once in a near future": sport tourists have an average of 4.33 and non-sport tourists an average of 3.54 (appendix 6.1. – table 25):. Both indicators express a willingness to repurchase the Estoril Coast, but the results are more expressive for sport tourists. In conclusion, these two repurchase indicators are coherent as sport tourists have a very high rate of repurchase and show a very high willingness to return more than once in a near future.

The final loyalty indicator is one of the most difficult to accomplish. This indicator is measured through the statement "my overall evaluation of the Estoril Coast destination is so powerful that I have built the resistance towards other destination offers" (S30), that points out those tourists that are immune against other destination offers because they have a powerful overall evaluation of the Estoril Coast as a tourism destination. This is ETB's main objective: to build true destination loyalty. As expected the results are not that high when comparing with the other 3 previous items, but nevertheless they are very positive in relation to sport tourists. Sport tourists have an average of 3.92, thus stating that they are in agreement with this statement. Once again, this result is in line with the high rate of past visits that sport tourists have made to the Estoril Coast and revealing a good future trend of repurchase. Non-sport tourists have a lower score with 2.84, but even so this result is very close to the mid point, thus showing that non-sport tourists are not in total disagreement with this statement. This result may explain, in conjunction with the other 3 previous results, the fact that 23.1% of non-sport tourists are revisiting the Estoril Coast. Also, it supports Oppermann (1999) when he states that tourists that are happy with their previous destination choice, may not even try to look for other destination offers.

In conclusion, and supporting the findings of Ahmed (1991), the strategy of promoting major sporting events revealed to be a good way to improve the image of the Estoril Coast as a

tourism destination. Also, it led into building a sports image of the Estoril Coast, upgrading the destination and increasing the impact of tourism in the local economy, and most of all increasing tourist loyalty towards the Estoril Coast, not only within sport tourists but also among non-sport tourists.

- **Final research model interpretation for sport and non-sport tourism**

Sport tourism pathway towards loyalty

When looking at the final proposed hypotheses for the impact of sport tourism in destination loyalty (appendix 6.3. – table 39) the final test results (appendix 6.3. – table 42) show that from the 18 original proposed hypotheses (including satisfaction ungrouping of the items into direct paths), 8 hypotheses were not accepted. All 4 new paths were accepted.

One of the main objectives of this study, besides measuring if sport tourists are more loyal than non-sport tourists, is to find out which are the critical variables influencing sport tourists to become loyal. The final results conclude that what mainly influences loyalty is "Pleasure" with a direct effect of 0.66. The path between preference (preferred) and "Loyalty" only accounts for 0.22, which is a low effect. Nevertheless, both hypotheses H2.1 and H2.2 were accepted. On the contrary "Trust" for sport tourists does not influence loyalty (H1 rejected). This result may be explained by the fact that 83.5% of tourists are frequent visitors and so they already have trust on the destination and it does not affect their evaluation of loyalty.

One of the new pathways (H17) is the direct effect from "resistance towards other destinations offers" (S30) to "future multiple repurchase" (S29), and the regression weight is 0.548. It is logical to infer that one tourist that does not want to look for other destination rather than the Estoril Coast will repurchase it once again in a near future. The other way round is also interesting to analyse, if a tourist repurchases more than once a destination it is possible that a barrier against other destinations offer will rise. By inverting the path from S30 to S29 into a path from S29 to S30, the model fit statistics remain unchanged and the path has a large effect of 0.605 (0.597 unstandardized) with CR of 6.053 and $p<0.001$.

The two items that composed "Satisfaction" were analysed independently, and it is interesting to see that "Pleasure" (S26) has only one path towards it. Only H4.2 was accepted, meaning that Safety is the only direct indicator that positively influences tourists' "Pleasure". It is

worthwhile to mention, that "Safety" is a composite measure between safety and quality (as confirmed during literature review), so good quality services and safety positively impact on tourists' perception of pleasure. Despite that all other hypotheses (H6.2, H8.2 and H10.2) were not accepted, it does not mean that they do not influence "Pleasure". On the contrary, the construct "Safety" has direct high effect path from (H15) "Sporting event image" (0.75) and a lesser effect from "Transportation" (H14), meaning that sport tourists analyse their overall appraisal of "Safety" taking into consideration mainly their evaluation of "Sporting event image", and less their evaluation of "Transportation".

Preference towards the destination (S25) has no direct effect from "Safety", but has moderate effects from "Transportation" and "Sporting event image", respectively hypotheses H8.1 and H10.1. This means that the influence over making the Estoril Coast the preferred destination has to encompass both constructs. The other hypotheses (H4.1 and H6.1) were not accepted.

As stated before the Construct "Trust" has no direct effect over loyalty, but have a very high influence from Safety (0.87) and a low effect from "Transportation" (this last path must be analysed with caution due to a CR<1.96). Hypothesis H3 and H7 were accepted and H9 and H5 were rejected. Maybe if sport tourists did not perceive the Estoril Coast as synonym of trust, there would be an influence of "Trust" towards "Loyalty". In fact this is what happened with non-sport tourists.

Convenient transportation as stated before has a direct effect over "Safety" (H14), but is also influenced by "Sporting event image" (H16). This is justified by the fact that all major sporting events and lodging establishments have proper and dedicated transportation and organize trips to major points of interest and attractions, thus positively influencing their perception of convenient transportation.

"Sporting event image" has all three hypothesis accepted (H11, H12 and H13). "Sporting excellence" and "Unique experience" both have high moderate effect on "event image", but "excitement" has a low effect, maybe because the main sport activity at the Estoril Coast is golf which was rated lower than nautical sports and tennis for "excitement" (scores of 4.05, 4.89 and 5.0, respectively). These results are in agreement with (Devine and Devine, 2005), thus reinforcing the fact that when these indicators are positive tourists will make a good overall image evaluation of the sporting event. In addition, a high correlation (0.71) was

added (H19) and statistically accepted between "Sporting excellence" and "Unique experience", thus meaning that both constructs have to be analysed together. In fact, the Construct "Sporting event image" (product image) had good results in improving the model so confirming Huang and Chiu (2006) research suggestion to include it in future analysis.
The "Cultural differences" construct was removed from the model and so has no direct impact on tourist "Trust" (H5), "preferred destination" (H6.1) and "pleasure" (H6.2). This is a consequence of the high repurchase percentage (83.5%) of the Estoril Coast. Sport tourists do not perceive "Cultural differences" as an influencing factor towards Loyalty to the Estoril Coast.

In conclusion, sport tourists' loyalty towards the Estoril Coast is mainly influenced by their perception of "**Pleasure**" at the Estoril Coast, which in turn is influenced by their evaluation of the quality of the services offered at the destination and by the safety aspect. In addition, the assessment of "**Safety**" takes mainly into consideration their evaluation of "**Sporting event image**" and "**Transportation**". The construct "Safety" plays a significant role in this model.

Non-sport tourism pathway towards loyalty

The hypothesis testing results for non-sport tourism path towards loyalty (appendix 6.4. – table 53) shows that out of the 12 initial hypotheses, 4 were not accepted. All 4 new paths were accepted.

In the case of non-sport tourists the path towards loyalty is quite different from the one of sport tourists. Non-sport tourists' loyalty is influenced by three constructs: Trust, Preferred destination and Pleasure, and all with moderate effect therefore, confirming the hypotheses H1, H2.1 and H2.2. Also, the relationship from S30 to S29 (H17) is confirmed in this model, but with less effect when compared with sport-tourists (0.38); the explanation may be that non-sport tourists are less loyal to the Estoril Coast, therefore they search for new destinations.

The highest effect towards loyalty (0.39) is made from "Preferred" destination S25, so confirming the hypothesis H2.1. In addition, the preference of the Estoril Coast "preferred" has a high influence from "Safety" (0.63), confirming H4.1, and a low negative effect (-0.13) from "Cultural differences". One possible reason for this negative relationship is because non-

sport tourists perceive no cultural differences at the Estoril Coast when comparing it to their place of origin, therefore influencing negatively their evaluation of the Estoril Coast as a preferred destination; but this path has to be analysed carefully for two reasons, one it has a low effect and two it has a CR<1.96 (it was nor removed for model fit purposes). The only hypothesis not accepted was H8.1 meaning that there is no direct path between "preference destination" and "Transportation".

"Pleasure" with a moderate effect of 0.33 towards "loyalty" is influenced mainly by "Safety" (confirming H4.2) and with less effect by "Transportation" (H8.2). This meaning that good transportation, being close to major attractions and points of interest, and good quality services in addition to safety, do make non-sport tourists to fill pleasure in being at the Estoril Coast. Hypothesis H6.2 was not accepted, meaning that there is no direct effect between "Cultural differences" and "Pleasure". This may be because non-tourists coming to the Estoril Coast do not view "Cultural differences" as an essential factor to have pleasure.

"Trust" in the case of non-sport tourists has a positive impact on loyalty. The majority of non-sport tourists are newcomers at the Estoril Coast and so they still give importance to "Trust" in terms of the influence it has on their loyalty evaluation. "Trust" has only one large direct influence coming from "Safety" (0.99) (H3), and an indirect effect from "Transportation" as "Safety" is also largely (0.67) influenced by it (H14). The hypotheses proposed at the initial model of a direct effect from "Cultural differences" (H5) and "Transportation" (H7) towards "Trust" were not accepted.

Another new path was built between S15 and S20 (H18). Despite the fact that the effect is low (0.20) the hypothesis was accepted. Neither of the constructs has a high reliability coefficient and so the items that compose them do not explain everything the constructs want to express; as a result a path from "good quality transportation" (S15) towards "the services offered are good and have quality" (S20) is acceptable. If good transportation is perceived, it will influence the perception of the quality of the services offered.

Finally, the correlation between "Cultural differences" and "Transportation" (H20), added during the process of model improvement was accepted statistically and has a large negative correlation value (-0.58) which is difficult to explain. The only plausible explanation is that the negative evaluation of "Cultural differences" made by non-sport tourists has a negative

impact on their perception of the Estoril Coast as being close to major attractions and points of interest. Once more this relationship is a question mark to be answered with more research.

In conclusion, non-sport tourists' loyalty path towards the Estoril Coast is accomplish by the influence of their evaluation of "**Trust**", "**Pleasure**" and "**Preferred**" destination, and these three constructs are directly and indirectly influenced by "**Safety**", "**Transportation**" and "**Cultural differences**". "Safety" can be viewed as the main construct, as it receives direct and indirect influence from the same level tangible constructs and has large and moderate influences on all three intangible constructs that in turn impact on "Loyalty".

- **Final conclusions**

The purpose of this dissertation is (1) to measure the impact of sport tourism in destination loyalty, taking into consideration the Estoril Coast promotion of recurrent major sporting events; and (2) to identify critical variables to be considered in order to positively influence sport tourism loyalty towards the Estoril Coast, thus building a tourist pathway towards loyalty.

The first objective was accomplished. At the end of this dissertation the results show that sport tourists are more loyal than non-sport tourists. An impressive 83.5% of sport-tourists have already been at the Estoril Coast in the past 10 years more than once, in fact, 35.4% have already been 5 or more times and 29.1% 3 or 4 times. Furthermore, these sport tourists do state (more than non-sport tourists) that (1) they will positively promote the Estoril Coast, (2) they will recommend it to a friend, (3) that they are resistant to other destination offers and, as a consequence, (4) that they will repurchase more than once the Estoril Coast in a near future. In addition, knowing that sport tourists have twice the length of stay than non-sport tourists and that they earn more money and have a higher education level, these facts will certainly have a positive impact on the local economy, service quality and overall image of the Estoril Coast.

The second objective of this dissertation was also accomplished. Sport tourists are mainly influenced by their evaluation of having "**Pleasure**" to be at the Estoril Coast. Additionally, "**Safety**" (having good quality services and feeling safe) is what positively influences their perception of "Pleasure". Moreover, the evaluation of safety is influenced mainly by the "**Sporting event image**" and to a lesser extent by the influence of "**Transportation**".

6.2. Research Contributions of this Study

At the end of this dissertation it is important to highlight the main research contributions of this study.

- A sum-up of the most important literature publications around tourist behaviour, tourism loyalty and sport tourism. This allows readers to have an overall view of what has been studied and what conclusions were made in respect of these subjects;
- Identification of four types of tourists that visit the Estoril Coast (recreational, competitive and passive sport tourists and non-sport tourists) and their different socio-demographic and travel pattern profile. This will help marketers to know and adapt their promotion strategies to these different types of tourists;
- Confirmation that through the promotion of major recurrent sporting events adapted to the local natural or man-made infrastructures it is possible to build a sports destination image, to upgrade the destination with increased impact of tourism in the local economy and to increase overall tourism loyalty, mainly sport tourism. This is a positive insight of how to reverse a negative image of a destination;
- Confirmation that the best way to measure tourism loyalty is through word-of-mouth, recommendable place, multiple repurchase (past and future) and resistance to counter persuasions. As so, tourism marketers know how to measure tourists loyalty;
- The fact that the Estoril Coast sport tourist's are more loyal than non-sport tourists and that sport tourists have a higher positive impact on the local economy. Knowing this it is useful to implement strategies in order to attract these type of tourists;
- Tourists choosing the Estoril Coast were influenced by its image of a sport destination and the positive word-of-mouth of previous visitors. This concludes that a good past experience has a direct impact on the positive word-of-mouth made by past visitors;
- Identification of critical variables that if properly addressed will influence positively tourists' loyalty. For sport tourism they are "Safety", "Sport event image" and "Transportation" and for non-sport tourism "Safety", "Transportation" and "Cultural differences".
- Introduction of new pathways into both models that will help marketers to develop proper strategies in order to enhance tourists' loyalty towards a destination.

6.3. Managerial Implications

As mentioned at the beginning of this dissertation, it is commonly accepted in the marketing discipline that it is far cheaper to retain an existing customer than it is to attract a new one (Reichheld, 1994). In addition, tourism customers are targeted by other tourism destinations and may choose another destination rather than the Estoril Coast. Therefore, some questions were instigated in order to alert the tourism boards to this problem, and in particular the Estoril Tourism Board (ETB): why does the local tourism board not identify these tourists? Why are they not segmented and targeted for repurchase? Can the Estoril Tourism Board rely on individual companies (hotels, travel agencies, airlines, and so on) to retain tourists and make them loyal to the destination? Which attributes have to be target to develop true destination loyalty among sport tourists? These questions are now, at the end of this dissertation, more appropriate than ever.

Knowing that sport tourists are more loyal than non-sport tourists and that they have a higher positive impact on the local economy it is useful to have local authorities and national tourism boards to identify and upgrade potential sports destinations in order to attract these types of tourists. This dissertation reinforces that the promotion of recurrent major sporting events is a valid route to improve or upgrade a destination image,

Another outcome of this study was the identification of the critical variables that influence sport and non-sport tourists' loyalty towards a destination (presented at the conclusions and discussion chapter). These critical variables can be addressed with marketing strategies to enhance their potential therefore influencing tourists' positive evaluation and loyalty towards the destination.

It is worth to mention that Safety is the key variable for sport and non-sport tourists as it receives direct influences from other critical variables and in turn positively influences critical intangible variables that are in the path towards loyalty.

A high percentage of sport and non-sport tourists did say that what made them choose the Estoril Coast were mainly its sporting image and the influence of previous visitors. In fact, loyal tourists sated that they will positively promote the destination when they return back

home and that they will recommend it to the people they know. Therefore, it is worthwhile to implement a marketing strategy to increase tourists' positive word-of-mouth and recommendation of the destination.

Finally, the last recommendation goes to all national tourism organizations. Do not rely on local companies to retain and attract tourists and make them loyal to the destination. Their individual strategies may collide and, as a consequence, may have a negative impact on the overall image of the destination. The objective is for all tourism organizations to take into their own hands the strategy thinking (choosing a pathway) and the implementation of a global strategy for the destination so that all entities involved may be in consonance with it. If so, all people involved and interested in it will row to the same direction and following the same guidelines.

6.4. Limitations

This dissertation is not without its limitations.

- The subject under study is fairly new and therefore there are not that many publications available talking about tourism loyalty and specifically about sport tourism and their main critical variables. To overcome this limitation the author defined new items that measured the critical variables.

- Sport tourists' sample size, which lead to a less than adequate model fit for some statistics and may have affected its results and interpretations.

- The poor reliability coefficient of some constructs also might have lead to misinterpretation of the constructs results, diverging from what they were meant to measure.

- Some items and constructs used in this dissertation were retrieved from other studies that used and evaluated them with the purpose to measure tourists as a whole and were not meant to measure sport tourists.

- This dissertation studied sport tourism loyalty taking only into consideration the Estoril Coast reality, therefore mass generalization of the conclusions to other sport or non-sport destinations have to be made carefully.

6.5. Future Research

The topic “sport tourism loyalty” does not have enough publications addressing this theme, namely critical variables to effectively measure sport tourists’ pathway towards loyalty. Are we sure that only “Safety”, “Cultural differences”, “Transportation”, “Product Image”, “Trust” and “Satisfaction” are capable of influencing tourists’ loyalty? Are there other variables influencing tourists in their evaluation of a destination? It would be important to have more studies focusing on these issues.

Also, more research is necessary regarding the items used to measure the constructs namely the variables that influence tourists’ overall image evaluation of a sporting event. What are the critical variables needed to adequately identify and measure a sporting event?

Would the model results be different if the items removed from the constructs to improve reliability were introduced as individual variables with only one item? The suggestion for further analysis is made.

It would be interesting to apply the questionnaire used in this study to other sports destinations and compare the outcome. Do other sports destinations have the same differences, between sport and non-sport tourists, regarding length of stay, number of past visits, evaluation of loyalty, and so on?

Lastly, the use of the construct “Product image” promoted by Huang and Chiu (2006) and followed in this dissertation should be tested for products other than sports and related services, like cinema festivals, amusement parks, gambling and gourmet experiences among others.

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Appendices – Figures and tables

Appendix 1 – Introduction

Map 1: Map of the Estoril Coast

Table 1: Estoril Coast lodging capacity 2007

HOTEL CAPACITY
COSTA DO ESTORIL

5 * HOTELS	UNITS	ROOMS	BEDS	PAX
HOTEL PALÁCIO	1	161	241	319
HOTEL ALBATROZ & PALACE	2	60	119	119
HOTEL FORTALEZA DO GUINCHO	1	27	54	59
HOTEL CASCAIS MIRAGEM	1	192	381	384
HOTEL REAL VILLA ITÁLIA	1	124	220	240
HOTEL QUINTA DA MARINHA RESORT	2	198	396	396
HOTEL APARTAMENTO VIVAMARINHA	1	139	320	510
SUM	**9**	**901**	**1.731**	**2.027**

4 * HOTELS	UNITS	ROOMS	BEDS	PAX
HOTEL PESTANA CASCAIS	1	156	312	312
HOTEL ATLANTIS SINTRA ESTORIL	1	182	356	356
HOTEL CIDADELA	1	115	250	250
HOTEL ESTORIL EDEN	1	162	324	324
HOTEL INGLATERRA	1	55	106	106
HOTEL PRAIA MAR	1	154	308	308
HOTEL RIVIERA	1	130	262	262
HOTEL APART. CLUBE DO LAGO	1	59	136	136
HOTEL VILA GALÉ ESTORIL	1	126	246	246
HOTEL VILA GALÉ VILLAGE CASCAIS	1	233	466	466
SUM	**10**	**1.372**	**2.766**	**2.766**

3 * HOTELS	UNITS	ROOMS	BEDS	PAX
HOTEL ALVORADA	1	51	105	105
HOTEL APARTAMENTOS EQUADOR	1	87	174	174
HOTEL BAÍA	1	119	226	226
HOTEL ESTORIL 7	1	71	104	104
HOTEL LIDO	1	62	108	124
HOTEL LONDRES	1	118	236	236
HOTEL SANA CLASSIC PARIS	1	97	186	196
HOTEL SABÓIA	1	48	86	86
SUM	**8**	**653**	**1.225**	**1.251**

2* HOTELS	UNITS	ROOMS	BEDS	PAX
COMFORT HOTEL SÃO MAMEDE	1	43	79	92
HOTEL AMAZÓNIA LENNOX ESTORIL	1	34	70	70
HOTEL S. JULIÃO	1	20	36	38
SUM	**3**	**97**	**185**	**200**

	UNITS	ROOMS	BEDS	PAX
TOTAL PARCIAL	**30**	**3.023**	**5.907**	**6.244**

Source: ETB

Table 1: Estoril Coast lodging capacity 2007 (cont.)

