



# International Conference on Social Science Research 2017

Journal homepage: <https://worldconferences.net/journals/icssr>

## The Mediating Effect of Spectators Satisfaction in The Relationship Between Sport Tourism Event Quality And Revisit Intention

**Nuraimi Othman**

*Faculty of Sports Science and Recreation Universiti Teknologi MARA*

Email Address : [nuraimiothman@yahoo.com](mailto:nuraimiothman@yahoo.com)

**Ong Tah Fatt**

*Faculty of Sports Science and Recreation Universiti Teknologi MARA*

Email Address : [ongtf0521@gmail.com](mailto:ongtf0521@gmail.com)

### ABSTRACT

The objective of this study is to assess the spectators' perception of service quality in sport tourism event. A new measurement model was developed, namely Sport Tourism Event Quality (STEQ) to examine the theoretical relationship between dimensions in service quality with spectators' satisfaction and revisit intention. The subjects comprised of 372 spectators attending Kuching Waterfront to watch Sarawak Regatta. The subjects completed the adapted instruments of Sport Tourism Quality (STQ) by Shonk and Chelladurai (2009) and Wakefield and Sloan (1996) to measure the relationship between spectators' satisfaction and revisit intentions. The STEQ comprises five dimensions of service quality: venue accessibility, crowd, security, contest and accommodation. Stepwise regression analysis was undertaken to test the mediation hypothesis as it can assess the magnitude of each independent variable and one dependent variable. Stepwise regression analysis revealed that the introduction of the mediating variable of spectators' satisfaction is accompanied by a drop in the values of the regression coefficients representing the direct effects of STEQ on revisit intention. The greatest decrease in beta weights occurs for the path from STEQ on revisit intention (from  $\beta = 0.761$  to  $\beta_{\text{indirect}} = 0.512$ ) and the  $R^2$  value increased from 0.579 to 0.625. The results indicate that both STEQ and spectators' satisfaction has a direct relationship and explained 62.5% of the variance in revisits intention. However, spectators' satisfaction partially mediates the relationship between STEQ and revisit intention. The finding of the present study provides methodological contributions and practical implications for further understanding of service quality in the context of sport event tourism.

**Keywords:** Service Quality, Sport Tourism Event, Spectator Satisfaction, Revisit Intention, STEQ

### ARTICLE INFO

#### *Article History:*

Received : 28 February 2017

Accepted : 21 June 2017

E-ISSN: 2289-4977 @ worldconferences.net - Koperasi Kolej Universiti Islam Antarabangsa Selangor Berhad  
ICSSR Journal Vol 5 – 2017 (PP. 1-10)

## 1. Introduction

Tourist arrivals from overseas to Malaysia are estimated to increase to 4.3% per year and by 2020, tourist arrivals are expected to reach 1.6 billion. According to the report by The United Nations World Tourism Organization (UNWTO), one of the factors that lead to the increasing number of tourist arrivals is sport tourism. Sport tourism in Malaysia has diversity breakdown the sports product that can contribute to the increase in tourist arrivals through the good image of the country on the world stage. One of them can be seen through the success in organizing international events. Sport tourism event can be differentiated from other event by looking at the basis of service provided. In an effort to implement the event, organizer normally collaborates with various organizations because this is the only way for the event planners to gain competitive advantage (Shonk & Chelladurai, 2008). In providing high quality services that can be either meet or exceed the expectations of the sport tourists, event planners have to show their ability to coordinate the event so that the sport tourists will get the most excellent experience throughout the event. One of the biggest challenges in the world of business is customer retention (Chelladurai & Chang, 2000). To gain competitive advantage, companies put their efforts to refine and/or provide extra values to the services they provide (Shonk & Chelladurai, 2008). Zeithaml and Bitner (2003) stressed that in generating the behavioral intention to become favorable, customer must have positive perceptions of service quality, which will strengthen the relationship with the organization.

A number of researchers (Alen, Rodriguez & Fraiz, 2007; Dabholkar, Thorpe & Rentz, 2008; Kaplanidou & Vogt, 2010; Theodorakis, Alexandris, Tsigilis & Karvounis, 2013) suggested that the success of service organizations is depends on the service experience perceived by the customer. There is a need for the management team to re-organize the current service based on the perceptions of the customer in which their services are delivered. According to Yoshida and James (2011) the concerned is to develop the quality experiences among the customers in order to gain customer satisfaction and retention. Within the sport tourism industry, offering a good quality event, better facilities with highly secure environment, ease and speed entrance and exit is a key contributor to customer satisfaction that may lead to the intention to return in the future.

