



Impact of Sports Tourism Destination Image to Travel Intention of Sports Tourism Destinations, Mediation as Perceived Value

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Abstract

This paper aims to explore the relationship between the independent variable sports tourism destination image and the dependent variable tourism intention with perceived value as the intermediate variable. The study selects Shanxi Province as the sports tourism destination, Taiyuan citizens as the survey object, randomly distributes 400 questionnaires, and recovers 335 valid questionnaires, which meet the research requirements through reliability and validity tests. This research adopts the way of questionnaire survey to conduct quantitative research. The main content of the analysis is item correlation analysis, regression analysis and structural equation model analysis. From the analysis results, the image of sports tourism destination has a significant positive impact on tourism intention, the perceived value has a significant positive impact on tourism intention, and the image of sports tourism destination has a significant positive impact on perceived value. Therefore, it is recommended to be oriented by market demand, build a multi-level leisure and entertainment product system, and enhance product connotation through national traditions and historical culture, thereby enhancing competitiveness. First of all, build a multi-level sports product system suitable for different tourists' consumption, encourage the creative development of tourism sports, improve the quality of tourism sports, and encourage tourists to produce positive behaviors. Secondly, through the construction of a multi-level leisure sports tourism product system to meet the needs of tourism consumers of different consumption levels, so as to be market-oriented and accelerate the upgrading of leisure sports tourism products through creative development. Finally, through the protection and excavation of national traditions and historical and cultural resources, highlight the combination of national traditions and sports products in sports tourism destinations, so that sports tourism products have positive cultural value.

Keywords: Sports Tourism Destination Image, Perceived Value, Tourism Intention

Introduction

In recent years, China has vigorously developed sports, and sports facilities and conditions have been greatly improved, creating conditions for the rapid growth of sports tourism. With the enhancement of people's awareness of physical fitness and enthusiasm for

sports events, the scale of China's sports tourism market is expanding year by year. The scale of the sports tourism market in 2021 will be 1,271.8 billion Yuan, an increase of 30% compared to 2020. (Figure 1)

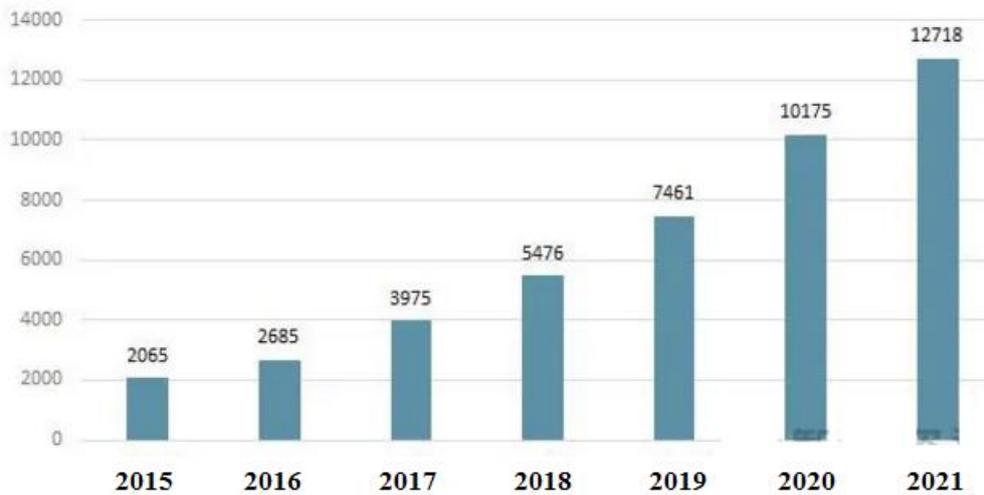


Figure 1 2015-2021 China Sports Market Scale Statistics (100 million Yuan)

Against the background of China's national income growth and industrial structure transformation, China's sports tourism market will have a lot of room for growth in the future. All social classes may become sports tourism consumption groups, and the demand for sports tourism is becoming increasingly diverse. The competition of sports tourism products will also become increasingly fierce. (Shchogoleva, I. . (2017). In the highly competitive market environment, sports tourism companies must conduct research on how sports tourists choose their destinations, find out the customer groups corresponding to their products, Ge, M.N. , & Lu J,G. (2013). and discover their destination selection process. In order to better attract sports tourists, we must carry out targeted marketing measures and carry out targeted marketing measures.