HOTEL CAPACITY

COSTA DO ESTORIL

BED & BREAKFAST	UNITS	ROOMS	BEDS	PAX
PENSÃO FORTE MUCHAXO	1	60	128	131
PENSÃO RESIDENCIAL MOBYDICK	1	7	12	15
PENSÃO RESIDENCIAL S. CRISTOVÃO	1	14	32	32
PENSÃO SOLAR DOM CARLOS	1	18	40	57
PENSÃO COSTA	1	18	27	36
PENSÃO MARYLUZ	1	13	26	39
PENSÃO RESIDENCIAL SMART	1	26	44	56
PENSÃO PARSI	1	7	9	15
PENSÃO CHIC	1	10	31	35
PENSÃO PICAPAU	1	35	69	74
SUM	**10**	**208**	**418**	**490**

INNS	UNITS	ROOMS	BEDS	PAX
ESTALAGEM FAROL DESIGN HOTEL - 5*	1	34	45	68
ESTALAGEM VILLA ALBATROZ - 5*	1	11	22	22
ESTALAGEM SENHORA DA GUIA - 5*	1	43	86	86
ALBERGARIA VALBOM - 4*	1	41	85	88
ALBERGARIA RESIDENCIAL VILLA CRISTINA - 2*	1	40	74	74
SUM	**5**	**169**	**312**	**338**

RESORTS	UNITS	ROOMS	BEDS	PAX
VILA BICUDA	1	99	298	298
QUINTA DA MARINHA VILLA GOLF RESORT	1	60	162	162
SUM	**2**	**159**	**460**	**460**

GUEST HOUSES	UNITS	ROOMS	BEDS	PAX
CASA DA PÉRGOLA - TH	1	10	10	18
CASA LENA	1	21	28	35
SUM	**2**	**31**	**38**	**53**

	UNITS	ROOMS	BEDS	PAX
TOTAL PARCIAL	**19**	**567**	**1.228**	**1.341**

	UNITS	ROOMS	BEDS	PAX
TOTAL FINAL COSTA DO ESTORIL	**49**	**3.590**	**7.135**	**7.585**

Source: ETB

Table 2: New 5 star hotels in the Estoril Coast to be build

New 5* Hotels

COSTA DO ESTORIL

HOTELS	UNITS	ROOMS
MIRAMAR	1	100
CASINO	1	200
QUINTA DO BARÃO	1	70
OITAVOS	1	150
MARINHA PALACE	1	144
HOTEL PALÁCIO (NEW BUILDING)	1	40
SUM	**6**	**704**

Source: ETB

Table 3: 2007 Events at the Estoril Coast

CALENDÁRIO DE EVENTOS 2007

DATA	DESIGNAÇÃO	MODAL.
FEVEREIRO		
22 a 25	14° TROFEU PRINCIPE HENRIQUE, O NAVEGADOR	VELA
MARÇO		
9 a 11	XII TROFÉU S.A.R. REY D. JUAN CARLOS I	VELA
29 a 1/4	ESTORIL PORTUGAL OPEN DE GOLFE	GOLFE
ABRIL		
29/3 a 1	ESTORIL PORTUGAL OPEN DE GOLFE	GOLFE
17 a 22	FESTIVAL INTERNACIONAL DE BRIDGE	INDOORS
28 e 29	G. P. ESTORIL - JET SKI (Bóias e Endurance)	NAUTICOS
28 a 6/5	ESTORIL OPEN DE TENIS	TENIS
MAIO		
28/4 a 5	ESTORIL OPEN DE TÉNIS	TENIS
16 a 20	2° PORTUGUESE BACKGAMMON OPEN & GRANDE PREMIO DO ESTORIL	INDOORS
26	CASCAIS MODA FASHION SHOW	CULTURAL
30 a 3/6	VODAFONE RALI TT TRANSIBERICO - CAMP. MUNDO TODO TERRENO	MOTORIZ.
JUNHO		
30/5 a 3	VODAFONE RALI TT TRANSIBÉRICO - CAMP. MUNDO TODO TERRENO	MOTORIZ.
1 a 15/7	42° FESTIVAL DE SINTRA (Música e Bailado)	CULTURAL
4 a 9	GUINCHO WAVE CONTEST-ESTORIL 2007 PWA WORLD TOUR (WINDSURF)	NAUTICOS
13 a 16	FESTIVAL INTERNACIONAL DO CAVALO LUSITANO	HIPISMO
21 a 2/9	44ª FEIRA DE ARTESANATO DO ESTORIL	CULTURAL
28 a 1/7	ESTORIL CHALLENGE GOLF	GOLFE
28 a 13/7	ISAF CAMPEONATO DO MUNDO DE VELA	VELA
JULHO		
28/6 a 1	ESTORIL CHALLENGE GOLF	GOLFE
1/6 a 15	42° FESTIVAL DE SINTRA (Música e Bailado)	CULTURAL
21/6 a 2/9	44ª FEIRA DE ARTESANATO DO ESTORIL	CULTURAL
28/6 a 13	ISAF CAMPEONATO DO MUNDO DE VELA	VELA
1 a 5/8	33° ESTORIL MUSIC FESTIVAL	CULTURAL
6 a 15	26° ESTORIL JAZZ FESTIVAL	CULTURAL
22 e 23	4° COOL JAZZ FESTIVAL	CULTURAL
19 a 21	2° CSI ESTORIL - CONCURSO DE SALTOS INTERNACIONAL 5*****	HIPISMO
AGOSTO		
21/6 a 2/9	44ª FEIRA DE ARTESANATO DO ESTORIL	CULTURAL
1/7 a 5	33ª ESTORIL MUSIC FESTIVAL	CULTURAL
16 a 19	GUINCHO BILLABONG GIRLS CASCAIS	NAUTICOS
20 a 21	CAMPEONATO MUNDIAL SURF FEMININO - GUINCHO	NAUTICOS
22 a 26	CAMPEONATO DO MUNDO DE BODYBOARD - SINTRA	NAUTICOS
24 a 26	56ª EXPOSIÇÃO CANINA INTERNACIONAL	CULTURAL
27 a 2/9	BUONDI BILLABONG PRO WQS 6* SURF ERICEIRA	NAUTICOS
29 a 1/9	8° OPEN VELA COSTA DO ESTORIL/7°QUEBRAMAR CHRYSLER	VELA
SETEMBRO		
29/8 a 1	VIII OPEN VELA COSTA DO ESTORIL/7°QUEBRAMAR CHRYSLER	VELA
21/6 a 2	44ª FEIRA DE ARTESANATO DO ESTORIL	CULTURAL
27/8 a 2	BUONDI BILLABONG PRO WQS 6* SURF ERICEIRA	NAUTICOS
1 a 9	CAMPEONATO DO MUNDO DE KITESURF - GUINCHO	NAUTICOS
3 a 9	CAMPEONATO NACIONAL ABSOLUTO DE TÉNIS - ESTORIL	TENIS
13 a 16	GRANDE PREMIO DE PORTUGAL DE MOTOCICLISMO	MOTORIZ.
OUTUBRO		
11 a 14	MODA LISBOA | ESTORIL	CULTURAL
20 e 21	WORLD SERIES BY RENAULT	MOTORIZ.
NOVEMBRO		
2 a 4	ESTORIL COAST PRO (WQS 3*) - SURF	NAUTICOS
8 a 10	CAMPEONATO NACIONAL DE SURF	NAUTICOS
8 a 17	EUROPEAN FILM FESTIVAL	CULTURAL
DEZEMBRO		
2 a 9	ESTORIL PORTUGAL XPD RACE - ECODESPORTO	NATUREZA
3 a 9	MASTERS FPT/CIMA TÉNIS	TENIS
31	FOGO DE ARTIFICIO	GERAL

Source: ETB

Table 4: 2008 Events at the Estoril Coast

CALENDÁRIO DE EVENTOS 2008

DATA	DESIGNAÇÃO	MODALIDADE
FEVEREIRO		
7 a 10	15º TROFÉU PRÍNCIPE HENRIQUE, O NAVEGADOR	VELA
21 a 24	XIII TROFÉU S.A.R. REY D. JUAN CARLOS I	VELA
MARÇO		
3 a 9	1ST PORTUGUESE SENIOR MEN'S INTERNATIONAL CHAMPIONSHIP	GOLFE
6 a 9	MODA LISBOA | ESTORIL	CULTURAL
ABRIL		
3 a 6	ESTORIL PORTUGAL OPEN DE GOLFE	GOLFE
11 a 13	GRANDE PRÉMIO DE PORTUGAL DE MOTOCICLISMO	MOTORIZ.
12 a 13	G. P. ESTORIL - JET SKI (Bóias e Endurance)	ONDAS
14 a 20	ESTORIL OPEN DE TÉNIS	TÉNIS
17 a 20	ESTORIL CHALLENGE GOLF	GOLFE
	FESTIVAL INTERNACIONAL DE BRIDGE	INDOORS
29 a 04/05	BILLABONG CASCAIS GIRLS FESTIVAL	ONDAS
29 a 04/05	ESTORIL BACKGAMMON DAVIS CUP	INDOORS
MAIO		
29/04 a 04	BILLABONG CASCAIS GIRLS FESTIVAL	ONDAS
29/04 a 04	ESTORIL BACKGAMMON DAVIS CUP	INDOORS
28 a 01/06	VODAFONE RALI TT TRANSIBÉRICO - CAMP. MUNDO TODO TERRENO	MOTORIZ.
JUNHO		
28/05 a 01	VODAFONE RALI TT TRANSIBÉRICO - CAMP. MUNDO TODO TERRENO	MOTORIZ.
2 a 7	GUINCHO WAVE CONTEST-ESTORIL 2008 PWA WORLD TOUR (WINDSURF)	ONDAS
7 a 10	CAMPEONATO NACIONAL DE DRAGÃO	VELA
5 a 8	FESTIVAL INTERNACIONAL DO CAVALO LUSITANO	HIPISMO
26 a 31/8	45ª FEIRA DE ARTESANATO DO ESTORIL	CULTURAL
JULHO		
26/6 a 31/8	45ª FEIRA DE ARTESANATO DO ESTORIL	CULTURAL
4 a 6	WTCC - WORLD TOURING CAR CUP	MOTORIZ.
4 a 13	27º ESTORIL JAZZ FESTIVAL	CULTURAL
6 a 12	IFDS MULTIHULL WORLD CHAMPIONSHIP	VELA
14 a 06/08	34º ESTORIL MUSIC FESTIVAL	CULTURAL
	CAMPEONATO DO MUNDO DE KITESURF - GUINCHO	ONDAS
1 a 15	5º COOL JAZZ FESTIVAL	CULTURAL
10 a 12	3º CSI ESTORIL - CONCURSO DE SALTOS INTERNACIONAL 5*****	HIPISMO
AGOSTO		
19/6 a 31	45ª FEIRA DE ARTESANATO DO ESTORIL	CULTURAL
14/07 a 06	34º ESTORIL MUSIC FESTIVAL	CULTURAL
1 a 3	ESTORIL CAMPEONATO NACIONAL DE SALTOS (JUVENTUDE)	HIPISMO
22 a 24	57ª EXPOSIÇÃO CANINA INTERNACIONAL	CULTURAL
22 a 24	CSN (A) TURF CLUB	HIPISMO
24 a 08/09	FESTIVAL ROTA DOS MONUMENTOS	CULTURAL
28 a 30	9º OPEN VELA COSTA DO ESTORIL/8ºQUEBRAMAR CHRYSLER	VELA
29 a 5/09	DRAGON GOLD CUP	VELA
SETEMBRO		
29/08 a 05	DRAGON GOLD CUP	VELA
24/08 a 08	FESTIVAL ROTA DOS MONUMENTOS	CULTURAL
6 a 13	CAMPEONATO NACIONAL ABSOLUTO DE TÉNIS - ESTORIL	TÉNIS
OUTUBRO		
9 a 12	MODA LISBOA | ESTORIL	CULTURAL
16 a 19	CAMPEONATO DO MUNDO SURF PRO JUNIOR	ONDAS
20 a 26	ESTORIL COAST PRO (WQS 6*) SURF CARCAVELOS	ONDAS
NOVEMBRO		
1 a 2	CAMPEONATO NACIONAL DE CLUBES DE SURF	ONDAS
6 a 15	EUROPEAN FILM FESTIVAL	CULTURAL
29 a 05/12	ESTORIL PORTUGAL XPD RACE - ECODESPORTO	NATUREZA
DEZEMBRO		
29/11 a 05	ESTORIL PORTUGAL XPD RACE - ECODESPORTO	NATUREZA
3 a 8	MASTERS FPT/CIMA TÉNIS	TÉNIS
31	FOGO DE ARTIFÍCIO	GERAL

Source: ETB

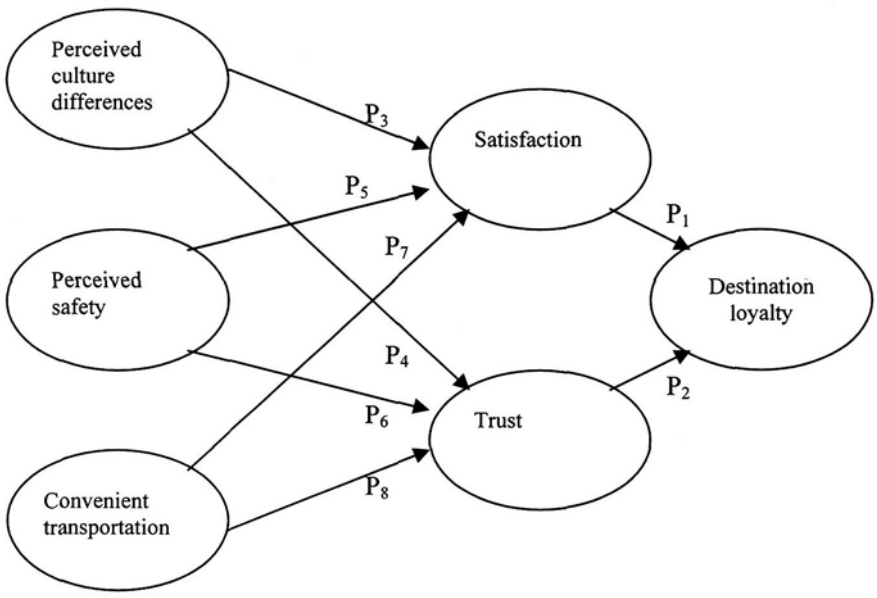
Appendix 2 – Literature review

Figure 1: Tentative tourist loyalty typology

Nº Visits	Behaviour towards travel / destination		Typology
No previous visits	Never travelled Unaware of destination No favourable perception Lack of resources		Non-purchasers
One previous visit	Negative experience Positive experience	Always switching May return	Disillusioned Unstable Disloyal
Multiple visits	Infrequent visits Regular visits Annual/biannual visits		Somewhat loyal Loyal Very loyal

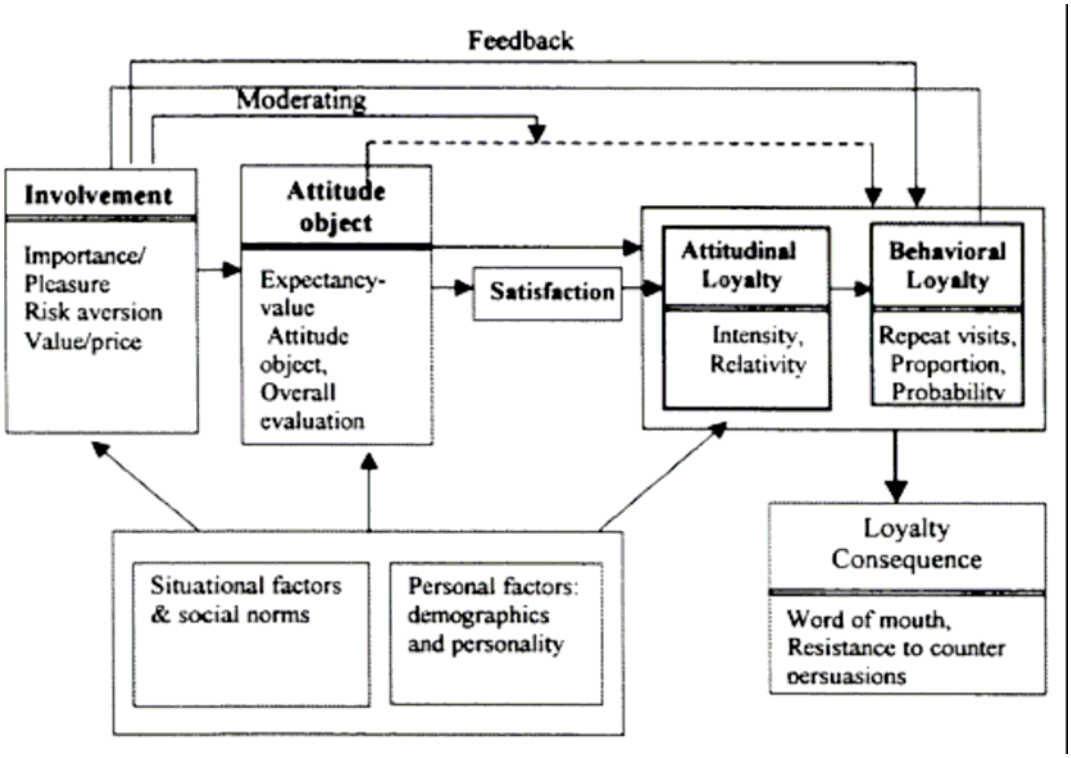
Source: Oppermann (1999)

Figure 2: Conceptual Model of Tourists' Destination Loyalty



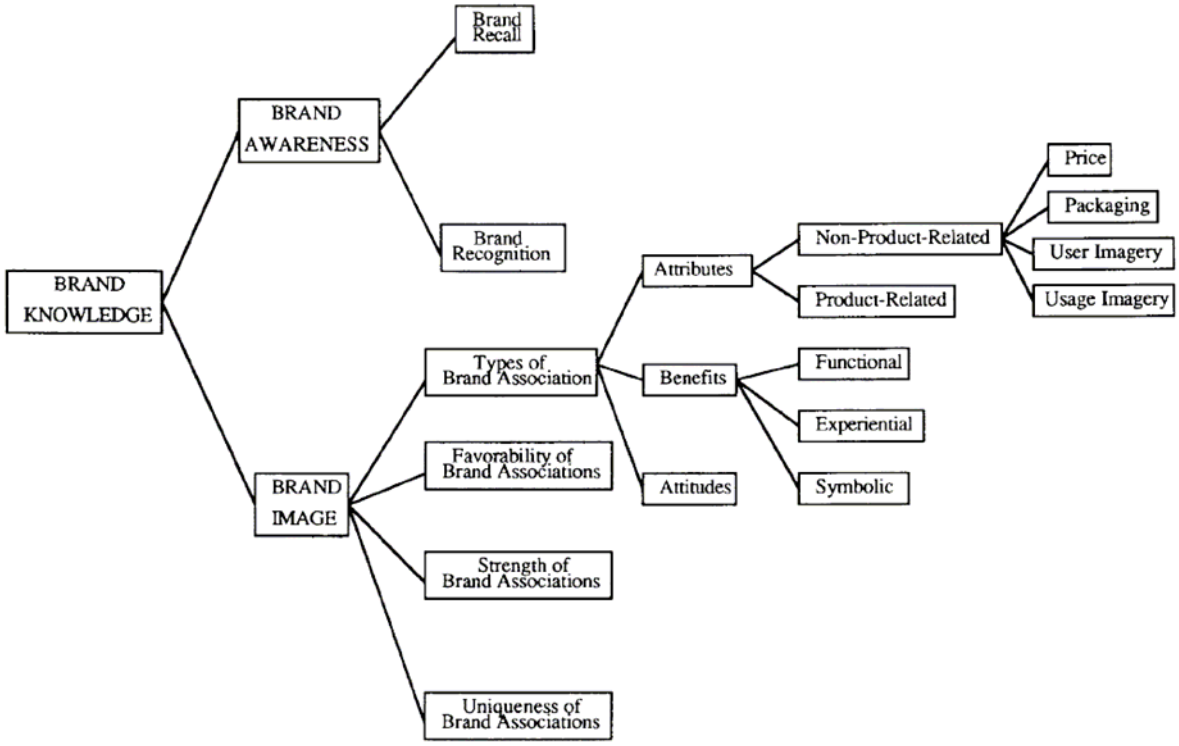
Source: Huang and Chiu (2006)

Figure 3: Theoretical Framework for Destination Loyalty – a path analytical model of attitude-behaviour consistency of tourism destination loyalty



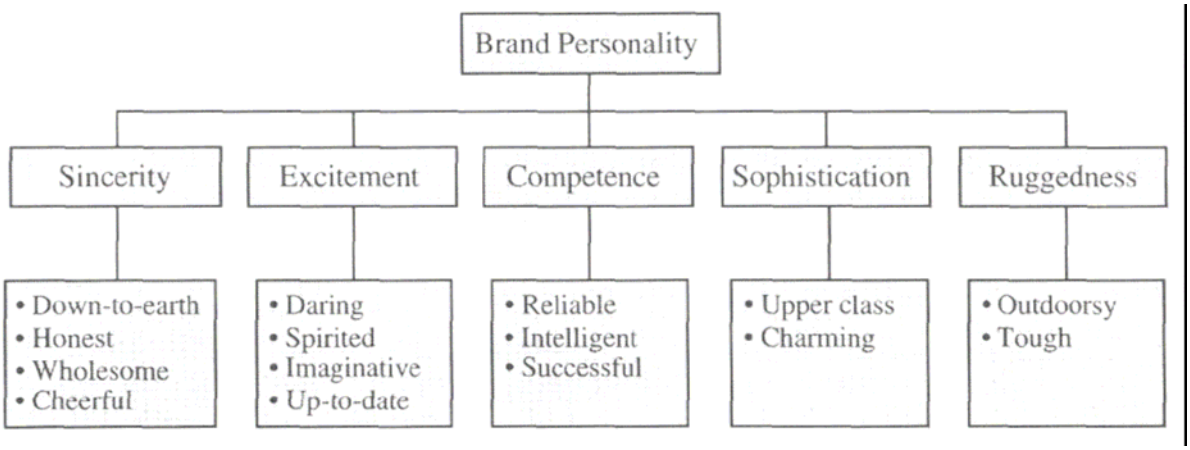
Source: Lee (2001:68)

Figure 4: Dimensions of brand knowledge



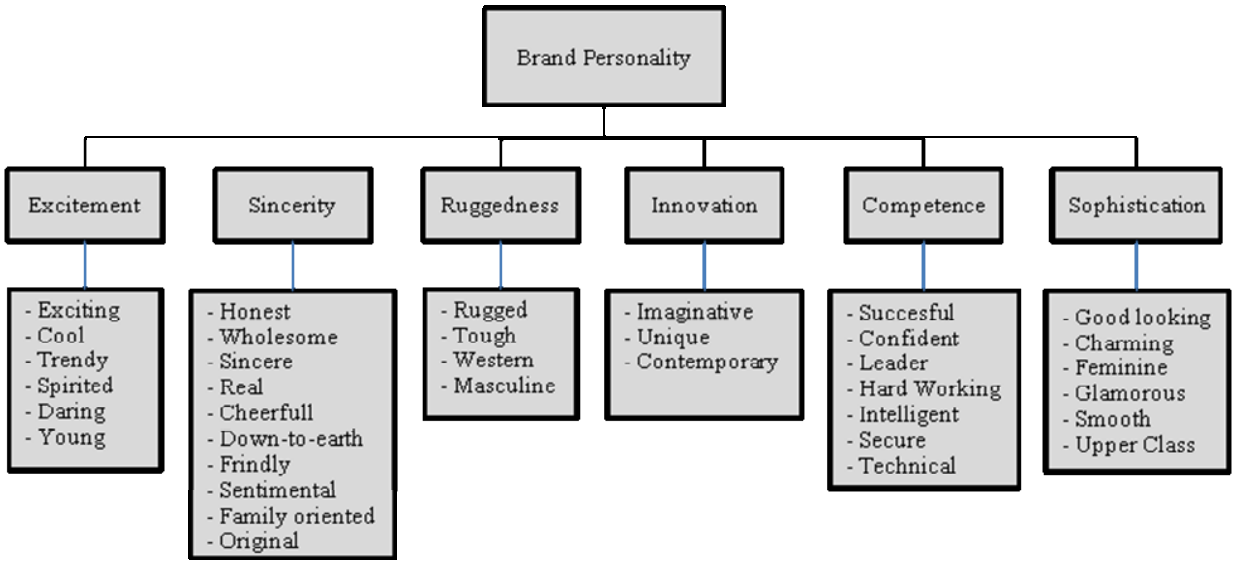
Source: Keller (1993)