The application of service quality model in the context of sports only focused on closed or indoor setting such as stadium and sports center (Alen et al., 2007; Zabkar, Makovec, & Brencic, 2010). In this case, tangible elements such as physical facilities, equipment and appearance of the staff, can be improved because it is under the management control. The association between service quality and the level of satisfaction showed a positive relationship (Zabkar et al., 2010). Nevertheless, there is a lack of empirical evidence to support this in the outdoor setting or open space. The two different settings of sport event have different kind of characteristics.

Earlier model of service quality are derived from the literature in services marketing, sport management and tourism. However, various quality dimensions highlighted in the previous research (Brady & Cronin, 2001; Thwaites & Chadwick, 2005 and Kouthouris & Alexandris, 2005), with the context of sport tourism literature have been left out (Shonk & Chelladurai, 2008). Shonk and Chelladurai (2008) suggested that the left out dimensions can be important and attractive elements that can bring forward in measuring the service quality in the context of sport tourism event. It is critically important for event managers to realize and extent the impact of service quality on the satisfaction of their customers and revisit intentions. By collecting feedback from such practice can be used to plan developments in the service production and service delivery that will influence business and increase profitability.

Thus, the purpose of this study is to determine the relationship among the Sport Tourism Event Quality (STEQ) dimensions in predicting spectators' satisfaction and intention to revisit in one of the segments of sport tourism industry (water sport). More specifically, this study is to assess the effect of spectators' perceptions of service quality provided on their satisfaction in sport tourism event, namely Sarawak Regatta.

## **2. Theoretical Background**

### **2.1 Service Quality in Sport Tourism**

The United Nations World Tourism Organization (UNTWO) in 2015 has revealed that in 25% of all holidays, sport is the primary reason for travel. There are now over 1.1 billion international tourist arrivals worldwide and it is predicted by the year 2020, the number will rise to 1.4 billion. Sport-related tourism is now presenting major opportunities for emerging and mature destinations. According to UNTWO (2015), international sports tourism is now being one of the primary reasons for this global growth in tourism. A growing number of visitors are becoming special interest travelers who rank sport as one of the top ten reasons for travelling (Robinson, 2011). Research by Thwaites and Chadwick (2005) demonstrates the importance of careful consideration of planning for the development of sport tourism. According to the researcher, the prerequisite of this task is to pursue extensive research where the findings of research can be inarguable evidence in the justification of any decisions made in planning process.

The sport tourism industry is a service industry, and largely influenced by the quality of the service provided. The assessment of service quality has been widely studied during the past three decades. Service quality has been defined as the outcome of an evaluation process where the consumer compares his expectations with the service he perceived he has received (Gronroos, 1984). In the early 1980s, the business industry has conducted numerous researches on service quality. Lately, the sport and recreation service providers also have started to recognize and put their concern on the significance of providing service quality to their industry.

How service quality must be measured are among the most recurrent issue in management and marketing. It can be proven by several service quality models that have been proposed and tested in applied research (e.g. Grönroos, 1984; Parasuraman, Zeithml & Berry, 1985; Cronin & Taylor, 1992; Brady & Cronin, 2001). All these models share a general concept of measuring a multidimensional service quality concept that has brought association with consumer quality perceptions.

### **2.2 Service Quality, Satisfaction and Revisit intention**

In the business research, the relationship between service quality, customer satisfaction and behavioral intentions are the most debated issue nowadays. Several models have been proposed and empirically tested in wide range of industries, including outdoor recreation. According to Zabkar, Makovec and Dmitrovic (2010) perceived high quality service resulting satisfaction lead to positive word of mouth endorsement, referrals and repeat visits, which affect the financial performance of suppliers associated with service industry. There is also evidence to suggest that it is the satisfaction of the customer that ultimately determines their future intentions and behavior towards the service (Theodorakis & Alexandris, 2008; Zabkar et al., 2010). It was found that customer's satisfaction was positively related to their willingness to recommend service. This finding suggests that to determine the customer retention and loyalty, the indicators that are commonly used include customers' level of repurchase, the willingness of the customer to recommend service to other potential customer, and the regularity of the customer to increase visitation (Theodorakis & Alexandris, 2008).

