

# Expectations of Sport Event Tourism Experiences

**Master's thesis 30 credits**

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## **Abstract**

**Purpose:** This research aims to study potential tourists' expectations of sport event tourism experiences and discuss whether having past sport event tourism experiences influence tourists' expectations for future trip experiences.

**Methods:** This research combines a literature study, a qualitative study and a quantitative study. The literature review aimed to define a framework of sport event tourism experiences. Based on this framework, interviews were performed. The interview data was analyzed by deductive content analysis and were extended to a quantitative survey. Factor analysis was conducted as the main approach to generate main themes of experience expectations. Lastly, the survey data was analyzed by hypothesis tests to confirm/disconfirm the expectation differences between different tourist groups.

**Findings:** Results of factor analysis show that there are five main themes of expectations of sport event tourism experiences: efficiency & excitement, education, authenticity, socialization and convenience. Tourists are very demanding on all the five dimensions and an efficient & exciting experience is most desired. Comparisons through hypothesis testing show that firstly, non-experienced sport event tourists have a higher expectation on authentic experience than experienced tourists; secondly, frequent sport event tourists show a higher expectation on social experience than less-frequent tourists.

**Key words:** Sport event tourism, tourism experiences, expectation, past experiences, sport event tourists

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# 1. Introduction

## 1.1 Background

Tourism has been playing an important role in accelerating economic boost and now is the single largest industry in the world (Roche *et al.*, 2013). According to Roche *et al.* (2013), the fastest growing segment of tourism is travel associated with sports or physical activities, among which sport event tourism is one of the most widely studied field (Chalip, 2001; Gibson, 1998). Recently the built environment, infrastructure and amenities in different places have become much similar (Pike, 2013). Sport event tourism has been discussed to help identifying cities and regions in the globalized society with an increasing competition (Kolb, 2006; Wäsche *et al.*, 2013).

In particular, sports events, as many researchers (Gerlders & Zuilen, 2013; Wäsche *et al.*, 2013; Higham & Hinch, 2011; Chalip & McGuirty, 2004; Chalip & Leyns, 2002) claim, are appreciated to stimulate the development of the amenities in a place, to promote the place's marketing image, to increase the number of visitors and to reduce the tourism seasonality. Vogt & Andereck (2003) explore the influence of sport event trips which help destinations create a positive image, grasp more visitor attention and generate experience perception. Chalip & Leyns (2002) and Higham & Hinch (2001) have studied large scale sport events such as Olympic Games, the World Champions which contribute to place awareness and economic boost. Ritchie (2004) focuses on the advantages of smaller scale sport events such as local cycling events to provide opportunity for sustainable economic and social impact. Hence, undoubtedly, sport event tourism is a great marketing tool for place development.

Because of the increasing competition and a changing consumer focus (Pegg & Patterson, 2010), it has become a common knowledge that tourism businesses must adopt new strategies to optimize their advantages and fulfill the needs of customers. Economy has stepped into a new experience-oriented era (Pine & Gilmore, 1999; Sundbo & Sørensen, 2013) and this shift has reoriented the study of tourism towards the concept of experience (Sfandla & Björk, 2013). According to Kelley & Turley (2001), the perception of experience is considered one of most important attributes of service quality by tourism consumers. That tourists enjoy the experience will lead to satisfaction, intention to revisit and positive word-of-mouth (Pettersson & Getz, 2009). Therefore as Morgan (2007) stated, understanding tourism experience should be at the heart of tourism management as well as sport event tourism management.

## 1.2 Research issue and formulation of research problem

The nature of tourism experience is multi-phasic. According to Weed & Bull (2004), tourism experience is produced from interactions between people, places and activities. Larsen (2007) suggests that tourism experience includes interactions that happen on three stages:

1) **Pre-trip (expectation)**. On the pre-trip stage, tourists plan and anticipate the possible activities through expectations (Larsen, 2007). According to Liebman-Parinello (1993 in Kastenholz & Lima, 2013), the experience commences with planning the trip involving searching for information and making decision. Expectations before the trip are the pre-perceptions of travelling performance (Larsen, 2007; Sheng & Chen, 2013).

2) **During-trip (perception)**. During the travelling process, tourists generate their actual perceptions and assessments of the tourism services and attributes.

3) **Post-trip (memory)**. After the trip tourists have memories, through overview of photos, story-telling or word-of-mouth conversations (Prebensen *et al.*, 2013). Such memory will provide feedbacks for next rounds of experiences (Ek *et al.*, 2008, see Figure 1).

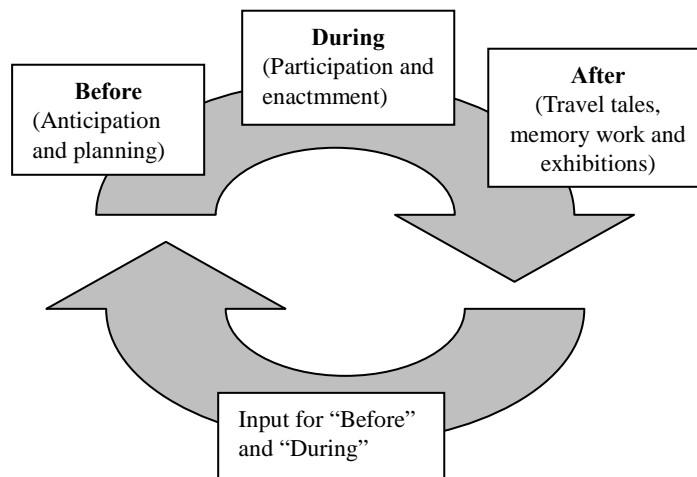


Figure 1 Experience circle

Sources: Ek *et al.* (2008) P. 127

This study was narrowed down to the pre-trip expectations of sport event tourism experiences. The reasons to focus on experience expectations came out of a consideration on the practical importance of tourist expectations and a research gap on experience expectation in the field of sport event tourism.

### ***The importance of experience expectation***

On the one hand, expectations can indicate customer behaviours. At first individuals make decisions for travelling and choose a destination under the influence of their needs and motivations, expectations



then are formed as tourists' assumption that trip can produce a desired outcome (Gnoth, 1997). During trip, tourist behaviours are their actual processes of seeking to find fulfillment of these desired outcomes (Ibid). On the other hand, expectations can influence the holistic travelling satisfaction. To illustrate, researchers (Pegg & Patterson, 2010; Lather *et al.*, 2012; Aksu *et al.*, 2010) find a possible service gap between expected experience and actual experience, which means that the pre-perception of tourism experience can be different from the actual tourism performance. More specifically, the actual experiences can meet, exceed or below people's expectations. When an experience meets or exceeds initial expectation, customer is satisfied; satisfaction is low or vacant when performance fails to meet the level of expectation (Pettersson & Getz, 2009). Andereck *et al.* (2012) and Pegg & Patterson (2010) suggest that in situations where the performance is below the initial expectation, by reducing the gap between expectation and the actual perception on the tourism experience can result in the improvement of tourist satisfaction and word-of-mouth behaviour.

Therefore considering the significance of sport event tourism and tourists' expectations, it will be interesting to look into what sport event tourists' expectations are regarding their future travelling experiences. What's more, for sport event tourism operators, it is essential to know in advance the needs of their potential customers as a prediction of their behaviour and guideline to design their services.

More specifically, the formulation of tourist expectations is influenced by several factors – communication, destination image as well as past experience (Bosque *et al.*, 2008). Shahin *et al.* (2014) indicate that one contributor to the construction of expected service is past experience. The experience circle (Figure 1) also shows that the previous trip experience provides feedbacks and affects the creation of next pre-trip experience (expectations). For instance, some tourists simply expect more service once they had experienced similar services and may set a higher expectation standard (Lather *et al.*, 2012). Conclusively speaking, under the impact of past travelling experiences, travelers will have different expectations for their future trips. Therefore in the context of sport event tourism, it will be interesting to see whether past sport event tourism experiences would affect tourists' expectations.

Moreover practically, loyal/frequent visitors should be perceived as a desirable phenomenon in both research and management, due to the low driving cost and high word-of-mouth advertising effects (Tang & Turco, 2001). Meanwhile, Lau & McKercher (2004) argue that new visitors are also much desired by event organizations and destinations because the amount of new visitors can indicate the attractiveness and sustainability of the event. Thus knowing the expectations of experienced visitors and the expectations of new visitors are both of great significant. This research, directed to study expectations

of new/less frequent/frequent sport event tourists would help tourism operators know different customers' needs better.

### ***Research gap on experience expectations in the field of sport event tourism***

As of yet, the exploration of sport event tourism experiences has been limited in previous literature, not to mention the experience expectations. In terms of the area related to sport event tourism, much attention has been projected on the tourism effects of sport events on destination development (Gerlders & Zuilen, 2013; Wäsche *et al.*, 2013; Higham & Hinch, 2011; Herstein & Berger, 2014), audience behaviour (Shipway & Jones, 2007; Xing *et al.*, 2014) and the measurement of event quality (Ko *et al.*, 2011; Shonk & Chelladurai, 2008; Wäsche *et al.*, 2013). However these variables are only available after the travelling performance. Few researches are carried out before the actual sport event travelling processes. Moreover, researchers such as Weed & Bull (2004) and Mossberg (2007) studied sport tourism experience. Weed & Bull (2004) suggest that sport tourism experiences are produced from interactions between people, destination and sport activity. Similarly Mossberg (2007) suggest sport tourism experience generates from interactions captured among personnel, other tourists, product and environment. These studies are placed in the broad context of sport tourism and their adjustability to sport event tourism can be tested.

Additionally, some academics have explored the pre-trip expectations of tourists and many have concentrated on the formation of expectation and relationships among expectation, satisfaction and loyalty (Bosque *et al.*, 2008), as discussed above. For instance, Andereck & McGehee (2012) implement the expectancy theory to study the pre-trip expectations of potential volunteer tourists, which shows different identities have different preferences. Sheng & Chen (2013) extract five expectations (easiness and fun, cultural entertainment, personal identification, historical reminiscences and escapism) but are delimited to museum tourism experience. Thus it will also be worth studying the experience expectation in the context of sport event tourism due to the research scarcity.

To sum up, in today's highly competitive tourism market, to fully understand customers' expectations of tourism experiences is crucial for tourism operators to stand out. Now the sport event tourism sector is also becoming competitive. Such relevant research shall help sport tourism related organizations or operators further understand their customers' needs, especially the needs of different sport tourists. What's more, given the importance of experience expectations as a crucial factor influencing the holistic tourists' satisfaction and the importance of sport event tourism as a destination promotion strategy, it can be assumed that limited researches to date give efforts to the experience expectation of sport event tourism. Therefore because of the literature rarity, it is believed that such research on tourists'

expectations of sport event tourism experiences is worth doing. What will mostly be gained is a contribution to enlarge the current account on sport event tourism experience by focusing on tourists' pre-trip expectations and a reference for further studies in sport event tourism. It not only benefits the sport event tourism literature but also the tourism experience literature.

### **1.3 Research aim and research question**

Based on the previous discussions on tourism expectations and the impact of past experiences, this research has been directed to tourists' experience expectations specifically in sport event tourism, aiming to bring up a framework of tourists' experience expectations of sport event tourism and discuss whether the past sport event tourism experiences influence their expectations of future trip experiences. The following questions were formed to unfold the study.

*RQ1: "What do sport event tourists expect to experience?"*

*RQ2: "Do tourists' experience expectations differ depending on the degrees of their past sport event tourism experiences?"*

### **1.4 Preposition**

Despite that tourism experience is multi-stages, this paper refers to Mossberg (2007) confining the term of tourism experience to be merely the during-trip experience. According to Mossberg (2007), expectation is pre-perception of during-trip experience and the cause phrase of travelling; memory is the result after travelling has been performed. Therefore, *sport event tourism experience* is delimited to the actual travelling process and *expectation of sport event tourism experience* is delimited to sport event tourist' expectation for experience during travelling.

In addition, experience, as described by Pine & Gilmore (1999), is a complicated phenomenon and can be indicated by senses, feelings, actions, thoughts and many other elements (Schmitt, 1999). This study starts from viewing sport event tourism experience as the outcome of interactions between tourists and the sport event tourism system (Weed, 2008), to understand what attributes sport event tourists interact with and expect to interact with. However it needs to emphasis that this position does not define experience or experience expectation as interactions but outcome of interactions. The results of experience and experience expectations will be further extracted based on the findings of interactions network.

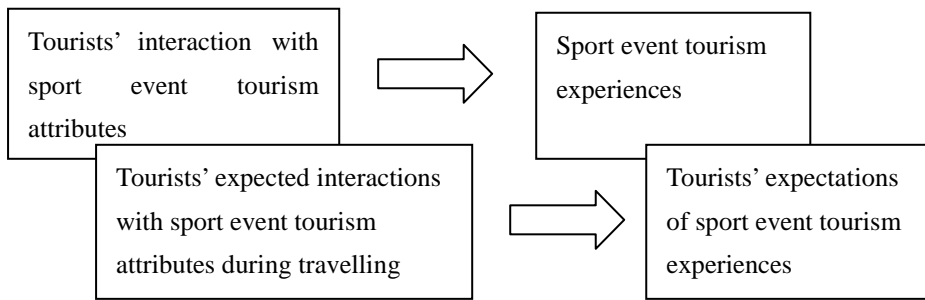


Figure 2 Research preposition

## 1.5 Structure

Chapter 2 of this paper displays the research methodology. This research applies a mixed method approach that combines theory study, qualitative study and quantitative study. The considerations of method selections and performance of each method are presented. The Chapter 3 discusses the literature being studied for this research. It is a theoretical study to address several relevant fields such as tourism experience, sport event tourism and experience expectation. A conceptual framework of interaction network of sport event tourism experience will be proposed which will further applied in the processes of data collection and analysis in the afterwards empirical study. In chapter 4, the empirical part of qualitative and quantitative study is presented, including the data analysis processes and result demonstrations. Findings of expectations of sport event tourism experience and comparisons between different tourist groups will be presented to answer the research questions. The final part of this paper as conclusion will summarize the entire research.

## **2. Methodology**

This thesis has the aim of understanding tourists' expectations of sport event tourism experiences. Overall, exploratory approach was applied to this research. According to Babbie (2013), exploratory research often occurs when a problem that has not been clearly defined requires new insights. Additionally, exploratory research is suitable to help determining the following research design and data collection strategy, before a clear conceptual distinctions is made (Shields & Rangarjan, 2013). In this research, the elements of sport event tourism experience expectations are deficient. Therefore the exploratory approach was conducted to disclose this area as a base for further study.

### **2.1 Mixed method approach**

This research applied a mixed method approach. Mixed method design is defined as a methodology that “combines qualitative and quantitative approaches for the purposes of depth of understanding and corroboration” (Johnson *et al.*, 2007, p.123). Creswell & Clark (2010) suggest that researcher needs to judge whether the situation justifies the use of mixed methods. According to an overview of the body of sport event tourism experience and the experience expectation, although some relevant frameworks have been put forward, the concepts are still too broad to gain the affiliated variables. The idea of applying a mixed method approach is mainly reflected on the need to have a more complete understanding of the research objective. Following Creswell & Clark (2010, p.9) who says that “it is best to explore qualitatively when researchers may not know in advance the variables that need to be measured and follow up with a quantitative study to generalize the qualitative results”, qualitative approach and quantitative approach were applied to cover the research object.

In the very beginning, a literature review was planned for the conceptual development of the essence of sport event tourism experience – tourists' interactions with sport event tourism network. Several units of interaction attributes were aimed to be derived. The generated conceptual framework helped to design the following qualitative interview to find out potential tourists' expectations of these attributes during a sport event trip. Feedbacks were extracted from interview data using content analysis technique. Kohlbacher (2006) argues that content analysis along cannot provide a convincing reason for the development of findings. Therefore the results of content analysis were further constructed as scales of sport event tourist expectations into questionnaire. Respondents were asked to rate each of the items and then factor analysis was adopted to find out the common feature underlying these items. In this way, through synchronizing the items into several themes, this part ended with answering the first research question “*What do sport event tourists expect to experience?*” On the last stage, to address the second

question “Do tourists’ experience expectations differ depending on the degrees of their past sport event tourism experience?”, comparisons were made on the defined themes between different groups of tourists. Overall the qualitative study explored a frame to be generalized by quantitative study. On the other way around, the quantitative study produced results which required explanations and supports from the qualitative database. The main idea of constructing research is shown in the Figure 3 below and the following parts refer to the demonstrations of each methodology respectively.