Figure 5: Brand Personality Framework



Source: Aaker (1997)

Figure 6: Brand Personality Framework: related to sporting events



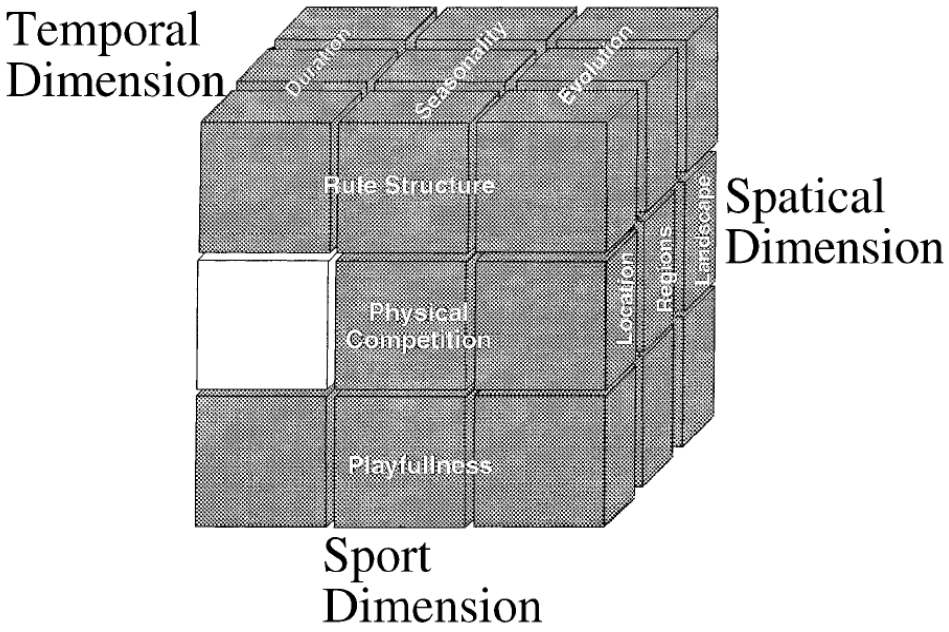
Source: Smith, Graetz and Westerbeek (2006)

Table 5: Sport tourism, Sport tourist and Tourism sport table of definitions

Dimension	Definition and source
Sport tourism	Travel for non-commercial reasons to participate or observe sporting activities away from the home range (Hall, 1992a, p. 194)
	An expression of a pattern of behaviour of people during certain periods of leisure time—such as vacation time, which is done partly in specially attractive natural settings and partly in artificial sports and physical recreation facilities in the outdoors (Ruskin, 1987, p. 26)
	Holidays involving sporting activity either as a spectator or participant (Weed and Bull, 1997b; p. 5)
	Leisure-based travel that takes individuals temporarily outside of their home communities to participate in physical activities, to watch physical activities, or to venerate attractions associated with physical activity (Gibson, 1998, p. 49)
	All forms of active and passive involvement in sporting activity, participated in casually or in an organized way for noncommercial or business/commercial reasons, that necessitate travel away from home and work locality (Standeven and DeKnop, 1999, p. 12)
Sport tourist	A temporary visitor staying at least 24 h in the event area and whose primary purpose is to participate in a sports event with the area being a secondary attraction (Nogawa *et al.*, 1996, p. 46)
	Individuals and/or groups of people who actively or passively participate in competitive or recreational sport, while travelling to and/or staying in places outside their usual environment (sport as the primary motivation of travel) (Gammon and Robinson, 1997)
Tourism sport	Persons travelling to and/or staying in places outside their usual environment and participating in, actively or passively, a competitive or recreational sport as a secondary activity (Gammon and Robinson, 1997)

Source: Hinch and Highman (2001)

Figure 7: Framework for Sport Tourism Research



Source: Hinch and Highman (2001)

Table 6: Comparison of tourism and economic development potential of sport between mega sporting events and recurrent events

Sporting mega-events	Regular season
Bidding process: Major costs associated with the bidding process. Public expense of bidding inflated (occasionally to crippling levels) by political corruption and sponsors interests. Best bid not necessary successful. Furnishing political and sponsors' interests contributes to success.	Minor expenses incurred during the bidding process. In some cases the bidding process is not required at all (e.g. regular season sporting competitions). Most suitable bid usually successful.
Development issues: Significant development costs associated with sporting events such as the Olympic Games and the America's Cup. Economic benefits associated with infrastructural developments received by business interests rather than host community.	Infrastructure generally exists. Takes place within the capacity thresholds of the host city. Infrastructural developments costs usually appropriate to the scale of the host city.
Development legacy: Legacy of under-utilised and expensive facilities with associated financial debt.	The upgrading of facilities (if necessary) benefits sportspeople, spectators and administrators.
Economic benefits: Dominated by big business and sponsors. Local residents see comparatively little economic benefit. Effective means of taking money from the public purse and relocating it in private interests.	Local community more likely to share in the positive economic benefits associated with sport. Far less burden placed on public funds.
Short-term tourism benefits: Short-term upswing in tourism offset by time switching. Displacement of tourists commonly associated with mega sporting events. 'Sports junkies' demonstrate little interest in sampling the wider tourism product at the destination.	Visitors are likely to be more frequent travellers rather than time-switchers. Less displacement of tourists occurs if sports complement the scale of host city infrastructure. Tourists likely to experience wider tourism product of the destination.
Medium-term tourism benefits: Medium-term downturn in long-haul tourism associated with mega-events due to time switching.	Medium-term tourist patterns unlikely to be influences by time switching.
Destination image: Much to lose from poor publicity, capacity constraints, financial costs, political activism and terrorism.	Destination image stakes not so high. Great potential for sport tourism to act as a promotional vehicle if opportunities are recognised.
Social issues: Crowding and congestion of tourism infrastructure often associated with mega-events. Local residents often excluded from participation in the event due to cost. Local lifestyles generally disrupted by mega-events and security issues.	Crowding and infrastructural congestion less likely to exist if the scale of the occasion is appropriate to host city. Greater potential for local resident involvement in the sporting occasion.
Local resident issues: Displacement or removal of local residents takes place where cities are eager to capitalise on destination image. Facilities often developed in lower socio-economic areas. Host community displacements, evictions, increases in rates and rents.	Negligible impact on local residents. Positive impact on those who choose to be involved. Greater levels of local access to sporting occasions.
Political issues: Possible hijacking of sport as a political vehicle.	Lack scale and importance to be used as a political vehicle.
Security issues: Significant security cost and risks associated with sporting mega-events.	Negligible security issues and financial costs associated with sporting occasions.

Source: Higham (1999)

Appendix 3 – Conceptual model

Table 7: Construct definitions of the Research Model for the Impact of Sport Tourism in Destination Loyalty.

Construct	Definition	Supporting Authors
Excitement	The (positive or negative) feeling that players and watchers have when they are participating or watching the sporting event.	- Smith, Graetz and Westerbeek (2006) / Cronbach's Alpha = 0,84 - Devine and Devine (2005) - Aaker (1997) / Cronbach's Alpha = 0,95
Sporting Excellence	The quality of the organization of the sporting event, the venue where the sporting event is taking place and the quality of the players that are participating in the sporting event.	- Devine and Devine (2005)
Unique Experience	The sensation that the sporting event was equal or better than what the sport tourist expected and that the sporting event and the venue location are unique.	- Devine and Devine (2005) - Durgee (1990)
Product Image	Perceptions about the sporting event (product) as reflected by the product associations (attributes, benefits and attitudes) held in consumer memory.	- Huang and Chiu (2006) - Ibrahim and Jacqueline (2005) - Lee (2001) - Keller (1993)
Transportation	The perceptions of whether the tourist destination offers good quality transportation and is close to major attractions and points of interest.	- Huang and Chiu (2006) - Chen and Goursoy (2001)
Cultural Differences	The perception by the tourist that the cultural experience he is experiencing is meeting or exceeding his expectation.	- Huang and Chiu (2006) - Ibrahim and Jacqueline (2005) - Hinch and Higham (2001) - Chen and Goursoy (2001)
Safety	The perceptions of the services offered by the destination and the tourists' evaluation of the risk and safety towards the destination.	- Huang and Chiu (2006) - Ibrahim and Jacqueline (2005) - Chen and Goursoy (2001) - Lee (2001)

Table 7: Construct definitions of the Research Model for the Impact of Sport Tourism in Destination Loyalty (cont.).

Construct	Definition	Supporting Authors
Trust	Willingness to rely on the tourist destination in which one trusts and the belief that the tourist activities in the destination are reliable.	- Huang and Chiu (2006) - Lin and Ding (2006, 2005) / Cronbach's Alpha = 0,82 - Aaker (1997) - Morgan and Hunt (1994)
Satisfaction	Tourists' affective state resulting from an overall appraisal of his or her psychological preference and pleasure towards the tourist destination.	- Huang and Chiu (2006) - Lin and Ding (2006, 2005) / Cronbach's Alpha = 0,87 - Riley et al. (2001)
Loyalty	Persistent visits to the same place over an extended period of time that encompasses the willingness to recommend the destination.	- Huang and Chiu (2006) - Lin and Ding (2005, 2006) / Cronbach's Alpha = 0,89 - Chen and Goursoy (2001) - Lee (2001)

Table 8: Item classification of the Proposed Research Model for the Impact of Sport Tourism in Destination Loyalty

Construct	Item	Item Code	Supporting Author
Excitement	The sporting event is daring. (Daring)	Ex_1	- Smith, Graetz and Westerbeek (2006) - Aaker (1997)
	The sporting event is exciting. (Exciting)	Ex_2	- Smith, Graetz and Westerbeek (2006) - Aaker (1997)
	The sporting event is trendy. (Trendy)	Ex_3	- Smith, Graetz and Westerbeek (2006) - Aaker (1997)
	The sporting event has spirit. (Spirited)	Ex_4	- Smith, Graetz and Westerbeek (2006) - Aaker (1997)
	The sporting event is cool. (Cool)	Ex_5	- Smith, Graetz and Westerbeek (2006) - Aaker (1997)
	The sporting event is young. (Young)	Ex_6	- Smith, Graetz and Westerbeek (2006) - Aaker (1997)
Sporting Excellence	The overall evaluation of the sporting event organization is excellent. (Organization)	S.Ex_1	- Devine and Devine (2005)
	The overall evaluation of the venue where the sporting event is held is excellent. (Venue)	S.Ex_2	- Devine and Devine (2005)
	The quality of the players is excellent. (Players)	S.Ex_3	- Devine and Devine (2005)
Unique Experience	This sporting event offers me a unique experience. (Sporting event)	Uni.Ex_1	- Devine and Devine (2005) - Durgee (1990)
	This sporting event venue is unique due to its natural or man-made infrastructures and natural surroundings. (Venue experience)	Uni.Ex_2	- Devine and Devine (2005) - Durgee (1990)
Product Image	The overall image that I have towards this sporting event is good. (Sporting event image)	Imag_1	- Keller (1993) - Hsieh, Pan and Setiono (2004)
	The overall image that I have towards the Estoril Coast as a tourism destination is good. (Region image)	Imag_2	- Hsieh, Pan and Setiono (2004)
	The overall image towards the organization of the sporting event is good. (Corporate image)	Imag_3	- Hsieh, Pan and Setiono (2004)

Table 8: Item classification of the Proposed Research Model for the Impact of Sport Tourism in Destination Loyalty (cont)

Construct	Item	Item Code	Supporting Author
Transportation	The Estoril Coast tourism destination offers good quality transportation. (Quality)	Transp_1	- Huang and Chiu (2006) - Chen and Goursoy (2001)
	The Estoril Coast tourism destination is close to major attractions and points of interest. (Near)	Transp_2	- Huang and Chiu (2006) - Chen and Goursoy (2001)
Cultural Differences	The new cultural experiences are what I expected them to be or even better. (Cultural experience)	Cult_1	- Huang and Chiu (2006) - Ibrahim and Jacqueline (2005) - Hinch and Higham (2001) - Chen and Goursoy (2001)
	I experience similar lifestyles and customs. (Reverse question – Similar lifestyles and customs)	Cult_2	- Ibrahim and Jacqueline (2005)
	I perceived similar standards of living. (Reverse question - Standards of living)	Cult_3	- Ibrahim and Jacqueline (2005)
Safety	The services offered by the destination are good and have quality. (Quality services)	Safe_1	- Ibrahim and Jacqueline (2005)
	I felt at risk in this destination during my stay. (Reverse question – Risk)	Safe_2	- Huang and Chiu (2006) - Ibrahim and Jacqueline (2005) - Chen and Goursoy (2001) - Lee (2001)
	I feel that this destination is a safe place to be on holiday. (Safe place)	Safe_3	- Ibrahim and Jacqueline (2005)
Trust	I have confidence in this destination as a whole. (Confidence)	Trust_1	- Huang and Chiu (2006) - Lin and Ding (2006, 2005) - Aaker (1997) - Morgan and Hunt (1994)
	This is a destination that I can rely on. (Rely)	Trust_2	
Satisfaction	The Estoril Coast is one of my preferred tourist destinations. (Preference)	Satis_1	- Huang and Chiu (2006); - Lin and Ding (2006, 2005) - Riley et al. (2001)
	I feel pleasure to be in the Estoril Coast tourism destination. (Pleasure)	Satis_2	

Table 8: Item classification of the Proposed Research Model for the Impact of Sport Tourism in Destination Loyalty (cont)

Construct	Item	Item Code	Supporting Author
Loyalty	When I return home I will positively promote the Estoril Coast as a fantastic holiday destination. (Word-of-mouth)	Loyal_1	- Lee (2001)
	I will recommend the Estoril Coast to other tourists. (Recommendable place)	Loyal_2	- Chen and Gursoy (2001)
	I expect to return again to the Estoril Coast more than once in a near future. (Repurchase)	Loyal_3	- Niininem et al. (2004) - Lee (2001) - Riley et al. (2001) - Oppermann (1999)
	My overall evaluation of the Estoril Coast destination is so powerful that I have build the resistance to counter persuasions when faced with other sport destination offers. (Resistance to counter persuasions)	Loyal_4	- Riley et al. (2001) - Keller (1993)

Table 9: Travel pattern and socio-demographic items classification for the respondents

Item	Item Code	Purpose
How many times have you been to the Estoril Coast in the past 10 years? Do not count with this trip.	Nº Past Visits	To quantify the number of past visits and the loyalty towards the Estoril Coast destination.
In your past visits to the Estoril Coast did you ever participate in or watched a sport competition?	Past Visit Competition	To check if the events held in the Estoril Coast influence further visits.
What kind of sport competition was it?	Kind Sport	To identify the most common sport mentioned by the respondents and check any relationship with sporting events held in the Estoril Coast.
How many extra days do you stay in a tourism destination when the aim of the trip is to practice sport, comparing with trips where you do not practice sport?	Extra Days Sport	To understand if sport tourists stay more days in a sport destination and what is the extra average stay. This means more income to the sport tourist destination.
How many days are you going to stay in the Estoril Coast?	Extra Days EC	To quantify the number of days the respondents are staying in the Estoril Coast and to help validating the extra days for sport practicing (previous item).
What influenced you to choose the Estoril Coast for this trip?	Influence	To validate the Estoril Tourism Board strategy and to promote major sporting events in the Estoril Coast. Is there a positive publicity around this destination?
What is your gender?	Gender	To characterise respondents.
What is your age?	Age	To characterise respondents.
What is your nationality?	Nationality	To characterise respondents.
What is your level of education?	Education	To characterise respondents.
What is your monthly household net income (pounds-£)?	Income	To characterise respondents.

Appendix 4 – Methodology

Figure 9: Initial questionnaire (next page)

The main objective of this survey is to understand the impact of sport tourism in destination loyalty, in particular the outcome of the Estoril Tourism Board strategy in promoting recurrent major sporting events in the Estoril Coast.

The data gathered in this survey is **anonymous** and **confidential** and will be analysed under the scope of a dissertation as part of the Master in Marketing from IBS – ISCTE Business School. Therefore, **I ask for your collaboration and would like to thank you in advance for your time**. **Estimated completion time = 10 min.**

Group I

Please answer the following question with an **X** mark. Please give only **one answer**.

F1 What is the **purpose** of your **visit** to the Estoril Coast?

☐ - Practice Sport: non competitive (go to **S1**) ☐ - Practice Sport: in a competition (go to **S1**) ☐ - Non-sport Tourism (go to **S15**) ☐ - Business (go to **S15**)

Please state your agreement or disagreement for each of the following statements taking in mind the following measuring scale: **1 = absolutely disagree** and **5 = absolutely agree**.

S1	The sporting event is daring.	1	2	3	4	5
S2	The sporting event is exciting.	1	2	3	4	5
S3	The sporting event is trendy.	1	2	3	4	5
S4	The sporting event has spirit.	1	2	3	4	5
S5	The sporting event is cool.	1	2	3	4	5
S6	The sporting event is young.	1	2	3	4	5
S7	The overall evaluation of the sporting event organization is excellent.	1	2	3	4	5
S8	The overall evaluation of the venue where the sporting event is held is excellent.	1	2	3	4	5
S9	The quality of the players is excellent.	1	2	3	4	5
S10	This sporting event offers me a unique experience.	1	2	3	4	5
S11	This sporting event venue is unique due to its natural or man-made infrastructures and natural surroundings.	1	2	3	4	5
S12	The overall image that I have towards this sporting event is good.	1	2	3	4	5
S13	The overall image towards the organization of the sporting event is good.	1	2	3	4	5
S14	The overall image that I have towards the Estoril Coast as a sport destination is good.	1	2	3	4	5
S15	The Estoril Coast offers good quality transportation.	1	2	3	4	5
S16	The Estoril Coast is close to major attractions and points of interest.	1	2	3	4	5
S17	The new cultural experiences are what I expected them to be or even better	1	2	3	4	5
S18	I experience similar lifestyles and customs.	1	2	3	4	5
S19	I perceive similar standards of living	1	2	3	4	5
S20	Overall, the services offered by the Estoril Coast are good and have quality.	1	2	3	4	5
S21	I felt at risk in the Estoril Coast during my stay.	1	2	3	4	5
S22	I feel that the Estoril Coast is a safe place to be on holiday	1	2	3	4	5
S23	I have confidence in the Estoril Coast as a whole.	1	2	3	4	5
S24	The Estoril Coast is a tourist destination in which I can rely on.	1	2	3	4	5
S25	The Estoril Coast is one of my preferred tourist destinations.	1	2	3	4	5

Please state your agreement or disagreement for each of the following statements taking in mind the following measuring scale: **1 = absolutely disagree** and **5 = absolutely agree**.

S26	I feel pleasure to be in the Estoril Coast.	1	2	3	4	5
S27	When I return home I will positively promote the Estoril Coast as a fantastic tourist destination.	1	2	3	4	5
S28	I will recommend the Estoril Coast to the people I know.	1	2	3	4	5
S29	I expect to return to the Estoril Coast more than once in a near future.	1	2	3	4	5
S30	My overall evaluation of the Estoril Coast destination is so powerful that I have built the resistance to other destination offers when faced with other destination offers.	1	2	3	4	5

Group II

Please answer the following questions with an **X** mark. Please give only **one answer per question**.

Q1 How **many times** have you been to the Estoril Coast in the **past 10 years**? Do not count with this trip.

☐ - 0 (go to Q4) ☐ - 1 or 2 (go to Q2) ☐ - 3 or 4 (go to Q2) ☐ - 5 or more times (go to Q2)

Q2 In your **past visits** to the Estoril Coast did you **ever participate in** or **watch** a sport competition?

☐ - Yes (go to Q3) ☐ - No (go to Q4)

Q3 **What kind** of sport **competition** was it?

☐ - Golf ☐ - Tennis ☐ - Nautical Sports ☐ - Horse Riding ☐ - Nature ☐ - Motorized ☐ - Others

Q4 How many **extra days** do you stay in a tourism destination when the aim of the trip is to practice sport, comparing with trips where you do not to practice sport?

☐ - 0 days ☐ - 1 to 2 days ☐ - 3 to 4 days ☐ - 5 or more ☐ - Non-sport tourist

Q5 How **many days** are you going to **stay** in the Estoril Coast?

☐ Days

Q6 What **influenced** you to **choose** the Estoril Coast for this trip?

☐ - Media coverage ☐ - Previous visitors ☐ - Travel agency ☐ - Sport tourism destination ☐ - Other

D1 What is your **gender**?

☐ - Male ☐ - Female

D2 What is your **age**?

☐ years old

D3 What is your **nationality**?

☐

D4 What is your **level of education**?

☐ - High School or less ☐ - Undergraduate (BA) ☐ - Graduate or higher

D5 What is your **monthly** household net **income** (pounds - £)?

☐ - Less than €2,500 (£1,682) ☐ - Up to €5,000 (£3,365) ☐ - Up to €7,500 (£5,047) ☐ - Up to €10,000 (£6,730) ☐ - More than €10,000 (£6,730)

Figure 10: Final questionnaire (printing version next page)

The main objective of this survey is to understand the impact of sport tourism in destination loyalty, in particular the outcome of the Estoril Tourism Board strategy in promoting recurrent major sporting events in the Estoril Coast.

The data gathered in this survey is **anonymous** and **confidential** and will be analysed under the scope of a dissertation as part of the Master in Marketing from IBS – ISCTE Business School. Therefore, **I ask for your collaboration and would like to thank you in advance for your time**. **Estimated completion time = 5 min.**

Group I

Please answer the following question with an **X** mark. Please give only **one answer**.

F1 What is the **purpose** of your **visit** to the Estoril Coast?

☐ - Practice Sport: non competitive (go to **S1**)
☐ - Practice Sport: in a competition (go to **S1**)
☐ - Watch a sporting event (go to **S1**)
☐ - Non-sport Tourism (go to **S15**)

Please state your **agreement** or **disagreement** for each of the following statements taking in mind the following measuring scale: **1 = absolutely disagree** and **5 = absolutely agree**.