There has been evidence that when customers' perceptions of service quality are positive, the intend to repeat visit are favorable, which strengthens their relationship with the organization (Ko et al., 2011). Repeat visitation is one of the components that have been included within the concept of customers' behavioral intentions (Shonk & Chelladurai, 2009).

### **2.3 Research Model**

Based on other models found in the service quality literature (Gronroos 1984; Parasuraman, et al., 1985; Cronin & Taylor, 1992; Brady & Cronin, 2001), the present study applied a service quality model, seeks to fill the gap and provide a framework for the study of the dynamics of sport tourism

event. The present study adapted Shonk and Chelladurai's (2008) model, where perceived quality in selected dimensions is believed to lead to spectators' satisfaction. The major point of the proposed model is that perceived overall quality of sport tourism event lead to satisfaction with the experience received. Moreover, the Sport Tourism Event Quality implied by five primary dimensions:

- a) Venue Accessibility Quality (describe as the easiness of the tourist to reach the desired place)
- b) Accommodation Quality (referring to hotels, motels, lodges and resorts)
- c) Contest Quality (comprises both the processes of the contest and the products or outcomes of the contest)
- d) Crowd Quality (involves the sport venue experience, referring to the crowd control and crowd behaviour)
- e) Security Quality (focuses on safety at the parking area, risk of vandalism and risk from theft)

In order to enhance the STEQ, two additional variables ('security' and 'crowding') have been added to the STEQ model. By adding the two variables in the model, it could help to more clearly recognize the attractive elements that can be highlighted and marketed as part of the sport tourism package, especially in outdoor setting. Security has been added to the model is to describe safeness and pleasant places for them to visit (Wakefield & Sloan, 1995). Meanwhile, according to Hui and Bateson (1991), crowd at a sport event can impart a sense of excitement and add entertainment value to the event.

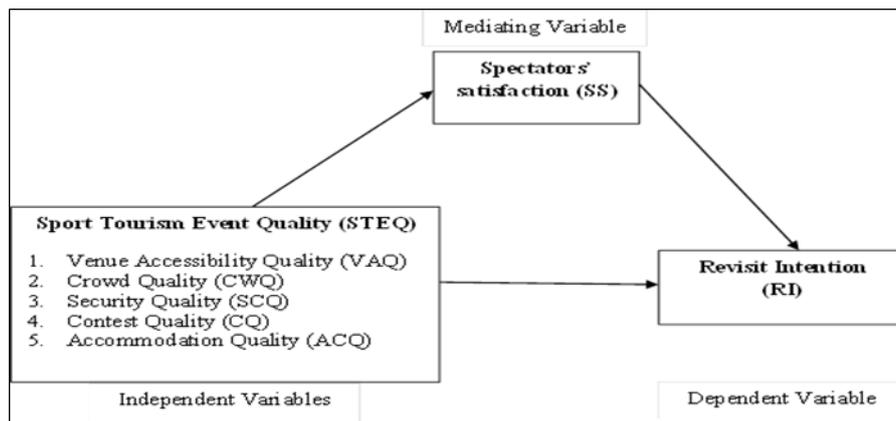


Figure 1: Research Framework of Sport Tourism Event Quality (STEQ)

### 3. Methodology

#### 3.1 Instrumentation

The questionnaires comprised of three main sections. First section consists of 20 items that evaluated the perception of service quality in Sarawak Regatta (i.e. venue accessibility, crowd, security, contest quality). This section also comprised of four items that evaluated overall spectators' satisfaction and three items on revisit intention. Second section elicited the respondent's demographic profiles or personal particulars of the respondent that consist of ten items. The third section consists of seven items that evaluate overall spectators' satisfaction of service quality in their accommodation place. The purpose of placing these items towards the end of questionnaire to highlight the fact that only guests staying in area Hotel or Motel should respond. Respondents were asked to rate the items using the 7-point Likert Scale ranging from strongly disagree (1) to strongly agree (7). Items in this questionnaires were adapted from Shonk and Chelladurai (2009) and Wakefield and Sloan (1996). These scales were chosen because it is based on a theory, has a complete set of variables, and its dimensions were found to be internally consistent with alpha levels ranging from .64 - .80 in both studies.