Research objective

Research on factors affecting sports tourists' intention to travel to sports tourism destinations.

Hypotheses of research

H₁: The image of a sports tourism destination has a significant positive impact on perceived value.

H₂: Perceived value has a significant positive impact on tourism intention.

H₃: The image of sports tourism destination has a significant positive impact on tourism intention.



Literature Review

Since Mayo proposed the concept of tourist's destination image in the early 1970s, many scholars have expounded the general meaning of destination image, but a relatively agreed definition has not yet been formed. Glyptis was the first to conduct research on the relationship between sports and tourism, and then the research on sports tourism began to rise, and the discussion on the concept of sports tourism also started. Ruskin (1987) believed that sports tourism is a kind of social activity that people do under the influence of attractions at a specific time. This attraction can be some special natural resources or outdoor sports and leisure facilities. Research emphasized that tourists can obtain psychological satisfaction through various resources in the process of sports tourism, and can achieve the purpose of physical health. believes that destination image tourists have an overall image of all resources and environment in a tourist destination that includes traditional sports factors. The image of a sports tourism destination is the sum of tourists' cognitive and emotional images of sports tourism products and local food, housing, transportation, travel, shopping, entertainment and other factors. (A, L. D. , (2000).

In the field of tourism research, the theory of perceived value began to be concerned by scholars and its application roughly began in the 1990s of the last century. The initial application of this theory in tourism was mainly concentrated in the hotel service industry. Duman et al. (2005) based on the analysis of survey data of tourist experience on cruise vacations, found that relative to the satisfaction variable measuring personal emotional factors, tourists' future behavior tendencies are more influenced by perceived value variables (Larsen, G. R. , & Giver, J. W. . (2013).; Also proved through research that tourists' post-travel tourism quality evaluation will be directly affected by their perceived value. Concluded that among the three variables of perceived value, satisfaction, and behavioral intention, behavioral intention has the most direct and significant effect on tourist loyalty. Satisfaction is not the fundamental driving factor of tourist loyalty, it just bears Perceived value plays an indispensable mediating role in tourist loyalty. (DuPont, L. . (2008).

Therefore, according to the theory of tourism image, perceived value theory, tourism decision-making behavior theory and empirical research formed by relevant scholars, this paper proposes a model of the influence mechanism of sports tourists' destination choice intention, with potential tourists' destination image as the dependent variable , Destination Perceived Value is used as moderating variable, to study whether the formation of sports tourists' destination choice sports tourism intention is affected by these variables, and the relationship between these variables.

Conceptual Framework

Further explained how consumption results affect the realization of consumers' personal value and stimulate tourism intention through the way-purpose chain theory. Analyzed the influence of perceived value on tourism behavior intention. According to the theory of tourism image, perceived value theory, tourism decision-making behavior theory and empirical research formed by relevant scholars, this paper proposes a model of the

influence mechanism of sports tourists' tourism intentions on sports tourism destinations. (Shchogoleva, I. . (2017). The dependent variable, the perceived value of the sports tourism destination is the intermediate variable, to study whether the formation of the destination choice intention of sports tourists for sports tourism is affected by these variables, and whether there is an effect relationship between these variables. (Figure 2)