S1	The sporting event is daring.	1	2	3	4	5
S2	The sporting event is exciting.	1	2	3	4	5
S3	The sporting event is trendy.	1	2	3	4	5
S4	The sporting event has spirit.	1	2	3	4	5
S5	The sporting event is cool.	1	2	3	4	5
S6	The sporting event is young.	1	2	3	4	5
S7	The overall evaluation of the sporting event organization is excellent.	1	2	3	4	5
S8	The overall evaluation of the venue where the sporting event is held is excellent.	1	2	3	4	5
S9	The quality of the players is excellent.	1	2	3	4	5
S10	This sporting event offers me a unique experience.	1	2	3	4	5
S11	This sporting event venue is unique due to its natural or man-made infrastructures and natural surroundings.	1	2	3	4	5
S12	The overall image that I have towards this sporting event is good.	1	2	3	4	5
S13	The overall image towards the organization of the sporting event is good.	1	2	3	4	5
S14	The overall image that I have towards the Estoril Coast as a sport destination is good.	1	2	3	4	5
S15	The Estoril Coast offers good quality transportation.	1	2	3	4	5
S16	The Estoril Coast is close to major attractions and points of interest.	1	2	3	4	5
S17	The new cultural experiences are what I expected them to be or even better	1	2	3	4	5
S18	I experience similar lifestyles and customs.	1	2	3	4	5
S19	I perceive similar standards of living	1	2	3	4	5
S20	Overall, the services offered by the Estoril Coast are good and have quality.	1	2	3	4	5
S21	I felt at risk in the Estoril Coast during my stay.	1	2	3	4	5
S22	I feel that the Estoril Coast is a safe place to be on holiday	1	2	3	4	5
S23	I have confidence in the Estoril Coast as a whole.	1	2	3	4	5
S24	The Estoril Coast is a tourist destination in which I can rely on.	1	2	3	4	5
S25	The Estoril Coast is one of my preferred tourist destinations.	1	2	3	4	5

Please state your agreement or disagreement for each of the following statements taking in mind the following measuring scale: **1 = absolutely disagree** and **5 = absolutely agree**.

S26	I feel pleasure to be in the Estoril Coast.	1	2	3	4	5
S27	When I return home I will positively promote the Estoril Coast as a fantastic tourist destination.	1	2	3	4	5
S28	I will recommend the Estoril Coast to the people I know.	1	2	3	4	5
S29	I expect to return to the Estoril Coast more than once in a near future.	1	2	3	4	5
S30	My overall evaluation of the Estoril Coast destination is so powerful that I have built the resistance towards other destination offers.	1	2	3	4	5

Group II

Please answer the following questions with an **X** mark. Please give only **one answer per question**.

Q1 How **many times** have you been to the Estoril Coast in the **past 10 years**? Do not count with this trip.

☐ - 0 (go to Q4) ☐ - 1 or 2 (go to Q2) ☐ - 3 or 4 (go to Q2) ☐ - 5 or more times (go to Q2)

Q2 In your **past visits** to the Estoril Coast did you **ever participate in** or **watch** a sport competition?

☐ - Yes (go to Q3) ☐ - No (go to Q4)

Q3 **What kind** of sport **competition** was it?

☐ - Golf ☐ - Tennis ☐ - Nautical Sports ☐ - Horse Riding ☐ - Nature ☐ - Motorized ☐ - Others

Q4 How many **extra days** do you stay in a tourism destination when the aim of the trip is to practice sport, comparing with trips where you do not to practice sport?

☐ - 0 days ☐ - 1 to 2 days ☐ - 3 to 4 days ☐ - 5 or more ☐ - Non-sport tourist

Q5 How **many days** are you going to **stay** in the Estoril Coast?

☐ Days

Q6 What **influenced** you to **choose** the Estoril Coast for this trip?

☐ - Media coverage ☐ - Previous visitors ☐ - Travel agency ☐ - Sport tourism destination ☐ - Other

D1 What is your **gender**?

☐ - Male ☐ - Female

D2 What is your **age**?

☐ years old

D3 What is your **nationality**?

☐

D4 What is your **level of education**?

☐ - High School or less ☐ - Undergraduate (BA) ☐ - Graduate or higher

D5 What is your **monthly net income** (pounds - £)?

☐ - Less than €2,500 (£1,682) ☐ - Up to €5,000 (£3,365) ☐ - Up to €7,500 (£5,047) ☐ - Up to €10,000 (£6,730) ☐ - More than €10,000 (£6,730)

Table 10: Literature review used scales and adopted scale for the group I of the proposed research model

Construct	Item Code	Literature review used scales	Adopted scales
Excitement	Daring	5 point Likert scale	5 point Likert scale
	Exciting	5 point Likert scale	5 point Likert scale
	Trendy	5 point Likert scale	5 point Likert scale
	Spirited	5 point Likert scale	5 point Likert scale
	Cool	5 point Likert scale	5 point Likert scale
	Young	5 point Likert scale	5 point Likert scale
Sporting Excellence	Organization	N/A	5 point Likert scale
	Venue	N/A	5 point Likert scale
	Players	N/A	5 point Likert scale
Unique Experience	Sporting Event	N/A	5 point Likert scale
	Venue	N/A	5 point Likert scale
Product Image	Sporting Event Image	Dichotomous	5 point Likert scale
	Region Image	Dichotomous	5 point Likert scale
	Corporate Image	Dichotomous	5 point Likert scale
Transportation	Quality	N/A	5 point Likert scale
	Near	N/A	5 point Likert scale
Cultural Differences	Cultural Experience	N/A	5 point Likert scale
	Similar lifestyles and customs	5 point Likert scale	5 point Likert scale
	Standards of living	5 point Likert scale	5 point Likert scale
Safety	Quality services	5 point Likert scale	5 point Likert scale
	Risk	N/A	5 point Likert scale
	Safe place	5 point Likert scale	5 point Likert scale
Trust	Confidence	5 point Likert scale	5 point Likert scale
	Rely	5 point Likert scale	5 point Likert scale
Satisfaction	Preference	5 point Likert scale	5 point Likert scale
	Pleasure	5 point Likert scale	5 point Likert scale
Loyalty	Word-of-mouth	4 point Likert scale	5 point Likert scale
	Recommendable place	N/A	5 point Likert scale
	Repurchase	N/A	5 point Likert scale
	Resistance to counter persuasions	N/A	5 point Likert scale

Table 11: Group II statistical characterisation of each item

Item	Type of Question	Scale
How **many times** have you been to the Estoril Coast in the **past 10 years**? Do not count with this trip.	Close, multiple choice	Ordinal
In your **past visits** to the Estoril Coast did you **ever participate in** or **watch** a sport competition?	Close, dichotomous	Nominal
What kind of sport **competition** was it?	Close, multiple choice	Nominal
How many **extra days** do you stay in a tourism destination when the aim of the trip is to practice sport, comparing with trips where you do not to practise sport?	Close, multiple choice	Ordinal
How **many days** are you going to **stay** in the Estoril Coast?	Open	Ratio
What **influenced** you to **choose** the Estoril Coast for this trip?	Close, multiple choice	Nominal
What is your **gender?**	Close, dichotomous	Nominal
What is your **age**?	Open	Ratio
What is your **nationality?**	Open	Nominal
What is your **level of education?**	Close	Nominal
What is your **monthly** household net **income** (pounds-£)?	Close, multiple choice	Ratio

Table 12: Data gathering schedule and interview location

Date	Place	Observations
1/Jul/2007	Guia, Cascais	Interviews made by the author, in the street, during the ISAF Sailing World Championship held in Cascais.
4/Jul/2007	Guia, Cascais	Interviews made by the author, in the street, during the ISAF Sailing World Championship held in Cascais.
7/Jul/2007	Baía de Cascais, Cascais	Interviews made by the author, in the street, during the ISAF Sailing World Championship held in Cascais.
11-18/Jul/2007	Estoril Coast tourist information office, Estoril	Questionnaires delivered by the tourist information office employees.
20-22/Jul/2007	Estoril Coast tourist information office, Estoril	Interviews made by the author in the presence of the respondent.
3-5/Aug/2007	Estoril Coast tourist information office, Cascais	Interviews made by the author in the presence of the respondent.
13-24/Aug/2007	Hotel Estoril Eden, Estoril	Questionnaires given to tourists during check-in. Tourists were asked to self-complete and return the questionnaire.
11/Sep/2007 – 12/Nov/2007	Penha Longa Hotel & Golf Resort	Questionnaires given to tourists at the golf reception by the receptionist during registration (just before playing) to self-complete and return the questionnaire.
13/Aug/2007 – 30/Nov/2007	Hotel Vila Galé Cascais, Cascais	Questionnaires given to tourists during check-in. Tourists were asked to self-complete and return the questionnaire.
14/Sep/2007 – 30/Nov/2007	Hotel Estoril Eden, Estoril	Questionnaires given to tourists during check-in. Tourists were asked to self-complete and return the questionnaire.

Appendix 5 – Descriptive Output: socio-demographic and travel profile

Appendix 5.1. – Socio-demographic profile: tourists as a whole

Table 13: Socio-demographic – descriptive output: tourists as a whole (total sample (n=223))

Variables		Frequency	Valid Percentage of total	Group mean	Group std. dev.
PURPOSE OF THE VISIT				**n/a**	**n/a**
	Practice sport: non-competitive	38	17.0		
	Practice sport: competitive	6	2.7		
	Watch a sporting event	36	16.1		
	Non-sport tourism	143	64.1		
	Total valid	**223**	**100.0**		
	Missing	0			
	Total	223			
GENDER				**n/a**	**n/a**
	Male	121	54.8		
	Female	100	45.2		
	Total valid	**221**	**100.0**		
	Missing	2			
	Total	223			
AGE				**39.9**	**12.359**
	15 to 29	43	19.8		
	30 to 39	63	29.0		
	40 to 49	56	25.8		
	50 to 59	42	19.4		
	60 to 69	13	6.0		
	70 or above	0	0.0		
	Total valid	**217**	**100.0**		
	Missing	6			
	Total	223			
NATIONALITY				**n/a**	**n/a**
	American	20	9.1		
	Australian	3	1.4		
	Belgian	10	4.6		
	Brasilian	3	1.4		
	British	64	29.2		
	Canadian	4	1.8		
	Danish	7	3.2		
	Dutch	8	3.7		
	Finish	1	0.5		
	French	7	3.2		
	German	8	3.7		
	Hungarian	2	0.9		
	Irish	13	5.9		
	Israeli	1	0.5		
	Italian	8	3.7		
	New Zeland	2	0.9		
	Norwegian	10	4.6		
	Polish	3	1.4		
	Portuguese	7	3.2		
	Scotish	6	2.7		
	Spanish	21	9.6		
	Swedish	11	5.0		
	Total valid	**219**	**100.0**		
	Missing	4			
	Total	223			

Table 14: Socio-demographic – descriptive output: tourists as a whole (total sample (n=223)) (cont.)

Variables	Frequency	Valid Percentage of total	Group mean	Group std. dev.
EDUCATION			**n/a**	**n/a**
High School or Less	45	20.5		
Undergraduate (BA)	78	35.6		
Graduate or Higher	96	43.8		
Total valid	**219**	**100.0**		
Missing	4			
Total	223			
MONTHLY NET INCOME			**2.25**	**1.324**
Less than €2,500	63	33.3		
€2,500 to €5,000	75	39.7		
€5,001 to €7,500	17	9.0		
€7,501 to €10,000	9	4.8		
More than €10,000	25	13.2		
Total Valid	**189**	**100.0**		
Missing	34			
Total	223			

Table 15: Socio-demographic – descriptive crosstab: Nationality vs. Monthly Net Income

	Monthly Net Income					
Variables	**Less than €2,500**	**€2,500 to €5,000**	**€5,001 to €7,500**	**€7,501 to €10,000**	**More than €10,000**	**Total**
NATIONALITY						
American	1	7	4	2	4	18
Australian	0	2	0	1	0	3
Belgian	6	2	0	1	0	9
Brasilian	1	1	0	0	1	3
British	12	26	6	2	9	55
Canadian	0	3	0	0	1	4
Danish	2	0	0	0	2	4
Dutch	5	2	0	1	0	8
Finish	0	1	0	0	0	1
French	2	3	1	0	0	6
German	2	0	2	0	0	4
Hungarian	0	0	0	0	0	0
Irish	3	4	1	0	5	13
Israeli	1	0	0	0	0	1
Italian	2	4	0	0	0	6
New Zeland	0	1	0	0	1	2
Norwegian	4	4	2	0	0	10
Polish	3	0	0	0	0	3
Portuguese	4	2	0	0	0	6
Scotish	0	4	0	0	1	5
Spanish	8	7	0	2	0	17
Swedish	6	2	1	0	1	10
Total valid	62	75	17	9	25	188
Missing	1	0	0	0	0	1
Total	63	75	17	9	25	189

Appendix 5.2. – Socio-demographic profile: sport and non-sport tourists

Table 16: Socio-demographic – descriptive output: sport and non-sport tourists

	Sport Tourists (n=80)				Non-Sport Tourists (n=143)			
Variables	**Frequency**	**Valid Percent. of total**	**Group mean**	**Group std. dev.**	**Frequency**	**Valid Percent. of total**	**Group mean**	**Group std. dev.**
GENDER			**n/a**	**n/a**			**n/a**	**n/a**
Male	52	65.0			69	48.9		
Female	28	35.0			72	51.1		
Total valid	**80**	**100.0**			**141**	**100.0**		
Missing	0				2			
Total	80				143			
AGE			**39.64**	**11.545**			**40.05**	**12.831**
15 to 29	14	17.9			29	20.9		
30 to 39	22	28.2			41	29.5		
40 to 49	24	30.8			32	23.0		
50 to 59	15	19.2			27	19.4		
60 to 69	3	3.8			10	7.2		
70 or above	0	0.0			0	0.0		
Total valid	**78**	**100.0**			**139**	**100.0**		
Missing	2				4			
Total	80				143			
NATIONALITY			**n/a**	**n/a**			**n/a**	**n/a**
American	6	7.8			14	9.9		
Australian	2	2.6			1	0.7		
Belgian	0	0.0			10	7.0		
Brasilian	0	0.0			3	2.1		
British	30	39.0			34	23.9		
Canadian	1	1.3			3	2.1		
Danish	3	3.9			4	2.8		
Dutch	1	1.3			7	4.9		
Finish	0	0.0			1	0.7		
French	3	3.9			4	2.8		
German	1	1.3			7	4.9		
Hungarian	0	0.0			2	1.4		
Irish	4	5.2			9	6.3		
Israeli	0	0.0			1	0.7		
Italian	1	1.3			7	4.9		
New Zeland	1	1.3			1	0.7		
Norwegian	4	5.2			6	4.2		
Polish	0	0.0			3	2.1		
Portuguese	5	6.5			2	1.4		
Scotish	2	2.6			4	2.8		
Spanish	11	14.3			10	7.0		
Swedish	2	2.6			9	6.3		
Total valid	**77**	**100.0**			**142**	**100.0**		
Missing	3				1			
Total	80				143			
EDUCATION			**n/a**	**n/a**			**n/a**	**n/a**
High School or Less	10	13.0			35	24.6		
Undergraduate (BA)	34	44.2			44	31.0		
Graduate or Higher	33	42.9			63	44.4		
Total valid	**77**	**100.0**			**142**	**100.0**		
Missing	3				1			
Total	80				143			
MONTHLY NET INCOME			**2.31**	**1.202**			**2.21**	**1.395**
Less than €2,500	16	22.5			47	39.8		
€2,500 to €5,000	36	50.7			39	33.1		
€5,001 to €7,500	8	11.3			9	7.6		
€7,501 to €10,000	3	4.2			6	5.1		
More than €10,000	8	11.3			17	14.4		
Total Valid	**71**	**100.0**			**118**	**100.0**		
Missing	9				25			
Total	80				143			

Appendix 5.3. – Socio-demographic profile: recreational, competitive and passive sport tourists

Table 17: Socio-demographic – descriptive output: recreational, competitive and passive sport tourists

	Recreational Sport Tourist (n=38)				Competitive Sport Tourist (n=6)				Passive Sport Tourist (n=36)			
Variables	**Frequency**	**Valid Percent. of total**	**Group mean**	**Group std. dev.**	**Frequency**	**Valid Percent. of total**	**Group mean**	**Group std. dev.**	**Frequency**	**Valid Percent. of total**	**Group mean**	**Group std. dev.**
GENDER			**n/a**	**n/a**			**n/a**	**n/a**			**n/a**	**n/a**
Male	25	65.8			4	66.7			23	63.9		
Female	13	34.2			2	33.3			13	36.1		
Total valid	38	100.0			6	100.0			36	100.0		
Missing	0				0				0			
Total	38				6				36			
AGE			**39.64**	**10,434**			**36.67**	**7.528**			**40.14**	**13.211**
15 to 29	7	19.4			0	0.0			7	19.4		
30 to 39	6	16.7			4	66.7			12	33.3		
40 to 49	18	50.0			1	16.7			5	13.9		
50 to 59	4	11.1			1	16.7			10	27.8		
60 to 69	1	2.8			0	0.0			2	5.6		
70 or above	0	0.0			0	0.0			0	0.0		
Total valid	36	100.0			6	100.0			36	100.0		
Missing	2				0				0			
Total	38				6				36			
NATIONALITY			**n/a**	**n/a**			**n/a**	**n/a**			**n/a**	**n/a**
American	0	0.0			0	0.0			6	17.1		
Australian	0	0.0			0	0.0			2	5.7		
Belgian	0	0.0			0	0.0			0	0.0		
Brasilian	0	0.0			0	0.0			0	0.0		
British	18	50.0			0	0.0			12	34.3		
Canadian	0	0.0			0	0.0			1	2.9		
Danish	2	5.6			0	0.0			1	2.9		
Dutch	1	2.8			0	0.0			0	0.0		
Finish	0	0.0			0	0.0			0	0.0		
French	1	2.8			1	16.7			1	2.9		
German	1	2.8			0	0.0			0	0.0		
Hungarian	0	0.0			0	0.0			0	0.0		
Irish	2	5.6			0	0.0			2	5.7		
Israeli	0	0.0			0	0.0			0	0.0		
Italian	0	0.0			0	0.0			1	2.9		
New Zeland	0	0.0			0	0.0			1	2.9		
Norwegian	3	8.3			0	0.0			1	2.9		
Polish	0	0.0			0	0.0			0	0.0		
Portuguese	1	2.8			2	33.3			2	5.7		
Scotish	1	2.8			0	0.0			1	2.9		
Spanish	5	13.9			2	33.3			4	11.4		
Swedish	1	2.8			1	16.7			0	0.0		
Total valid	36	100.0			6	100.0			35	100.0		
Missing	2				0				1			
Total	38				6				36			
EDUCATION			**n/a**	**n/a**			**n/a**	**n/a**			**n/a**	**n/a**
High School or Less	3	8.3			1	16.7			6	17.1		
Undergraduate (BA)	18	50.0			1	16.7			15	42.9		
Graduate or Higher	15	41.7			4	66.7			14	40.0		
Total valid	36	100.0			6	100.0			35	100.0		
Missing	2				0				1			
Total	38				6				36			
MONTHLY NET INCOME			**2.24**	**1.046**			**2.00**	**1.095**			**2.45**	**1.387**
Less than €2,500	7	20.6			2	33.3			7	22.6		
€2,500 to €5,000	18	52.9			3	50.0			15	48.4		
€5,001 to €7,500	5	14.7			0	0.0			3	9.7		
€7,501 to €10,000	2	5.9			1	16.7			0	0.0		
More than €10,000	2	5.9			0	0.0			6	19.4		
Total Valid	34	100.0			6	100.0			31	100.0		
Missing	4				0				5			
Total	38				6				36			
MONTHLY NET INCOME (excluding "more than €10,000")			**2.06**	**n/a**			**2.00**	**n/a**			**1.84**	**n/a**
Less than €2,500	7	21.9			2	33.3			7	28.0		
€2,500 to €5,000	18	56.3			3	50.0			15	60.0		
€5,001 to €7,500	5	15.6			0	0.0			3	12.0		
€7,501 to €10,000	2	6.3			1	16.7			0	0.0		
Total Valid	32	100.0			6	100.0			25	100.0		

Appendix 5.4. – Travel pattern profile: tourists as a whole

Table 18: Travel – descriptive output: tourists as a whole (total sample (n=223))

Variables	Frequency	Valid Percentage of total	Group mean	Group std. dev.
Nº PAST VISITS			**1.90**	**1.157**
None	123	55.4		
1 or 2 times	35	15.8		
3 or 4 times	27	12.2		
5 or more times	37	16.7		
Total valid	222	100.0		
Missing - 98	1			
Total	223			
PARTICIPATE OR WATCH			**1.43**	**0.498**
Yes	57	57.0		
No	43	43.0		
Total valid	100	100.0		
Missing - 97	122			
Missing - 98	1			
Total	223			
TYPE OF COMPETITION			**n/a**	**n/a**
Golf	24	42.1		
Tennis	6	10.5		
Nautical	14	24.6		
Horse Riding	3	5.3		
Nature	2	3.5		
Motorized	5	8.8		
Others	3	5.3		
Total valid	57	100.0		
Missing - 97	165			
Missing - 98	1			
Total	223			
EXTRA DAYS FOR SPORT			**2.66**	**1.501**
0 Days	68	32.4		
1 to 2 days	40	19.0		
3 to 4 days	36	17.1		
5 or more days	27	12.9		
non-sport tourist	39	18.6		
Total valid	210	100.0		
Missing - 98	13			
Total	223			

Table 18: Travel – descriptive output: tourists as a whole (total sample (n=223)) (Cont.)