### 3.2 Participants

The sampling method used in this study was purposive sampling. A self-report questionnaire was distributed to each spectator over the duration of three days i.e. during Sarawak Regatta at Kuching Waterfront. The questionnaire was handed out and collected at Kuching Waterfront during the break time and after the event. Four enumerators assisted in the distribution and collection of the questionnaires. All respondents were screened to ensure that they were 18 years of age or older. The researcher described the purpose and the importance of the study to the subjects. Questionnaires were collected immediately after the subject has completed it. Questionnaires were distributed to 400 spectators attending the event and were returned. The final analysis consisted of 372 usable questionnaires. The response rate for the entire sample was 93%.

### 3.3 Data analysis

Descriptive analysis was used to analyze respondent's background information. The reliability of the instruments was assessed with reference to Cronbach's alpha value. Means and standard deviations were calculated to determine the importance of each variable. Multiple regression analysis was used to identify the relationship between variables and to specify the influence of service quality towards spectators' satisfaction and their intention to revisit. Finally, to determine the role of spectators' satisfaction as mediator of the relationship between STEQ and revisit intention, a test of mediation was employed using separate regression equations as outlined by Baron and Kenny (1986) and Judd and Kenny (1981).

## 4. Result

Table 1 shows the results of the factorability and validity analyses for measurement scales. Factor analysis was employed for five dimensions to test or confirm a pre-specified relationship between indicators and latent variables. Factor loadings greater than 0.30 are considered significant, loading as of 0.40 are considered very more important; if the loading are 0.50 or greater, they are considered very significant (Hair et al., 1998). In this study, a factor loading of 0.50 was used as the cut-off point during Confirmatory Factor Analysis (CFA).

Table 2 shows the results for Bartlett's Test of Sphericity (BTS) and Keiser-Meyer-Olkin (Measure of Sampling Adequacy). This was done for determining the factorability of the matrix as a whole. Values obtained from the factor analysis showed the BTS were large and significant for all variables. In addition, Keiser-Meyer-Olkin value was greater than .6 indicated that factorability was assumed. Examination of the items indicated that they represented conceptually distinct aspects of independent variables (venue accessibility, accommodation, contest, crowd and security).

Table 3 showed the Cronbach's Alpha reliability coefficients for the STEQ, satisfaction and revisit intention instruments. All the five STEQ scales had good reliability coefficients range from 0.90 to 0.68. The overall STEQ had a high reliability of 0.89. Two of the dependent variables (spectators' satisfaction and revisit intention) had high reliability coefficients of 0.85 and 0.75.

Table 1: Factor Analysis for measurement scales

Measure	Item	Factor loading (range)	Eigenvalue	Variance explained
Venue Accessibility Quality	8	.550 - .778	7.212	36.062
Crowd Quality	5	.591 - .748	1.950	9.748
Security Quality	4	.512 - .851	1.580	7.902
Contest Quality	3	.528 - .750	1.165	5.823
Accommodation Quality	7	.746 - .871	4.656	58.21

Table 2: KMO and BTS of Sport Tourism Event Quality (STEQ)

	Keiser-Meyer- Olkin (KMO)	Bartlett's Test of Sphericity (BTS)	N
STE Q	.905	.000	372

Table 3: Cronbach's Alpha Reliability Test Results

Measure	Item	Cronbach Alpha
Venue Accessibility Quality	8	.86
Crowd Quality	5	.84
Security Quality	4	.71
Contest Quality	3	.68
Accommodation Quality	7	.90
Sport Tourism Event Quality (STEQ)	27	.89
Spectators' Satisfaction	4	.85
Revisit Intention	3	.75

