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The Effect of the Perceived Value of Hosting Sports Events on the Desire to Travel: a Conceptual Model

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Abstract

This article proposes a new conceptual framework as a model to illustrate which factors can affect travel desire to sports event hosts. This paper focuses on the audience that follows the event far from the event host. Eight factors are extracted from more than fifty papers. The factors are divided into 3 groups that are named Absorbent factors (The factors which have a positive effect if it is perceived. However, it does not have a negative effect if they did not perceived.), Balance factors (This kind of factors can affect negatively in traveling desire if followers perceived negative perceptions or can be positive if perception be positive.) and Repelled factors (The factors which have a negative effect if it is perceived. However, it does not have positive effect if it did not perceived.). The authors suggest testing the framework that is illustrated in this paper.

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Introduction

As the tourism industry becomes more competitive in the world, investigating the behavioral intentions of international travelers becomes a more attractive topic in the tourism industry, which plays a vital role in the development of the destination. (Chen & Say 2007) Nowadays, events have become one of the important components of destination marketing (Van Den Berg, L., Braun, E., & Otgaar, A. H. J 2000). Events are held to increase the number of visitors (Light, 1996; Ritchie, 1984), Help or assist the Economic growth of the host city (Balduck, A., Maes, M. & Buelens, 2011), reducing seasonal fluctuations of tourists (Higham & Hinch, 2002; Ritchie & Beliveau, 1974) And enhancing destination positioning in the tourism market. (Brown, Chalip, Jago, & Mules, 2002; Roche, 1994) Destination marketers share visitor needs with major event marketers to drive international visitation to optimize event tourism and financial results. (Barker, Page, & Meyer, 2002; Chalip, Green, & Vander Velden, 1998). Therefore, holding events such as sports competitions with the aim of marketing destinations has grown rapidly in the past decades. s (Kim & Chalip, 2004; Rojas-Méndez, Davies, Jamsawang, Sandoval Duque, & Pipoli, 2019). On another side, Studies have confirmed the impact of event holding on national branding. (Kim & Chalip, 2004).

At the same time using communication platforms (such as television; mobile phones, etc.) has a considerable impact on the quantity of event viewers. For example, in the case of the world cup, more than 5 million tourists visited Russia and watched the 2018 games. Meanwhile, the audience of this great sports event in the world reached more than three billion people. Each of these people is considered a potential customer for the tourism industry of the host country. it can be mentioned that 500 million people watched the final game of the World Cup, while the stadium where

the games were held had a capacity of less than two two-tenths of this number of visitors. (2018 FIFA World Cup Russia Global broadcast and audience summary) Therefore, a significant number of spectators of these games have watched the games using various media.

On the other hand, the online environment has significantly changed the communication methods used by many audiences in popular sports events. (Galily.Y and Clavio.G, 2016). Researches have Online media and communications have caused better interaction of sports fans with athletes (Frederick et al., 2014). Also, these communications can be better performed between tourists and destination managers in the tourism context by using social media. (Clavio and Frederick, 2014). It can be argued that events can change audience mentality through direct participation in an event and visitor indirect participation by using social media (Andersson et al. 2022) Also Indeed studies have confirmed media effectiveness on audience mentality by increasing the level of familiarity with an event as well as word of Mouth (WOM) advertising (Du et al. 2020)

But the important question that arises is whether this change of mentality in indirect followers will lead to the decision to travel to this destination. What are the factors that influence the emergence of this desire? What is the role of social media in the desire to travel? According to the research, it is complicated to achieve the factors affecting the change in working mentality. (Afshardoost & Eshaghi, 2020; Zhang, Fu, Cai, & Lu, 2014) However, factors such as culture, weather, political values, tourist attractions, cost, and comfort are mentioned among the factors influencing the mentality of tourists. (Andersson, Bengtsson, Svensson, 2020).

Understanding these factors is important for us because we know the most important factors that affect people by following

different events (such as the World Cup, Olympics, Asian Games, world wrestling competitions, cultural festivals, etc..) through television, internet, and social media, etc., decide to travel to these destinations and experience seeing these destinations in person. Understanding the importance of elements helps us to research the influencing factors. to strengthen them and plan their proper implementation, we should pay attention to the tourism industry and be effective in the field of content production, advertising, and customer attraction for them.

Literature review

Taylor & Lee 2004 investigated the mentality of people who traveled to the World Cup games in South Korea towards this country. 412 out of 490 respondents were studied and their demographic and mental characteristics were obtained. Then according to the motivation for traveling to South Korea. The degree of influence on the people was studied. Finally, based on the people in the upper division of them to travel again, the degree of the country and the environment were studied by word of mouth. The surveys showed that young people (between 20). (up to 39 years of age) had the most satisfaction. It also showed that the World Cup has a positive effect on all the factors influencing the minds of foreigners toward Korea.