Variables	Frequency	Valid Percentage of total	Group mean	Group std. dev.
LENGHT OF STAY			**8.06**	**6.230**
1	27	12.6		
2	3	1.4		
3	13	6.1		
4	14	6.5		
5	18	8.4		
6	12	5.6		
7	48	22.4		
8	5	2.3		
9	3	1.4		
10	24	11.2		
11	2	0.9		
12	5	2.3		
13	1	0.5		
14	12	5.6		
15	17	7.9		
19	1	0.5		
20	4	1.9		
30	3	1.4		
40	1	0.5		
45	1	0.5		
Total valid	214	100.0		
Missing - 98	6			
Missing - 99	3			
Total	223			
INFLUENCE			**n/a**	**n/a**
Media coverage	22	10.0		
Previous visitors	50	22.6		
Travel agency	43	19.5		
Sport destination	50	22.6		
Other	56	25.3		
Total Valid	221	100.0		
Missing	2			
Total	223			

Table 19: Travel – descriptive crosstab: top 3 nationalities vs. nº past visits in the last 10 years

	Nº past visits in the last 10 years					
NATIONALITY (top 3)	**None**	**1 or 2 times**	**3 or 4 times**	**5 or more times**	**Total past visits**	**Total**
British						
Frequency	31	5	11	17	33	64
% within nationality	48.4	7.8	17.2	26.6	51.6	100.0
Spanish						
Frequency	6	7	2	5	14	20
% within nationality	30.0	35.0	10.0	25.0	70.0	100.0
American						
Frequency	11	4	1	4	9	20
% within nationality	55.0	20.0	5.0	20.0	45.0	100.0
Total						
Total Freq. valid	48	16	14	26	56	104
Total % within	46.2	15.4	13.5	25.0	53.8	100.0

Appendix 5.5. – Travel pattern profile: sport and non-sport tourists

Table 20: Travel – descriptive output: sport and non-sport tourists

	Sport Tourists (n=80)				Non-Sport Tourists (n=143)			
Variables	**Frequency**	**Valid Percent. of total**	**Group mean**	**Group std. dev.**	**Frequency**	**Valid Percent. of total**	**Group mean**	**Group std. dev.**
Nº PAST VISITS			**2.84**	**1.091**			**1.38**	**0.822**
None	13	16.5			110	76.9		
1 or 2 times	15	19.0			20	14.0		
3 or 4 times	23	29.1			4	2.8		
5 or more times	28	35.4			9	6.3		
Total valid	**79**	**100.0**			**143**	**100.0**		
Missing - 98	1				0			
Total	80				143			
PARTICIPATE OR WATCH			**1.30**	**0.461**			**1.70**	**0.467**
Yes	47	70.1			10	30.3		
No	20	29.9			23	69.7		
Total valid	**67**	**100.0**			**33**	**100.0**		
Missing - 97	13				109			
Missing - 98	0				1			
Total	80				143			
TYPE OF COMPETITION			**n/a**	**n/a**			**n/a**	**n/a**
Golf	22	46.8			2	20.0		
Tennis	5	10.6			1	10.0		
Nautical	11	23.4			3	30.0		
Horse Riding	2	4.3			1	10.0		
Nature	1	2.1			1	10.0		
Motorized	5	10.6			0	0.0		
Others	1	2.1			2	20.0		
Total valid	**47**	**100.0**			**10**	**100.0**		
Missing - 97	33				132			
Missing - 98	0				1			
Total	80				143			
EXTRA DAYS FOR SPORT			**2.97**	**1.127**			**2.49**	**1.652**
0 Days	8	10.7			60	44.4		
1 to 2 days	18	24.0			22	16.3		
3 to 4 days	23	30.7			13	9.6		
5 or more days	20	26.7			7	5.2		
non-sport tourist	6	8.0			33	24.4		
Total valid	**75**	**100.0**			**135**	**100.0**		
Missing - 98	5				8			
Total	80				143			

Table 20: Travel – descriptive output: sport and non-sport tourists (cont.)

	Sport Tourists (n=80)				Non-Sport Tourists (n=143)			
Variables	**Frequency**	**Valid Percent. of total**	**Group mean**	**Group std. dev.**	**Frequency**	**Valid Percent. of total**	**Group mean**	**Group std. dev.**
LENGHT OF STAY			**11.28**	**7.603**			**6.32**	**4.498**
1	2	2.7			25	18.0		
2	0	0.0			3	2.2		
3	3	4.0			10	7.2		
4	2	2.7			12	8.6		
5	5	6.7			13	9.4		
6	1	1.3			11	7.9		
7	17	22.7			31	22.3		
8	2	2.7			3	2.2		
9	2	2.7			1	0.7		
10	11	14.7			13	9.4		
11	1	1.3			1	0.7		
12	4	5.3			1	0.7		
13	1	1.3			0	0.0		
14	4	5.3			8	5.8		
15	12	16.0			5	3.6		
19	0	0.0			1	0.7		
20	4	5.3			0	0.0		
30	2	2.7			1	0.7		
40	1	1.3			0	0.0		
45	1	1.3			0	0.0		
Total valid	**75**	**100.0**			**139**	**100.0**		
Missing - 98	3				3			
Missing - 99	2				1			
Total	80				143			
INFLUENCE			**n/a**	**n/a**			**n/a**	**n/a**
Media coverage	5	6.3			17	12.0		
Previous visitors	12	15.2			38	26.8		
Travel agency	10	12.7			33	23.2		
Sport destination	45	57.0			5	3.5		
Other	7	8.9			49	34.5		
Total Valid	**79**	**100.0**			**142**	**100.0**		
Missing -98	1				1			
Total	80				143			

Table 21: Travel – descriptive crosstab: top 3 nationalities vs. nº past visits in the last 10 years

Variables	Nº PAST VISTS IN THE LAST 10 YEARS					
	None	**1 or 2 times**	**3 or 4 times**	**5 or more times**	**Total with past visits**	**Total**
SPORT TOURISTS NATIONALITY (top 3)						
British						
Frequency	4	3	10	13	26	30
% Within nationality	13.3	10.0	33.3	43.3	86.7	100.0
Spanish						
Frequency	0	4	1	5	10	10
% Within nationality	0.0	40.0	10.0	50.0	100.0	100.0
American						
Frequency	2	0	1	3	4	6
% Within nationality	33.3	0.0	16.7	50.0	66.7	100.0
Total						
Total Freq. valid	**6**	**7**	**12**	**21**	**40**	**46**
Total % within	13.0	15.2	26.1	45.7	87.0	100.0
NON-SPORT TOURISTS NATIONALITY (top 3)						
British						
Frequency	27	2	1	4	7	34
% Within nationality	79.4	5.9	2.9	11.8	20.6	100.0
Spanish						
Frequency	6	3	1	0	4	10
% Within nationality	60.0	30.0	10.0	0.0	40.0	100.0
American						
Frequency	9	4	0	1	5	14
% Within nationality	64.3	28.6	0.0	7.1	35.7	100.0
Total						
Total Freq. valid	**42**	**9**	**2**	**5**	**16**	**58**
Total % within	72.4	15.5	3.4	8.6	27.6	100.0

Table 22: Travel – descriptive crosstab: Sport tourists purpose of visit vs. nº extra days for practice sport

Variables	Nº EXTRA DAYS FOR PRACTICE SPORT					
	0 days	**1 to 2 days**	**3 to 4 days**	**5 or more days**	**non-sport tourist**	**total**
PURPOSE OF VISIT						
Practice sport: non competition						
Frequency	2	8	13	12	1	36
% Within nationality	5.6	22.2	36.1	33.3	2.8	100.0
Practice sport: competition						
Frequency	1	4	0	0	0	5
% Within nationality	20.0	80.0	0.0	0.0	0.0	100.0
Watch a sporting event						
Frequency	5	6	10	7	6	34
% Within nationality	14.7	17.6	29.4	20.6	17.6	100.0
Total						
Total Freq. valid	**8**	**18**	**23**	**19**	**7**	**75**
Total % within	10.7	24.0	30.7	25.3	9.3	100.0

Appendix 5.6. – Travel pattern profile: recreational, competitive and passive sport tourists

Table 23: Travel – descriptive output: recreational, competitive and passive sport tourists

	Recreational Sport Tourist (n=38)				Competitive Sport Tourist (n=6)				Passive Sport Tourist (n=36)			
Variables	**Freq.**	**Valid Perc. of total**	**Group mean**	**Group std. dev.**	**Freq.**	**Valid Perc. of total**	**Group mean**	**Group std. dev.**	**Freq.**	**Valid Perc. of total**	**Group mean**	**Group std. dev.**
Nº PAST VISITS			**2.86**	**1.004**			**2.83**	**0.753**			**2.81**	**1.238**
None	4	10.8			0	0.0			9	25.0		
1 or 2 times	9	24.3			2	33.3			4	11.1		
3 or 4 times	12	32.4			3	50.0			8	22.2		
5 or more times	12	32.4			1	16.7			15	41.7		
Total valid	**37**	**100.0**			**6**	**100.0**			**36**	**100.0**		
Missing - 98	1				1				0			
Total	38				7				36			
PARTICIPATE OR WATCH			**1.26**	**0.448**			**1.00**	**0**			**1.41**	**0.501**
Yes	25	73.5			6	100.0			16	59.3		
No	9	26.5			0	0.0			11	40.7		
Total valid	**34**	**100.0**			**6**	**100.0**			**27**	**100.0**		
Missing - 97	4				0				9			
Total	38				6				36			
TYPE OF COMPETITION			**n/a**	**n/a**			**n/a**	**n/a**			**n/a**	**n/a**
Golf	14	56.0			2	33.3			6	37.5		
Tennis	1	4.0			1	16.7			3	18.8		
Nautical	7	28.0			3	50.0			1	6.3		
Horse Riding	1	4.0			0	0.0			1	6.3		
Nature	0	0.0			0	0.0			1	6.3		
Motorized	1	4.0			0	0.0			4	25.0		
Others	1	4.0			0	0.0			0	0.0		
Total valid	**25**	**100.0**			**6**	**100.0**			**16**	**100.0**		
Missing - 97	13				0				20			
Total	38				6				36			
EXTRA DAYS FOR SPORT			**3.03**	**0.910**			**1.80**	**0.447**			**3.09**	**1.311**
0 Days	2	5.6			1	20.0			5	14.7		
1 to 2 days	8	22.2			4	80.0			6	17.6		
3 to 4 days	13	36.1			0	0.0			10	29.4		
5 or more days	13	36.1			0	0.0			7	20.6		
non-sport tourist	0	0.0			0	0.0			6	17.6		
Total valid	**36**	**100.0**			**5**	**100.0**			**34**	**100.0**		
Missing - 98	2				1				2			
Total	38				6				36			

Table 23: Travel – descriptive output: recreational, competitive and passive sport tourists (cont.)

	Recreational Sport Tourist (n=38)				Competitive Sport Tourist (n=6)				Passive Sport Tourist (n=36)			
Variables	**Freq.**	**Valid Perc. of total**	**Group mean**	**Group std. dev.**	**Freq.**	**Valid Perc. of total**	**Group mean**	**Group std. dev.**	**Freq.**	**Valid Perc. of total**	**Group mean**	**Group std. dev.**
LENGHT OF STAY			**11.83**	**5.532**			**20.33**	**12.596**			**9.03**	**7.380**
1	0	0.0			0	0.0			2	6.1		
2	0	0.0			0	0.0			0	0.0		
3	1	2.8			0	0.0			2	6.1		
4	0	0.0			0	0.0			2	6.1		
5	1	2.8			0	0.0			4	12.1		
6	1	2.8			0	0.0			0	0.0		
7	10	27.8			1	16.7			6	18.2		
8	1	2.8			0	0.0			1	3.0		
9	2	5.6			0	0.0			0	0.0		
10	1	2.8			1	16.7			9	27.3		
11	0	0.0			0	0.0			1	3.0		
12	2	5.6			0	0.0			2	6.1		
13	0	0.0			0	0.0			1	3.0		
14	3	8.3			0	0.0			1	3.0		
15	10	27.8			1	16.7			1	3.0		
19	0	0.0			0	0.0			0	0.0		
20	3	8.3			1	16.7			0	0.0		
30	1	2.8			1	16.7			0	0.0		
40	0	0.0			1	16.7			0	0.0		
45	0	0.0			0	0.0			1	3.0		
Total valid	**36**	**100.0**			**6**	**100.0**			**33**	**100.0**		
Missing - 98	2				0				1			
Missing - 99	0				0				2			
Total	38				6				36			
INFLUENCE			**n/a**	**n/a**			**n/a**	**n/a**			**n/a**	**n/a**
Media coverage	1	2.7			2	33.3			2	5.6		
Previous visitors	5	13.5			1	16.7			6	16.7		
Travel agency	6	16.2			0	0.0			4	11.1		
Sport destination	23	62.2			3	50.0			19	52.8		
Other	2	5.4			0	0.0			5	13.9		
Total Valid	**37**	**100.0**			**6**	**100.0**			**36**	**100.0**		
Missing -98	1				0				0			
Total	38				6				36			

Table 24: Travel – descriptive output: recreational, competitive and passive sport tourists

	Passive Sport Tourist (n=36)			
Variables	**Frequency**	**Valid Percent. of total**	**Average extra days within group**	**Group Mean**
EXTRA DAYS FOR SPORT				**3.43**
1 to 2 days	6	26.1	1.5	
3 to 4 days	10	43.5	3.5	
5 or more days	7	30.4	5	
Total valid	**23**	**100.0**		

Appendix 6 – Analysis of the proposed research models for sport and non-sport tourism

Appendix 6.1. – Proposed research Model – Item Analysis

Table 25: Reliability analysis of the proposed items

	Inicial Cronbach's Alpha	Improved Cronbach's Alpha
Excitemet	**0.799**	**0.799**
S1 - is daring		
S2 - is exciting		
S3 - is trendy		
S4 - has spirit		
S5 - is cool		
S6 - is young		
Sporting Excellence	**0.598**	**0.732**
S7 - overall evaluation sporting event organization		
S8 - overall evaluation venue		
S9 - quality players		removed
Unique Experience	**0.681**	**0.681**
S10 - sporting event offers unique experience		
S11 - sporting venue is unique		
Sporting Event Image	**0.786**	**0.786**
S12 - overall image sporting event		
S13 - overall image organization		
S14 - overall image as a sport destination		
Transportation	**0.609**	**0.609**
S15 - good quality transportation		
S16 - close to major attractions and points of interest		
Cultural Differences	**0.617**	**0.708**
S17 - new cultural experiences are what i expected		removed
S18 - similar lifestyle and customs		
S19 - similar standards of living		
Safety	**0.458**	**0.622**
S20 - services offered are good and have quality		
S21 - i felt at risk		removed
S22 - i feel that it is a safe place to be on holiday		
Trust	**0.783**	**0.783**
S23 - i have cofidence		
S24 - i can rely on		
Satisfaction	**0.596**	**0.596**
S25 - one of my preferred		
S26 - i feel pleasure		
Loyalty	**0.857**	**0.857**
S27 - positively promote		
S28 - will recommend		
S29 - expect to return		
S30 - resitence to other destination offers		

Table 26: Inter-item correlation matrix for items of the constructs Sporting Excellence, Cultural Differences and Safetv

	Sporting Excellence Inter-Item Correlation Matrix			**Cultural Differences Inter-Item Correlation Matrix**			**Safety Inter-Item Correlation Matrix**		
	S7	S8	S9	**S17**	S18	S19	S20	**S21**	S22
S7	1.000	-	-						
S8	0.543	1.000	-						
S9	**0.185**	**0.266**	1.000						
S17				1.000	-	-			
S18				**0.221**	1.000	-			
S19				**0.274**	0.540	1.000			
S20							1.000	-	-
S21							**0.162**	1.000	-
S22							0.461	**0.230**	1.000

Table 27: Improved item means and std. deviation of the proposed research model

Construct /Variables	**Recreational**			**Competitive**			**Passive**			**Sport Tourist**			**Non-Sport Tourist**			**Total**		
	Mean	N	Std. Deviation	Mean	N	Std. Deviation	Mean	N	Std. Deviation	Mean	N	Std. Deviation	Mean	N	Std. Deviation	Mean	N	Std. Deviation
Excitement	**3.926**	**36**		**4.167**	**5**		**3.898**	**31**		**3.931**	**72**		**n/a**			**3.931**	**72**	
S1	3.94	36	0.754	3.80	5	1.789	3.61	31	1.054	3.79	72	0.978				3.79	72	0.978
S2	4.21	38	0.704	4.80	5	0.447	4.26	31	0.773	4.27	74	0.727				4.27	74	0.727
S3	3.70	37	0.702	3.40	5	1.517	3.61	31	1.116	3.64	73	0.948				3.64	73	0.948
S4	4.19	37	0.616	4.60	5	0.894	4.32	31	0.702	4.27	73	0.672				4.27	73	0.672
S5	3.95	37	0.780	4.20	5	0.837	3.87	31	0.922	3.93	73	0.839				3.93	73	0.839
S6	3.68	37	0.944	4.20	5	0.837	3.71	31	1.160	3.73	73	1.031				3.73	73	1.031
Sporting Excellence	**4.18**	**30**		**4.25**	**6**		**4.13**	**31**		**4.16**	**67**		**n/a**			**4.16**	**67**	
S7	4.16	31	0.735	4.33	6	0.816	3.97	33	0.951	4.09	70	0.847				4.09	70	0.847
S8	4.30	37	0.702	4.17	6	0.753	4.35	31	0.798	4.31	74	0.739				4.31	74	0.739
Unique Experience	**4.19**	**34**		**4.00**	**6**		**4.29**	**31**		**4.22**	**71**		**n/a**			**4.22**	**71**	
S10	4.11	35	0.796	3.83	6	1.169	4.32	31	0.748	4.18	72	0.811				4.18	72	0.811
S11	4.25	36	0.770	4.17	6	0.753	4.26	31	0.729	4.25	73	0.741				4.25	73	0.741
Sporting event image	**4.19**	**32**		**4.33**	**6**		**4.31**	**31**		**4.26**	**69**		**n/a**			**4.26**	**69**	
S12	4.19	37	0.701	4.00	6	0.632	4.29	31	0.693	4.22	74	0.688				4.22	74	0.688
S13	4.13	32	0.660	4.67	6	0.516	4.10	31	0.870	4.16	69	0.760				4.16	69	0.760
S14	4.34	38	0.708	4.33	6	0.516	4.55	31	0.624	4.43	75	0.661				4.43	75	0.661
Transportation	**4.19**	**37**		**4.10**	**5**		**4.23**	**32**		**4.20**	**74**		**4.06**	**133**		**4.11**	**207**	
S15	4.05	37	0.705	4.00	5	0.707	4.13	32	0.492	4.08	74	0.614	4.10	137	0.868	4.09	211	0.787
S16	4.34	38	0.669	4.33	6	0.516	4.32	34	0.589	4.33	78	0.617	4.04	136	0.856	4.14	214	0.789
Cultural diferences	**2.25**	**38**		**2.30**	**5**		**2.25**	**34**		**2.25**	**77**		**2.59**	**133**		**2.46**	**210**	
S18	2.37	38	1.025	2.40	5	0.894	2.41	34	1.209	2.39	77	1.090	2.66	134	0.959	2.56	211	1.014
S19	2.13	38	0.963	2.20	5	0.837	2.09	34	0.753	2.12	77	0.858	2.52	134	0.882	2.37	211	0.893
Safety	**4.39**	**37**		**4.40**	**5**		**4.56**	**34**		**4.47**	**76**		**4.31**	**134**		**4.37**	**210**	
S20	4.38	37	0.758	4.20	5	0.837	4.50	34	0.615	4.42	76	0.698	4.16	135	0.775	4.26	211	0.756
S22	4.39	38	0.638	4.50	6	0.548	4.62	34	0.551	4.50	78	0.598	4.45	139	0.704	4.47	217	0.667
Trust	**4.26**	**38**		**4.17**	**6**		**4.37**	**34**		**4.30**	**78**		**4.09**	**128**		**4.17**	**206**	
S23	4.18	38	0.652	4.17	6	0.408	4.44	34	0.561	4.29	78	0.605	4.05	131	0.807	4.14	209	0.746
S24	4.34	38	0.669	4.17	6	0.408	4.29	34	0.799	4.31	78	0.708	4.13	132	0.795	4.20	210	0.767
Satisfaction	**4.45**	**37**		**4.58**	**6**		**3.92**	**34**		**4.49**	**77**		**3.92**	**132**		**4.13**	**209**	
S25	4.26	38	0.724	4.33	6	0.516	4.32	34	0.768	4.29	78	0.723	3.56	134	0.938	3.83	212	0.934
S26	4.62	37	0.681	4.83	6	0.408	4.67	36	0.586	4.66	79	0.618	4.28	140	0.759	4.42	219	0.733
Loyalty	**4.48**	**37**		**4.08**	**6**		**4.32**	**36**		**4.38**	**79**		**3.63**	**130**		**3.91**	**209**	
S27	4.62	37	0.639	4.50	6	0.548	4.53	36	0.609	4.57	79	0.614	4.04	137	0.852	4.23	216	0.814
S28	4.70	37	0.571	4.00	6	0.894	4.78	36	0.422	4.68	79	0.567	4.09	137	0.865	4.31	216	0.819
S29	4.38	37	0.924	4.17	6	0.753	4.31	36	0.951	4.33	79	0.916	3.54	136	1.147	3.83	215	1.131
S30	4.22	37	0.821	3.67	6	1.211	3.67	36	0.862	3.92	79	0.903	2.84	131	1.115	3.25	210	1.164
Removed items																		
S9	3.72	25	0.678	3.80	5	0.447	4.16	31	0.779	3.95	61	0.740	n/a	n/a	n/a	3.95	61	0.740
S17	3.95	38	0.758	4.17	6	1.169	4.05	34	0.784	4.05	78	0.804	3.66	131	0.810	3.81	209	0.827
S21	3.58	38	1.464	2.40	5	1.673	3.94	34	1.536	3.66	77	1.536	4.36	137	1.006	4.11	214	1.266

Table 28: ANOVA: compare item means between sport and non-sport tourists (S15 to S30)