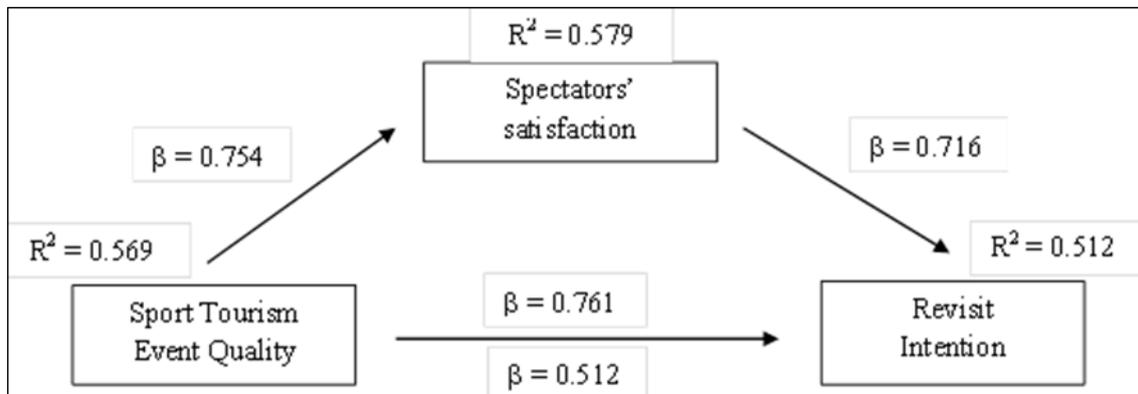


Figure 2: Mediating effect of spectators' satisfaction on STEQ and revisit intention

Before assessing the mediation effect, spectators' satisfaction was tested with respect to the overall STEQ and revisit intention (Figure 2). According to Baron and Kenny (1989), three conditions of relationship need to be fulfilled among the variables. The first condition indicates that STEQ significantly correlated with spectators' satisfaction ( $\beta = .754$ ;  $p = 0.000$ ). In the second condition is that STEQ should positively related to revisit intention ( $\beta = .761$ ;  $p = 0.000$ ). The third condition is that spectators' satisfaction should have a significant relationship with revisit intention ( $\beta = .716$ ;  $p = 0.000$ ), which was significant in this study. Stepwise regression analysis was undertaken to test the mediator hypothesis as it can assess the magnitude and direction of each independent variables from dependent variables (Hair et al., 2006). For the mediation effect, it was observed that the effect of STEQ on revisit intention decreased ( $\beta = 0.512$ ) when spectators' satisfaction was included in the analysis (Figure 2). Thus, partial mediation was supported because STEQ influenced revisit intention when the effect of spectators' satisfaction was accounted for. The results indicate that both STEQ and spectators' satisfaction explained 51.2% of the variance in revisit intention.

## 5. Finding & Discussion

The mean score for each item of the STEQ features were used to denote how satisfied the spectators were with the service quality provided. It showed that the STEQ variables which spectators were satisfied most was venue accessibility quality ( $M = 5.69$ ,  $SD = 1.01$ ). The result suggest that spectators perceived that it was easier to gain access to the sport venue which been held in Kuching Waterfront. As a spectator who wants to watch for sport events, they would prefer an easy accessibility because it can reduce time, cost and distance to the sport venue. The second highest mean for STEQ was the contest quality with a mean score of 5.52. This is considering high mean scores and thus recognizes the fact that the event itself was highly rated by the spectators. Specifically, spectators placed greater emphasis on what happen on the field and the organization of the event itself. Apart from that, the spectators also showed a slightly higher quality perception in accommodation quality. This suggests that spectators may consider on the evaluations of interactions with hotel personnel, the environment of the hotel and the perceived value of such accommodation. On the other hand, the next important was crowd quality with a mean score of 5.37, followed by the security quality (4.57) which received the lowest mean score.

For the constructs of satisfaction, spectators tended to perceive a relatively high degree on informing customers about what was offered at the sport event with the mean score equal to 5.63. Similarly to revisit intention, it seems to suggest that spectators tend to come back to this event with mean score equal to 5.72.

However, it should be noted that on a rating of 4 and above, all dimensions are moderately important. The result indicate that in order for event organizers to maintain sustained patronage, all sport tourism event quality attributes need to be enhanced in order to create a total sport experience for spectators as opposed to focusing on a single dimension.

Results from this study revealed that overall STEQ significantly predicted 56.25% of variance in spectators' satisfaction. This showed that STEQ influenced spectators' satisfaction in attending the water sport event. The findings also confirmed regarding the earlier findings (Yoshida and James, 2010; Zabkar et al., 2010); Naehyun, Lee and Lee, 2012) who found positive relationship between the dimensions of service quality and customer satisfaction in different sport settings. The current findings revealed that the five predictor variables had significantly contributed 51.84% to the variance in explaining spectators' intention to return. Spectator's perception of STEQ as a whole did influence revisit intention in the future. The present study also supported earlier findings by Kaplanidou and Vogt (2010) concerning the direct influence of overall satisfaction on how likely customers were to re-use the service, in the context of sports and leisure.