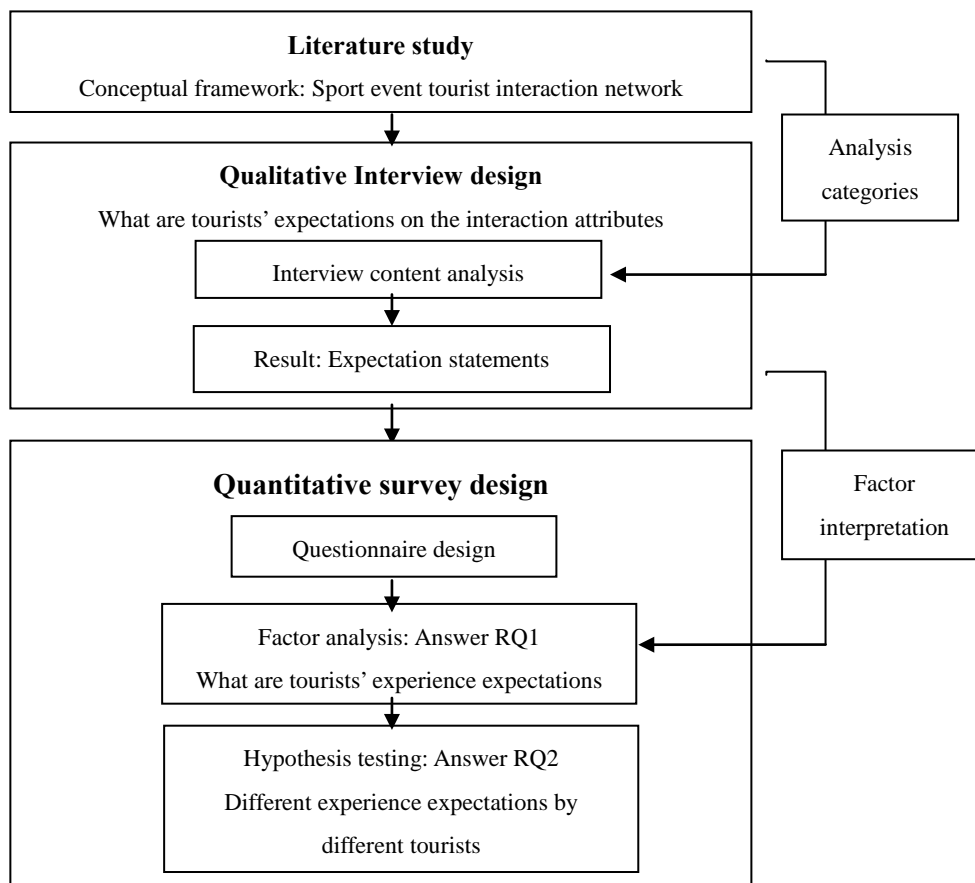


Figure 3 Research methodology

## 2.2 Literature review

According to Boote & Beile (2005), a literature review gives a theoretical basis for the research and can help refine or refocus on the subject. The theoretical framework summarized from literature study (Leedy & Ormrod, 2005) provides the guidance to collect data and interpret data. Therefore in order to give a clear image of sport event tourism experience, a literature study has been done to support the empirical research. Another purpose of literature review was to serve as primary coding units for the process of qualitative content analysis (Berg, 2001). The literature study was divided into four parts. In the first place, the emphasis was given to the experience accounts and also further to the tourism experience, in order to find out the characteristics of tourism experience. In the second part, the concept

of expectation was located through an examination of expectation-related articles within the service domain. The third section involved the definition of sport event tourism, specifically viewing sport event tourism as a multi-dimensional product. Lastly, through a scanning of previous models of tourism experience and combining the previous theories on sport event tourism, a primary model for interaction network of sport event tourism experience was proposed.

Preliminary literature was searched with the help of LUB-search and Google search, through defining keys words such as “experience economy”, “tourism experience”, “sport event”, “sport event tourism” and “experience expectation” etc. Then by following the references in these articles, more accounts have been accessed. Articles and books were reviewed by focusing on the abstracts, theories applied and main findings. Methodologies in some literature were also studied to gain inspiration for designing the empirical research.

## **2.3 Qualitative approach**

The beginning of the empirical research started with attempting to understand and identify the tourists’ expectations of sport event tourism experiences. According to Creswell & Clark (2010) and May (2001), qualitative research may fit better if research aims to explore a problem and convey the multiple voices of participants. Bryman (2004) concludes that the role of qualitative research is a means to exploration of individual’s interpretations. Therefore, with the aim to explore people’s expectations for tourism experiences which were subjective and personalized assessments, this empirical study adopted qualitative approach to address the first research question “*What do sport event tourists expect to experience?*”. Another reason for the choice of qualitative approach was based on Bagozzi (1994) who supported that qualitative method helps to construct scales and stimulate insights for example experience surveys. The qualitative part of this research, aiming to generate terms of expectations towards tourism attributes, served as the foundation for the designing of questionnaire in the survey process.

### ***Semi-structured interview***

The choice of interview methodology was taken because interviews yield rich insights into people’s experiences, opinions, values and attitudes and provide an inspiration on how people perceive things (May, 2001). Semi-structured interview was selected based on the main concern that semi-structured interview, in between the structured and in-depth interview, allows interviewees to answer questions more on their own terms and keep a stable structure at the same time (May, 2001, p.82). Comparing to structured interview, the semi-structured interview let informants have freedom to express their own

views. In addition it also allows the interviewer to probe beyond the respondents' answers more freely, providing chances for the emerging of new points beyond the components identified by literature (Barriball & While, 1994). On the other hand, comparing to unstructured interview, semi-structured interview can provide reliable and comparable qualitative data, which enables the categorizing and coding process in the analysis afterwards. This research therefore considered semi-structured interview the first choice to collect data.

## **2.4 Qualitative research design**

### **2.4.1 Interview guide**

After the selection of method, a key phase is the development of an interview schedule (Barriball & While, 1994). May (2001) also says that in interview approach, interview questions and clear sets of instructions for leading the interview need to be designed beforehand. Literature and framework derived from literature inform the early stage of interview construction (Barriball & While 1994). Although the main question to be covered was "*What do sport event tourists expect to experience?*", according to Silverman (2013), the research question cannot be asked directly to informants. Therefore it has been broken into several sub-questions such as *describe an ideal trip, who do you expect to meet, what do you expect from the venue facility* (see details in Appendix 1). Since the research objective also involves the past sport event tourism experiences, some questions regarding to the informants' past experiences were also arranged to possibly complement to the quantitative analysis. Questions were formed to be open-ended to collect the informants' own terms. A pilot study was conducted in the first place to see whether respondents could answer the questions and interpret question correctly (Silverman, 2013).

### **2.4.2 Sample choice**

In this phrase, the strategy was mainly based on purposive sampling. Purposive sampling is recommended as a deliberate choice of informants out of convenience and the researcher's own knowledge of people close to hand (Tongco, 2007). This research started from contacting people who have had sport event trips before or intent to plan such a trip and three interviewees were identified. In the second phrase, in order to expand the sample size, snowball sampling was used. According to Thomas (1992), snowball sampling can be applied when there are no obvious sources of the researcher in terms of a specific population. In that way, the social network and knowledge of these initial informants were made use of, to find out others who share the similar characteristics (had or plan to have sport event trips). In the end, seven interviewees were approached (Table 1). The seven participants



had an average age of 27 years. Three of them were female and the other four were male.

Table 1 Interview sample

No.	Time	Name	Sex	Age	Past sport event trip	Topic
1	2015-03-18	Zhiwei Zhang	Female	24	Had several trips before	Australian Open, Spectator
2	2015-03-19	Tan Wang	Male	26	A frequent sport event traveller	Formula 1, Spectator
3	2015-03-20	Alexander Nilsson	Male	24	Had once	Brazil World Cup, Spectator
4	2015-03-20	Gabriela Alejanfra	Female	28	No	Yankee baseball, Spectator
5	2015-03-22	Masashi Masato	Male	23	Had several trips before	Wimbledon Championships, Spectator
6	2015-03-22	Miguel Vega	Male	30	No	Color Run, Participant
7	2015-03-23	Kalami Chen	Female	34	Had once	Color Run, Participant

Regarding the sample size and representativeness of this method, according to Bryman (2012), there is little evidence that it has been employed as a criterion for deciding when to stop sampling. Moreover, according to Adler & Adler (2011), a small number of subjects can be valuable and represents adequate numbers for a research. The required number and characters of interviews will change from day to day when researcher learns more and revises the idea (Becker, 2007). Among the seven interviewees, two have never travelled to take part in any sport event and the other five had different amount of sport event trip experiences before. In addition, the topics (specific sport events) they talked about covered both spectator event and participatory event. Thus a relatively holistic result could be derived though a combination of different respondents. After finishing each interview, simple analysis was done. Preliminary overviews indicated that the received information started to replicate around the fifth and sixth interview; therefore it was reasonable to stop sampling.

### 2.4.3 Conducting interview

Interviewees were, in the very beginning, informed of the purpose and content of the interview. They gave consents to participate in the research and agreed on tape recording and publishing of their personal information (Silverman, 2013). In practice, the interview procedures were following the interview guide and the fixed questions (Appendix 1). The technique of probing (May, 2001) was adopted, for example using follow-up questions to encourage the respondents to provide more information about their expectations and to recall their memories (Smith, 1992) in terms of past sport event tourism experiences. Plus, when the answers were contrast to or lacking of what has been defined in literature (such as they didn't initially mention about accommodation), interviewers would be given more questions and elicited to provide valuable and complete information. Each of the seven interviews

lasted for approximately 40 minutes. The interviews were all recorded by a smart phone and then transcribed into texts. Four interviews were carried out in English and the other three were in Chinese which has been translated and transcribed in English.

#### **2.4.4 Deductive content analysis**

Babbie (2013) defines content analysis as “the study of recorded human communications after communications are transcribed into texts”. According to Weber (1990), it is a useful technique for discovering and describing the focus of individual and social attitude etc. Thus to analyze the interview data and approach the expectations of tourists, it is proper for this study to apply a content analysis. The advantage of content analysis lies in its systematic and replicable function to reduce texts to a manageable size (Babbie, 2013) based on rules of coding and categorizing. Thus it has a strong capability to deal with openness and complexity of the social data. For this study, the content analysis allowed this qualitative research to achieve patterns and variables of expectations of sport event tourism through synthesizing the interview answers.

More specifically, deductive content analysis was used to deduce the interview material. In inductive content analysis, the concepts of categories are derived from the data (Elo & Kyngäs, 2008). On the contrary, deductive category starts with prior formulated categories as the aspects of analysis. Definitions and coding rules are given beforehand for the deductive category by the previous theories and models (Ibid). The categories matrix and mode for sport event tourism experiences has been generated from the literature study. Then following thus criterion, each of the interview transcripts were first scanned to pick up the relevant information. Consequently more clear items of similar connotations were deduced step by step, constituting the analysis results (Mayring, 2000).

Reliability of content analysis is a great issue. According to Weber (1990), since different people may have different ways of categorizing the same text, it makes the difficulty of result replication. One way to ensure the reliability of data is to have another researcher repeat the same procedure. However as a solo researcher for this study, an alternative way of reliability assessment can be done by the same researcher code and re-code the data in different points of time (Mackey & Gass, 2005). Following this suggestion, the interview data was analyzed both in March, 2015 and April, 2015 so to ensure there is no significant difference between the results.

Validity of the result could be assessed by other different sources such as theories and other methods (Erlandson, *et al.*, 1993). In this study, relevant literature would support both the analysis process and

the findings. Moreover the later factor analysis in the quantitative study would also prove the meaningfulness of the findings.

## **2.5 Quantitative approach**

The first aim of quantitative approach was to generalize the finding (expectation items) of explorative qualitative research (May, 2011) and develop the answer for first research question “*what do sport event tourists expect to experience*” by a factor analysis procedure. The second aim was to compare tourist groups having different degrees of past experiences regarding their desired sport event tourism experiences in a broader context than the chosen survey sample. According to May (2011), quantitative approach is often conducted to describe and explain the opinions of a population, which exhibits a commonality within a classified group of people. This makes quantitative method proper to address the two research aims. Moreover, as Bryman (2004) says, one reason for choosing quantitative approach is that researcher has a prior theoretical scheme to derive a hypothesis. Although a clear hypothesis has not been defined in this phrase, the literature review (referred to introduction and chapter 3.2) indeed gave a foundation for the possible differences on experience expectations. Plus, the qualitative study beforehand has developed the theoretical concept of sport event tourism experiences and indicators for experience expectations, which makes the rationality for doing quantitative study.

### ***Online questionnaire***

Questionnaire is the concrete tool of collecting data within the survey method (May, 2011). According to Bryman (2008), the main advantage of online questionnaires is that they are cheaper and quicker to administer, comparing to distributing questionnaire by post. As a study for master thesis with time limitation, this advantage of time-saving was important for the purpose of reaching people as widely as possible. Bryman (2012) also emphasizes the absence of the researcher during online survey process. Not being influenced by researcher, the respondents have their own time and space to fill out the questions. However it could also bring problems since the respondents may not be able to interpret the questions correctly; neither can they ask questions to the researcher. Therefore the questionnaire is required to be easily interpreted.

## **2.6 Quantitative research design**

### **2.6.1 Questionnaire design**

Questionnaire was divided into two parts. The first section contained questions regarding to socio-demographic information of respondents (May, 2011). Questions regarding to sex and age were

arranged. Plus since the main purpose was related to individuals having different degrees of previous sport event tourism experiences, a third question about previous experiences was also addressed. In the second section, in accordance with the defined items of qualitative study, 24 statements were included to let the participants rate their own concerns on each statement. To receive answers on “what do sport event tourists expect to experience?” and to compare the expectations of tourists groups having different degrees of past sport event tourism experiences, a 1-5 Likert scale was set for respondents’ evaluations (1 corresponds to *not at all expect*, 5 corresponds to *fully expect*). The choice of Likert scale was based on its easiness for respondents to understand and measure their own attitude and it enables the analysis procedure for nominal variables (Dawes, 2008). After completing the questionnaire, a pilot study was conducted with a subsample of ten people to test its function. Further, some phrases were added as explanations in order for the respondents to easily interpret.

### **2.6.2 Sample choice**

Sampling is central to a survey design (May, 2011). The most crucial requisition of a quantitative sample is to representative a population, which suggests the sample characteristics to be the same as the focused population (Ibid). The aim of this research is related to individuals having different degrees of previous sport event tourism experiences, therefore the target population was not confronted to tourists but encompassed potential tourists and any individuals, regardless their social-demographic characteristics. The decision of population determines the sample to be non-probability sample. Probability sample requires the existence of a sampling frame (Ibid). However a sampling frame did not exist in this study since the general characteristics of the population was unknown. Therefore it was not the main consideration to select subjects that are representative of the whole population.

Convenience sampling and snowball sampling were used to collect data. According to Bryman (2012), convenience sampling is very common because it is fast and easy to access subjects. The convenience and accessibility can also be reflected by the methodology of online questionnaire. Questionnaire was constructed by an online program named SurveyMonkey.com (see Appendix 3) and was distributed in April 2015. The collection period lasted for one week. The link of questionnaire was first distributed on the researcher’s own social network platforms including Facebook and WeChat. The respondents were kindly asked to forward the link to their social groups. Finally 234 responses were collected and 189 of them were picked as completed answers (based on question 3, those chose “never and I won’t” were filtered out). The demographic profile of the respondents is displayed as follows (Table 2). The whole sample had an average age of 29.61. Among them 54.3% were male and the rest 45.7% were female. As to the past sport event tourism experiences, half of the respondents had never been involved in a sport

event before. The other half sample was scattered equally; one-third had travelled to take part in sport event many times, one-third had sport event tourism several times and the rest was that had only once or twice.

