

Special Issue on

Special Interest Tourism

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An International Multidisciplinary Journal of Tourism

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EVENTS SPONSORSHIP AS A BUSINESS PARTNERSHIP:
SUGGESTING THE CRITICAL SUCCESS FACTORS

Marios D. Soteriades

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Sponsorship is now a commonly used component of the integrated marketing communications of many organisations. Despite the importance of sponsorship in the events marketing, this topic has not been investigated sufficiently. The aim of this paper is to explore and identify the critical success factors (CSFs) that determine sponsorship as a business partnership between an event organisation and its sponsor/s. This study proposes a framework of CSFs for events sponsorship as partnership, based on the model suggested by Tuten and Urban (2001). This framework provides (i) a foundation from which sponsorships could be evaluated in a more systematic and strategic manner; and (ii) a guidance for partners' programs and plans in undertaking sponsorship ventures. It then empirically investigates this issue by a qualitative research method, a case study on Comrades Marathon, South Africa, in order to test and validate the suggested framework by means of practitioners' perceptions and opinions.

PROFILING RESIDENTS BASED ON THEIR PERCEPTIONS AND
ATTITUDE TOWARD SPORT EVENT: INSIGHTS FROM THE FIA
WORLD RALLY CHAMPIONSHIP

Giacomo Del Chiappa - Angelo Presenza - Murat Yücelen

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This study aims at profiling residents based on their perceptions and attitude toward a motor sport event, namely the FIA World Rally Championship. A structured questionnaire was developed and responses from a convenience sample of 759 residents were collected face-to-face in Olbia (Sardinia, Italy), the main municipality involved in the event. A two-step cluster analysis was applied to the seven factors identified by running exploratory factor analysis on a list of 46 statements used to investigate residents' perceptions and attitudes. Results show that residents perceptions and attitudes are not homogeneous and that four clusters can be identified with significant differences based on their socio-demographic characteristics. "Supporters" is the biggest one, followed in decreasing order of size, by: "Neutrals", "Enthusiasts but culturally and environmentally concerned" and "Critics". Contributions to the body of knowledge and managerial implications are discussed and suggestions for further research are given.

THE INFLUENCE OF MEDIA IMPLEMENTED INTO THE EVENT-TOURIST CAREER MODEL: TRIYAS TRIATHLON, ABU DHABI

Nataša Slak Valek, & Al Anood Al Buainain, Research Assistant

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Using the athletes' career trajectory model, this study implements the influence of media into the trajectory of active sport event participants' decision-making process. It examined athletes' motivation, media influence, travel style and behaviours, and event selection among participants of TriYas triathlon organized in Abu Dhabi, United Arab Emirates. Data were collected in February 2016 with an online survey sent to all participating athletes and descriptive statistic was used for data analyses. Results indicate that international media are followed by the majority of athletes included in our sample with no statistically significant differences between first-timers and returning participants ($p=0.176$). More promotion is expected in media, but on the other hand athletes do not choose sport events and destinations based on media coverage. In order to get more participants and visitors, which leads to more sponsors and media coverage our results cannot remain disregarded by sport events organizers.

SOCIO-ECONOMIC ASPECTS OF THE “ELITE” LEISURE SPORTS AND SPORT TOURISM IN HUNGARY

Kiss, Róbert - Marton, Gergel - Prisztóka, Gyöngyvér - Raffay, Zoltán 77

The goal of the study is to observe the consumption of four elite-called leisure time sport activities (sailing, golf, skiing and tennis) in Hungary, during travels and staying at home, within the recreational zone. Authors compared these leisure activities following the four sport tourism dimensions: geographic environment, participation of the consumers, type of sport activity and motivations of tourists, and many more minor variables related to these dimensions. Based on these variables some of the sport activities found typical as generating foreign travels among Hungarians, such as ski and partly golf, but others, like sailing, and golf meant mostly domestic travels towards the lakes of the country. Meanwhile, tennis was taken rather recreational leisure activity among these sports. Authors also made comparison between the cost of these amateur level done sport activities and their popularity, so they observed the number of their followers as well as on the length of their season, just to name a few. They also weighted the socio-economic sensitiveness, and ranked them by their cost of the initial investment of the equipment, and annual costs of activities and finally their total costs.

DESTINATION BRANDING AND VISITOR BRAND LOYALTY: EVIDENCE FROM MATURE TOURISM DESTINATIONS IN GREECE

Chrissoula Chatzigeorgiou & Evangelos Christou 102

Destination brands provide the link between visitors and destination management organisations; tourists may or may not develop a degree

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of loyalty to destinations as brands. This study suggests that trust in a destination brand has high influence in developing loyalty towards the destination. Based on hypotheses developed, trust in a destination as a brand is influenced by brand characteristics, destination characteristics and visitor characteristics. The survey took place in Greece and examined attitudes of past visitors of mature destinations. Survey results demonstrate that destination brand characteristics appear more important in their impact on a visitor's trust in a brand. It was also found that trust in a destination brand is positively influencing brand loyalty and repeat visitation intentions.

