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**Analysing International Sports Fan
Motivations and Constraints:
The Case of Japanese International Sports Fan Tourists
and Rugby World Cup Fan Tourists**

**A thesis
submitted in fulfilment
of the requirements for the degree
of
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at
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by
Tatsuru Nishio**



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Abstract

The scale of professional sports leagues and mega sports events has expanded recently. Many sports fans travel to foreign countries to watch international events featuring the world's top athletes or players. The number of international sports fan tourists has increased, and understanding their behaviour is very important for stakeholders and those involved in marketing, such as sports organisations, travel companies, and government tourist organisations.

This study examines the motivations and constraints of Japanese international sports fan tourists and Japanese Rugby World Cup fan tourists. Sports fan tourists are tourists as well as sports fans. Many researchers have examined motivation either from a sports fan's perspective or a tourist perspective. However, a motivation scale for international sports fan tourists (combining both sports fan and tourist motivations) has been not developed as there has been a lack of research into the behaviour of the international sports fan tourist.

The main research aim of this study is to analyse the motivation and constraint factors of both Japanese international sports fan tourists and Japanese Rugby World Cup tourists. The methodology aims to:

1. profile Japanese international sports fan tourists and Japanese Rugby World Cup tourists;
2. develop a motivational scale for actual sports fan tourists and a constraints scale for potential sports fan tourists (those who considered going but did not go);
3. analyse these factors according to demographics;
4. examine factors related to motivations and constraints on fans' satisfaction, or their intention to attend future events.

A quantitative approach was employed. The main data collection methods were three email surveys:

1. Study 1 collected data about actual international sports fan tourists ($N=338$) and potential sports fan tourists ($N=292$).

2. Study 2 collected data about actual Rugby World Cup 1987-2007 tourists ($N=101$) and potential tourists ($N=297$).
3. Study 3 collected data about actual Rugby World Cup 2011 tourists ($N=84$) and potential tourists ($N=115$).

In previous studies, the sample was collected either from actual fans or potential fans separately; however, in this study, samples were collected not only from actual sports fan tourists but also from potential sports fan tourists from the same database.

The data analysis predominantly used explanatory factor analysis (EFA), confirmatory factor analysis (CFA), independent t -test, ANOVA, regression analysis, and structure equation modelling (SEM) including interaction effects analysis.

The results of this study were analysed using four steps:

1. Showing the demographic profiles and behavioural patterns of Japanese international sports fan tourists and Japanese Rugby World Cup fan tourists.
2. Developing motivation and constraints scales:
 - an International Sports Fan Motivation Scale
 - an International Sports Fan Tourist Motivation Scale
 - an International Sports Fan Constraints Scale
 - a Rugby World Cup Sports Fan Motivation Scale
 - a Rugby World Cup Fan Tourist Motivation Scale
 - a Rugby World Cup Fan Constraints Scale.
3. Comparing the mean scores of extracted factors by demographics such as gender, age, sports experiences etc.
4. Analysing the impact on satisfaction or future intention using interaction effect methods.

The results showed some interesting academic and practical implications. This study has thus made a significant and unique contribution to the knowledge of

international sports fan behaviour by researching the combined sports fan motivation factors and tourist motivation factors of actual sports fans, and the constraints of potential sports fan tourists. The study has also provided an academic contribution to the sports and tourism fields, and has provided a practical contribution to the areas of sports fan behaviour, tourism, leisure constraints, and sports events management.

Future work could include research which samples a different nationality, or looks at the effect of the marketing and promotion of events.

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1. Introduction

1.1 Research Purpose and Background

Professional sports have expanded since the 1990s due to globalisation. In particular, major sports such as baseball, American football, and basketball in North America, and soccer in Europe have developed considerably. Games are broadcast by the media, and people all over the world enjoy watching sports live on TV.

Following the expansion of professional sports, academia focused on sports fans. Many researchers have investigated the motivation and constraints of sports fans from a variety of aspects. Sports fan motivation scales have been developed and a wide range of sports fans of both large-scale sports events, such as the Olympic Games or FIFA World Cup, and small sports games in local towns have been the subject of investigations by sports marketing researchers.