			Sum of Squares	df	Mean Square	F	Sig.
Transp_1 * SPORT OR NON SPORT	Between Groups	(Combined)	.021	1	.021	.034	.853
	Within Groups		130.083	209	.622		
	Total		130.104	210			
Transp_2 * SPORT OR NON SPORT	Between Groups	(Combined)	4.360	1	4.360	7.213	.008
	Within Groups		128.150	212	.604		
	Total		132.509	213			
Cult_2 * SPORT OR NON SPORT	Between Groups	(Combined)	3.489	1	3.489	3.431	.065
	Within Groups		212.521	209	1.017		
	Total		216.009	210			
Cult_3 * SPORT OR NON SPORT	Between Groups	(Combined)	8.041	1	8.041	10.544	.001
	Within Groups		159.381	209	.763		
	Total		167.422	210			
Safe_1 * SPORT OR NON SPORT	Between Groups	(Combined)	3.239	1	3.239	5.789	.017
	Within Groups		116.941	209	.560		
	Total		120.180	210			
Safe_3 * SPORT OR NON SPORT	Between Groups	(Combined)	.145	1	.145	.326	.568
	Within Groups		95.845	215	.446		
	Total		95.991	216			
Trust_1 * SPORT OR NON SPORT	Between Groups	(Combined)	2.850	1	2.850	5.228	.023
	Within Groups		112.844	207	.545		
	Total		115.694	208			
Trust_2 * SPORT OR NON SPORT	Between Groups	(Combined)	1.569	1	1.569	2.688	.103
	Within Groups		121.426	208	.584		
	Total		122.995	209			
Satis_1 * SPORT OR NON SPORT	Between Groups	(Combined)	26.646	1	26.646	35.587	.000
	Within Groups		157.240	210	.749		
	Total		183.887	211			
Satis_2 * SPORT OR NON SPORT	Between Groups	(Combined)	7.279	1	7.279	14.372	.000
	Within Groups		109.908	217	.506		
	Total		117.187	218			
Loyal_1 * SPORT OR NON SPORT	Between Groups	(Combined)	14.241	1	14.241	23.775	.000
	Within Groups		128.185	214	.599		
	Total		142.426	215			
Loyal_2 * SPORT OR NON SPORT	Between Groups	(Combined)	17.363	1	17.363	29.290	.000
	Within Groups		126.855	214	.593		
	Total		144.218	215			
Loyal_3 * SPORT OR NON SPORT	Between Groups	(Combined)	30.794	1	30.794	26.972	.000
	Within Groups		243.178	213	1.142		
	Total		273.972	214			
Loyal_4 * SPORT OR NON SPORT	Between Groups	(Combined)	57.946	1	57.946	53.525	.000
	Within Groups		225.178	208	1.083		
	Total		283.124	209			

Appendix 6.2. – Initial proposed research model for the impact of sport and non-sport tourism in destination loyalty – SEM Model

Figure 11: Initial proposed research model for the impact of sport tourism in destination loyalty

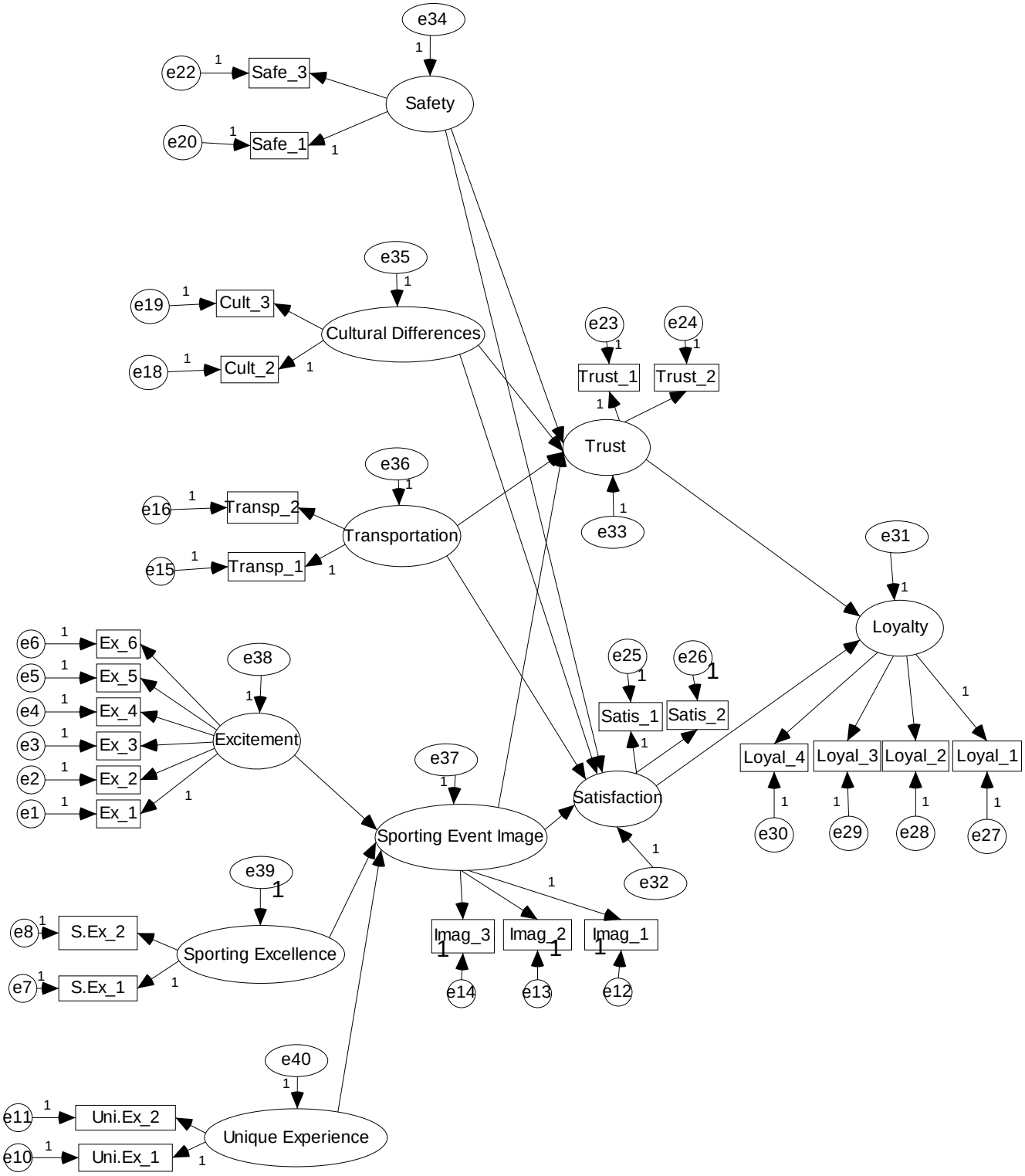
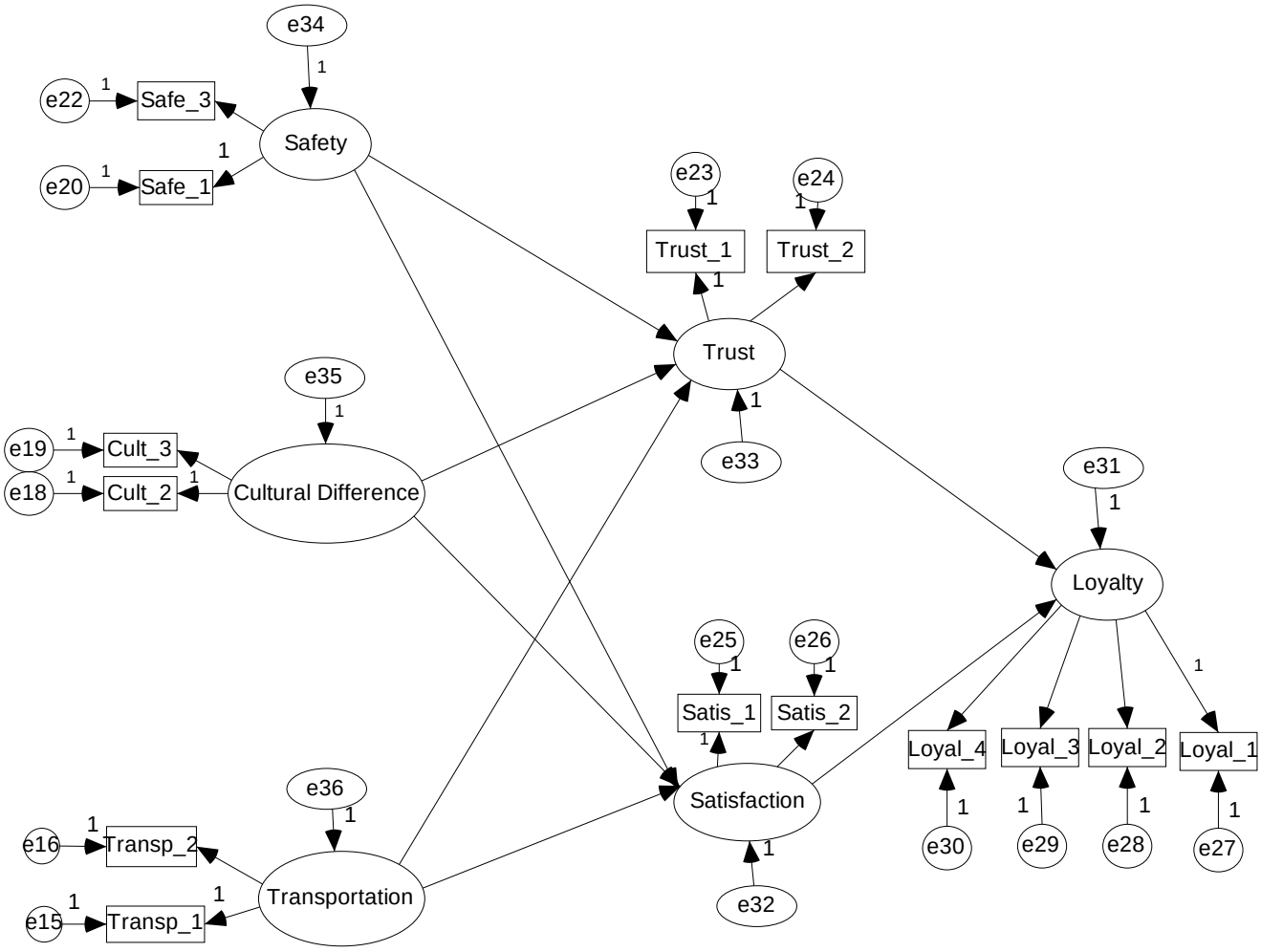


Figure 12: Initial proposed research model for the impact of non-sport tourism in destination loyalty



Appendix 6.3. – Sport tourism model analysis

Table 29: Initial sport tourism model fit statistic output

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	67	590.703	311	0	1.899
Saturated model	378	0	0		
Independence model	27	1230.114	351	0	3.505

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	0.092	0.671	0.6	0.552
Saturated model	0	1		
Independence model	0.14	0.327	0.275	0.304

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	0.52	0.458	0.696	0.641	0.682
Saturated model	1		1		1
Independence model	0	0	0	0	0

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	0.107	0.094	0.12	0
Independence model	0.178	0.167	0.189	0

AIC

Model	AIC	BCC	BIC	CAIC
Default model	724.703	798.271	884.298	951.298
Saturated model	756	1171.059	1656.406	2034.406
Independence model	1284.114	1313.761	1348.428	1375.428

Table 30: Initial sport tourism regression weights (standardized and unstandardized)

	Amos Estimates	Amos Estimates Standardized	T-value	Standard Errors
Excitement				
S1 - is daring*	1.000	0.559	-	-
S2 - is exciting	0.971	0.721	4.408	0.220
S3 - is trendy	1.179	0.675	4.251	0.277
S4 - has spirit	0.696	0.562	3.781	0.184
S5 - is cool	1.124	0.727	4.428	0.254
S6 - is young	1.163	0.612	4.003	0.290
Sporting excellence				
S7 - overall evaluation sporting event organization*	1.000	0.724	-	-
S8 - overall evaluation venue	0.924	0.746	3.706	0.249
Unique experience				
S10 - sporting event offers unique experience*	1.000	0.661	-	-
S11 - sporting venue is unique	1.064	0.764	3.319	0.320
Sporting event image				
S12 - overall image sporting event*	1.000	0.618	-	-
S13 - overall image organization	1.133	0.662	4.499	0.252
S14 - overall image as a sport destination	1.169	0.767	4.895	0.239
Transportation				
S15 - good quality transportation*	1.000	0.757	-	-
S16 - close to major attractions and points of interest	0.954	0.699	3.395	0.281
Cultural differences				
S18 - similar lifestyle and customs*	1.000	0.639	-	-
S19 - similar standards of living	0.882	0.716	0.964	0.914
Safety				
S20 - services offered are good and have quality*	1.000	0.648	-	-
S22 - I feel that it is a safe place to be on holiday	1.081	0.807	4.312	0.251
Trust				
S23 - I have confidence*	1.000	0.717	-	-
S24 - I can rely on	0.959	0.545	4.417	0.217
Satisfaction				
S25 - one of my preferred*	1.000	0.439	-	-
S26 - I feel pleasure	0.832	0.423	3.560	0.234
Loyalty				
S27 - positively promote*	1.000	0.788	-	-
S28 - will recommend	0.937	0.799	6.766	0.139
S29 - expect to return	1.173	0.620	5.272	0.222
S30 - resistance to other destination offers	0.955	0.512	4.309	0.222

* Scaling parameter fixed equal to 1.0 in Maximum Likelihood Solution

Table 31: Initial sport tourism regression weights between constructs (standardized and unstandardized)

	Hypothesis	Amos Estimates	Amos Estimates Standardized	T-value	Standard Errors	P
Sporting event image <--- Excitement	H11	0.243	0.325	2.395	0.101	0.017
Sporting event image <--- Sporting excellence	H12	0.372	0.550	3.205	0.116	0.001
Sporting event image <--- Unique experience	H13	0.403	0.529	3.062	0.132	0.002
Trust <--- Safety	H3	0.556	0.700	4.182	0.133	***
Trust <--- Cultural differences	H5	-0.071	-0.139	-0.981	0.072	0.327
Trust <--- Transportation	H7	0.396	0.506	3.230	0.123	0.001
Trust <--- sporting event image (product image)	H9	0.486	0.538	3.612	0.134	***
Satisfaction <--- Safety	H4	0.430	0.637	2.944	0.146	0.003
Satisfaction <--- Cultural differences	H6	-0.040	-0.091	-0.726	0.055	0.468
Satisfaction <--- Transportation	H8	0.266	0.399	2.427	0.109	0.015
Satisfaction <--- sporting event image (product image)	H10	0.267	0.348	1.913	0.140	0.056
Loyalty <--- Trust	H1	-2.779	-2.018	-0.735	3.782	0.463
Loyalty <--- Satisfaction	H2	4.711	2.911	0.880	5.354	0.379

*** $p<0.001$

Table 32: Step by step improvements to the initial model using critical ratio < 1.96 (z – statistics) – Phase 1

			Label	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7	Step 8
				C.R.	C.R.	C.R.	C.R.	C.R.	C.R.	C.R.	C.R.
Sporting Event Image	<---	Excitement	par_20	2.337	2.337	2.342	2.363	2.364	2.370	2.370	2.365
Sporting Event Image	<---	Sporting Excellence	par_21	3.313	3.313	3.303	3.305	3.295	3.272	3.268	3.265
Sporting Event Image	<---	Unique Experience	par_22	2.950	2.950	2.960	2.959	2.960	2.944	2.943	2.941
Trust	<---	Safety	par_16	4.108	4.124	4.081	4.106	4.113	4.174	4.161	4.197
Trust	<---	Cultural Differences	par_17	***-1.276***	***-1.280***	***-1.310***	***-1.261***	***-1.086***			
Trust	<---	Transportation	par_18	3.242	3.248	3.276	3.287	3.321	3.475	3.467	3.400
Trust	<---	Sporting Event Image	par_19	3.590	3.595	3.645	3.629	3.630	3.516	3.520	3.518
S25	<---	Sporting Event Image	par_24	3.108	3.125	3.129	3.103	3.049	3.042	3.048	3.079
S25	<---	Transportation	par_27	3.481	3.490	3.492	3.523	3.647	3.675	3.643	3.558
S26	<---	Transportation	par_28	***1.529***	***1.530***	***1.532***	***1.694***	***1.734***	***1.745***	***1.295***	
S26	<---	Cultural Differences	par_29	***1.212***	***1.211***	***1.209***	***1.259***	***1.257***	***0.891***		
S26	<---	Safety	par_30	***1.434***	***1.428***	***1.427***	***1.771***	***1.743***	***1.655***	***1.750***	2.204
S25	<---	Cultural Differences	par_32	***-0.723***	***-0.727***	***-0.730***	***-0.681***				
S26	<---	Sporting Event Image	par_33	***0.614***	***0.619***	***0.626***					
S25	<---	Safety	par_34	***0.048***							
Loyalty	<---	S26	par_25	5.789	5.790	6.011	6.077	6.076	6.081	6.049	6.105
Loyalty	<---	S25	par_26	***1.810***	***1.815***	2.456	2.461	2.468	2.469	2.475	2.484
Loyalty	<---	Trust	par_31	***0.432***	***0.430***						
S1	<---	Excitement									
S2	<---	Excitement	par_1	4.403	4.403	4.403	4.403	4.402	4.402	4.401	4.401
S3	<---	Excitement	par_2	4.269	4.269	4.269	4.270	4.270	4.267	4.267	4.268
S4	<---	Excitement	par_3	3.768	3.768	3.769	3.769	3.768	3.769	3.769	3.768
S6	<---	Excitement	par_4	4.010	4.010	4.010	4.010	4.010	4.009	4.009	4.009
S7	<---	Sporting Excellence									
S8	<---	Sporting Excellence	par_5	3.885	3.884	3.863	3.866	3.864	3.848	3.844	3.839
S10	<---	Unique Experience									
S11	<---	Unique Experience	par_6	3.348	3.350	3.363	3.355	3.353	3.331	3.332	3.334
S12	<---	Sporting Event Image									
S14	<---	Sporting Event Image	par_7	4.789	4.790	4.798	4.801	4.800	4.795	4.795	4.793
S15	<---	Transportation									
S16	<---	Transportation	par_8	3.999	4.003	4.017	4.049	4.121	4.190	4.156	4.078
S18	<---	Cultural Differences									
S19	<---	Cultural Differences	par_9	***1.677***	***1.679***	***1.695***	***1.689***	***1.544***	***0.982***		
S20	<---	Safety									
S22	<---	Safety	par_10	3.979	3.967	3.886	3.981	3.992	4.080	4.068	4.226
S23	<---	Trust									
S24	<---	Trust	par_11	4.454	4.453	4.423	4.423	4.420	4.414	4.408	4.396
S27	<---	Loyalty									
S28	<---	Loyalty	par_12	6.250	6.250	6.302	6.320	6.362	6.367	6.294	6.211
S29	<---	Loyalty	par_13	4.890	4.890	4.913	4.925	4.954	4.957	4.907	4.850
S30	<---	Loyalty	par_14	4.115	4.115	4.143	4.153	4.176	4.179	4.138	4.092
S13	<---	Sporting Event Image	par_15	4.244	4.242	4.248	4.242	4.259	4.277	4.280	4.279
S5	<---	Excitement	par_23	4.443	4.443	4.443	4.443	4.442	4.441	4.441	4.441

- Closest absolute value to 0. Criteria for removal
bold & italic format - Absolute CR value < 1.96

Table 33: Step by step model fit output for phase 1 and phase 2

Step	CMIN	df	CMIN/df	AIC	GFI	AGFI	RMR	NFI	TLI (NNFI)	CFI	RMSEA	Result
0	590.703	311	1.899	724.703	0.671	0.600	0.092	0.520	0.641	0.682	0.107	-
PHASE 1												
1	574.722	308	1.866	714.722	0.678	0.605	0.090	0.533	0.654	0.697	0.105	C
2	574.723	309	1.860	712.723	0.678	0.606	0.090	0.533	0.657	0.698	0.104	C
3	574.989	310	1.855	710.989	0.678	0.607	0.091	0.533	0.659	0.699	0.104	C
4	574.989	310	1.855	709.276	0.678	0.608	0.091	0.532	0.661	0.699	0.104	C
5	575.686	312	1.845	707.686	0.678	0.609	0.091	0.532	0.663	0.700	0.103	C
6	577.055	313	1.844	707.055	0.676	0.609	0.092	0.531	0.663	0.700	0.103	C
7	487.379	265	1.839	607.379	0.693	0.624	0.091	0.564	0.693	0.729	0.103	C
8	488.769	266	1.837	606.769	0.693	0.625	0.091	0.563	0.693	0.728	0.103	C
PHASE 2												
9	441.952	265	1.668	561.952	0.719	0.656	0.074	0.605	0.755	0.784	0.092	C
10	441.959	266	1.662	559.959	0.719	0.657	0.074	0.605	0.758	0.785	0.092	C
11	441.327	265	1.665	561.327	0.719	0.656	0.074	0.606	0.756	0.785	0.092	NC
12	441.211	265	1.665	561.211	0.719	0.655	0.074	0.606	0.756	0.785	0.092	NC
13	412.974	265	1.558	532.974	0.734	0.674	0.073	0.631	0.795	0.819	0.084	C
14	390.289	264	1.478	512.289	0.744	0.685	0.063	0.651	0.825	0.846	0.078	C
15	392.922	265	1.483	512.922	0.742	0.683	0.063	0.649	0.823	0.844	0.078	NC
16	373.291	263	1.419	497.291	0.751	0.692	0.050	0.666	0.846	0.865	0.073	C
n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	NC
n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	NC
17	370.824	262	1.415	496.824	0.753	0.694	0.050	0.669	0.848	0.867	0.073	C
18	369.504	260	1.421	499.504	0.754	0.693	0.050	0.670	0.846	0.866	0.073	NC

C = Add or removal Confirmed
NC = Add or removal Not Confirmed

Final model fit statistics

Step	Removed	Added	Result
0	-	-	-
PHASE 1			
1	Construct satisfaction.	Items S25 and S26 analysied individualy	C
2	S25 <--- Safety (CR=0.048)		C
3	Loyalty <--- Trust (CR = 0.43)		C
4	S26 <--- Sporting Event Image (CR=0.626)		C
5	S25 <--- Cultural Differences (CR = -0.681)		C
6	Trust <--- Cultural Differences (CR = -1.086)		C
7	S26 <--- Cultural Differences (CR = 0.891) and Cultural Difference construct.	No new relationship was observed	C
8	S26 <--- Transportation (CR=1.295)		C
PHASE 2			
9		Safety <--- Sporting Event Image	C
10	Trust <--- Sporting Event Image (CR=-0.081)		C
11		Safety <--- Sporting Excellence	NC
12		Safety <--- Unique Experience	NC
13		S29 <--- S30	C
14		Sporting Excellence <---> Unique Experience	C
15	Sporting Event Image <--- Unique Experience		NC
16		Transportation <--- Sporting Event Image	C
		S27 <--- S27 (S18 does not exist anymore)	NC
		S27 <--- Cultutal differences (Cultural differences does not exist)	NC
17		Safety <--- Transportation	C
18		Transportation <--- Unique Experience	NC