Table 2 Demographic data of survey

<b>Gender</b>	Male 102 (54%)	Female 87 (46%)		
<b>Age</b>	Average 29.59			
<b>Past sport event tourism experiences</b>	Never 88 (46.6%)	Few times 31 (16.4%)	Several times 37 (19.6%)	Many times 33 (17.5%)

Regarding to the sample size, as May (2011, p.102) says, “where non-probability sampling techniques are used, the size of sample is less precise” as long as the data is enough for making valid conclusion. On the other hand, sample size is important for the factor analysis performance (Reio & Shuck, 2015) because small sample may yield less reliable factors to explain the items. For this study, in total, 234 participants were approached and 234 responses were gathered, among which the valid and completed responses were 189. Widaman (2012, in Reio & Shuck, 2015) suggests that the participant-to-variable ratios should range from 5:1 to 10:1. The number of variables (items) was 24 therefore the proper number of respondents should range from 120 to 240. Thus the sample size of 189 was touted as being useful for a reliable analysis.

### 2.6.3 Data analysis

#### *Exploratory factor analysis*

Exploratory factor analysis (EFA) assumes that some measured variables are correlated with some others and this correlated set of variables has something in common, i.e. they can be explained by a common factor (Norris & Lecavalier, 2010). It is often applied to deal with sets of items and ascertain interpretable factors that explain the inner correlations between observed items (Reio & Shuck, 2015). Different from confirmatory factor analysis (CFA) which is used to test a priori theory or validate a construction (Stevens, 1996), EFA can be performed without underlying theoretical processes or priori identified structure (Thompson, 2004). To find out the latent factors expressing the potential tourists' expectations towards the interaction attributes, therefore the EFA was adopted. EFA was preceded in SPSS with the first step of the KMO test to assure the factorability of data (Kaisen, 1974). After factor extraction, the reliability of measured variables within each factor was tested by Cronbach's alpha coefficient to test for internal consistency (Hair *et al.*, 2010) and make sure these variables were

coherent. In the end, each factor was named and interpreted as one aspect of experience expectations of sport event tourism with the supports of interview data and relevant literature.

### ***Hypotheses testing***

After acquisition of the experience expectations, the second research question was able to be solved. To prove or disprove the existence of expectation differences between people having different degrees of previous sport event tourism experiences, hypotheses were firstly formulated. Hypothesis is a presumptive statement that implies an answer to a problem in terms of population instead of sample (De Wet *et al.*, 1981 in Skinner *et al.*, 2014) and serves as a point of departure and guide of investigation. According to De Wet *et al.* (1981 in Skinner *et al.*, 2014), research hypotheses are formulated after knowledge has been gained regarding the nature of the problem. For this study, the impact of past experiences on the expectations for tourists' future experiences has been explored in the literature study (referred to introduction and chapter 3.2) beforehand and an assumption of different expectation of different tourists was brought about. Thus, to make comparisons by the sample data, it was feasible and necessary to formulate hypotheses indicating the expected reference of the difference between several tourist populations (Aron *et al.*, 2010). Statistical sample tests were employed to acknowledge or reject the hypotheses and approach the final findings.

## **2.7 Reflections on methodology**

May (2011) says it is crucial to be aware of the advantages and the disadvantages of the methodology as a base for collecting data. Since this research chose an explorative methodology and an explorative qualitative approach as the base for the rest of this research, it is of great significance to assess the qualitative study procedure. The main limitation of this study is associated with the interview sample size. There were only seven participants chosen for the one-to-one interview and it may be problematic to guarantee the sample's perspectives represent the whole picture of potential tourists' expectations. As mentioned above, the answers given by participants started to be more and more overlapped after four or five interviews so the sampling ended at number seven. Yet it must be mentioned that sampling failed to involved serious sport event tourists (people whose career as sport competitors) who are also actors in the sport event tourism (Getz, 2008). Other tourist groups may also be uncovered.

A focus group interview approach may have come with a better set of items describing the expectations, comparing with the chosen method. Focus group interview is compelling if in the early exploration of a topic (Bryman, 2012) as it can get participants brainstorm to discover more

perspectives. Thus more relevant expectation initiatives could have been discovered.

However since the items derived from interview were the constructions of questionnaire, if focus group interview was adopted or a larger sample size was chosen, the scope of the questionnaire would have covered more items which may let to more invalid and abandoned responds. It is difficult to balance the explorative results and the appropriate length of questionnaire.

### **3. Literature review**

This part starts with a literature discussion on experience and tourism experience. Theories on expectation are then presented. Then a broad understanding of sports tourism and sport event tourism is explored which follows a discussion on models of tourism experience and sport event tourism experience. In the end a specific model for sport event tourism experience for this study is proposed.

#### **3.1 Tourism Experience**

##### **3.1.1 Definition of experience**

“Experience” has become globally popularized in marketing and tourism management. The concept of *experience economy* introduced by Pine & Gilmore (1999) is the crucial contributor to the aroused focus on experience (Sunbo & Sørensen, 2013). From a psychological perspective, Pine & Gilmore (1999) categorized tourism experience into four realms: (1) recreational, (2) escapist, (3) aesthetic and (4) educational experience. Recreational experience means a stage is provided to delight and entertain customers. Escapist experience is immersive and showing that an individual is engrossed in the activity. The esthetics is referred to consumers’ interpretations of the physical surrounding (Hosany & Witham, 2010) including ambient environment, spatial layout and symbols. The educational dimension reflects individual’s desire to learn something new, increase knowledge or improve certain skills. These four realms can be overlapped, occurring at a single time and a single activity and, what’s more, unstable to be modified on any stages of a certain situation (Prebensen *et al.*, 2014). Particularly, Pine & Gilmore (1999) stated that experience is subjective and obscure. Rather than considering experience a noun or verb, it is better to perceive that anything emotionally, intellectually, aesthetically and spiritually (Prebensen *et al.*, 2014) made up inside a person can be encompassed into experience.

Due to the subjective of experience, researchers (Schmitt, 1999 in Loureiro, 2014; Sunbo & Sørensen, 2013; Mei, 2014) conclude the concept remains blurred. Following the discussions in literature, the commonly recognized distinctive feature of experience is that experience is personalized created in consumers’ all direct and indirect encounters with the service providers (Klaus & Maklan, 2013). Service space and employees have been transformed onto a stage in order to engage customers to generate perceptions and memories and draw them into experiences (Sundbo & Sørensen, 2013). This stresses that an experience cannot be completely designed. Holbrook (1999) and Prahalad & Ramaswamy (2004) suggest that suppliers are now facilitators in the space where customers develop their own experiences. The focus is projected on the important role of customer and customer involvement as a core antecedent.



### 3.1.2 Experience in the tourism context

Tourism is described to be all types of involvements in casually or in an organised way that necessitate travel away from home and community locally (Standeven & De Knop, 1999). Recently tourism experience has gained much attention from academics. It can be stated that travellers are no longer simply interested in escaping home community (Mei, 2014). A growing consensus about tourism experience shows that tourists now seek unique and memorable experiences from a trip. Uriely (2005) depicts tourism experience as an abstract and obscure phenomenon. Relating the consumer experience to the context of tourism, tourism experience can be viewed as the interactions between actors (as facilitators) and tourists (as active contributors of experience) (Sfandla & Björk, 2013). Much attention has been given by researchers to investigate how experiences are facilitated and how consumers co-create experiences. The same objective can be represented by the following Figure 4 which demonstrates a tourism experience framework launched by Sfandla & Björk (2013).

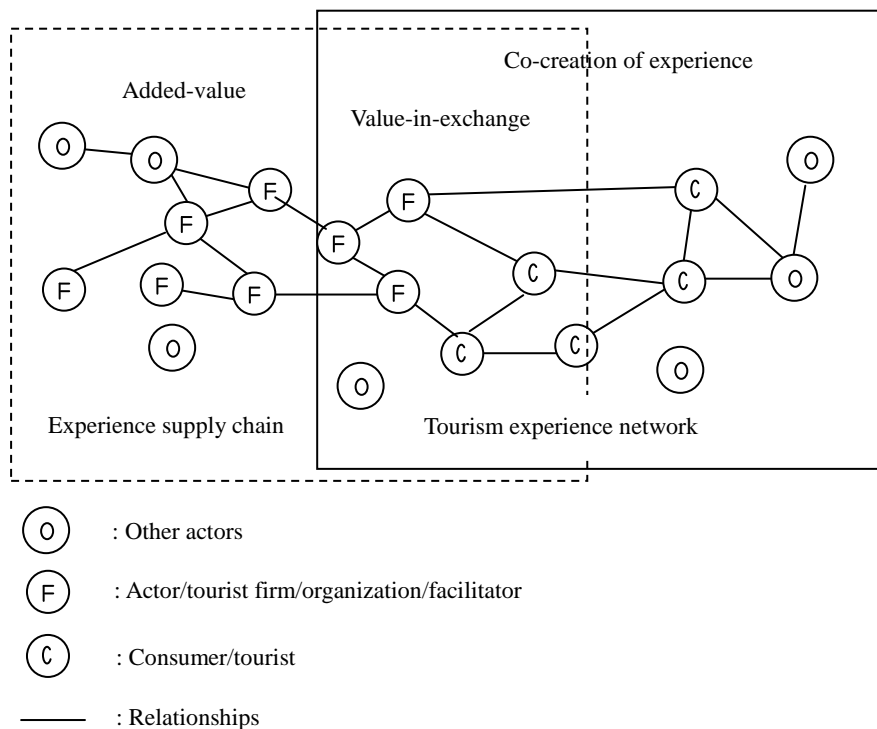


Figure 4 Tourism experience network  
Source: Sfandla & Björk (2013) p. 501

The network contains all the people and things surround the tourists that help to create the experience (Binkhorst & Den Dekker, 2009). The left side (*added-value*) indicates that there is a system of organizational collaboration and cooperation that is largely invisible to the visitors and hidden behind

the visible aspects of sports tourism product. *Value-in-use* means that the subjective experience is able to contribute to tourists' own beneficial and functional objectives (Vargo & Lusch, 2004).

The overlapped area is where sport event planners make possible for experiences to happen i.e. the tourism experience takes place (Pine & Gilmore, 1999; Grönroos & Voima, 2013). In this phrase, tourist co-exists with the experience production process. The visible products to consumer are a combination of diverse services and goods from different stakeholders (F). In other words, the build of experience is achieved by the immediate service providers and all stakeholders simultaneously. But they do not actually create the experience, but with factors brought by tourist. Moreover, the experience network suggests that tourist interact with providers (F), at the same time show interdependency with other actors (O) such as family, local community and other tourists (C). After discussing the feature of tourism experience, the notion of the tourism experience can be conceptualized as the tourist's reflections on all direct and indirect interactions with visible tourism network.

### **3.1.3 Model of tourism experience attributes**

Although Sfantla & Björk's (2013) give a general description of tourism experience, what need to be further explored are the specific interaction attributes in the network. Different researchers (Morgan, 2007; Mossberg, 2007) have explored the constructs affecting tourist experience. Weed & Bull (2004) state the tourism experiences lie in interactions between *activity, people and place*. Binkhorst & Dekker (2009) display a representative and inclusive picture of tourism experience and the network of interactions. This network lists out the possible variables surround tourist: transport, technology, cuisine, virtual community, tour operators, hotel service, food, family, friends and other offerings supplied in the destination. Experiences emerge in every connection between tourists and these attributes.

To sum up, this study adopts a model from Mossberg (2007) that possibly covers all dimensions of attributes influencing tourist experiences:

- *personnel*: Personnel indicates the service staff or local human affairs and is closely related to the performance of tourism service delivery (Mossberg, 2007).
- *other tourists*: Based on the "collective gaze" of mass tourism put forward by Urry (1990), Ek *et al.* (2008) emphasizes that many tourism performances, besides experiencing places and events, are performed collectively, in the company of friends or family or partners. Plus Morgan (2007) also recognizes the shared experiences between participants and tourists' interactions with other customers who have similar sense of communities.
- *products/souvenirs*: The place's products or souvenirs, as one part of authentic local culture, helps

to capture purchasing experience, according to Swanson & Horridge (2004) and Mossberg (2007). A tourism-related product or souvenir can be manufacture, accommodation, local event or anything that is distinctive to the destination.

- *and physical environment*: Physical environment involves the ambient condition, spatial layout and signs which contribute to the creation of atmosphere (Mossberg, 2007; Kotler, 1973). It also contains the well-known physical attractions, local unique climate and physical facilities (Kruger & Saayman, 2012).

## **3.2 Theories on expectation**

### **3.2.1 Tourist expectation**

Gnoth (1997) has summarized the expectation formation process and suggests that expectation is constructed by tourist needs and motivations. Specific expectations are “tentative representations of future events” (Gnoth, 1997, p.298) and can both refer to a specific situation and an unknown or abstract situation. Tourist expectations contain measures of cognitions, affections and conations. Cognition-based expectations are formed when tourists face a specific object (destination, event etc.) as the outcome of interactions between tourists and tourism systems which happens before the trip (see Morgan, 2007; Prebensen *et al*, 2014). Affective and conative-based expectations are related with tourists’ own attitudes. However as Shahin *et al.* (2014) claim, expectations depend on the individual’s personal traits and desires. In addition, according to Hinch & Higham (2002), expectations and desired outcomes are the functions of many factors including individual identity, attitude, personality etc. Thus expectations are more inner-directed rather than cognitive-directed, which means they are more likely to be formed by tourists’ own value.

Moreover the feelings and cognitions involved in underlying expectations have a direct impact on tourists’ perceptions and behaviours towards future trips (Gnoth, 1997). Pettersson & Getz (2009) also claim that pre-conceived expectations affect how individuals consume, evaluate and experience tourism products.

To illustrate, expectation is “an assumption of the inevitable” (Forinash, 2003) and the affirmation that a desired outcome will occur. Tourist behaviours are regarded as the individuals’ engagement with their personal expectations of a certain value (Swarbrooke & Horner, 2007; Ajzen & Fishbein, 1980). Conclusively, tourist behaviours are the subsequent processes of seeking to find fulfillment of these desired outcomes (Ajzen & Fishbein, 1980; Gnoth, 1997; Vroom 1964, in Gnoth, 1997).

On the other hand, tourist satisfaction is a respond to expectation. Tourist satisfaction is crucial regarding to the successful marketing and branding of destination, since satisfaction has an impact on the choice of travelling destination, the consumption behaviour and intention to revisit (Kozak & Rimmington, 2000). Holbrook (1999) described that customer satisfaction is determined by the difference between the perceived outcome the individual actual receive and the outcome he/she initially wants to receive. The relationship between tourists' expectations and satisfaction is that, generally speaking, in situations where the overall performances of the service provider meets or exceeds initial expectations, the consumer is considered satisfied (Pettersson & Getz, 2009); in situations where the performances are below the initial expectations, satisfaction level is considered low or non-existent. Many empirical applications of customer expectation-satisfaction can also be found in the literature of service quality and tourism experience. According to Loizos & Lycourgos (2005), the expectations and perceptions of hotel customers are interrelated with their satisfactions. A similar relationship is illustrated by Bosque *et al.* (2006) whose study concentrates on the service quality of travel agent. Moreover Noe (1999, in Andereck *et al.*, 2012) demonstrate that the “congruence between expectations and perceptions of a travelling experience have an impact on the extent to which it is viewed as a positive experience”. Following the arguments on expectations and perceptions in literature, it is obvious to conclude that acquisition of tourist expectations can help the improvement of tourist satisfaction.