In this paper, we are going to obtain some factors that have influenced the desire of traveling to the host country. We divided the perceptive factors into two general groups which are named absorbent factors and repellent factors.

• Absorbent factors

The factors which have a positive effect if it is precepted. However, it does not have a negative effect if it did not precept.

Convenience

Park, yang & wang 2019 find out there is a relationship between travel distance and travel satisfaction. Anderson 2020 believed that perceived convenience and audience image about the destination are related together. Despite this, we can find some connection between geographic convenience and travel costs in Wong & Zhao 2014. Based on these researchers we can propose:

H1: there is some relation between convenience and travel desire.

Attraction

Anderson 2020 believed there is a relationship between tourist attraction and destination image. Duo to Anderson 2020 and Kim & Chalip 2004:

H2: there is a connection between the attraction that our target audience perceived and the desire to travel to the destination.

Culture

Bi 2017 has addressed the importance of cultural distance between different ethnic groups and its effect on the willingness to travel to other destinations. Based on this, he obtained the degree of influence of culture and the optimal distance in cultural adaptation and desire to travel. Liu (2018) has studied the impact of the culture index on the desire to attract international tourists. Based on these studies:

H3: there is some relation between perceived culture and travel appointments.

• Balance factors

These kinds of factors can affect negatively traveling desire if followers perceived negative perceptions or can be positive if the perception is positive.

Cost

Anderson 2020 believes that according to the information received by the audience during the event, cost is one of the influential factors in their mentality. Taylor and Lee 2004 believed that there is some

connection between mentality and desire in tourists' mindsets. Based on these we understand:

H4: there is some connection between cost and travel desire.

Political value

Anderson 2020 believes that according to the information received by the audience during the event, political value is one of the influential factors in their mentality. Taylor and Lee 2004 believed that there is some connection between mentality and desire in tourists' mindsets. Based on these we understand:

H5: there is some connection between political value and travel desire.

Climate

Ngxongo (2021) believes that based on his studies, the biggest influencing factor in reducing the prosperity of the tourism industry is climate change. Anderson 2020 believes there is a connection between weather situations and the perceived image from a specific destination. Based on these articles:

H6: there is some connection between climate and travel desire.

• Repelled factors

The factors which have a negative effect if it is precepted. However, it does not have a positive effect if it did not precept.

Security

Fourie & etc. 2019 researched the impact of terrorism and crime on the arrival of tourists to a destination and found that the greater the transparency about crime in that destination, the greater the negative impact on the tourist industry. Wilson 2014 has discussed the impact and importance of crowding and the factors influencing the willingness of people to travel to destinations during busy times. Based on these papers we understand:

H7: there is some connection between security and travel desire.

Hygiene

Tarulevioz 2019 addressed the impact of food health on perceived health in that country by tourists with the aim of building and creating a health brand to prevent dissatisfaction. Ooi 2019 has discussed the impact of food security and its importance to make a country a healthy destination for travelers. Based on these papers we understand:

H8: there is some connection between hygiene and travel desire.

Result

Based on a hypothesis that we consist in the last section, we can propose a new method that can cover each factor.

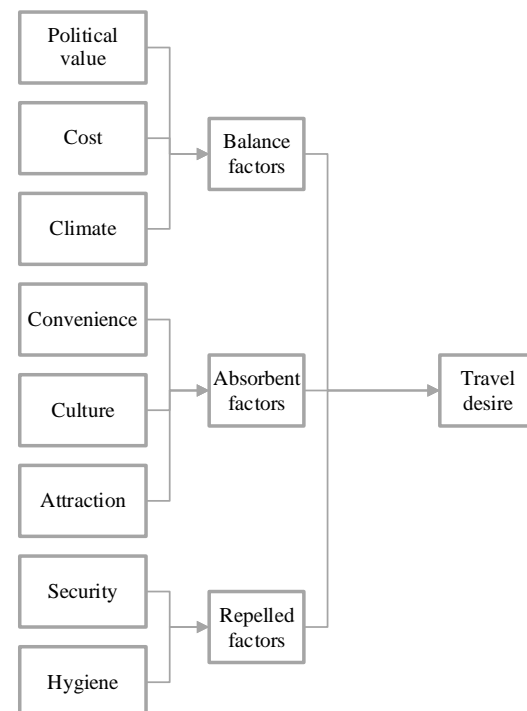


Figure 1: proposed conceptual framework

Conclusion

This paper has proposed a new concept based on 7 hypotheses extracted from more than 50 articles. Based on this research we understand this hypothesis can be effective in travel desire for audiences who follow the event in their own country. The factors

are divided into three parts based on the influence that each factor may have.

The authors suggest implementing and testing this concept on some events which should stand in changeable hosts.

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