THE ROLE OF EMOTIONS IN A SPORT EVENT EXPERIENCE

Giacomo Del Chiappa & Marcello Atzeni

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This study investigates whether emotions can be considered a suitable variable to segment spectators at a sports event, as well as to test their affinity with social identification, perceived authenticity, satisfaction, and behavioural intentions. A structured questionnaire was developed and responses from a convenience sample of 258 spectators were collected on-site at the 2013 FIA World Rally Championship, Sardinia (Italy). A series of descriptive analyses, dual process cluster analyses (hierarchical and non-hierarchical), factor analyses, independent t-tests and chi-square tests were performed. Findings identified two segments; the cluster with the higher levels of positive emotions reported expressing higher levels of social identification, food-based and culture-based event authenticity (as measured by factors and/or composing items), satisfaction and behavioural intentions. Significant differences were reported between the two segments based on gender and prior experience with the event. Contributions to the body of knowledge and managerial implications are discussed and suggestions for further research are given.

REFUGEE ROUTES AND COMMON RESOURCE POOLS IN TOURISM AREAS: THE CASE OF LESVOS ISLAND, GREECE

Ioanna Simeli - Apostolos Tsagaris - Athanasios Manitsaris

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Lesvos is a Greek island that during 2015 experienced the largest refugee crisis the country has ever witnessed. Refugees arriving to the island in groups totalling over 1.000.000 passed through the island. The current project using a UAV sought to identify the routes of refugees passing through tourism areas of the island and the possible impact these routes had on the development of these areas. Furthermore, the preservation of the common pool resources of these areas is a vital issue for the well being of local communities and the enhancement of their spirit of welcoming the refugees. An automated system used to inform local authorities about areas polluted by the mass movement of people is presented in this paper.

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EDITORIAL

This special issue concentrates on hospitality and tourism marketing & management. The goal of the special issue is to thoroughly examine contemporary issues on leisure & sport event marketing and management, stimulate dialogue, and develop new perspectives in the field of hospitality and tourism within the globalized environment. As leisure & sport event industry and environment have to deal with new issues like the financial crisis there is a need for conceptual, empirical and practical tools that are important for new theoretical discussion and affective implications in on leisure & sport event marketing & management concepts and practices.

Publications from Marketing and Management fields, connected with leisure & sport events were invited. The special issue was also opened to participants who attended the International Conference on Contemporary Marketing Issues (ICCMI) 2015. The purpose of the conference was to offer a friendly environment and a developmental platform for both early career and established researchers to collaborate and develop new perspectives on contemporary marketing issues within the global business context. ICCMI2015 was jointly organized by the Alexander Technological Educational Institute of Thessaloniki, Greece, and Kingston Business School, Kingston University London. After a call for papers interesting papers from the conference were selected, blind reviewed and included in this special issue together with papers submitted from authors who were not able to attend the Conference. All papers included in the special issue proposed new insights and perspectives in the wider knowledge area of leisure& sport event industry. We believe that this special issue enriches the tourism destination marketing and management literature by exploring existing and new research issues from the perspective of the rapidly changing global economy.

At next we present briefly the papers included in this issue.

First paper is authored by Marios Sotiriadis entitled “Events sponsorship as a business partnership: suggesting the critical success factors” examines the critical success factors (CSFs) that determine

sponsorship as a business partnership between an event organization and its sponsor/s. This study proposes a framework of CSFs for events sponsorship as partnership, based on the model suggested by Tuten and Urban (2001). This framework provides (i) a foundation from which sponsorships could be evaluated in a more systematic and strategic manner; and (ii) a guidance for partners' programs and plans in undertaking sponsorship ventures. It then empirically investigates this issue by a qualitative research method, a case study on Comrades Marathon, South Africa, in order to test and validate the suggested framework by means of practitioners' perceptions and opinions.

Second paper is entitled "Profiling residents based on their perceptions and attitude toward sport event: insights from the FIA World Rally Championship" and is authored by Giacomo Del Chiappa, Angelo Presenza and Murat Yücelen. In their paper they aim on profiling residents based on their perceptions and attitude toward a motor sport event, namely the FIA World Rally Championship. A structured questionnaire was developed and responses from a convenience sample of 759 residents were collected face-to-face in Olbia (Sardinia, Italy), the main municipality involved in the event. Results show that residents perceptions and attitudes are not homogeneous and that four clusters can be identified with significant differences based on their socio-demographic characteristics. "Supporters" is the biggest one, followed in decreasing order of size, by: "Neutrals", "Enthusiasts but culturally and environmentally concerned" and "Critics". Contributions to the body of knowledge and managerial implications are discussed and suggestions for further research are given.