### **3.2.2 Understand tourist expectation on pre-trip stage**

In the experience circle (referred to Figure 1, chapter 1.2), the anticipation phase involves decision making, planning and the expectation formulation. The experience circle in Figure 1 suggests that experience after the trip provides feedbacks and affects the creation of the next pre-trip experience. To demonstrate, Mazursky (1989) shows a relationship between past experience and future tourism decisions and verified that expectations are the prime baseline of post-exposure outcome. Plus, Shahin *et al.* (2014), in the model of service quality gaps (Parasuraman *et al.*, 1985 in Shahin *et al.*, 2014), indicate that one contributor to the construction of expected service is past experience.

Based on whether potential tourists had previous similar experience, tourists can be divided into two segments – first-time visitor and repeat visitor (Kuperman & Lumb, 2014). Repeat visitors are reported to be more likely to revisit than new visitors and have positive word-of-mouth effect (Chi, 2012). In terms of the different behaviours and preferences of new and repeat visitors, Li *et al.* (2008) claim that new travelers are more tourism-oriented and repeated travelers are more

recreation/activity-oriented. Lau & McKercher (2004) did a research on the tourists to Hong Kong and found out that first-time visitors were more attracted by the territory exploration such as natural and cultural tours than repeat visitors. In addition, many findings (Lau & McKercher, 2004; Anwar & Sohail, 2004; Fakeye & Crompton, 1991) also identify differences between the two groups of tourists, suggesting that repeated visitors are more willing to be involved in social activities and spend time with companions. These studies on first-time and repeat visitors provide an inspiration on this study. It can be assumed that new sport event visitors would have different preferences from frequent sport event visitors. Broadly speaking, past sport event tourism experiences would have an impact on tourists' expectations for next sport event trip.

### **3.3 Feature of sport event tourism**

#### **3.3.1 The network feature of sports tourism**

Sports related products play important roles in the destination development, due to their multi-function of economic, social, physical, psychological contributions (Wäsche *et al.*, 2013). Sports tourism has been simply defined as “the use of sports for touristic endeavours” (Kurtzman, 2005). According to Gibson (1998, p. 49), sports tourism is “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 activities”. Authors such as Hall (1992) described sports tourism as “travel away from one’s primary residence to participate in a sport activity for recreation or competition, travel to observe sport at the grassroots or elite level, and travel to visit a sport attraction such as a sport hall of fame or a water park”. Following the literature, there is no agreement on a specific definition of sports tourism; however the defined characteristics are common. This thesis considers it reasonable to take use of the most board concept of sports tourism as “leaving home or locality to be passive or active involved in sport activities.”

A determinant feature, according to Wäsche *et al.* (2013), of the sports tourism product offered by the visited destination, is a multi-dimensional combination of services and experiences. Moreover, Wilkinson and March (2008 in Wäsche *et al.*, 2013) put forward a network theory of sports tourism indicating that sports tourism is hardly based on a single organization but a network of cooperation and coordination by providers and stakeholders.

As Weed & Bull (2009) claimed, all dimensions of sports related tourism must be taken into consideration. Different studies have investigated the local or regional actors in the co-production of the sports tourism. Take an example, Wäsche *et al.* (2013) have explored the production of regional sports

tourism and highlighted the visible bundle of services: *sports activities, transport, accommodation, marketing, collective services, infrastructure, physical and social environment*. For instance regional infrastructure such as transportation (e.g. air, rail and road) must be considered because accessibility to the destination is one element of involving tourists. Further aspects such as lodging, the physical appearance of stadium, surrounded environment, social contacts are also significant contributors (Wäsche *et al.*, 2013; Murphy *et al.*, 2000; Thwaites & Chadwick, 2005; Tuppen, 2000).

### **3.3.2 The co-production of sport event tourism**

Since the end of last century, event tourism has presented as the fastest growing sector of leisure travel (Chalip & McGuirly, 2004). Gelders & Zuilen (2013) claim that events are a tool of city branding due to their great power to communicate with different target groups in the globalized society (Kolb, 2006; Wäsche *et al.*, 2013). Recent estimates demonstrate that sport event is one of the most widely studied field of sports tourism (Chalip, 2001; Gibson, 1998) and the largest component of event tourism (Getz, 1998 in Chalip & Leyns, 2002). Based on the previous sports tourism's definition, the concept of sport event tourism can be formed as "leaving home or locality to be passive or active involved in a sport event".

The distinctive feature of sport events that sport events are associated with competitiveness, participation communicates to more people in the world (Herstein & Berger, 2014) can stimulate the development of tourism attractions, amenities and business activities, increase number of visitors (Higham & Hinch, 2001), reduce the seasonality feature of tourist visits (Higham & Hinch, 2001) and improve the destination capacity for further development. Overall, the main value of a sport event comes from its ability to leverage processes beyond itself, shaping and branding the image of the destination (Chalip & Leyns, 2002; O'Brien & Chalip, 2007, in Prebensen *et al.*, 2014).

However, as Gelder & Zuilen (2012) say, an event may increase one's knowledge and affection about the specific city which can only be true when certain conditions are fulfilled – connecting the event to other aspects of the city. Attendees at a sport event do more than simply watch or participate sport. It is unavoidably that attendees are also socializing, dining, shopping etc. at event destination. From the demand's side, the tourism product is regarded by the visitors as a unit. Visitors perceive the visible dimensions of sports-related services, based on which they will evaluate the holistic trip performance (Sfandla & Björk, 2013). As discussed above, tourism is comprised of various attributes that affect visitors. Equally, for the sport event tourism, it is highly relied on different resources and actors.

There are many studies have categorized the components of sport event tourism. This paper bases on Shonk & Chelladurai's (2008) study that views the design of sport event tourism to be a combination of the event and facilitated services in the destination. Event includes the venue (the environment of the event facility, value of the facility and service-delivery inside) and contest (the performance process, augment service and outcome of the sport activity) (Ko *et al.*, 2011; Shonk & Chelladura, 2008; Foroughi *et al.*, 2014). Facilitated services in destination include access, accommodation, environment, personnel service and other attractions etc. Besides, other destination attributes such as local people (Wäsche *et al.*, 2013) and local cuisine (Sheng & Chen, 2013) also need to be accounted.

Conclusively, the co-production of sport event tourism involves the event venue and contest as the core products and the others additional services provided by destination.

### **3.4 Summary – towards a conceptual model of sport event tourism experience**

According to Sheng & Chen (2013), sport tourist experiences can be classified into two categories: active experience and passive experience, depending on the involvement degree of tourist. Active experience contains educational and escapist experience; entertainment and esthetic experience are included in passive experience (Pine & Gilmore, 1999). Perić (2010) maps several main sports tourism types in the system of experience schema and concludes that sport event tourism experience covers all the four aspects. The common focus of these concepts is on interactions between tourists and the sport event system (Weed & Bull, 2004; Prebensen *et al.*, 2014). Based on the discussion above, the following theoretical features are the keys in understanding sport event tourism experience:

- a) Experience is the sequence of a combination of tourists' human encounters or non-human encounters (Cary, 2004).
- b) Back to the heart of tourism experience, it can be conclude that tourist is the central construct and experience is the outcome of tourist's interaction processes with personnel, other tourists, products and local environment (Mossberg, 2007).
- c) Sport event tourism is a network involving event (venue and contest) as core products and additional actors at destination (Shonk & Chelladurai, 2008).

Therefore, to synthesize the literature, sport event tourism experience is deduced to be the outcome of tourist interactions with the sport event and periphery attributes.

Mossberg's (2007) framework of tourism experience as demonstrated above provides an inspiration on the conceptual construction of sport event tourism experience. To adjust Mossberg's model into sports

event tourism experience, in the upper structure (see Figure 5):

- “personnel” and “other tourists” in Mossberg’s model, were synthesized into “people in the sport event” (EP) to include event committee, staff, event participants and audiences;
- “physical environment” was adapted to be “event venue” (EV) to include the event facility, value of the facility and service-delivery inside the sport event field;
- “event contest” (EC), as the main “product”, was adopted to represent event performance process, outcome of the sport activity and other augment services during the sport game.

In the lower structure,

- “people in the destination” (DP) reflects other service personnel, other tourists and local residents;
- “environment” from Mossberg was reserved but named as “destination environment” (DE), involving the local attractions, infrastructure and climate etc;
- “products/souvenirs” in Mossberg’s model, can be recognized in “additional service” (AS) which comprises local products, souvenirs, activities and information provision etc.

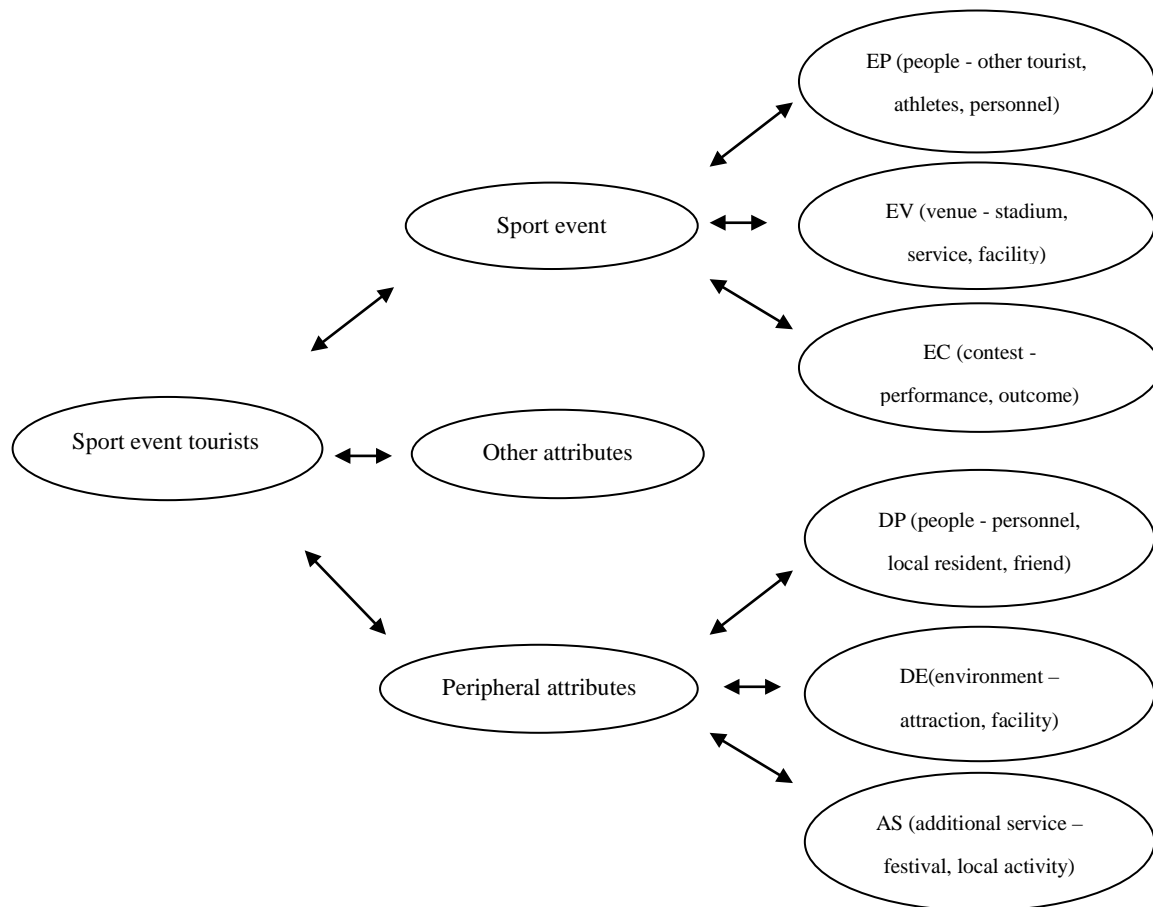


Figure 5 Sport event tourism experience framework

Source: Own



Besides, one more element “other attributes” was added in case there are existing dimensions the literature study has not covered. This framework, based on literature, highlights the interactions between sport event tourists and the sport event tourism system that affect tourists’ experiences. As clarified in introduction, to study what tourists’ experience expectations are, the start point is investigating what sport event tourists’ expectations on these attributes are. Therefore this framework is the guideline for the empirical study; particularly it will guide the performance of interviews to explore tourists’ expectations.

## 4. Empirical Study

To address the research questions “*What are tourists’ expectations for sport event trip experience?*” and “*Do tourists’ experience expectations differ depending on the degrees of their past sport event tourism experience?*”, an empirical study was carried out after the literature review through a mixed method approach. The first part was based on a qualitative methodology of semi-structured interview, in order to receive answers on what sport event tourists expect to interact with. The responds provided a picture of the initiatives of expectations for tourism attributes. Further the result was used in the questionnaire design procedure in a quantitative survey. Factors were extracted as the experience expectations and comparisons were made to see whether there are any differences between expectations of tourists having different degrees of past sport event tourism experiences.

### 4.1 Interview result and analysis

In total, seven semi-structured interviews were conducted with the help of the pre-structured interview guideline (Appendix 1). Interviews tapes were first transcribed into texts then a content analysis was applied to deal with the interview data.

#### 4.1.1 Content analysis procedure

Content analysis was preceded as summary, explication and step-by-step reduction (Mayring, 2000). The first step was to highlight in the margin (Berg, 2001) where relevant information about tourism experiences, participant’s opinions on destination attributes and other interaction attributes was found. For example, for following answer:

“From my past experience, it usually takes 7 to 8 hours staying there however the match only last for 2 to 3 hours so the rest of the time should be interesting...I think some other activities can be organized to take use of these several hours. More interesting activities for example interactive games can be arranged.” (Interviewee Tan)

The last sentence was underlined because its relevance to tourist expectation in terms of the activities organized by event committee (EP). The same technique has been used to scan through the seven interview transcripts one by one. The next step was classifying the recognized information into categories. Since the previous literature study has identified a theoretical framework which contains the structure and terms of sport event tourism experience (EV, EP, EC, DP, DE and AS, referred to chapter 3.3.2), the framework serves as the criterion for sorting information. Thus in this episode, the initial results were listed under each category (see Appendix 3). Some answers given by the informants, although using different terms and phrases, were expressing the same meaning. For example what

interviewee Zhiwei said, *“I don’t want to see spectators who are rude and impolite, shouting, booing”*, *“people who are angry and impolite during the game, if somebody can stop them”* and *“other fans can be well-mannered”* were showing the same meaning that audience should have proper behaviours. Such repeated answers have been eliminated in the tables in Appendix 3.

The next step was to conduct analysis for each table respectively. The answers given by informants were compared and synthesized. For instance, three different sentences were expressed in terms of event audience in EP:

*“The audience should understand the rule of the game and behaviour passionately and energetically and also politely to every player.”*

*“The audiences have basic knowledge about the game or have been educated.”*

*“They are not rude or booing or leave garbage everywhere.”*

To summarize the answers, two items were extracted as “audience should know the sport well” and “people are excited”. The same approach was used to produce clear items among each category and the result is displayed in Table 2. It should be notify that there was no data engendered in terms of the seventh category “other attributes”. All interview data can be covered by the six major categories in the theoretical framework.

According to Mayring (2000), the interpretation of result should carry out on two levels: the result of researcher’s own data and a comparison between result and existing literature, which can ensure the quality of content analysis and complementing existing theories. Thus, the following interpretation process will give possible references regarding to the 35 defined initiatives.