C = Add or removal Confirmed
NC = Add or removal Not Confirmed

Table 34: Modification index – regression weights (Retrieved at the end of phase 1)

			M.I.	Par Change
Safety	<---	Sporting Event Image	39.702	0.955
Safety	<---	Sporting Excellence	19.936	0.480
Safety	<---	Unique Experience	17.846	0.475
S29	<---	S30	17.389	0.403
Unique Experience	<---	Sporting Excellence	16.726	0.621
Sporting Excellence	<---	Unique Experience	16.726	0.642
Transportation	<---	Sporting Event Image	15.118	0.622
S30	<---	S29	14.717	0.382
S27	<---	S18	12.519	0.155
S27	<---	Cultural Differences	11.331	0.251
Safety	<---	Transportation	10.921	0.480
Transportation	<---	Unique Experience	10.270	0.380

Table 35: Standardized residual covariances for the initial model (Retrieved at the end of phase 1)

	Satis_2 (S26)	Satis_1 (S25)	Loyal_4 (S30)	Loyal_3 (S29)	Loyal_2 (S28)	Loyal_1 (S27)	Trust_2 (S24)	Trust_1 (S23)	Safe_3 (S22)	Safe_1 (S20)	Transp_2 (S16)	Transp_1 (S15)	Imag_3 (S14)	Imag_2 (S13)	Imag_1 (S12)	Uni.Ex_2 (S11)	Uni.Ex_1 (S10)	S.Ex_2 (S8)	S.Ex_1 (S7)	Ex_6 (S6)	Ex_5 (S5)	Ex_4 (S4)	Ex_3 (S3)	Ex_2 (S2)	Ex_1 (S1)
			Loyalty				**Trust**		**Safe**		**Transportation**		**Sport Event Image**			**Unique**		**Sporting**		**Excitement**					
Satis_2 (S26)	0.000																								
Satis_1 (S25)	***2.830***	1.064																							
Loyal_4 (S30)	-0.584	1.708	0.172																						
Loyal_3 (S29)	0.454	1.952	***3.460***	0.238																					
Loyal_2 (S28)	-0.154	1.834	-0.175	0.578	0.392																				
Loyal_1 (S27)	1.105	1.256	-0.008	-0.649	0.870	0.476																			
Trust_2 (S24)	0.917	***2.968***	1.378	1.057	2.262	1.180	1.756																		
Trust_1 (S23)	1.356	***2.987***	1.427	2.149	***2.662***	1.655	***3.046***	***3.026***																	
Safe_3 (S22)	0.047	***3.035***	-0.373	0.944	1.422	0.514	1.551	***2.980***	0.000																
Safe_1 (S20)	0.011	***4.237***	0.298	0.607	2.502	2.032	2.205	***3.391***	-0.015	0.000															
Transp_2 (S16)	1.239	1.269	0.798	1.998	1.135	0.236	***2.855***	1.752	***2.816***	***3.544***	0.000														
Transp_1 (S15)	1.725	0.797	1.405	2.431	1.085	0.370	2.011	***2.848***	***2.637***	***3.084***	0.091	0.000													
Imag_3 (S14)	1.542	***2.719***	1.686	0.454	0.542	1.219	***3.125***	***3.816***	***4.608***	***4.901***	2.437	***2.830***	1.152												
Imag_2 (S13)	2.268	1.536	2.503	1.892	-0.630	1.153	***3.316***	***4.026***	***4.221***	***3.762***	***3.187***	***3.548***	1.007	0.755											
Imag_1 (S12)	1.695	0.473	-0.402	-1.603	0.809	1.222	***2.593***	***2.830***	***4.242***	***4.557***	***2.586***	2.312	0.924	1.553	0.653										
Uni.Ex_2 (S11)	1.424	0.731	1.509	1.199	0.423	0.084	2.457	***3.749***	***3.469***	***3.526***	2.370	2.497	1.859	1.570	1.788	0.000									
Uni.Ex_1 (S10)	1.997	***2.593***	0.617	0.734	1.693	1.679	2.289	***3.381***	2.154	***3.219***	2.366	1.275	1.941	-0.226	0.000	0.000	0.000								
S.Ex_2 (S8)	1.614	1.881	1.065	0.942	1.827	***2.870***	2.343	***2.730***	***3.625***	***3.854***	1.440	1.642	1.857	0.943	1.587	***4.047***	***3.218***	0.000							
S.Ex_1 (S7)	0.926	-0.119	1.656	0.253	0.224	2.530	1.409	2.139	***2.935***	***3.653***	0.889	1.414	0.861	***3.015***	1.701	***3.300***	2.474	0.000	0.000						
Ex_6 (S6)	-0.520	0.722	0.923	0.214	-0.079	0.078	0.860	***2.597***	1.576	2.223	0.296	1.319	-0.010	0.949	1.716	0.326	0.659	1.014	2.469	0.000					
Ex_5 (S5)	-0.120	1.437	-0.901	-0.278	0.490	0.060	1.410	0.786	1.794	2.077	0.840	1.551	0.563	-0.327	1.185	-0.185	-0.536	0.905	0.588	0.105	0.000				
Ex_4 (S4)	0.323	1.508	-1.002	-1.606	-0.073	-0.020	1.984	1.884	2.338	***2.779***	1.561	1.293	1.699	0.323	***3.432***	2.473	1.395	***2.889***	1.791	-0.266	-0.236	0.000			
Ex_3 (S3)	-0.730	0.736	0.573	-0.136	-0.050	-0.868	1.377	2.005	1.302	0.490	-0.092	2.176	0.530	0.681	0.189	0.854	0.117	0.209	1.015	0.192	0.263	-0.950	0.000		
Ex_2 (S2)	0.034	1.406	-0.948	-0.426	-0.107	-0.885	1.914	1.836	***2.967***	***2.791***	1.963	1.777	0.561	0.847	1.982	1.533	1.416	1.066	1.646	-0.054	0.047	1.481	-0.825	0.000	
Ex_1 (S1)	-0.722	0.784	0.200	0.201	-1.587	-0.812	0.408	-0.017	0.720	0.900	0.639	1.153	0.525	-0.018	0.049	1.338	0.005	1.979	1.203	-0.127	-0.590	-0.492	1.557	-0.091	0.000

Bold and italic - absolute value >2.58

- Possible covariance between constructs and between items and constructs

Figure 13: End of phase 2 final model for the impact of sport tourism in destination model

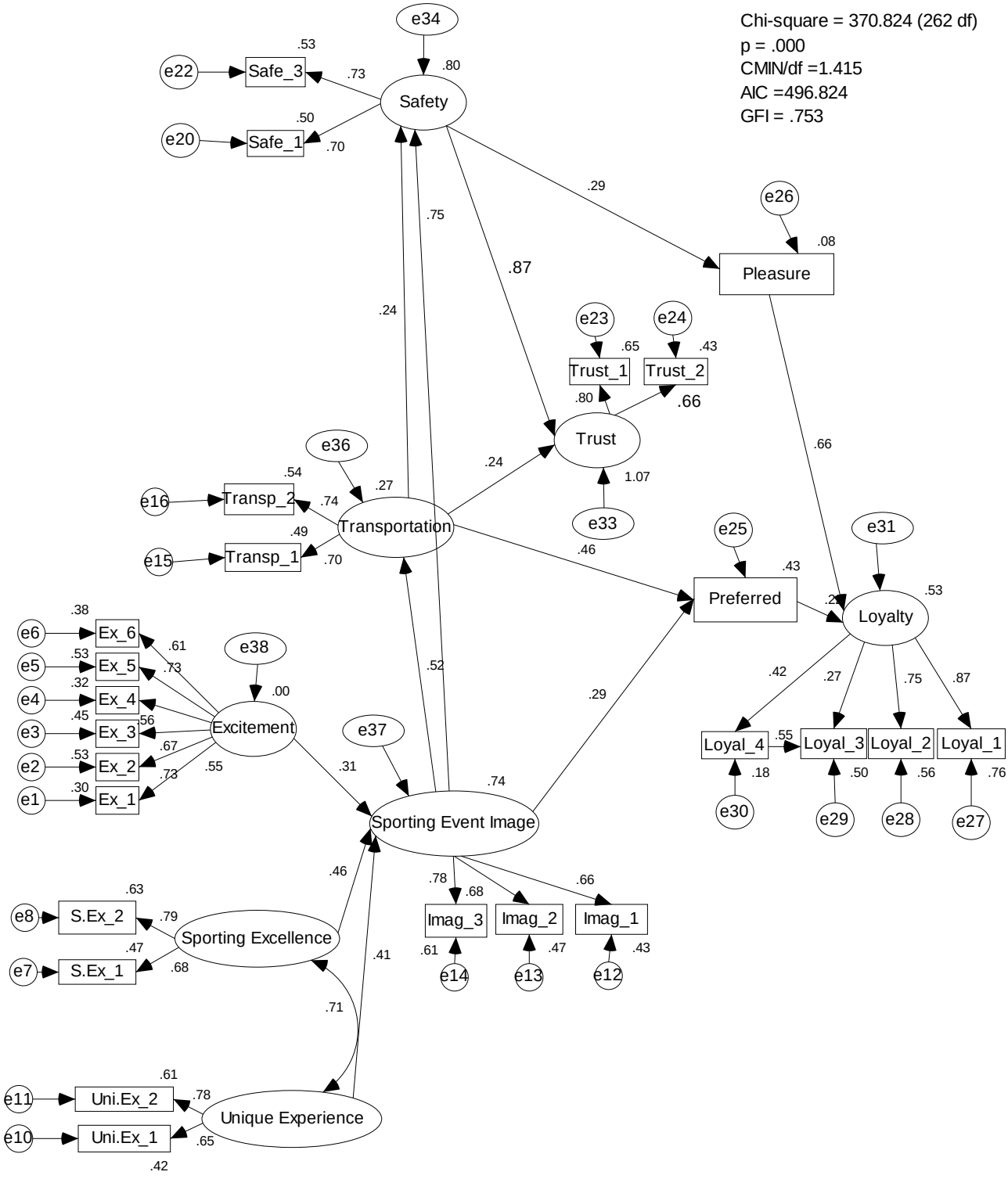


Table 36: End of phase 2 final sport tourism model fit statistics output

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	63	370.824	262	0	1.415
Saturated model	325	0	0		
Independence model	25	1119.12	300	0	3.73

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	0.05	0.753	0.694	0.607
Saturated model	0	1		
Independence model	0.144	0.32	0.264	0.296

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	0.669	0.621	0.873	0.848	0.867
Saturated model	1		1		1
Independence model	0	0	0	0	0

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	0.073	0.055	0.089	0.021
Independence model	0.186	0.174	0.198	0

AIC

Model	AIC	BCC	BIC	CAIC
Default model	496.824	558.635	646.891	709.891
Saturated model	650	968.868	1424.159	1749.159
Independence model	1169.12	1193.648	1228.67	1253.67

Table 37: Data reduction output of the construct Excitement: factor analysis

Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.074	51.242	51.242	2.509	41.820	41.820
2	.944	15.738	66.979			
3	.692	11.531	78.510			
4	.548	9.135	87.646			
5	.415	6.914	94.560			
6	.326	5.440	100.000			

Extraction Method: Maximum Likelihood.

Factor Matrix[a]

	Factor
	1
Ex_1	.572
Ex_2	.723
Ex_3	.672
Ex_4	.561
Ex_5	.720
Ex_6	.612

Extraction Method: Maximum Likelihood.

a. 1 factors extracted. 4 iterations required.

Goodness-of-fit Test

Chi-Square	df	Sig.
22.693	9	.007

Figure 14: Final model for the impact of sport tourism in destination loyalty with "excitement" factor

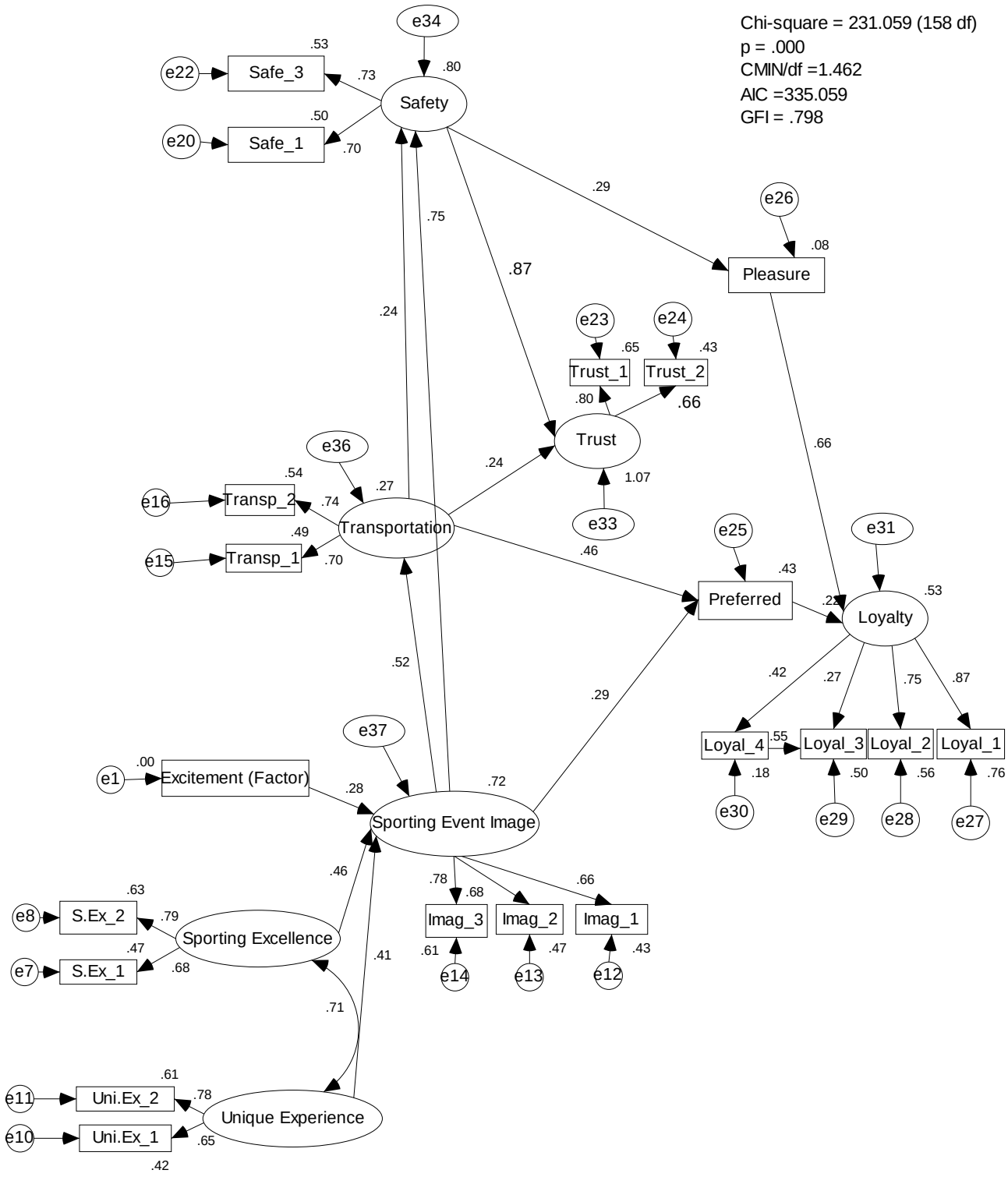


Table 38: Final sport tourism model fit statistic output with data reduction of construct "Excitement"

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	52	231.059	158	0	1.462
Saturated model	210	0	0		
Independence model	20	852.649	190	0	4.488

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	0.044	0.798	0.732	0.601
Saturated model	0	1		
Independence model	0.151	0.319	0.248	0.289

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	0.729	0.674	0.895	0.867	0.89
Saturated model	1		1		1
Independence model	0	0	0	0	0

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	0.077	0.054	0.097	0.029
Independence model	0.21	0.196	0.225	0

AIC

Model	AIC	BCC	BIC	CAIC
Default model	335.059	372.714	458.924	510.924
Saturated model	420	572.069	920.226	1130.226
Independence model	892.649	907.132	940.29	960.29

Table 39: Modifications do the initial hypothesis – elimination and addition of new hypothesis of both models (sport and non-sport tourism)

	Initial Hypotheses with "Satisfaction" construct split	Model	Eliminated	Added
H1	Trust towards a tourist destination positively influences destination loyalty of a tourist.	Both	NO	
H2	Satisfaction with a tourist destination positively influences destination loyalty of a tourist.	Both	YES	
H2.1	Preference towards a tourism destination positively influences destination loyalty of a tourist.	Both		YES
H2.2	Perceived pleasure at the destination positively influences destination loyalty of a tourist.	Both		YES
H3	Perceived safety towards the destination positively influences trust with the destination.	Both	NO	
H4	Perceived safety towards the destination positively influences satisfaction with the destination.	Both	YES	
H4.1	Perceived safety towards the destination positively influences the perception of preferred destination.	Both		YES
H4.2	Perceived safety towards the destination positively influences the perception of pleasure at the destination	Both		YES
H5	Perceived cultural differences (new experiences) towards a tourism destination positively influence trust with the destination.	Both	NO	
H6	Perceived cultural differences (new experiences) towards a tourism destination positively influence Satisfaction with the destination.	Both	YES	
H6.1	Perceived cultural differences (new experiences) towards a tourism destination positively influence tourists perception of preferred destination.	Both		YES
H6.2	Perceived cultural differences (new experiences) towards a tourism destination positively influence tourists perception of pleasure at the destination.	Both		YES
H7	Convenient transportation at a tourism destination positively influences trust on the destination.	Both	NO	
H8	Convenient transportation at a tourism destination positively influences satisfaction on the destination.	Both	YES	
H8.1	Convenient transportation at a tourism destination positively influences tourist perception of preferred destination.	Both		YES
H8.2	Convenient transportation at a tourism destination positively influences tourist perception of pleasure at the destination.	Both		YES
H9	Product image (sporting event image) positively influences tourist trust towards a destination.	Sport	NO	
H10	Product image (sporting event image) positively influences tourist satisfaction towards a destination.	Sport	YES	
H10.1	Product image (sporting event image) positively influences tourist perception of preferred destination	Sport		YES
H10.2	Product image (sporting event image) positively influences tourist perception of pleasure at the destination	Sport		YES
H11	Excitement in a sporting event positively influence tourists' image of the event.	Sport	NO	
H12	Sporting excellence positively influence tourists' image of the event.	Sport	NO	
H13	Unique experience in a sporting event positively influence tourists' image of the event.	Sport	NO	
	New Hypotheses: originated through SEM improvement model analysis			
H14	Convenient transportation positively impacts on tourists' perception of safety.	Both		YES
H15	Product Image (sporting event image) positively influence the perception of safety	Sport		YES
H16	Product image (sporting event image) positively influence the perception of convenient transportation	Sport		YES
H17	Resistance towards other destination offers positively impacts on my expectation to repurchase a tourism destination more than once in a near future.	Both		YES
H18	Good quality transportation positively impacts on tourists perception of quality services offered by the destination.	NS		YES
H19	Unique experience positively influences the perception of excellence of a sporting event and sporting excellence positively impacts on the perception of unique experience.	Sport		YES
H20	Cultural differences have a positive	Sport		YES

Both = hypothesis applied to both sport and non-sport tourism models
Sport = hypothesis only applied the sport tourism model
NS = hypothesis only applied the non-sport tourism model

Table 40: Final sport tourism regression weights with "Excitement" factor (standardized and unstandardized)

	Amos Estimates	Amos Estimates Standardized	T-value	Standard Errors	P
Sporting excellence					
S7 - overall evaluation sporting event organization	1.000	0.682	-	-	-
S8 - overall evaluation venue	1.042	0.792	5.001	0.208	***
Unique experience					
S10 - sporting event offers unique experience	1.000	0.647	-	-	-
S11 - sporting venue is unique	1.113	0.782	4.574	0.243	***
Sporting event image					
S12 - overall image sporting event	1.000	0.656	-	-	-
S13 - overall image organization	1.11	0.684	5.167	0.215	***
S14 - overall image as a sport destination	1.145	0.782	5.734	0.200	***
Transportation					
S15 - good quality transportation	1.000	0.698	-	-	-
S16 - close to major attractions and points of interest	1.091	0.738	4.756	0.229	***
Safety					
S20 - services offered are good and have quality	1.000	0.705	-	-	-
S22 - I feel that it is a safe place to be on holiday	0.897	0.729	5.895	0.152	***
Trust					
S23 - I have confidence	1.000	0.804	-	-	-
S24 - I can rely on	0.961	0.656	6.172	0.156	***
Loyalty					
S27 - positively promote	1.000	0.871	-	-	-
S28 - will recommend	0.796	0.747	6.575	0.121	***
S29 - expect to return	0.475	0.274	2.715	0.175	0.007
S30 - resistance to other destination offers	0.721	0.422	3.568	0.202	***

* Scaling parameter fixed equal to 1.0 in Maximum Likelihood Solution
*** $p<0.001$

Table 41: Final sport tourism regression weights and correlations between constructs with "Excitement" factor (standardized and unstandardized)

	Hypothesis	Amos Estimates	Amos Estimates Standardized	T-value	Standard Errors	P
Sporting event image <--- Excitement	H11	0.131	0.278	2.947	0.044	0.003
Sporting event image <--- Sporting excellence	H12	0.361	0.457	2.071	0.174	0.038
Sporting event image <--- Unique experience	H13	0.354	0.413	1.870	0.189	0.062
Trust <--- Safety	H3	0.869	0.871	4.682	0.186	***
Trust <--- Cultural differences	H5	-	-	-	-	-
Trust <--- Transportation	H7	0.272	0.236	1.406	0.193	0.160
Trust <--- sporting event image (product image)	H9	-	-	-	-	-
S25 (preferred) <--- Safety	H4.1	-	-	-	-	-
S25 (preferred) <--- Cultural differences	H6.1	-	-	-	-	-
S25 (preferred) <--- Transportation	H8.1	0.785	0.456	2.920	0.269	0.004
S25 (preferred) <--- sporting event image (product image)	H10.1	0.482	0.291	2.094	0.230	0.036
S26 (pleasure) <--- Safety	H4.2	0.375	0.289	2.394	0.157	0.017
S26 (pleasure) <--- Cultural differences	H6.2	-	-	-	-	-
S26 (pleasure) <--- Transportation	H8.2	-	-	-	-	-
S26 (pleasure) <--- sporting event image (product image)	H10.2	-	-	-	-	-
Loyalty <--- Trust	H1	-	-	-	-	-
Loyalty <--- S25 (preferred)	H2.1	0.160	0.216	2.281	0.070	0.023
Loyalty <--- S26 (pleasure)	H2.2	0.565	0.662	6.675	0.085	***
Safety <--- Transportation	H14	0.280	0.243	1.576	0.178	0.115
Safety <--- Sporting event image (product image)	H15	0.826	0.746	4.059	0.203	***
Transportation <--- Sporting event image (product image)	H16	0.500	0.520	3.124	0.160	0.002
S29 <--- S30	H17	0.555	0.548	6.042	0.092	***
Sporting excellence <--> Unique experience	H18	0.19	-	3.118	0.061	0.002

*** $p<0.001$

Table 42: Sport tourism hypothesis testing results

⇦	Transportation	Cultural differences	Safety	Trust	S25 (preferred)	S26 (pleasure)	Loyalty	S15	S20	S29	S30
Transportation	-										
Cultural differences		-									
Safety	H14*** Accepted		-								
Trust	H7 Not Accepted	H5 Not Accepted	H3*** Accepted	-							
S25 (preferred)	H8.1 Not Accepted	H6.1**** Accepted	H4.1*** Accepted		-						
S26 (pleasure)	H8.2**** Accepted	H6.2 Not Accepted	H4.2** Accepted			-					
Loyalty				H1** Accepted	H2.1*** Accepted	H2.2*** Accepted	-				
S15								-			
S20								H18** Accepted			
S29										-	H17*** Accepted
S30											-

*p<0.05
** p<0.01
***p<0.001
**** Included in the model for model fit purposes, but has a CR<1.96. Caution is required when analysing this effect.