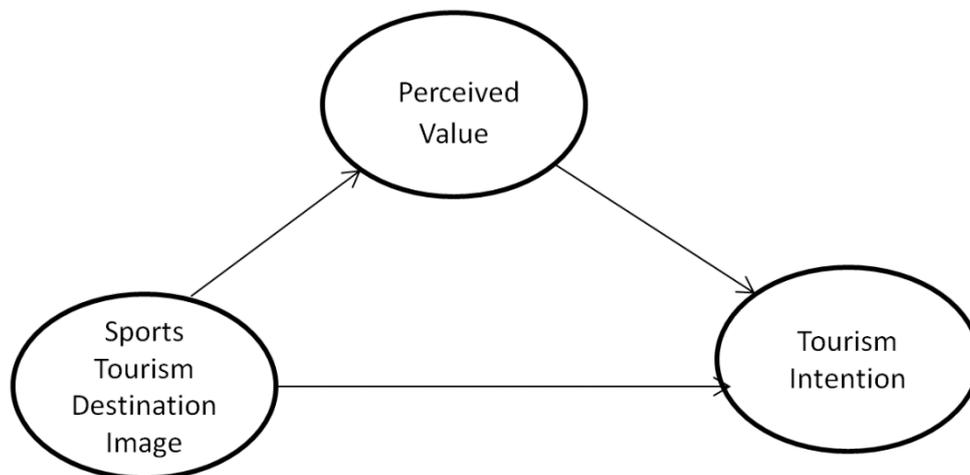


Figure 2: Theoretical Model

Research methodology

1 Research case selection and sample selection

The research content of this paper is based on perceived value as the intermediary, the impact of sports tourism destination image on sports tourism destination tourism intention. Limited by time, funds and manpower, the nationwide survey and research is beyond the author's ability for the convenience of research, this paper chooses Shanxi Province as a potential destination for sports tourists and Taiyuan residents as a potential tourist source market for research.

De Vaus (1986) proposed in his book Social Science Survey that if the confidence level is 95%, if you want to control the sampling error within 5.0% level. In August 2021, a sample survey was conducted among residents in different areas of Taiyuan City. According to the different income levels of residents in each area of Taiyuan City, 7 locations were selected as the survey locations for questionnaires, 400 questionnaires were distributed and 335 valid questionnaires were recovered. The survey points are Xiaodian District, Jiancaoping District, Yingze District, Xinghualing District, Wanbolin District, Qingxu County, Yangqu County and some relatively prosperous commercial districts and leisure places. The objects of the survey are permanent residents and migrant workers in Taiyuan City, including people at all levels as much as possible.

2 Design and determination of the scale

proposed theoretical model of this study draws on the perceived value theory and the path-purpose chain theory. The selected influencing factors first draw on the scale items of related research theories, and then organizes interviews and expert revisions to form the initial scale. The scale was purified by exploratory factor analysis and item-overall correlation



analysis to obtain the formal scale.

3 Reliability and validity test

reliability of the scale is tested by using the item-total Alpha coefficient. The Alpha coefficients of all factors are distributed between 0.675 and 0.864, which are higher than the level of 0.6 set by this study. Exploratory factor analysis is used for validity, and the KMO values are distributed between 0.748 and 0.849, all of which are greater than the critical value of 0.7, indicating that the scale is suitable for factor analysis.

Research Result

Related Analysis

Before testing theoretical models and hypotheses through structural equation modeling, it is necessary to analyze whether each variable is correlated. Generally speaking, through correlation analysis, the hypothesis of the relationship between variables can be initially tested. If there is a causal relationship between the two variables, there should be a certain correlation between the two variables, and this correlation coefficient should meet the statistical significance requirements. However, correlation analysis has no distinction between dependent variables and independent variables, and cannot reflect the causal relationship between variables. Moreover, in structural equation model analysis, the path between two variables with significant correlation in correlation analysis results is not necessarily the same. It can achieve significance, so it is only used as a means of preliminary testing, and the verification of the final path relationship hypothesis between variables still uses the results of structural equation model testing. From the results listed in Table 1, it can be seen that the correlation coefficients of destination image, perceived value, and choice intention in the overall model are all less than 0.01 that is, all variables in the overall model are significantly correlated.