Table 3 Content analysis preliminary result

***Category 1: Expectations on sport event venue (EV)***

---

- I expect there are enough stands nearby for food.
  - I expect there are many small shops nearby to buy event souvenirs.
  - I expect there are enough toilets for so many people.
  - I expect there are more obvious and more directive signs in the event field.
  - I expect there are enough entrance gates.
  - I expect to watch the game through clear screen displays.
  - I expect the venue has large capacity to hold large number of audience.
  - I expect more seats can be arranged everywhere.
- 

***Category 2: Expectations on people/committee in the event venue (EP)***

---

- I expect my friends/companions or personnel can explain that sport to me during the game.
  - I expect to see a large number of audience/participants on the event field and they are excited.
  - I expect personnel can guide me.
  - I expect the people/audiences have basic knowledge about that game.
  - I expect to learn more about that event through introductions and exhibitions organized by event committee.
  - I expect to meet with the players/teams.
  - I expect audience are well-behavioral and won't cause any troubles
  - I expect to receive information from the event's social media or website.
  - I expect to take event shuttle buses or metros.
  - I expect the commentator/host is passionate and professional.
- 

***Category 3: Expectations on the event contest (EC)***

---

- I expect to see my favorite players/teams and they have great performance during the game.
  - I expect there are small games during breaks.
  - I expect the competitions are intensive and fierce between players.
  - I expect no emergency during the competition
- 

***Category 4: Expectations on the destination environment (DE)***

---

- I expect to visit the tourism attractions in that city/place.
  - I expect to have food in local or event-themed restaurant/bars.
  - I expect a nice weather and safety.
  - I expect to buy sport event or city' souvenirs.
-

Table 3(2) Content analysis preliminary result

**Category 5: Expectations on people at destination (DP)**

- I expect to meet local residents during visit (e.g. couch surfing or B&B at local's).
- I expect to travel with my family
- I expect to travel with other sport fans.
- I expect there is no illegal behaviour.

**Category 6: Expectations on additional services at destination (AS)**

- I expect the public bike-sharing system is convenient in that city.
- I expect to live close to the event field.
- I expect to take part in/watch local festivals.
- I expect to take part in some self-organized tours to meet others during visit.
- I expect to easily find the tourism information center

#### **4.1.2 Analysis Result**

**Category 1: tourist's expectations on sport event venue (EV)**

The importance of service delivery and facilities in sport events has been stressed by Getz (2005). More specifically, elements such as food and beverage, facility access and convenience all influence tourists' perceptions (Getz, 2005; Ko *et al.*, 2011). In this qualitative research by asking what they expect on the event venue, the most frequently phrase mentioned by interviewees was the patron experience on the event field, particularly the easy access to food service, as two of them said:

I have never had a pleasant experience of patronizing (in the stadium) before, there are no normal restaurants nearby and (there are) always too many people, the queue is always too long to wait for serving. (Interviewee Tan)

[O]n the bleachers, more stalls for food and small souvenirs can be arranged. I had some bad experience about buying food. In some stadium you have to go outside or far from the field to buy food then you miss some great (shooting) moments. (Interviewee Miguel)

These cases indicate one dimension of expectations is the convenient interaction with food facilities in the event venue. Plus, in terms of the venue facility, informants also took into consideration the settings of toilets, according to several interviewees, "[t]here must be enough toilets, especially women's toilets. When (there is) big event, we have to wait outside for a long time." Besides, two interviewees mentioned that more directive signs alongside the road, inside and outside the stadium can be settled so that they "can easily find the way" and "don't need to search on a map" (interviewee Tan) on their own. The phrase "expect there are enough and broad entrance gates" was also raised showing that they preferred a sense of comfortability and safety. For instance one of them said,

Another thing is about the road and entrance gate, they should be broad to let so many to pass and feel comfortable, also ensure the safety, if there is an emergency, you know, large crowd

of people (Interviewee Zhiwei).

It is worth to state that one interviewee referred to the situation of watching the game (F1) through screen broadcasting. He expected the ease of obtaining information, data and the driver's skills inside the car, since the F1 competition field was too spacious to follow the whole races and driver's performance was invisible without a clear broadcasting. This aspect can also be reflected by Jin *et al.* (2011) who has mentioned the importance of operating information to spectators' perceptions.

### **Category 2: tourist's expectations on people/committee in the event venue (EP)**

From the interview material, it is obvious to know that the *people* factor is of great significance. 10 items were identified in this category. Almost all interviewees expressed their expectations to go with friends or fans who have basic knowledge about the sport or sport event.

I mean for a sport event or sport tourism, the people you are going with are very important, they must be someone who know this sport (baseball game) very well. (Interviewee Gabriela)

For her, who is not a fan of baseball match, receiving relevant information from companions during the event may contribute to a pleasant experience. On the other hand, some other informants, who are sport fans, also stressed the importance of other audience. Specifically the nearby audience should basically know that sport, so that they would have common topics to socialize with each other. Plus another crucial role of audience, according to several informants, is that "if they (audience) are all fans of the game, the atmosphere must be very good" (Interviewee Tan). Researchers such as Wäsche *et al.* (2013) claim that other tourists are great contributors to tourists experience. This can also be reflected by what Morgan (2007) says the effect of "sense of community" that sharing the same identity (being the sport fan) would mostly influence tourist experiences.

Another frequently mentioned item is the number of audience. Although most of the tourists would hardly have any direct interactions with other tourists, they highly desired the sport event field can be filled with large crowds of people for the reason that "the more people, the better atmosphere" (Interviewee Kalami; interviewee Masashi etc.). Besides, they also considered people being excited as one part of an ideal experience, as Masashi (Interviewee) said that

I expect all the people would be in high mood and the more people the better, to make full use of the grassland (of the tennis playground). When there is a good shot, everyone is applauding and crying, which feels so good.

Some minor initiatives were shed light upon as well. The event committee was expected to release information and provide interactive online platform. In addition, half of the interview sample expected exhibitions and displays to be organized by the event committee. For example one of them said,

I expect (there are) exhibitions to explain to me the history, the construction history of the speed way and models of every year's trophy... A lot of Chinese people they don't really know about F1 games, so they should be educated, like the game rules, tires change. (Interviewee Tan)

Having a chance to see famous players and taking part in interactive activities were identified from the interview answers as well. This aspect goes hand in hand with Rinaldi *et al.*'s statement (2011) that sport event tourists are enticed by athletic celebrities regarding to experience of status and prestige.

### **Category 3: tourists' expectations on the event contest (EC)**

It is logically to conclude that tourists have more and higher expectations on the event contest since it is the core product of sport event tourism. However the interview data shows a contrary result. Comparing to the demanding expectations on EP, only four items were summarized regarding the event performance. Half of the informants mentioned that they wanted to see their favorite players have great performance regardless if they win and they also said that the competitions need to be fierce and intensive:

The game performance, I mean the (F1) race needs to have more competition and conflicts; I don't want to see the same racer Williams win in every competition without any suspense. (Interviewee Tan)

Augment performance and small games during the contest break such as lottery and cheerleading is another desired element, as can be supported by Ko *et al.* (2011). In addition, issues of safety and the smooth operation have been drawn out.

### **Category 4: tourists' expectations on the destination environment (DE)**

The previous discussion on the feature of sport event tourism experience suggests that many other actors in the tourist destination would have interactions with sport event tourists. As for the interaction with destination environment, the most common expectation of those respondents is to visit the exotic tourism sites and local restaurants. For example one interviewee said that:

One most attractive aspect to me is that Australia has a lot of animals, Koala, Kangaroo, you know, we don't have that in China. And if I go there I would definitely go to visit its natural scenery and attractions there, the beautiful and long sea shores, sea, islands, barrel reef... (After the event), I prefer to be relaxed and to enjoy the local street and architectures, visit the local commercial district and find the best place for eating, talking with friends in those restaurants. (Interviewee Zhiwei)

Many other respondents expressed the same opinion that beside watching or participating in a specific sport event, "being a traveller to explore the city" (Interviewee Kalami) was their main interest. This can

also refer to Crouch's (2011) study that superstructure (well-known architecture and local cuisine) is one potential destination attribute that have an impact on visitation experiences. Moreover data shows they concerned on the safe environment at destination, which can be supported by Driscoll *et al.* (1994) that the incapability of destination to make visitors feel secure will lead to negative experience.

#### **Category 5: tourists' expectations on people at destination (DP)**

First of all, some interviewees showed an expectation on travel companions that they would like to have family or friends keeping company so as to "enhance relationship by doing the same things together" (Interviewee Kalami). A more significant result can be drawn that five out of seven interviewees expected to meet with friendly local people. Wäsche *et al.* (2013) and Driscoll *et al.* (1994) point out the role of friendliness of local people is a significant contributor to sports tourism experience. Tan (interviewee) gave a strong concern on local residence, saying that "if the people they are not friendly or they are cold I will probably never go there again, no matter how attractive the event is." In addition, some of them also showed intentions to stay at local houses during travelling:

I am also willing to live with local people, in their house, of course if the locals are friendly and welcome me. When I was travelling in Taiwan, every day I stayed in B&B, which made me felt better than staying in hotels or hostels (Interviewee Masashi).

The expression of living with locals or living like a local has been paid large attention by tourism literature, especially cultural tourism. For example Urošević (2012) studies cultural tourism and indicates that modern tourists have the request for unique local ingredients such as local way of living and communicating with local residents.

#### **Category 6: tourists' expectations on additional services at destination (AS)**

In this phrase, destination attributes such as infrastructure, facility, local event and festival and other services are addressed. This theme is able to stimulate visitor's creation of highly personalized experience (Dwyer and Kim, 2003). According to Miguel (interviewee),

The place is my first consideration. I will not travel somewhere just to watch a game. Even if the game, the place is not far from my home, the place should not be too poor of facility, the transportation should be convenient.

To demonstrate, the expectation on transportation was stated by half of the interview sample. For instance, they desired a convenient bike renting system in that host city since riding provides more chances to enjoy the city view. In terms of accommodation, there are not many statements on the accommodation service *per se* but some informants mentioned the location of accommodation – to be closed to the event venue. Some of them also wished to participate in local festivals, "to be involved in



the passion and enthusiastic atmosphere there and traditional local culture” (Interviewee Zhiwei). This, similar to local distinctive tourism attractions, can be verified in Urošević’s (2012) study on cultural tourism as well. In addition, two items have been identified regarding to information search – easy to access tourism information center and obtaining tourism information (such as recommended tour, restaurant and hotel) through city’s online platform, corresponding to Tang & Jang’s (2014) claim that information search is an important antecedent of tourists’ constructed perceptions of the destination image.

#### **4.1.3 Items development**

The 35 initiatives have been derived and some of them were related with each other. For instance in Table 2, it is true that the attributes such as toilets, food stall, souvenir shops and other facilities were mentioned by interviewees at the same time. It is reasonable to view them as one single item relevant to the event facility. Therefore these initiatives were further integrated into one statement: *I expect it is convenient and efficient to access the facilities*. Besides, that their expectation of a large capacity of the venue actually indicated a wish for more audience (referred to interview Zhiwei), thus the statement “*I expect the event field could be large enough*” could be represented by “*I expect there are a large number of audience/participants*”, thus the former was eliminated. Moreover, the items “*audience are well-behavioral and won’t cause any troubles*” in EP, “*no emergency happens during the competition*” in EC, “*safety and nice weather*” in DE, “*no illegal behaviors*” in DP were combined in one statement as “*I expect nice weather and no emergency*”, since they were similar to each other although positioned in different analysis unit. As such, finally the 35 preliminary items were again reduced into 24 (Table 3).

This set of items would be the questionnaire construction for the factor analysis procedure. In order to construct a clear questionnaire, descriptions have been made regarding each of the expectation variables that were used as statements for respondents to rate in the quantitative study.

Table 4 Defined items of expectations

Descriptions and statements
ex1: I expect to receive information (event schedule, transportation, recommended restaurant and hotels, tours etc.) from the event or city's social media or website.
ex2: I expect to take event shuttle buses or metros.
ex3: I expect the public transport system in that city is convenient.
ex4: I expect a nice weather and no emergency.
ex5: I expect to easily find the direction signs to any places and personnel can guide me.
ex6: I expect it is convenient and efficient to access the facilities (e.g. seats, toilets, food stalls, shops, screens, information center).
ex7: I expect to live close to the event field.
ex8: I expect to visit the tourism attractions in that city/place.
ex9: I expect to have food in local or event-themed restaurant/bars.
ex10: I expect to take part in/watch local festivals.
ex11: I expect to buy sport event or city' souvenirs.
ex12: I expect there are introductions and exhibitions of that event and I want to learn more about it.
ex13: I expect my friends or companions can explain that sport to me during the game.
ex14: I expect to see my favorite players/teams and they have great performance during the game.
ex15: I expect to see a large number of audience/participants on the event field and they are excited.
ex16: I expect the people/audiences have basic knowledge about that game.
ex17: I expect there are small interactive games and performances during breaks..
ex18: I expect the competitions are intensive and fierce between players.
ex19: I expect the commentator/host is passionate and professional.
ex20: I expect to meet with the players/teams.
ex21: I expect to meet and interact with local residents.
ex22: I expect to meet and interact with other fans.
ex23: I expect to travel with my family.
ex24: I expect to travel with other sport fans.

## 4.2 Quantitative study

The purpose of quantitative study was divided into two parts. The first aim was to extend the interview result and approach answers for the first research question “*What do sport event tourists expect to experience?*” The 24 items generated from interview research constituted the questionnaire scheme and were reduced by a factor analysis. After addressing the first question, the result of sport event tourists’ experience expectations was used in the second phrase, in order to compare the experience expectations of several tourist groups and answer the second research question “*Do tourists’ experience expectations differ depending on the degrees of their past sport event tourism experience?*”. Hypotheses of significant mean differences were formed before comparisons and were tested by statistical sample tests.

### 4.2.1 Factor analysis

The 24 items generated from interview were included in the questionnaire to be rated from 1 to 5 (the degree of agreement on each statement of expectations). In this phrase, factor analysis was conducted on experience expectations of sport event tourism. First of all, KMO test shows the value of KMO is 0.870 (Table 5), greater than 0.5. According to Kaisen (1974), the KMO value between 0.8-0.9 is meritorious for preceding a satisfactory factor analysis. Plus, Bartlett’s test of the strength of relationship among these items showed the p is 0.00 less than 0.05, rejecting the null hypothesis that the 24 variables’ correlation matrix is an identify matrix. It indicates there are inter-item correlations and taken the KMO result together provides a standard factorability.

Table 5 Determine the Factorability by KMO and Bartlett's Test

<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</b>		.870
<b>Bartlett's Test of Sphericity</b>	<b>Approx. Chi-Square</b>	1459.620
	<b>df</b>	276
	<b>Sig.</b>	.000

After ensuring the feasibility of conducting factor analysis, actual analysis process was carried out and six factors were extracted by SPSS based on their eigenvalues greater than 1. The six factors’ cumulative variance is 57.985%, being quite close to 60%, is acceptable (Fiedel,2005). In other words, the 6 factors can account for 57.985% of the common variance shared by the 24 variables and are responsible for the overall experience expectations of sport event tourists. Table 6 presents the factors yielded from the rotated varimax and items constituting each factor. Selection of items was based on the criterion that communality larger than 0.45 and one item should not be cross-loaded on several factors (Dahling *et al.*, 2012). Communalities table and rotated component matrix are shown in Appendix 4.