Appendix 6.4. – Non-sport tourism model analysis

Table 43: Initial non-sport tourism model fit statistic output

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	36	173.59	69	0	2.516
Saturated model	105	0	0		
Independence model	14	990.7	91	0	10.887

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	0.103	0.838	0.754	0.551
Saturated model	0	1		
Independence model	0.266	0.337	0.236	0.292

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	0.825	0.769	0.887	0.847	0.884
Saturated model	1		1		1
Independence model	0	0	0	0	0

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	0.103	0.084	0.123	0
Independence model	0.264	0.249	0.279	0

AIC

Model	AIC	BCC	BIC	CAIC
Default model	245.59	254.094	352.253	388.253
Saturated model	210	234.803	521.099	626.099
Independence model	1018.7	1022.007	1060.18	1074.18

Table 44: Initial non-sport tourism regression weights (standardized and unstandardized)

	Amos Estimates	Amos Estimates Standardized	T-value	Standard Errors	P
Transportation					
S15 - good quality transportation*	1.000	0.551	-	-	-
S16 - close to major attractions and points of interest	1.293	0.726	3.147	0.411	0.002
Cultural differences					
S18 - similar lifestyle and customs*	1.000	0.747	-	-	-
S19 - similar standards of living	0.976	0.793	2.086	0.468	0.037
Safety					***
S20 - services offered are good and have quality*	1.000	0.510	-	-	-
S22 - I feel that it is a safe place to be on holiday	0.937	0.518	4.279	0.219	***
Trust					
S23 - I have confidence*	1.000	0.794	-	-	-
S24 - I can rely on	0.954	0.762	8.750	0.109	***
Satisfaction					
S25 - one of my preferred*	1.000	0.646	-	-	-
S26 - I feel pleasure	0.750	0.583	7.061	0.106	***
Loyalty					
S27 - positively promote*	1.000	0.878	-	-	-
S28 - will recommend	1.067	0.927	15.361	0.069	***
S29 - expect to return	1.007	0.648	8.756	0.115	***
S30 - resistance to other destination offers	0.776	0.520	6.582	0.118	***

* Scaling parameter fixed equal to 1.0 in Maximum Likelihood Solution

Table 45: Initial non-sport tourism regression weights between constructs (standardized and unstandardized)

	Hypothesis	Amos Estimates	Amos Estimates Standardize	T-value	Standard Errors	P
Trust <--- Safety	H3	1.326	0.887	5.057	0.262	***
Trust <--- Cultural differences	H5	-0.143	-0.172	-1.841	0.077	0.066
Trust <--- Transportation	H7	0.533	0.436	3.496	0.153	***
Satisfaction <--- Safety	H4	1.271	0.866	4.720	0.269	***
Satisfaction <--- Cultural differences	H6	-0.140	-0.173	-1.847	0.076	0.065
Satisfaction <--- Transportation	H8	0.519	0.432	3.396	0.153	***
Loyalty <--- Trust	H1	-15.108	-12.313	-0.189	79.830	0.850
Loyalty <--- Satisfaction	H2	16.528	13.224	0.201	82.161	0.841

Table 46: Step by step improvements to the initial model using critical ratio < 1.96 (z – statistics) – Phase 1 and phase 2

			Label	Phase 1		Phase 2						
				Step 2	Step 3	Step 5	Step 6	Step 11	Step 12	Step 13	Step 14	Step 15
				CR	CR	CR	CR	CR	CR	CR	CR	CR
Trust	<---	Safety	par_9	4.911	4.933	4.867	4.867	3.388	4.245	4.275	4.301	5.218
Trust	<---	Cultural Differences	par_10	***-1.909***	***-1.82***	***-0.835***	***-0.835***	***-0.903***	***-0.769***	***-0.823***		
Trust	<---	Transportation	par_11	2.828	2.883	2.484	2.484	***-0.703***				
S25	<---	Safety	par_12	4.747	4.766	4.644	4.644	3.535	3.841	4.243	4.252	4.888
S25	<---	Cultural Differences	par_13	-2.599	-2.534	***-1.802***	***-1.802***	-2.033	***-1.894***	***-1.855***	***-1.578***	***-1.502***
S25	<---	Transportation	par_14	***1.958***	2.001	***1.42***	***1.42***	***-0.995***	***-0.558***			
S26	<---	Transportation	par_15	3.443	3.553	3.611	3.611	***0.969***	2.098	2.208	1.985	***1.825***
S26	<---	Cultural Differences	par_16	***-0.638***								
S26	<---	Safety	par_17	4.013	4.036	3.964	3.964	2.742	2.952	2.944	2.788	2.965
Loyalty	<---	Trust	par_8	2.702	2.703	2.707	2.707	2.871	2.883	2.874	2.865	2.907
Loyalty	<---	S25	par_18	5.314	5.318	5.368	5.368	4.655	4.87	4.92	4.896	5.022
Loyalty	<---	S26	par_19	4.754	4.779	4.703	4.703	4.681	4.685	4.709	4.717	4.724
S15	<---	Transportation										
S16	<---	Transportation	par_1	2.658	2.791	4.399	4.399	5.014	5.037	5.023	5.119	5.131
S18	<---	Cultural Differences										
S19	<---	Cultural Differences	par_2	2.932	2.876	5.242	5.242	5.311	5.308	5.247	5.189	5.175
S20	<---	Safety										
S22	<---	Safety	par_3	4.228	4.24	4.218	4.218	3.371	3.725	3.731	3.683	4.135
S23	<---	Trust										
S24	<---	Trust	par_4	8.875	8.866	9.04	9.04	10.213	10.179	10.159	10.159	10.113
S27	<---	Loyalty										
S28	<---	Loyalty	par_5	15.241	15.23	15.52	15.52	16.581	16.58	16.587	16.563	16.578
S29	<---	Loyalty	par_6	8.718	8.712	8.847	8.847	6.199	6.199	6.202	6.198	6.201
S30	<---	Loyalty	par_7	6.525	6.521	6.621	6.621	6.564	6.564	6.568	6.559	6.563
Safety	<---	Transportation	par_23					2.453	3.037	3.063	3.259	3.688
S29	<---	S30	par_20					5.593	5.593	5.592	5.593	5.593
S20	<---	S15	par_21					***1.812***	2.382	2.433	2.344	2.646
S20	<---	S16	par_22					***0.422***	***1.181***	***1.284***	***1.216***	

	-	Closest absolute value to 0. Criteria for removal
bold & italic format	-	Absolute CR value < 1.96

Table 47: Modification index – regression weights (Retrieved at the end of phase 1)

			M.I.	Par Change
Cultural Differences	<---	Transportation	20.545	-0.868
Transportation	<---	Cultural Differences	20.545	-0.286
S29	<---	S30	18.625	0.295
S20	<---	Transportation	16.970	0.643
S20	<---	S15	15.098	0.257
S20	<---	S16	14.818	0.260
S30	<---	S29	14.379	0.266
Safety	<---	Transportation	11.312	0.347
Transportation	<---	Safety	11.312	0.375

Table 48: Standardized residual covariances for the initial model (Retrieved at the end of phase 1)

	Satis_2 (S26)	Satis_1 (S25)	Loyal_4 (S30)	Loyal_3 (S29)	Loyal_2 (S28)	Loyal_1 (S27)	Trust_2 (S24)	Trust_1 (S23)	Safe_3 (S22)	Safe_1 (S20)	Cult_3 (S19)	Cult_2 (S18)	Transp_2 (S16)	Transp_1 (S15)
			Loyalty				**Trust**		**Safe**		**Culture**		**Transportation**	
Satis_2 (S26)	0.652													
Satis_1 (S25)	0.855	0.915												
Loyal_4 (S30)	-0.190	1.592	0.269											
Loyal_3 (S29)	0.096	0.823	***3.492***	0.423										
Loyal_2 (S28)	0.644	1.196	0.480	0.752	0.870									
Loyal_1 (S27)	1.601	0.548	-0.004	0.401	0.941	0.777								
Trust_2 (S24)	1.174	2.179	0.959	1.150	1.497	1.996	0.961							
Trust_1 (S23)	0.944	1.252	-0.320	0.208	1.217	1.523	1.136	1.034						
Safe_3 (S22)	1.628	-0.864	-1.776	-0.705	-0.441	-0.255	-0.235	1.266	0.000					
Safe_1 (S20)	2.375	0.991	-0.485	-0.268	1.506	1.772	0.636	1.182	1.703	0.000				
Cult_3 (S19)	***-2.731***	-1.583	-0.792	-0.165	***-2.649***	-2.537	-2.085	-1.962	-1.243	***-2.810***	0.000			
Cult_2 (S18)	-2.376	-1.385	-2.326	-0.940	-2.104	-1.789	-1.413	-2.114	-0.738	***-2.850***	0.029	0.000		
Transp_2 (S16)	1.310	2.431	0.176	0.786	2.148	***2.639***	2.425	2.245	2.285	***4.582***	***-3.971***	***-3.541***	0.000	
Transp_1 (S15)	1.106	2.180	-0.264	-0.899	2.256	***2.966***	2.264	***3.106***	1.670	***4.668***	***-3.570***	***-3.495***	-0.021	0.000

Bold and italic - absolute value >2.58

- Possible covariance between constructs and between items and constructs

Table 49: Step by step model fit output for phase 1 and phase 2

Step	CMIN	df	P	CMIN/df	AIC	GFI	AGFI	RMR	NFI	TLI (NNFI)	CFI	RMSEA	Result
0	173.590	69	0.000	2.516	245.590	0.838	0.754	0.103	0.825	0.847	0.884	0.103	
PHASE 1													
1	168.538	67	0.000	2.515	244.538	0.845	0.757	0.104	0.830	0.847	0.887	0.103	C
2	168.893	68	0.000	2.484	242.893	0.844	0.760	0.105	0.830	0.850	0.888	0.102	C
3	171.715	69	0.000	2.489	243.715	0.842	0.760	0.109	0.827	0.849	0.886	0.102	NC
PHASE 2													
4	144.601	67	0.000	2.158	220.601	0.867	0.791	0.080	0.854	0.883	0.914	0.090	C
5	145.071	68	0.000	2.133	219.071	0.865	0.792	0.080	0.854	0.885	0.914	0.089	NC
6	146.375	68	0.000	2.153	220.375	0.862	0.787	0.079	0.852	0.883	0.913	0.090	NC
7	116.439	66	0.000	1.764	194.439	0.894	0.831	0.073	0.882	0.923	0.944	0.073	C
8	93.691	65	0.011	1.441	173.691	0.911	0.856	0.054	0.905	0.955	0.968	0.056	C
9	86.215	64	0.034	1.347	168.215	0.917	0.864	0.045	0.913	0.965	0.975	0.049	C
10	79.791	63	0.075	1.267	163.791	0.925	0.876	0.040	0.919	0.973	0.981	0.043	C
11	79.963	64	0.086	1.249	161.963	0.925	0.876	0.040	0.919	0.975	0.982		C
12	80.308	65	0.096	1.236	160.308	0.924	0.877	0.040	0.919	0.976	0.983	0.041	C
13	80.863	66	0.103	1.225	158.863	0.923	0.878	0.040	0.918	0.977	0.983	0.040	C
14	82.270	67	0.099	1.228	158.270	0.922	0.877	0.041	0.917	0.977	0.983	0.040	C
15	84.598	68	0.084	1.244	158.598	0.919	0.875	0.042	0.915	0.975	0.982	0.041	NC

C = Add or removal Confirmed
NC = Add or removal Not Confirmed

Final model fit statistics

Step	Removed	Added	Result
0			
PHASE 1			
1	Construct Satisfaction	S25 and S26 pathways towards Loyaty	C
2	S26 <--- Cultural Differences		C
3	Trust <--- Cultural Differences		NC
PHASE 2			
4		Cultural differences <--> Transportation	C
5	Trust <--- Cultural Differences		NC
6	S25 <--- Cultural Differences		NC
7		S29 <--- S30	C
8		S20 <--- S15	C
9		S20 <--- S16	C
10		Safety <--- Transportation	C
11	Trust <--- Transportation		C
12	S25 <--- Transportation		C
13	Trust <--- Cultural Differences		C
14	S20 <--- S16		C
15	S25 <--- Cultural Differences		NC

C = Add or removal Confirmed
NC = Add or removal Not Confirmed

Figure 15: Final model for the impact of non-sport tourism in destination loyalty

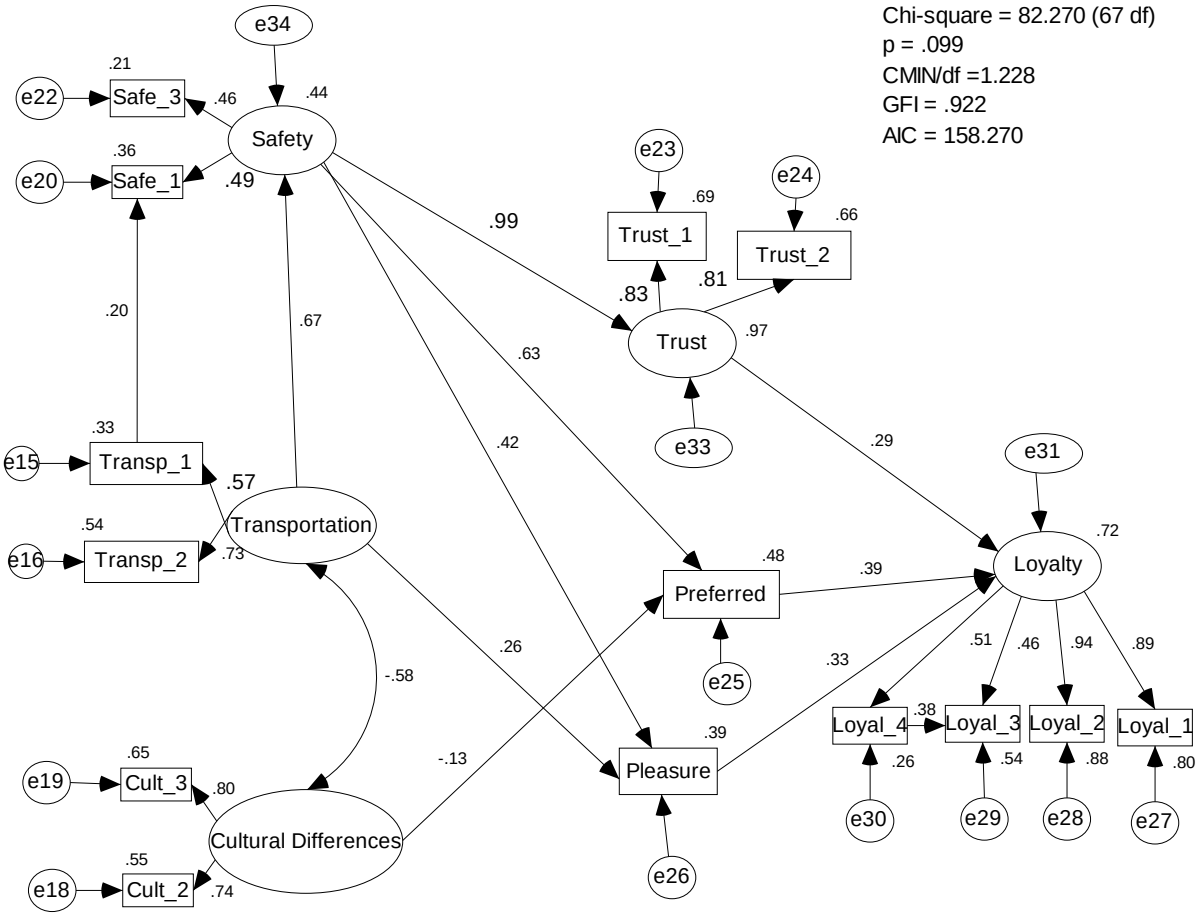


Table 50: Final non-sport tourism model fit statistics output

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	38	82.27	67	0.099	1.228
Saturated model	105	0	0		
Independence model	14	990.7	91	0	10.887

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	0.041	0.922	0.877	0.588
Saturated model	0	1		
Independence model	0.266	0.337	0.236	0.292

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	0.917	0.887	0.983	0.977	0.983
Saturated model	1		1		1
Independence model	0	0	0	0	0

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	0.04	0	0.067	0.701
Independence model	0.264	0.249	0.279	0

AIC

Model	AIC	BCC	BIC	CAIC
Default model	158.27	167.247	270.858	308.858
Saturated model	210	234.803	521.099	626.099
Independence model	1018.7	1022.007	1060.18	1074.18

Table 51: Final non-sport tourism regression weight s (standardized and unstandardized)

	Amos Estimates	Amos Estimates Standardized	T-value	Standard Errors	P
Transportation					
S15 - good quality transportation*	1.000	0.574	-	-	-
S16 - close to major attractions and points of interest	1.254	0.733	5.131	0.244	***
Cultural differences					
S18 - similar lifestyle and customs*	1.000	0.740	-	-	-
S19 - similar standards of living	1.000	0.804	5.175	0.193	***
Safety					***
S20 - services offered are good and have quality*	1.000	0.492	-	-	-
S22 - I feel that it is a safe place to be on holiday	0.859	0.458	4.135	0.208	***
Trust					
S23 - I have confidence*	1.000	0.831	-	-	-
S24 - I can rely on	0.966	0.811	10.113	0.096	***
Loyalty					
S27 - positively promote*	1.000	0.893	-	-	-
S28 - will recommend	1.064	0.936	16.578	0.064	***
S29 - expect to return	0.682	0.455	6.201	0.11	***
S30 - resistance to other destination offers	0.734	0.514	6.563	0.112	***

* Scaling parameter fixed equal to 1.0 in Maximum Likelihood Solution
*** p<0.001

Table 52: Final non-sport tourism regression weights and correlations between constructs (standardized and unstandardized)

	Hypothesis	Amos Estimates	Amos Estimates Standardize	T-value	Standard Errors	P
Trust <--- Safety	H3	1.71	0.987	5.218	0.328	***
Trust <--- Cultural differences	H5	-	-	-	-	-
Trust <--- Transportation	H7	-	-	-	-	-
S25 (preferred) <--- Safety	H4.1	1.556	0.634	4.888	0.318	***
S25 (preferred) <--- Cultural differences	H6.1	-0.173	-0.131	-1.502	0.115	0.133
S25 (preferred) <--- Transportation	H8.1	-	-	-	-	-
S26 (pleasure) <--- Safety	H4.2	0.854	0.421	2.965	0.288	0.003
S26 (pleasure) <--- Cultural differences	H6.2	-	-	-	-	-
S26 (pleasure) <--- Transportation	H8.2	0.4	0.259	1.825	0.219	0.068
Loyalty <--- Trust	H1	0.339	0.291	2.907	0.117	0.004
Loyalty <--- S25 (preferred)	H2.1	0.325	0.394	5.022	0.065	***
Loyalty <--- S26 (pleasure)	H2.2	0.324	0.325	4.724	0.069	***
Safety <--- Transportation	H14	0.505	0.666	3.688	0.137	***
S29 <--- S30	H17	0.404	0.385	5.593	0.072	***
S20 <--- S15	H18	0.181	0.204	2.646	0.068	0.008
Cultural differences <---> Transportation	H20	-1.92	-	-3.548	0.054	***

*** p<0.001

Table 53: Hypothesis testing results for the final sport tourism model

⇐	Excitement	Sporting excellence	Unique experience	Sporting event image	Transportation	Cultural differences	Safety	Trust	S25 (preferred)	S26 (pleasure)	Loyalty	S29	S30
Excitement	-												
Sporting excellence		-	< ---> H19** Accepted										
Unique experience			-										
Sporting event image	H11** Accepted	H12* Accepted	H13**** Accepted	-									
Transportation				H16** Accepted	-								
Cultural differences						-							
Safety				H15*** Accepted	H14**** Accepted		-						
Trust				H9 Not Accepted	H7**** Accepted	H5 Not Accepted	H3*** Accepted	-					
S25 (preferred)				H10.1* Accepted	H8.1** Accepted	H6.1 Not Accepted	H4.1 Not Accepted		-				
S26 (pleasure)				H10.2 Not Accepted	H8.2 Not Accepted	H6.2 Not Accepted	H4.2* Accepted			-			
Loyalty								H1 Not Accepted	H2.1* Accepted	H2.2*** Accepted	-		
S29												-	H17*** Accepted
S30													-

*p<0.05
** p<0.01
***p<0.001
**** Included in the model for model fit purposes, but has a CR<1.96. Caution is required when analysing this effect.