In particular, this might be that spectators' perception of the STEQ features directly influences their satisfaction, which in turn influenced their intention to revisit to Sarawak Regatta in the future. Spectators placed importance on STEQ features as the event is played within the facility. A well-designed of physical environment in Kuching Waterfront would make the spectators experience a satisfying one, and together with the whole process and product would further enhance the spectators' satisfaction and their future attendance. Lee et al. (2011) had noted that tourist's initial experience is important to satisfaction as these will indicate if the spectator is to be a repeat visitor. These spectators who derive a sense of enjoyment from the services provided would return regularly to the event. In a study by Shonk and Chelladurai (2009), spectators' pleasure (satisfaction) with the service sport tourism quality strongly influenced on spectators' intention to repeat attendance to the sport venue.

## 6. Conclusion and Future Recommendation

The study has shown that the modified model of Sport Tourism Event Quality (STEQ) significantly affects spectators' satisfaction. The findings show the prominent dimensions preferred by the water sport spectators are venue accessibility quality, contest quality and crowd quality. This result suggest

that spectators are sensitive to physical surroundings, and that event planners should focused on these aspects of the sport tourism event service when trying to reach this particular group of spectators. Marketing efforts need to stress on the physical surroundings of the sport event such as accessibility to the sport venue. Promotion of the sport event itself should be emphasized so as to attract local and international tourist to the destination hosting the sport event.

The results of this study supported various other studies conducted by researchers who had stated that spectators' satisfaction would be influence by their perceptions of the service quality provided, which in turn lead to the intention to return in the future (Theodorakis et al., 2001; Kouthouris & Alexandris, 2005; Alen et al., 2007; Zabkar et al., 2010, Naehyun et al., 2012, Theodorakis et al., 2013). Interestingly, the additional dimension of crowds had shown the strongest significant correlation among the spectators. It also supports the positive association with spectators' satisfaction. This shows that this dimension could have significant implications for practice in sport tourism event and need to be highlighted. Future studies should consider this dimension in different sports setting to examine the important role of this element.

In addition, this study confirmed that even though the five quality dimensions are important to predict spectators' satisfaction, there are still other tangible and intangible aspects of the service quality that may also have an effect on spectators' satisfaction. It can be noted that definition of tangible dimensions in sports which involve outdoor setting is, however, a more complex issue. Tangible elements such as the equipment and the information materials can be controlled by the management of the organization. However, the actual physical environments, such as the lake, the river, the mountain and the park are often affected by the weather condition, which has been left out from this study. Kouthouris and Alexandris (2005) suggest that it should not be classified within the tangible element. Future studies that aim to measure service quality in outdoor setting should include a separate dimension about the physical environment. Besides, future research should further assess the validity and reliability of this instrument through the use of a confirmatory factor analysis to examine the proposed dimensional structure. Such research will also assist Malaysians sport managers and sport facility owners to better plan their marketing strategies and improve the service quality provided for sport tourism event in the country.

### **Acknowledgement**

This paper is under scholarship of the university.