Table 6 Factors extracted and corresponded items

<p><b>Factor 1 Fundamental experience expectation of efficiency &amp; excitement</b>  Initial Eigenvalue: 6.960  Accumulated Variance explained = 28.998  Cronbach's Alpha = 0.804</p>	<p>ex4: I expect the weather is nice and no emergency happens.  ex5: I expect to easily find the direction signs (in the sport field and the city) and personnel can guide me.  ex6: I expect it is convenient and efficient to access the facilities (e.g. seats, toilets, food stalls, shops, screens, information center)  ex14: I expect to see my favorite players/teams and they have great performance during the game.  ex19: expect the commentator/host is passionate and professional.  ex18: I expect the competitions are intensive and fierce between players.</p>
<p><b>Factor 2 Experience expectation of education</b>  Initial Eigenvalue: 1.862  Accumulated Variance explained = 36.757  Cronbach's Alpha = 0.683</p>	<p>ex16: I expect the people/audiences have basic knowledge about that game.  ex12: I expect there are introductions and exhibitions of that event and I want to learn more about it.  ex13: I expect my friends or companions can explain that sport to me during the game.</p>
<p><b>Factor 3 Experience expectation of authenticity</b>  Initial Eigenvalue: 1.559  Accumulated Variance explained = 43.252  Cronbach's Alpha = 0.747</p>	<p>ex10: I expect to take part in/watch local festivals.  ex8: I expect to visit the tourism attractions in that city/place.  ex9: I expect to have food in local or event-themed restaurant/bars.</p>
<p><b>Factor 4 Experience expectation of socialization</b>  Initial Eigenvalue: 1.463  Accumulated Variance explained = 49.349  Cronbach's Alpha = 0.673</p>	<p>ex22: I expect to meet and interact with other fans.  ex21: I expect to meet and interact with local residents.  ex23: I expect to travel with my family  ex24: I expect to travel with other sport fans.  ex17: I expect there are small interactive games and performances during breaks.</p>
<p><b>Factor 5 Experience expectation of convenience</b>  Initial Eigenvalue: 1.060  Accumulated Variance explained = 53.767  Cronbach's Alpha = 0.604</p>	<p>ex1: I expect to receive information (event schedule, transportation, recommended restaurant and hotels, tours etc.) from the event or city's social media.  ex3: I expect the public transport system in that city is convenient.  ex2: I expect to take event shuttle buses or metros to the sport field.</p>
<p><b>Factor 6 (drop)</b>  Initial Eigenvalue: 1.012  Accumulated Variance explained = 57.985</p>	<p>ex7: I expect to live close to the event field.</p>

Plus, the factor internal reliability was also taken into consideration by judging the *Cronbach's alpha* (Hair *et al.*, 2010). The aim of testing reliability is to make sure that these indicators for each factor are coherent and measure the same thing (Ibid). In addition, *Cronbach's alpha if item deleted* was also assessed to make sure a higher reliability (Pallant, 2007). The result indicates that the *Cronbach's alpha* of Factor 1 is 0.830; *Cronbach's alpha* of Factor 2 is 0.730; *Cronbach's alpha* of Factor 3 is 0.746; *Cronbach's alpha* of Factor 4 is 0.673; *Cronbach's alpha* of Factor 5 is 0.604. According to Hair *et al.*, (2010), Alpha for each should be positive and between 0.6 and 0.9. Thus it is acceptable to conclude that inter-factor items are coherent.

It should be noticed that there is only one item “*I expect to live close to the event field*” (loading = 0.629) rested in factor 6. Based on the answers given by interview participants, this item was only brought up once and lacked explanations from interview data. Reio & Shuck (2015) said that the extracted factor must be corresponded to priori findings, therefore this process decided to abandon the factor 6. The rest five factors account for 53.767% of the whole variance which is also acceptable.

The major step is to name the factors. Naming should be based on the factor's conceptual underpinnings (Reio & Shuck, 2015) and “define a particular latent dimension” (Mvududu & Sink, 2013, p. 90). Reio & Shuck (2015) recommends the researcher draw on the theoretical and research literature supporting the decision regarding naming the factor. This study combined the interview quotations and previous relevant theories and determined these factors' names as:

- a) fundamental experience expectation of efficiency and excitement;
- b) experience expectation of education;
- c) experience expectation of authenticity;
- d) experience expectation of socialization;
- e) experience expectation of convenience.

#### **4.2.2 Factor interpretation: answer RQ1**

This part combines the interview database to explain and interpret the factors. In addition, although the process is inductive, some theories and definitions are also referred to support and complement the findings.

##### **Experience expectation of efficiency and excitement**

From the quantitative analysis above, the eigenvalue of this factor is 6.960 which is the largest contribution to the overall experience expectations, compared to the other four eigenvalues being slightly above 1. Therefore efficiency and excitement can be assumed to be the basic needs of sport

event tourists.

First of all, the defined items such as *personnel is helpful, obvious directive signs* all suggest that tourists pursue functional features that guarantee a smooth and efficient experience. Plus expectations of enough seats, safety, nice weather etc. indicate sport event tourists are looking for the success of event operation. In the previous literature, Sheng & Chen's (2013) study concludes that tourists' expectation for experience of easiness generates from physical facilities such as a proper resting space, adequate food areas, comfortable chairs etc. Similarly, Klaus & Maklan (2011) highlight the experience dimension of efficiency which emerges from physical attributes and the organizational flow. The two aspects facilitate the tourists to enjoy a smooth experience.

On the other hand, expectation for excitement is defined and this category is the most distinctive element of sport event tourism experiences and makes it unique among the general tourism experiences. Excitement represents a desire for intellectual and emotional stimulations. As Funk (2008) states, sport offers an exciting atmosphere and this environment influences the evaluation of a sport experience. Most of the items loaded on this factor are related to the event contest, i.e. informants put great attention on the competition performance. For instance, as demonstrated in chapter 4.1.2, Tan expected that the game would be fierce and there are more competition between teams and players: "It is boring to see the same racer winning every time." Moreover, the roles of event commentators/hosts are also significant compositions of atmospherics, based on the interview answers. Having an opportunity to see their favorite players, according to Gabriela (interviewee), will bring them excitement as well. This finding goes along with Pons *et al.* (2006) and Funk (2008) that exciting atmosphere at events is an attractive component to customers. Particularly in sport event, Funk (2008) describes the excitement atmospheric as one appealing experience to consumers:

"Individuals seek a sport event experience due to opportunities for mental action and exploration from the atmospheric conditions created by the uncertainty of participation and competition and the spectacle of associated activities" (p.24).

Overall this factor describes tourists' desire for the smooth operation of an exciting sport event. Therefore following the previous findings, this study named this factor as an experience expectation of efficiency and excitement for sport event tourism.

### **Experience expectation of education**

When some informants were asked about their expectations on any activities beside the event contest, almost everyone gave credits on introductory exhibitions and guides. For those interviewees who have

little knowledge about the specific sport (event), they expected to learn from their companions:

I've seen an ice hockey game in a stadium in Stockholm. But I don't like the experience because I don't understand it at all. So I think it is great if, for example me and my boy friend go to watch a sport competition, even though I don't understand but he explain to me.  
(Interviewee Kalami)

Those who were frequent sport tourists or sport fans were also willing to receive knowledge and know more about the event, as one of them said "I really wanted to know how it (baseball match) works". Besides the exhibitions, interactions with personnel and friends who know that specific sport are items of educational experience as well. According to the answers, the tourists expected to be actively involved and participate in the knowledge learning process (Pine & Gilmore, 1999). Therefore, the name of experience expectation of education is given as one dimension of experience expectations by sport event tourists.

### **Experience expectation of authenticity**

This study named the third factor as experience expectation of authenticity for the following reasons. Authentic experience includes escapism, one realm of tourism experience proposed by Pile & Gilmore (1999), which means escaping from one's home area in order to seek for different experience in authentic destination (MacCannell, 1976 in Cohen, 2010).

[i]f I will go to Brazil, of course Brazil has different culture, the food may be very tasty and nice. Yes it is basically travelling to a different destination. I can see the match and I can see the culture things, you can explore the city, in a different culture background, in a different situation. So I think if you are having a game in a foreign country or a different place, the game itself is not a big issue. The bigger issue is the place. Whether the place is a culture heritage or it has many tourism interesting things to see, it is very good. (Interviewee Alexander)

As such, when the interviewees talked about being attracted to visit the heritage or natural attractions, or try the local food distinct from their own localities, they all referred these aspects to an exotic experience. Overall, the concept – experience expectation of authenticity – was adopted from Yeoman (2008) and illustrates that tourists are seeking a connection with something rooted in the event and event destination. This in a large degree links to the provision of products and services including festivals and other cultural events, sites and monuments, nature, folklore or art or pilgrimages (Sims, 2009) which are distinctively associated with the event destination.

### **Experience expectation of socialization**

This theme mainly accounts for four items: *travel with family*, *travel with sport fans*, *meet/interact with sport fans* and *meet/interact with players*. One interviewee Alexander is the most typical representative:

I think sport game and sport event is only an attraction for me to go to that place. However after I arriving that place, more important thing is to socialize with people. Whether the game performance is exciting or just boring, it is a topic between us. Know something about the game will give you the knowledge then you can talk with your friends or others. We need a common topic to socialize.

Besides interactions with same sport fans, tourists also expect to meet with people in their peer ages. For instance, one item “*expect to take part in self-organized tours*”, as stated by Gabriela (interviewee), shows a desire to “*meet with other young people*”. Another variable that tourists expect for interactive games and performances during the break can be explained by socialization as well: “(I like) the current popular Hug & Kiss and other small games to interact with (F1) drivers and fleets, for example famous drivers can be the lottery presenter” (Interviewee Tan).

This aspect corresponds to a large amount of previous literature in tourism experience. Pons *et al.* (2006) emphasizes that social interaction at event is a key dimension of sports tourism customer experiences (Green & Jones, 2005). Sheng & Chen’s (2013) study on tourism experience expectations also defines personal identification, which involves the interactions with companions in tourists’ expectation images, as one factor of experience expectations.

### **Experience expectation of convenience**

The common feature of these statements – *receiving information from the social media, convenient public bike system and shuttle buses* – is that tourists are seeking a less energy-consuming experience both for participating the sport event and place exploration. To illustrate, Tan and Masashi (interviewees) hoped the organization committee could release tour information through social media so that they could skip the exhausting procedure of searching for information. Additionally, it could also be supported by the answers about convenient transportations:

“I would like to rent a bike, of course, if the place offers convenient bike sharing spots.”  
(Interviewee Zhiwei)

“when there is big event there are so many people taking the same bus or metro...The worst happens when the event finished in the evening, I couldn’t even get a taxi sometimes...(I think) more buses and metros can be scheduled, they can provide some shuttle buses and subways straight ahead to the field.” (Interviewee Tan)

### **4.2.3 Descriptive data**

Before any test for comparisons between variables, it is necessary to understand better the nature of the data. According to the factor loadings and the component matrix (Appendix 4), it was able to calculate



the weights of variables on each factor (see Table 22 in Appendix 4). Afterwards, weighted averages of the five factors was calculated in SPSS and saved as new variables in order to conduct comparisons. Table 7 below shows that the mean values of five factors are all approximately around 4 (5 corresponds to fully expected). Therefore generally the respondents showed great expectations on all the five sorts of experiences. In particular, Respondents more highly rated on the first factor – experience expectation of efficiency & excitement, with the average mean value 4.27. Experience expectation of authenticity had an average value of 3.93, ranking the second. Thus experience of efficiency & excitement and authenticity of destination are the most desired by potential tourists.

Table 7 Means of five experience expectations

	N	Mean	Std. Deviation
<b>Efficiency &amp; excitement</b>	189	4.27	.68973
<b>Education</b>	189	3.77	.87524
<b>Authenticity</b>	189	3.93	.95835
<b>Socialization</b>	189	3.66	.79760
<b>Convenience</b>	189	3.55	1.00806

Table 8 Means of five experience expectations of people having/ having no previous sport event tourism experience

	Past experience	N	Mean
<b>Efficiency &amp; excitement</b>	No	88	4.32
	Yes	101	4.22
<b>Education</b>	No	88	3.73
	Yes	101	3.81
<b>Authenticity</b>	No	88	4.18
	Yes	101	3.71
<b>Socialization</b>	No	88	3.61
	Yes	101	3.70
<b>Convenience</b>	No	88	3.48
	Yes	101	3.61

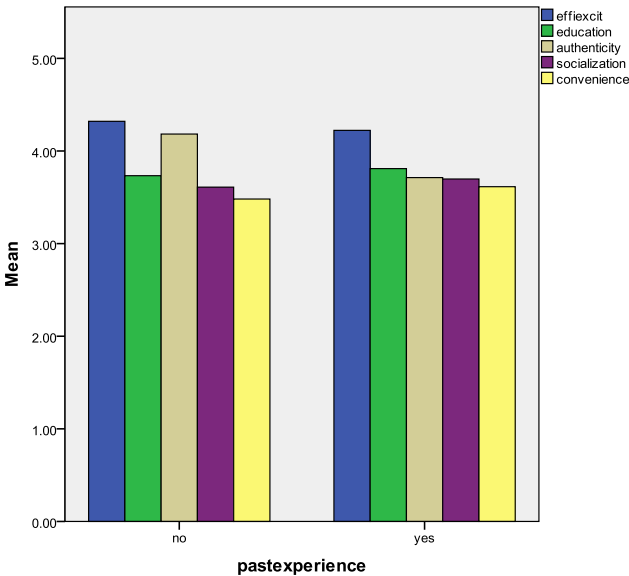


Figure 6 Means of five experience expectations of people having/ having no previous sport event tourism experience

Moreover among the respondents, there are 88 people who have never been involved in any sport event tourism while 101 said they had such experience before. Descriptive statistics can tell there is a larger discrepancy between expectations of authenticity of those had no experiences and the other group (4.18 – 3.71), than the four other factors (see Table 8 and Figure 6).

More specifically, the line graph in Figure 7 displays the mean value of each factor in accordance with the four groups of tourists (people had no sport event trip, few trips, several trips and many trips) respectively. The most upper line represents experience expectation of efficiency & excitement, which is higher than the others, as also discussed above. Moreover the three lines for expectations of education, convenience and socialization are in a similar pattern of which the tendency is almost flat. Thus it may conclude that sport event tourists' expectations for educational, convenient and social experience can hardly be influenced by tourists' past sport event experiences. Additionally, the most distinctive result is the mean value of expectation of authentic experience. It indicates that those who had more previous sport event tourism experience concern less on authenticity than others.

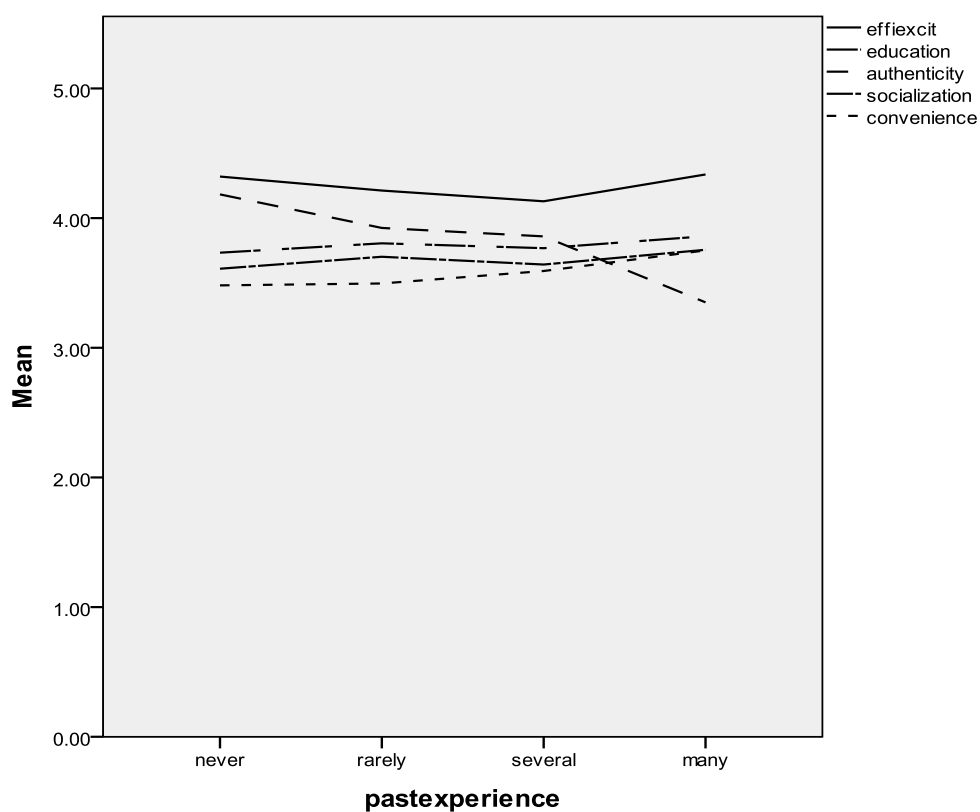


Figure 7 Means of five experience expectations of groups having different degrees of previous sport event tourism experience

#### 4.2.4 Hypothesis formulation

Periodically these above conclusions are specified in this sample of 189 participants. In order to bring up more general findings, it is necessary to estimate the populations (Aron *et al.*, 2010). The previous literature review suggests that tourist expectations are influenced by many factors, among which past similar experience is one. Thus a major hypothesis can be formed as below:

H: People had different degrees of past sport event tourism experiences show different experience expectations for their future sport event trips.