Third paper deals with "The influence of media implemented into the Event-tourist career model: TriYas triathlon, Abu Dhabi", authored by Nataša Slak Valek and Al Anood Al Buainain. This study using the athletes' career trajectory model, implements the influence of media into the trajectory of active sport event participants' decision-making process. It examines athletes' motivation, media influence, travel style and behaviors, and event selection among participants of TriYas triathlon organized in Abu Dhabi, United Arab Emirates. Results indicate that international media are followed by the majority of athletes included in the sample with no statistically significant differences between first-timers and returning

participants. More promotion is expected in media, but on the other hand athletes do not choose sport events and destinations based on media coverage.

Forth paper title is “Socio-economic aspects of the “elite” leisure sports and sport tourism in Hungary” and is authored by Kiss, Róbert, Marton, Gergely, Prisztóka, Gyöngyvér and Raffay, Zoltán. This research paper examines the consumption of four elite-called leisure time sport activities (sailing, golf, skiing and tennis) in Hungary, during travels and staying at home, within the recreational zone. Authors compared these leisure activities following the four sport tourism dimensions: geographic environment, participation of the consumers, type of sport activity and motivations of tourists, and many more minor variables related to these dimensions. Based on these variables some of the sport activities found typical as generating foreign travels among Hungarians, such as ski and partly golf, but others, like sailing, and golf meant mostly domestic travels towards the lakes of the country. Meanwhile, tennis was taken rather recreational leisure activity among these sports. The paper finally states that these leisure sport activities should be taken as luxury ones for average Hungarian households, no matter, if quite a few costumers travel with any of these activities as a purpose, such as active or passive sport tourists.

Fifth paper is titled “Destination branding and visitor brand loyalty: Evidence from mature tourism destinations in Greece” and it is authored by Chryssoula Chatzigeorgiou and Evangelos Christou. This paper explores how destination brands provide the link between visitors and destination management organizations; tourists may or may not develop a degree of loyalty to destinations as brands. The study suggests that trust in a destination brand has high influence in developing loyalty towards the destination. Based on hypotheses developed, the authors conclude that trust in a destination as a brand is influenced by brand characteristics, destination characteristics and visitor characteristics. The survey took place in Greece and examined attitudes of past visitors of mature destinations. Last, survey results demonstrate that destination brand characteristics appear more important in their impact on a visitor’s trust in a brand; it was also found

that trust in a destination brand is positively influencing brand loyalty and repeat visitation intentions.

Sixth paper of this special issue is entitled “The role of emotions in a sport event experience” and it is authored by Giacomo Del Chiappa and Marcello Atzeni. This paper investigates whether emotions can be considered a suitable variable to segment spectators at a sports event, as well as to test their affinity with social identification, perceived authenticity, satisfaction, and behavioral intentions. A structured questionnaire was developed and responses from a convenience sample of 258 spectators were collected on-site at the 2013 FIA World Rally Championship, Sardinia (Italy). A series of descriptive analyses, dual process cluster analyses (hierarchical and non-hierarchical), factor analyses, independent t-tests and chi-square tests were performed. Findings identified two segments; the cluster with the higher levels of positive emotions reported expressing higher levels of social identification, food-based and culture-based event authenticity (as measured by factors and/or composing items), satisfaction and behavioural intentions. Significant differences were reported between the two segments based on gender and prior experience with the event. Contributions to the body of knowledge and managerial implications are discussed and suggestions for further research are given.

The last paper of this special issue is titled “Refugee routes and common resource pools in tourism areas: the case of Lesbos island” and it is authored by Ioanna Simeli, Apostolos Tsagaris and Athanasios Manitsaris, and sought to identify the routes of refugees passing through tourism areas of the Lesbos island and the possible impact these routes had on the development of these areas by using an UAV (Unmanned Airborne Vehicle). Lesbos is a Greek island that during 2015 experienced the largest refugee crisis the country has ever witnessed. Refugees arriving to the island in groups totaling over 1.000.000 passed through the island. The preservation of the common pool resources of these areas is a vital issue for the well-being of local communities and the enhancement of their spirit of welcoming the refugees. An automated system used to inform local authorities about areas polluted by the mass movement of people is presented in this paper.

Closing this editorial, we want to mention that without the interesting papers and the hospitality of the TOURISMOS: An International Multidisciplinary Refereed Journal of Tourism Editorial Board it was too difficult or else impossible to prepare and create this special issue, therefore we want to thank all the authors for their good job and coordination and we want specially thank the members of the journal for their important contribution. Our thanks also to all the reviewers, for their valuable recommendations and their critical academic work.

Guest Editors

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and

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