Table 1 Results of correlation analysis

	Sports tourism destination image	Perceived value	Travel intention
Sports tourism destination image	1	.251**	.390**
Pearson Correlation		.000	.000
Sig.(2-tailed)			
N	335	335	335
Perceived value	.251**	1	.640**
Pearson Correlation			.000
Sig.(2-tailed)			
N	335	335	335
Travel intention	.390**	.640**	1
Pearson Correlation		.000	
Sig.(2-tailed)			
N	335	335	335

Note: **, Correlation is significant at the 0.01 level

Regression Analyses



Regression analysis is a more complex method than linear correlation, where dependent and independent variables are defined in the model. Regression analysis can be used to test whether there is a problem of multicollinearity between variables. From the regression analysis results in Table 2, it can be seen that the DW (Durbin-Watson) test value is close to 2, and the tolerance value (Tolerance) is close to 1, indicating that there is no multicollinearity problem between variables. The three hypothetical routes of sports tourism destination image, perceived value, and tourism intention have a significant impact ($p < 0.05$), and the regression coefficients are 0.246, 0.208, and 0.439 respectively, indicating that the better the image and perceived value of a sports tourism destination, the better the impact on tourism intention. The greater the impact, the better the image of a sports tourism destination has a greater impact on perceived value.

Table.2 Results of regression analysis

DV	IV	Beta	T	Sig.	Tolerance	D u r b i n -R2
Travel intention	Sports tourism destination image	0.246	6.715	0.000	0.937	1.712 0.581
Perceived value	Sports tourism destination image	0.208	4.237	0.000	0.988	1.760 0.215
Travel intention	Perceived value	0.439	10.97	0.000	0.785	1.756 0.48

Structural Equation Modeling Analyses

Table 3 shows that the model parameters all reach reasonable standards, indicating that the model fit is up to standard and the model is acceptable. Table 4 Sports tourism destination image has a significant impact on perceived value ($p < 0.05$), and the regression coefficient is 0.227, indicating that the better the image of a sports tourism destination, the greater the impact on perceived value; Perceived value has a significant impact on Travel intention ($p < 0.05$), the regression coefficient is 0.500, indicating that the greater the perceived value, the greater the impact on travel intention; Sports tourism destination image has a significant impact on travel intention ($p < 0.05$), and the regression coefficient is 0.500, indicating that the better the Sports tourism destination image is, the better the travel intention is. The greater the influence of intention. Research hypotheses H1, H2, H3 are established.



Table.3 Structural Equation Model Fit

Parameters	Excellent standard	model value	Is it up to standard
CMIN		33.427	
CMIN/DF	<3	1.759	Y
NFI	>0.9	0.975	Y
RFI	>0.9	0.964	Y
IFI	>0.9	0.989	Y
TLI	>0.9	0.984	Y
CFI	>0.9	0.989	Y
RMSEA	<0.05	0.048	Y

Table.4 Structural Equation Modeling Analysis Results

			S.E.	C.R.	P	Estimate
Perceived value	<---	Sports tourism destination image	0.069	3.659	***	0.227
Travel intention	<---	Sports tourism destination image	0.058	5.635	***	0.335
Travel intention	<---	Perceived value	0.066	6.549	***	0.500

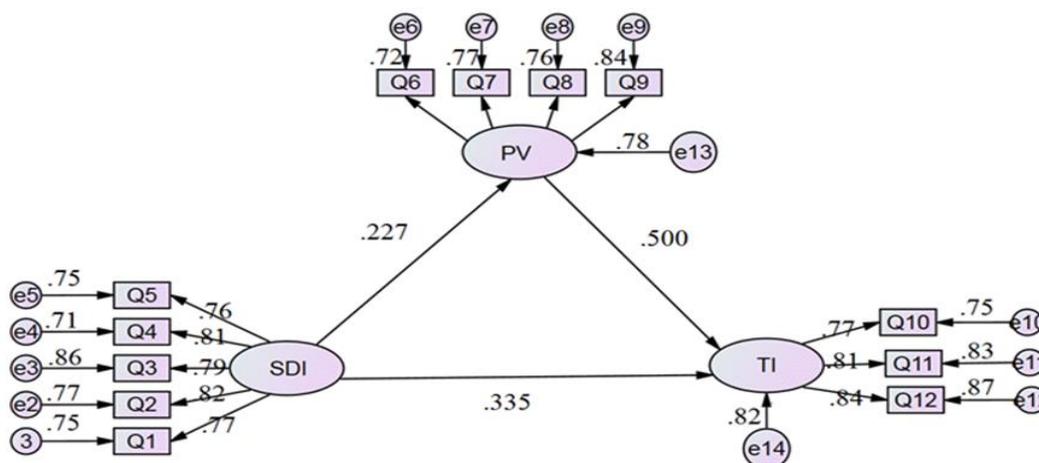


Figure 3 Structural Equation Model

Note: SDI= Sports tourism destination image, PV= Perceived value, TI= Travel intention