This hypothesis can be more specifically divided based on the five sectors of expectations and several populations. The first set of hypotheses aimed to compare two groups – people who had no sport event trips before and those who had sport event trips before:

H1: People had no past sport event tourism experiences show significant different experience expectations from those had sport event tourism experiences for their future sport event trips.

Specifically it can be accounted for by the following five sub hypotheses:

H11: People had no sport event tourism experiences and those had past sport event tourism experiences show significant different experience expectations of efficiency & excitement for their future sport event trips.

H12: People had no sport event tourism experiences and those had past sport event tourism experiences show significant different experience expectations of education for their future sport event trips.

H13: People had no sport event tourism experiences and those had past sport event tourism experiences show significant different experience expectations of authenticity for their future sport event trips.

H14: People had no sport event tourism experiences and those had past sport event tourism experiences show significant different experience expectations of socialization for their future sport event trips.

H15: People had no sport event tourism experiences and those had past sport event tourism experiences show significant different experience expectations of convenience for their future sport event trips.

Another set of hypotheses concentrated merely on groups of people who have had sport event trips before, in order to find out if frequent visitors have different expectations from non-frequent visitors. A primary hypothesis H2 was formed, followed by 5 sub hypotheses:

H2: People had more sport event tourism experiences show significant different experience expectations for their future sport event trip from those had less sport event tourism experiences.

H21: People had more sport event tourism experiences show significant different experience expectations of efficiency & excitement for their future sport event trip than those had less sport event tourism experiences.

H22: People had more sport event tourism experiences show significant different experience expectations of education for their future sport event trip than those had less sport event tourism experiences.

H23: People had more sport event tourism experiences show significant different experience expectations of authenticity for their future sport event trip than those had less sport event tourism experiences.

H24: People had more sport event tourism experiences show significant different experience expectations of socialization for their future sport event trip than those had less sport event tourism experiences.

H25: People had more sport event tourism experiences show significant different experience expectations of convenience for their future sport event trip than those had less sport event tourism experiences.

#### **4.2.5 Hypotheses testing – answer RQ2**

##### **Hypotheses group 1**

To know the difference between populations, it is often done by independent samples test (Aron, 2010).

To address hypothesizes group 1, two independent samples were involved:

S11: people had no sport event trips

S12: people had sport event trips

Firstly it requires testing the assumption of distribution normality beforehand (Pallant, 2007) in order to choose the correct test method. When all samples fulfill the criterion of Normal distributions, parametric test should be used. Independent samples T test is used to determine whether two sets of data are significantly different from each other. However, when conducting two independent samples t-test, the two populations where samples are extracted must both be normally distributed (Aron, 2010). On the contrary, if populations do not fulfill the normality criterion, nonparametric Mann-Whitney U test should be used for comparisons. Mann-Whitney U test has greater efficiency than t-test on non-normal distributions, such as a mixture of normal distributions (Fay & Proschan, 2010).

This study applied Shapiro-Wilk test to check the normality of the following independent samples. According to Razali & Wah (2011), Shapiro-Wilk test is a more powerful test for all sample sizes, especially small size, than Kolmogorov-Smirnov or other tests. Table 9 demonstrates the combined results of the Shapiro-Wilk statistics for five variables. In Shapiro-Wilk test, if the p-value (Sig.) is under 0.05, it is significant to assume the population is not normal. In this case, except the p of S11 on socialization (0.168) suggests acceptance of normality assumption, the other p values are all below 0.05 which indicate violation of normal distributions. Thus for this case, comparisons between populations corresponded to all the five categories were tested by Mann-Whitney U test.

Table 9 Normality test for two independent samples

		Shapiro-Wilk		
		Statistic	df	Sig.
<b>pastexperience</b>	no	.853	88	.000
	yes	.904	101	.000
<b>effiexict</b>	no	.943	88	.001
	yes	.962	101	.005
<b>education</b>	no	.863	88	.000
	yes	.937	101	.000
<b>authenticity</b>	no	.979	88	.168
	yes	.964	101	.007
<b>socialization</b>	no	.942	88	.001
	yes	.964	101	.008

Table 10 Mann-Whitney U test to compare the five experience expectation levels of two groups

	<b>effiexict</b>	<b>education</b>	<b>authenticity</b>	<b>socialization</b>	<b>convenience</b>
<b>Mann-Whitney U</b>	4059.000	4351.000	3289.000	4214.500	4207.000
<b>Wilcoxon W</b>	9210.000	8267.000	8440.000	8130.500	8123.000
<b>Z</b>	-1.030	-.248	<u>-3.102</u>	-.612	-.632
<b>Asymp. Sig. (2-tailed)</b>	.303	.804	<u>.002</u>	.540	.527

Table 10 displays the result of U test. For experience expectation of authenticity, Mann-Whitney  $p = 0.002$  less than  $0.05$  which means the null hypothesis (no significant difference) is not accepted. While for the rest four factors, the differences are not significant. Consequently, the null hypotheses of H11, H12, H14, H15 are accepted which mean H11, H12, H14, H15 are rejected: potential first-time and repeated sport event visitors have identical experience expectations of efficiency & excitement, education, socialization and convenience and H13: People having no sport event tourism experience and those having past sport event tourism experience show different experience expectations of authenticity for their future sport event trip is accepted. Further, the z value of U test for experience expectation of authenticity is  $-3.102 < 0$ , indicated that the scores of group 2 is less than that of group 1. In other word, potential first time visitors have significant higher experience expectation on authenticity than potential repeated sport event visitors.

### Hypotheses group 2

In terms of the hypothesis 2 – People had more sport event tourism experience show significant different experience expectations for their future sport event trip from those had less sport event tourism

experience – three samples were defined:

S21: people had only few sport event trips

S22: people had several sport event trips

S23: people had many sport event trips

As same with the above procedure, Shapiro-Wilk test of normality was first carried out (Table 11).

Table 11 Normality test for three independent samples

pastexperience		Shapiro-Wilk		
		Statistic	df	Sig.
<b>effiexcit</b>	rarely	.906	31	.010
	several	.922	37	.013
	many	.849	33	.000
<b>education</b>	rarely	.947	31	<u>.129</u>
	several	.959	37	<u>.190</u>
	many	.938	33	<u>.058</u>
<b>authenticity</b>	rarely	.896	31	.006
	several	.937	37	.037
	many	.958	33	.222
<b>socialization</b>	rarely	.927	31	.037
	several	.964	37	.262
	many	.965	33	.349
<b>convenience</b>	rarely	.954	31	.201
	several	.986	37	.923
	many	.887	33	.002

Based on the p value > cut-off value (0.05), all the three populations are only normal on the second variable (education). One-way ANOVA was used in this phrase to compare the three normal samples (Aron, 2010). ANOVA tests the null hypothesis that samples in two or more groups are drawn from populations with the same mean values. Results (Table 12) fell into two parts: the Levene's test of homogeneous variances indicates the three groups had equal variances ( $0.589 > 0.05$ ). ANOVA test resulted in p-value = 0.893 which is much greater than 0.05, accept the null hypothesis, i.e. the amount of past sport event tourism experience has no impact on tourists' experience expectation of education.

For the rest, Kruskal Wallis test as a nonparametric test should be the choice. Kruskal Wallis test is extended from Mann-Whitney U test and is used for comparison among two or more non-normal distributions (Corder, 2009). The following table (Table 13) displays the Kruskal Wallis test result. The result shows frequent tourists and less-frequent sport event tourists' experience expectations of

socialization are significantly different ( $p = 0.001 < 0.05$ ) while expectations of efficiency & excitement, authenticity and convenience can be assumed identical. Thus H21, H22, H23, H25 are rejected and H24: People having more sport event tourism experience and those having less sport event tourism experience show significant different experience expectations of socialization for their future sport event trip is accepted.

Table 12 ANOVA test of the different expectations of education of three groups

Test of Homogeneity of Variances		ANOVA			
Levene Statistic	Sig.		df	F	Sig.
.532	<u>.589</u>	Between Groups	2	.113	<u>.893</u>
		Within Groups	98		
		Total	100		

Table 13 Nonparametric test for the different expectation of efficiency & excitement, authenticity, socialization and convenience of three groups

		effixci	authenticity	socialization	convenience
<b>Kruskal Wallis</b>	<b>Asymp. Sig.</b>	.281	.059	<u>.001</u>	.237
<b>Jonckheere-Terpstra</b>	<b>Std. J-T Statistic</b>	.901	-2.156	<u>3.728</u>	1.696
	<b>Asymp. Sig. (2-tailed)</b>	.367	.031	<u>.000</u>	.090

One step further, in the nonparametric test, Jonckheere-Terpstra test was also conducted to see whether there is an ordering within populations (Sprent & Smeeton, 2001). Jonckheere-Terpstra test has the alternative hypothesis  $\theta_1$  (few times)  $\leq$   $\theta_2$  (several times)  $\leq$   $\theta_3$  (many times) or a reverse decreasing order. In the lower half of Table 13, result of Jonckheere-Terpstra test was presented. Comparing the p values with cut-off 0.001, it can be seen that only null hypothesis on populations of socialization can be rejected. Statistic Z score is 3.728 being positive, suggesting that a statistically significant increasing ordering relationship exists; i.e. increasing sport event tourism experience increases the expectation of social experience.

To summarize, first of all, descriptive data shows that potential tourists have high expectations on all the five dimensions of experience (efficiency and excitement, education, authenticity, socialization, convenience). It should also be mentioned that the explorative factor analysis does not intend to look for factors that are unique and independent from each other but to investigate the accounts underpinning items. This means one factor can explain several variables and vice versa. A correlation table (see Table 23 in Appendix 4) suggests that these expectations are related to each other i.e. different experience expectations on sport event tourism can happen at the same time.

Secondly, hypothesis tests accepted H13 and H24 and rejected others, meaning that past sport event tourism experiences indeed has an impact on tourists' expectations for their further trips. Literature discussion shows that first-time travelers are more tourism-oriented and more likely to explore the destination while repeated travelers are more social-oriented (Li *et al.*, 2008; Lau & McKercher, 2004; Anwar & Sohail, 2004; Fakeye & Crompton, 1991). The findings of this study can partly support the previous literature. Accepting H13 indicates people who had no sport event trips before more highly expect an authentic experience than those had sport event trips before, confirming the previous studies. However no significant difference on expectation of social experience was discovered between potential first-time travelers and repeat travelers. Whilst, findings indicate that among potential repeat travelers, frequent sport event visitors more highly expect a social experience than less-frequent sport event visitors. The reason may be that tourists are commonly eager to have interactions with famous athletes or socialize with friends/families but loyal sport fans have more desire to interact with other fans.



## 5. Conclusion

### 5.1 Summary of study

The aim of this research was to advance current knowledge on sport event tourism by investigating potential tourists' expectations of sport event tourism experiences as well as identifying the impact of past sport event tourism experiences on tourists' expectations for future trips. Two research questions were aroused: "*What do sport event tourists expect to experience?*" and "*Do tourists' experience expectations differ depending on the degrees of their past sport event tourism experience?*" For these purposes, a literature study and an empirical research were conducted. To sum up, results for the two research questions were achieved.

#### **Answer RQ1: What do sport event tourists expect to experience?**

To understand expectations of sport event tourism experiences, the concept and feature of sport event tourism experience was addressed first by analyzing previous literature. The literature study started from tourism experience and sport event tourism. Based on Sfandla & Björk's (2013) and Mossberg's (2007) models of tourism experience network, this paper summarized the nature of tourism experience as:

- Tourism experience is tourist's reflections on all interactions with tourism attributes. More specifically, tourism attributes includes human affairs, products and physical environment.

Discussions on sport event tourism from provider's perspective indicated the sport event tourism goes beyond the event itself and is co-provided by many actors. Combining the literature, the nature of sport event tourism experience was revealed:

- Sport event tourism experience is the product of tourist's interactions with attributes in the sport event tourism system including the event per se (people in event, event venue and event contest) and peripheral attributes at destination (people at destination, destination environment and additional services).

The six dimensions constituted a framework of sport event tourism experience and were applied in the empirical research. Empirical research investigated people's expectations on sport event tourism experience. Firstly an explorative qualitative study was carried out in the first phase to explore tourists' expectations on all the attributes, through an approach of semi-structured interview.

The six dimensions generated above served as categories in a deductive content analysis procedure and 24 relevant items were picked as preliminary indications of experience expectations. Using factor analysis was the main idea of this empirical study aiming to find out the common themes and relations

among variables. It was applied to further explore the items and seek the themes underpinning those items.

The findings of factor analysis covered the first research question “*What do sport event tourists expect to experience?*”. Results showed that there are five factors as main experience expectations: **efficiency & excitement, education, authenticity, socialization** and **convenience**. The first factor extracted was expectation for an efficient & exciting experience. Excitement is what makes a sport event trip unique and distinctive from other types of travelling and efficiency is the basic condition for the successful event operation. In particular an efficient and exciting sport event tourism experience is most desired by sport event tourists than the other four dimensions. Expectation for an educational experience means tourists have a desire of sport event knowledge acquisition. Experience expectation of authenticity indicates tourists are seeking exotic experience and place exploration. Sport event tourists also expect a social experience to interact with local residence, other tourists, families and athletes. Lastly a convenient experience was also extracted to present tourists’ expectation of less energy-consuming trip performance.

### **Answer RQ2: “Do sport event tourists’ experience expectations differ depending on the degrees of their past sport event tourism experience?”**

The literature study also covered theories on tourists’ expectations. The experience circle (Ek *et al.*, 2008) suggests that tourists’ expectations are influenced by their past similar experiences. After defining the classification of sport event tourists’ experience expectations (efficiency & excitement, education, authenticity, socialization and convenience), comparisons were conducted among several tourist groups (people have no/few/several/many past sport event trips) through hypothesis tests based on the survey data. Findings showed that 1) tourists show great expectations on all the five dimensions of experiences, regardless of their past experiences; 2) non-experienced sport event tourists have a higher expectation on authentic experience than experienced tourists; 3) frequent sport event tourists show a higher expectation on social experience than less-frequent tourists.

## **5.2 Contributions**

This master thesis has a great theoretical contribution in both the context of tourism experience and sport event tourism. On the way to its aim, this study applied experience theories to the area of sport event tourism and put forward a precise definition and framework of sport event tourism experience (EV, EP, EC, DP, DE, AS). Furthermore a model of expected sport event tourism experience was proposed to fill in the literature gap on pre-trip experience. Back to the existing literature on sport

event tourism, the mostly concentrated field is on service quality, value of sport event tourism and customer behaviour and perception. Also, although loads of studies have been done on tourism experience, few cases have found to explore specifically sport event tourism or the pre-trip expectations. Thus this research has the novelty to be positioned in the current academic accounts of sport event tourism and tourism experience.

Another important contribution of this study is perhaps some managerial inspirations. Although the tourism experience cannot be fully designed by providers, the findings have considerable relevance within the sport event tourism sector since a good knowledge of customers' needs is always essential for marketing. This study precisely points out the important aspects of needs of sport event tourists and gives indications in terms of which experience platforms should be better worked on. The empirical research, particularly the interview, pointed out many aspects of tourists' specific expectations and these can be used as benchmarks regarding how to design more appealing sport event tourism services. What's more, from the quantitative study which generalized the interview findings to a broad population, it can be seen that all the items are highly rated. Thus sport event tourism operators shall take into considerations all these aspects. Especially to ensure the operation efficiency and facilitate an exciting atmosphere should be at the heart. For instance, by focusing on facilities and infrastructure design would contribute to the successful event operation; a well organized team-to-team schedule would ensure the competitive and intensity of competitions.

More importantly, the findings regarding the second research questions can indicate the different preferences of different customer segments. A new market segment of sport event tourists could be drawn based on customers' previous experiences. For different segment, different strategies can be planned. Tours of site-seeing, food-tasting and other distinctive local attractions can be arranged as supplementary packages for non-experienced sport event visitors. For enthusiastic sport fans, their needs to socialize should be taken care of. For instance more platforms and opportunities to interact with other fans or athletes can be provided. The findings therefore could function as a strategic tool for practical sport event tourism design.

