

The effects of motivation and satisfaction of college football tourist on revisit and recommendation: a structural model
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Introduction

Previous literature has shown that that people travel because they are “pushed” or “pulled” into traveling by internal and external factors (Crompton, 2003). Push factors are more related to internal or emotional aspects, such as the desire for escape, rest and relaxation, or social interaction. Pull factors are linked to external or situational aspects of which attributes of the chosen destination, cultural or natural features are examples (Yoon & Uysal, 2005).

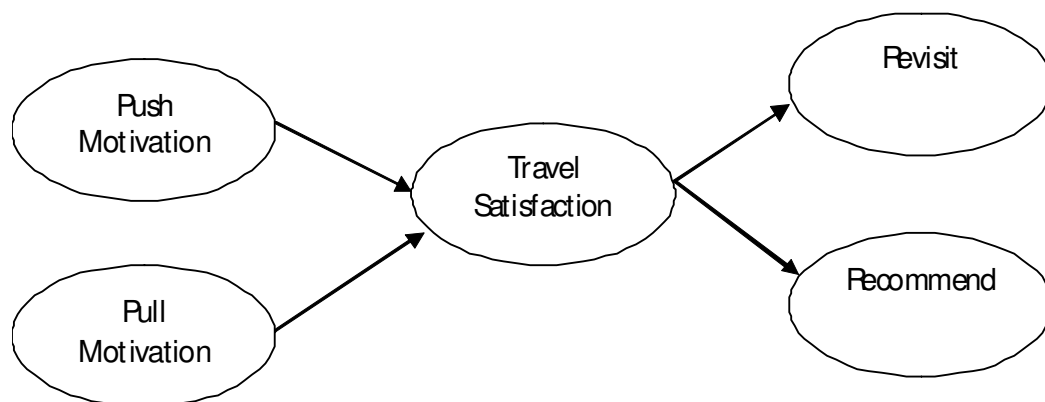
This study proposes and tests the relationship among three constructs of satisfaction, return visit and recommendation to others by using structural equation modeling (SEM) approach. In order to provide a theoretical background for the proposed model, review of tourist literature on push-pull motivation is examined. It is hoped that the results derived from the model will serve as the basis for the development of destination marketing strategies targeted directly towards sport tourists. College-sport events have the potential to increase city revenue and community spirit, while increasing traveler’s awareness of the local community (Garnham, 1996; Higham, 1999). Therefore, the purpose of this research is to identify causal relationships that may exist between motivation and satisfaction obtained by visitors in the sport tourism sector. More specifically, the study examines the influence of motivation – as an antecedent for tourism behavior and on the satisfaction obtained by the visitor to the destination. In addition, the revisit and recommendation constructs will propose to show the causal relationship between satisfaction and revisit and recommendation. The researcher maintains that individuals visiting

a particular tourist destination will obtain higher or lower satisfaction depending on their evaluation of those aspects of their visit which is more closely related to their motivation for travel.

Push-pull factors

Figure 1 shows a hypothetical causal model. Previous studies reveal that travel satisfaction is affected by travel motivation (Mannell & Iso-Ahola, 1987). In this study, as most of the tourist motivation studies have dealt with push (internal forces) and pull motivation (external forces), the hypothetical model breaks down motivation into two constructs, push travel motivation and pull travel motivation. Subsequently, the model examines the structural, causal relationships among the push and pull tourist motivations, satisfaction, and destination loyalty. Hypothetically, motivation influences tourist satisfaction with travel experiences, which then affects destination loyalty.

Figure 1 Proposed Hypothetical Model



Methodology

The methodology used for this paper began with a comprehensive literature review which helped shape the descriptive and causal research design. In order to achieve the proposed objectives, secondary data was examined from attendees at a college sport event destination in a southeastern United States. Sport tourism in this area, Charlotte, North Carolina (situated in the southeast region of the country), can be considered a reliable, representative sample of sport tourism in US, which is a growing segment of the market and a very valuable resource for the area.

Instrument

Secondary data obtained from the Charlotte Regional Visitors Authority (CRVA) located in Charlotte, North Carolina. Employing a web-based survey method, the CRVA has identified visitors' evaluation on motivation factors for attending the event along with their overall satisfaction, future intention (revisit) and the likeliness to recommend to others (recommend). The survey was administered to patrons who attended the Mineke Car Car Bowl in December 2008. Invitation emails were initially sent to patrons who purchased tickets through *Ticketmaster* (a ticket purchasing supplier), voluntarily provided an email addresses with their purchases, and agreed to participate in the survey. Finally, a total of 441 responses were identified to be adequate for analysis.

Analysis

According to Hair (1999), when data has been coded and collected, it should be checked for errors. To ensure the accuracy of all the data (all variables and scale) the survey had been thoroughly examined for reliability and validity. Cronbach's Alpha was used to test the

reliability and internal consistency of the 25 items included in the survey. The results showed that the alpha were greater than .8 (.89) resulting in very good strength internal consistency. .

Secondary data will be analyzed to identify causal relationships from a sample size of 441 adults selected randomly using an online polling system. Prior to MPlus analyses, an exploratory factor analysis (EFA) will be performed using Statistically Package for Social Science (SPSS) only for the purposes of reducing the number of variables in both push and pull travel motivation constructs.. Second, confirmatory factor analysis (CFA) of the measurement model specifying the posited relationships of the observed indicators to the latent constructs, with all constructs allowed to inter-correlated freely, will be tested.

The data analysis for testing the hypotheses in the study will adopt a structural equation modeling (SEM) process which empirically examines the structural relationships among the proposed constructs of motivation, satisfaction, revisit and recommendation. The seven hypothesis will be tested using MPlus for SEM suggested by Joreskog and Sorbom (1999). The conceptual model in this study will be designed to measure the structural relationships among the unobserved constructs that are set up on the basis of relevant theories and prior empirical research and results shown in Figure 2. Therefore, the SEM procedure is an appropriate method for testing the hypotheses on the structural relationships among motivation, satisfaction, revisit and recommend in this study.

Goodness of fit index (GFI), root mean square residual (RMSR), root mean square error of approximation (RMSEA) adjusted goodness of fit (AGFI), nonnormed fit index (NNFI), parsimonious normed fit index (PNFI) along with comparative fit index (CFI) will be examined in the measurement model in Figure 2.

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