Mediating Effect Test

According to the definition of mediator variable, consider the influence of independent variable X on dependent variable Y, if X influences Y through influencing variable M, then M is called mediator variable. The following uses Baron's three-step test method to verify the mediating role of perceived value and perceived cost.

The first step is the regression analysis of the dependent variable on the independent variable.



Table 5 shows that the dependent variable tourism intention has reached the significance requirement on the independent variable sports tourism destination image.

Table 5 The results of the regression analysis of the dependent variable on the independent variable

DV	IV	Beta	T	Sig.	The
Travel intention	Sports tourism destination image	0.335	7.76	0.000	

second step is the regression analysis of the mediator variable on the independent variable. Table 6 shows that the perceived value has a significant impact on the image of the sports tourism destination.

Table 6 The results of the regression analysis of the mediator variable on the independent variable

DV	IV	Beta	T	Sig.
Perceived Value	Sports tourism destination image	0.227	4.234	0.000

The third step is the regression analysis of the dependent variable on the independent variable and the mediator variable at the same time. Table 7 shows that the regression coefficient of the dependent variable tourism intention on the mediator variable's perceived value has reached the significance requirement, and the dependent variable's tourism intention has a significant impact on the independent variable's sports tourism purpose. The regression coefficient of terrain image is smaller than that of regression without intermediary variables, but it still meets the significance requirement. It can be seen that perceived value plays a partial mediating role between sports tourism destination image and tourism intention.

Table 7 Regression analysis results of dependent variable on independent variable and mediator variable

DV	IV	Beta	T	Sig.
Travel Intention	Sports tourism destination image	0.246	6.175	0.000
	Perceived value	0.339	7.872	0.000

Discussion

Using correlation analysis, regression analysis, and structural equation model analysis, the path relationship between sports tourism destination image, perceived value, and tourism intention is verified. The results show that the image of a sports tourism destination has a



significant positive impact on tourism intention, that is, to way Mohamed, B. , & Omar, S. I. . (2008). The better the image of a sports tourism destination, the stronger the tourism intention; the perceived value has a significant positive impact on tourism intention, that is, the higher the perceived value , the stronger the tourism intention; the image of the sports tourism destination has a significant positive impact on the perceived value, the better the image of the sports tourism destination, the higher the perceived value; finally, the mediation effect of the perceived value is analyzed, and the results show that the perceived value has an important influence on the perceived value of sports tourism. The relationship between destination image and tourism intention plays a partial mediating role.

Recommendation

This paper uses the independent variable of sports tourism destination image to analyze the direct effect of tourists on destination tourism intention, as well as the indirect effect of perceived value on destination tourism intention. The intention mainly stems from the inherent tourism image of the destination in his mind, as well as the influence of information he feels from the social environment and surrounding environment. This indicates that if the destination wants to obtain the travel intention and good word-of-mouth effect of potential tourists, it must shape a good tourism image through the improvement of products, and exert influence on potential tourists through appropriate and marketing means. First of all, build a multi-level sports product system suitable for different tourists' consumption, encourage the creative development of tourism sports, improve the quality of tourism sports, and encourage tourists to produce positive behaviors.

Secondly, through the construction of a multi-level leisure sports tourism product system to meet the needs of tourism consumers of different consumption levels, so as to be market-oriented and accelerate the upgrading of leisure sports tourism products through creative development.

Finally, through the protection and excavation of national traditions and historical and cultural resources, highlight the combination of national traditions and sports products in sports tourism destinations, so that sports tourism products have positive cultural value.

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