### **5.3 Limitations and future studies**

One limitation of the study is that quantitative data of tourist expectations was not derived specifically from a particular sport event. It may be better to have a case study or multiple case studies to explore tourist expectations in the context of a specific situation. For example, future study could conduct

researches among visitors of World Cup or Championships before visitors start their trips. The findings of this study are general and universal however may not be able to apply to all sport event trips. It would be interesting to extend this study to explore tourist expectations regarding different sport event typologies. Moreover besides the factor of past sport event experience, there are many other factors can be explored to see whether there are differences among tourists, for instance, from different countries. Lastly, based on the five main dimensions of expectations of sport event tourism experience found out by this study, another possible future study could also be carried out by focusing on one or several of them, to find out the internal constructions.

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## **Appendix 1 Interview guide**

1. Imagine you are travelling somewhere to watch/participate in a sport event.

- Which event?
- Where do you want to go?
- Why do you want to have this trip?

2. Describe the ideal experience of this trip in your mind.

- With whom do you travel with?
- What do you expect from the event venue (facility, service etc.)?
- What do you expect from the event committee?
- What do you expect from the competition performance?
- Do you expect to meet anybody?
- Beside the event, are there any other things you want to do or see in the destination?  
(Where to stay? Any preference for the accommodation? How to get to the event venue? Etc.)

3. Did you have similar traveling experience to participate/watch a sport event before?

- Do you think this previous experience has impacts on your expectations for next trip?
- Anything new you want to experience or any bad experience you want to get rid of?

## Appendix 2 Summary of interviewees' expectations for sport event tourism experiences

**Table 14 Expectations on EV**

Interviewee	Quotations
1	<ul style="list-style-type: none"> <li>- Comfortable seats.</li> <li>- Direction signs should be settled everywhere and should be obvious to find.</li> <li>- Large capacity of the venue to hold large number of people.</li> <li>- Enough toilets especially women's toilets.</li> <li>- Enough stands for food and the location should be close. The price for food can be lower.</li> <li>- Broad road and entrance gate to address safety issue.</li> <li>- Exhibition about the athletes and the event history can be displayed outside the courts.</li> </ul>
2	<ul style="list-style-type: none"> <li>- There can be directions and signs alongside the road and outside the stadium.</li> <li>- More entrance can be available.</li> <li>- Many screens and other broadcast TVs can be settled.</li> <li>- Places for food and beverage are set nearby and they should be many. More seats for having food.</li> <li>- Small shops to buy headbands, speakers and other souvenirs.</li> <li>- More educational displays to explain to me the history and interesting story about F1 event.</li> <li>- Screens can show more information and data about the races.</li> </ul>
4	<ul style="list-style-type: none"> <li>- Kill time in shops for baseball caps and souvenirs.</li> <li>- Have beers in some baseball-themed bars.</li> </ul>
5	<ul style="list-style-type: none"> <li>- A large area of meadow.</li> <li>- Be rustic and close to nature instead of being modern.</li> </ul>
6	<ul style="list-style-type: none"> <li>- The location should be in the city center, or not be in a remote place.</li> <li>- More spots for food and small shops inside the stadium.</li> </ul>
7	<ul style="list-style-type: none"> <li>- The running path could be the main street and cover the main attractions of Malmö.</li> <li>- Enough toilets and food stalls.</li> </ul>



**Table 15 Expectations on EP**

<b>Interviewee</b>	<b>Quotations</b>
<b>1</b>	<ul style="list-style-type: none"><li>- To watch Chinese players in the game and other favorite tennis players.</li><li>- Go with friends who also love tennis or with very close friends.</li><li>- To meet other tennis fans during the event.</li><li>- The audience should understand the rule of the game and behaviour passionately and energetically and politely to every player.</li><li>- Staff can speak Chinese. They can give proper instruction of the game rule before start and can stop rude spectators.</li><li>- The more audiences, the better.</li></ul>
<b>2</b>	<ul style="list-style-type: none"><li>- The number of audiences is important. The event field can be full with no vacant seats.</li><li>- Have other sport fans or family keeping company.</li><li>- The audiences have basic knowledge about the game or have been educated.</li><li>- There are many self-organized fan groups.</li><li>- Volunteers are trained to guide the way and know everything about the event information.</li><li>- The event organization can provide information about the transportation and recommend hotels. Information can be sent to my phone, through some social media tools.</li><li>- The race commentators or hosts are humorous.</li></ul>
<b>3</b>	<ul style="list-style-type: none"><li>- Meet football fans before the trip and plan the trip together.</li><li>- Meet a lot of new people during the game who know something about the game to have common topics.</li></ul>
<b>4</b>	<ul style="list-style-type: none"><li>- Watch the game with close friend or local people who know baseball very well.</li><li>- The stadium is full of people. Audiences and fans are excited, screaming, laughing, sighing and applauses loudly.</li><li>- The players can teams can pass by so to touch them.</li></ul>
<b>5</b>	<ul style="list-style-type: none"><li>- Watch some tennis player playing in practice courts.</li><li>- Go there with tennis friends.</li><li>- Playing with other amateurs on the practice courts.</li><li>- The grassland can be filled with people and everybody has very high emotions.</li><li>- Personnel should behaviour in a friendly and enthusiastic way. They should be tennis fans and follow the game as everybody does.</li><li>- The organization committees can release the event information on time. Social media such as Facebook page or Wechat can be used.</li></ul>
<b>6</b>	<ul style="list-style-type: none"><li>- Plan the trip with friends who love football too.</li><li>- Audiences are not rude or booing or leave garbage everywhere.</li><li>- Different kinds of people watching the game, old, young and small kids.</li><li>- Large crowds of people but they keep everything in order.</li></ul>
<b>7</b>	<ul style="list-style-type: none"><li>- Enhance friendship by running together.</li><li>- The more participants, the better atmosphere. People behave excited, are funny dressed and can show passion to strangers as well.</li><li>- Organizers can keep the mass in control.</li><li>- Friends can explain the game rule.</li></ul>

**Table 16 Expectations on EC**

<b>Interviewee</b>	<b>Quotations</b>
<b>1</b>	<ul style="list-style-type: none"><li>- Her favorite tennis athletes can have good performance and achieve good results. To enjoy the beauty of their power and speed.</li><li>- The competitions are fierce and intense.</li><li>- The committee can provide more chances for us to participate in interactive activities to play with the other people or meet with those tennis stars.</li></ul>
<b>2</b>	<ul style="list-style-type: none"><li>- Lottery and cheerleading would be fun.</li><li>- The race needs to have more competition and conflicts between the fleets. More suspense about the final result.</li><li>- The event finishes before the day get dark.</li><li>- No emergencies happen.</li><li>- Some other activities can be arranged by the F1 organization to allow people talk or play with the drivers and fleets.</li></ul>
<b>4</b>	<ul style="list-style-type: none"><li>- During the break there is lottery and the camera will shot me and put my face on the big screen.</li><li>- Small performance during the break.</li></ul>
<b>5</b>	<ul style="list-style-type: none"><li>- Watch Roger Federer and other famous athletes playing but it doesnot matter who win.</li><li>- The performance is elegant and beautiful with power and fierce.</li><li>- Can participate in some interactive activities to meet those athletes or have a challenge match with them. It will be great if amateurs can have a stage to have friendlies.</li></ul>
<b>6</b>	<ul style="list-style-type: none"><li>- As many shootings and scores as possible.</li><li>- The color run can be colorful in a beautiful and clean way.</li><li>- The seat is in the front rows.</li><li>- Interesting shows during break.</li></ul>
<b>7</b>	<ul style="list-style-type: none"><li>- Ensure the running safety.</li><li>- Student discount.</li></ul>

**Table 17 Expectations on DP**

<b>Interviewee</b>	<b>Quotations</b>
1	- Stay in local houses to see how locals are living their everyday life.
2	- Get in touch with local people, to know their personality and their attitude towards the F1 race and they are friendly people.
3	- Meet local young guys and hang out for beers. - Sharing pictures with friends and family at home. - Friendly local people. - No illegal dealings.
4	- Couch surfing in a local's apartment and learn from him/her how to cook local food. The host can take me to the event and main attraction. - To observe the daily life of local people and see why Americans are so interested in baseball. - Find local young guys' favorite place and go there meeting some.
5	- The people there are gentle and elegant. I hope to see them. - If the environment is safe and clean, the host is friendly, I will stay in that local house.

**Table 18 Expectations on AS**

<b>Interviewee</b>	<b>Quotations</b>
1	- Local festivals related with the event and other traditional festivals. - The event organization can provide local tourism information so I will follow this information to plan my day.
3	- Local nice pubs and bars and go with friends or meet new friends there. - The hotel should be tidy at least.
4	- Baseball team parades. - It is the time for local carnival. - Non-profit tours or hanging outs organized for young people. - More tourism information centers.
5	- I need more information about the LB&B in London or Wimbledon.
6	- The city has its official website and the website needs to be nicely designed for people to search for information. - Explore if there is someplace for watching a Broadway show.
7	- Shop some souvenirs, nice products.

**Table 19 Expectations on DE**

<b>Interviewee</b>	<b>Quotations</b>
<b>1</b>	<ul style="list-style-type: none"><li>- Australia's natural scenery, animals and famous tourism sites.</li><li>- Visit the tourism attractions, go to seaside to watch the sunrise.</li><li>- Nice local food.</li><li>- Choose the safest district for accommodation. The accommodation should be close to the game arena.</li><li>- Convenient public bike renting system.</li><li>- More public transport can be arranged during the event, especially some shuttle buses from city centre to the event destination.</li></ul>
<b>2</b>	<ul style="list-style-type: none"><li>- To see Shanghai city as a traveler. The Bund, the Oriental Pearl.</li><li>- Some shuttle buses and subways straight ahead to the field.</li></ul>
<b>3</b>	<ul style="list-style-type: none"><li>- The place has many interesting things and exotic things to see.</li><li>- Safety environment.</li></ul>
<b>4</b>	<ul style="list-style-type: none"><li>- Have a coffee and breakfast in a small café which everybody in the nearby blocks knows.</li><li>- Go to Times Square to have dinner and street food.</li></ul>
<b>5</b>	<ul style="list-style-type: none"><li>- Ancient atmosphere, ancient culture and architecture.</li><li>- Visit the London city, the historical architects, museums and famous colleges.</li><li>- Prefer riding a bike, to be more close to nature and view the city on bike.</li><li>- Simply strolling in the city or find a bar to drink.</li><li>- If the environment is safe can clean, the host is friendly, I will stay in that local house. Or I will do outdoor camping with my friends.</li></ul>
<b>7</b>	<ul style="list-style-type: none"><li>- In a warm and sunny day.</li><li>- Find a cozy restaurant to have a big meal.</li></ul>

# Appendix 3 Questionnaire

## Expectation of sport event tourism

### Page 1

Thank you for taking part in this survey. I am a master student from Lund University and the survey is a study on "Experience expectation of sport event tourism" as one part of my master thesis in the field of Service Management. Your answers are valuable for my study and will only be used anonymously. The questions are simple and will only cost you approximately 3 minutes.

Your age is \*

You are \*

Male

Female

Have you ever travelled somewhere to watch/participate in a sport event? \*

Yes. Many times.

Yes. Several times.

Yes but rarely.

Never but I would like to.

Never and I won't.

### Page 2

Please assess the following statements concerning your expectation for a sport event trip.

1-5 means the degree that you think that statement is what you expect (1= not at all expect, 5=fully expect). \*

	1	2	3	4	5
I expect to receive information (event schedule, transportation, recommended restaurant and hotels, tours etc.) from the event or city's social media or website.	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
I expect to take event shuttle buses or metros.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I expect to rent the public bike in that city.	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
I expect a nice weather and no emergency.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I expect to easily find the direction signs to any places and personnel can guide me.	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
I expect it is convenient and efficient to access the facilities (e.g. seats, toilets, food stalls, shops, screens, information center).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I expect to live close to the event field.	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
I expect to visit the tourism attractions in that city/place.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I expect to have food in local or event-themed restaurant/bars.	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
I expect to take part in/watch local festivals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I expect to buy sport event or city' souvenirs.	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
I expect to learn more about that event through introductions and exhibitions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I expect my friends/companions or personnel can explain that sport to me during the game.	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
I expect to see my favorite players/teams and they have great performance during the game.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I expect to see a large number of audience/participants on the event field and they are excited.	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
I expect the people/audiences have basic knowledge about that game.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I expect there are small games during breaks.	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
I expect the competitions are intensive and fierce between players.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I expect the commentator/host is passionate and professional.	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
I expect to meet with the players/teams.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I expect to meet local residents during visit.	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
I expect to meet other fans during visit.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I expect to travel with my family.	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
I expect to travel with other sport fans.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Appendix 4 Tables supplementing factor analysis

Table 20 Rotated Component Matrix

	Communalities	Component					
		1	2	3	4	5	6
ex4	.563	.686	-.067	-.001	-.067	.102	.270
ex6	.612	.663	.137	.376	-.038	.074	-.074
ex5	.560	.663	.190	.239	.077	.131	.071
ex14	.545	.612	.316	.134	.200	.062	-.096
ex19	.660	.590	.490	.154	.050	.094	.189
ex18	.556	.546	.324	.016	.361	-.038	.146
ex15	.528 drop	<b>.460</b>	<b>.459</b>	.082	.211	.111	.204
ex16	.594	.157	.718	.023	.215	.054	-.057
ex13	.514	.140	.603	.181	.237	.155	.133
ex12	.557	.233	.524	.132	.105	-.028	.468
ex20	<b>.405</b> drop	.154	.504	.297	.013	.197	.005
ex10	.662	.167	-.006	.760	.194	.105	.093
ex8	.625	.235	.105	.715	.209	-.054	.009
ex9	.595	.167	.286	.689	.049	.036	.082
ex11	.651 drop	-.081	.335	<b>.514</b>	-.038	.099	<b>.507</b>
ex22	.658	.009	-.011	.408	.689	.100	.075
ex21	.478	-.059	.196	.197	.615	-.035	.137
ex23	.637	.165	.361	-.116	.542	.169	.380
ex24	.452	.267	.234	-.100	.467	.258	-.174
ex17	.454	.214	.378	.168	.455	-.140	.103
ex1	.674	.190	.235	-.054	-.145	.747	.020
ex3	.611	-.070	.043	.215	.198	.701	-.165
ex2	.675	.247	.011	.006	.091	.674	.389
ex7	.630	.255	.013	.143	.385	-.020	.629

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 11 iterations.

Table 21 Component Transformation Matrix

Component	1	2	3	4	5	6
1	.547	.527	.398	.385	.212	.268
2	.484	.126	-.663	-.356	.421	-.074
3	.288	-.309	.620	-.605	.194	-.184
4	-.476	-.040	.097	.175	.855	-.025
5	.175	-.613	-.082	.109	.078	.754
6	.356	-.482	-.039	.562	.048	-.566

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Table 22 Item weights on five factors

Efficiency & excitement		Education		Authenticity		Socialization		Convenience	
ex4	0.143	ex16	0.291	ex10	0.345	ex22	0.252	ex1	0.337
ex6	0.184	ex12	0.341	ex8	0.320	ex21	0.120	ex3	0.266
ex5	0.167	ex13	0.368	ex9	0.335	ex23	0.132	ex2	0.397
ex14	0.187					ex24	0.223		
ex19	0.165					ex17	0.194		
ex18	0.154								

Table 23 Spearman Correlations

		effiexcit	education	authenticity	socialization	convenience
effiexcit	Correlation Coefficient	1.000				
education	Correlation Coefficient	.581**	1.000			
authenticity	Correlation Coefficient	.499**	.443**	1.000		
socialization	Correlation Coefficient	.466**	.564**	.425**	1.000	
convenience	Correlation Coefficient	.297**	.261**	.146*	.263**	1.000

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).