## References

- Alen, M. E., Rodriguez, L., & Fraiz, J. A. (2007). Assessing tourist behavioural intentions through perceived service quality and customer satisfaction. *Journal of Business Research*, 60, 153-160.
- Baron, R. M., & Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic and statistical considerations. *Journal of Personality and Social Psychology*, 51, 1173-1182
- Brady, M. K., & Cronin, J. J. (2001). Some new thoughts on conceptualizing perceived service quality: A hierarchical approach. *Journal of Marketing*, 65(3), 34–49.
- Chelladurai, P., & Chang, K. (2000). Targets and standards of quality in sport services. *Sport Management Review*, 3, 1-22.
- Cronin, J. J., & Taylor, S. A. (1992). Measuring service quality. A re-examination and extension. *Journal of Marketing*, 56(7), 55-68.
- Dabholkar, P. A., Thorpe, D. I., & Rentz, J. O. (2008). A measure of service quality for retail stores: Scale development and validation. *Journal of the Academy of Marketing Science*, 24(1), 3-16.
- Gronroos, C. (1984). A service quality model and its marketing implications. *European Journal of Marketing*, 18, 36–44.
- Hui, M. K., and Bateson, J. E. G. (1991). Perceived control and the effects of crowding and consumer choice on the service experience. *Journal of Consumer Research* 18 (2): 174-84.
- Judd, C. M., & Kenny, D. A. (1981). Process analysis: Estimating mediation in treatment evaluations. *Evaluation Review*, 5, 602-619.
- Kaplanidou, K., & Vogt, C. (2007). The interrelationship between sport event and destination image and sport tourists' behaviors. *Journal of Sport & Tourism*, 12 (3-4), 183-206.
- Kaplanidou, K., & Vogt, C. (2010). The Meaning and Measurement of a Sport Event Experience among Active Sport Tourists. *Journal of Sport Management*, 24, 544-566.
- Ko, Y. J., Zhang, J., Cattani, K., & Pastore, D. (2011). Assessment of event quality in major spectator sports. *Managing Service Quality*, 21(3), 304-322
- Kouthouris, C., & Alexandris, K. (2005). Can Service Quality Predict Customer Satisfaction and Behavioral Intentions in the Sport Tourism Industry? An Application of the SERVQUAL Model in an Outdoors Setting. *Journal of Sport Tourism*, 10(2), 101–111.
- Naehyun, P. J., Lee, H., & Lee, S. (2012). Event Quality, Perceived Value, Destination Image, and Behavioral Intention of Sports Events: The Case of the IAAF World Championship, Daegu, 2011, *Asia Pacific Journal of Tourism Research*, 18(8), 849-864. doi:10.1080/10941665.2012.711336
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49, 12–40.
- Preuss, H., Seguin, B., & O'Reilly, N. (2007). Profiling Major Sport Event Visitors: The 2002 Commonwealth Games. *Journal of Sport and Tourism*, 12(1), 5 – 23.
- Robinson, T. (2011). *The Future of Sport Tourism Managing and Developing the Sport Tourism Profession*. Retrieved December 2, 2015, from

<http://eads.de/cms/upload/bilder/Sporttourismus2/TheFutureofSportTourism.ppt>.

Shonk, D. J., & Chelladurai, P. (2008). Service Quality, Satisfaction and Intent to Return in Event Sport Tourism. *Journal of Sport Management*, 22, 587-602.

Shonk, D. J., & Chelladurai, P. (2009). 'Model of Service Quality in Event Sport Tourism: development of a scale'. *Int. J. Sport Management and Marketing*, 6 (3), 292-307

The United Nations World Tourism Organization (2015). UNWTO Annual Report 2015. Retrieved February, 5, 2016, from <http://www2.unwto.org/publication/unwto-annual-report-2015>

Theodorakis, N. D. & Alexandris, K. (2008). "Can Service Quality Predict Spectators' Behavioural Intentions in Professional Soccer?". *Managing Leisure*, 13,162-178.

Theodorakis, N. D., Alexandris, K., Tsigilis, N., & Karvounis, S. (2013). Predicting spectators' behavioural intentions in professional football: The role of satisfaction and service quality. *Sport Management Review*, 16, 85–96.

Theodorakis, N., Kambitis, C., Laios, A., & Koustelios, A. (2001). Relationships between measures of service quality and satisfaction in professional sports. *Managing Service Quality*, 11, 431–438.

Thwaites, D. & Chadwick, S. (2005). Managing sport sponsorship programmes: Lessons from a critical assessment of English soccer. *J. Advert. Res.*, 45 (3), 328-338.

Wakefield, K. L., & Sloan, H. J. (1995). The effects of team loyalty and selected stadium factors on spectator attendance. *Journal of Sport Management*, 9, 153-172.

Wakefield, K. L., Blodgett, J. G., & Sloan, H. J. (1996). Measurement and management of the sportscape. *Journal of Sport Management*, 10, 15-31.

Weed, M., & Bull, C. (2009). *Sports Tourism: Participants, Policy and Providers* (2nd ed.). Oxford, UK: Elsevier Butterworth-Heinemann.

Yoshida, M., & James, J. (2011). Service quality at sporting events: Is aesthetic quality a missing dimension? *Sport Management Review*, 14, 13–24.

Yusof, A., See, L. H., & Yusof, A. (2008). Spectator perceptions of physical facility and team quality: a study of a Malaysian super league soccer match. *Research Journal of International Studies*, 8, 132-140.

Zabkar, V., Makovec, B., & Dmitrovic, T. (2010). Modelling perceived quality, visitor satisfaction and behavioural intentions at the destination level. *Tourism Management*, 31, 537-546.

Zeithaml, V. A. and Bitner, M. J. (2000), *Services Marketing: Integrating Customer Focus across the Firm*, New York; McGraw- Hill.