The number of international sports fans has also increased due to the globalisation of professional sports and the expansion of mega sports events. Sports fan tourists are tourists who during their tourist activity have participated in sports or watched live sports Hall (1992); (Standeven & DeKnop, 1999). The study of the motivation of sports fans has developed in the last two decades with the construction of several sports fan motivation models, and their associated motivation scales, such as the Fan Motivation Scale Model (Wann, 1995), the Sport Interest Inventory Model (Funk, Mahony, Nakazawa, & Hirakawa, 2001) and the SPEED Model (Funk, Filo, Beaton, & Pritchard, 2009).

Simultaneously, based within psychology, the study of tourism motivation has also developed. Tourist motivation models and motivation scales (Beard & Ragheb, 1983; Crompton, 1979; Pearce & Lee, 2005) such as the *push-pull* concept have been created.

Similarly, research into constraints has advanced and is associated with leisure studies, and various constraint models have been developed (Crawford, Jackson, & Godbey, 1991; Pritchard, Funk, & Alexandris, 2009).

Many studies have examined the motivation and constraints of sports fans; however, only a few studies (Davies & Williment, 2008; Kim & Chalip, 2004) have analysed international sports fan tourists. Moreover, there has been no motivation or constraint scale study for Japanese international sports fan tourists, although there are studies relating to Japanese sports fan's spectator behaviour (Sasakawa Sports Foundation, 2010), as well as Japanese outbound tourist data (Japan Travel Bureau Foundation, 2010). In contrast, this study examines the global diversification of Japanese international sports fan tourists and analyses factors affecting the motivation and constraints from the perspective of both sports fans and tourists. The data relating to not only actual sports fans tourists but also potential sports fan tourists is important for sports marketers. In this study, two kinds of data (both actual sports fans tourists and potential sports fans tourists) are collected from the same database and analysed.

Research aim:

The main aim of this research is to analyse the motivation and constraints of Japanese international sports fan tourists and Japanese Rugby World Cup tourists.

The main research question is:

What are the motivation and constraint factors for Japanese sports fan tourists? How do these factors differ according to various demographics and how do they affect fans' satisfaction and intention to attend future events?

More specifically, this study has four main objectives:

1. To investigate the demographic profile of international general sports fans and Rugby World Cup fans
2. To develop motivation and constraints scales of international general sports fans and Rugby World Cup fans

3. To compare motivation or constraint factor scores by demographic
4. To analyse the impact on satisfaction and intention to attend future events

The next section provides a brief overview of the methodology used in this study.

1.2 Methods of Data Analysis

The methodology used in this study is scale development, analysing each of the extracted mean score differences according to demographic, and other factors that impact on satisfaction or future intention. I employed quantitative analysis using survey data from Japanese international sports fan tourists and Japanese Rugby World Cup tourists. First, I profiled their demographic and behavioural patterns. Secondly, I developed motivation and constraints scales for Japanese international sports fan tourists and Rugby World Cup fan tourists. Thirdly, using Independent *t*-tests and ANOVAs, I compared the scores in relation to different demographics such as:

1. Gender
2. Sports experiences
3. Age group
4. Sports
5. Travel type

Fourthly, I analysed the factors that impact on satisfaction or future intentions to attend events using Structural Equation Modelling (SEM). In terms of actual fans, the hypothetical model shows the base motivation impact on satisfaction and intention to attend. With regards to potential fans, the hypothetical model shows the base constraint impact on intention to attend.

The thesis relies on unique primary data that was generated from three surveys: the Japan Travel Bureau Foundation database in Study 1, and the Japan Rugby Football Members Club database in Studies 2 and 3. Study 1 examined actual international sports fan tourists ($N=338$) and potential sports fan tourists ($N=292$), Study 2 examined actual Rugby World Cup 1987-2007 fan tourists ($N=101$) and

potential fan tourists ($N=297$), and Study 3 examined actual Rugby World Cup 2011 fan tourists ($N=84$) and potential fan tourists ($N=115$).

1.3 Outline of the Thesis

This thesis consists of seven chapters. Chapter One is the introduction which provides background information and research. This information includes the research aim, methodology, and data analysis. Chapter Two discusses the relevant literature, which includes sports fan tourists, sports fan motivation, tourist motivation, leisure constraints, Japanese sports fan tourists, and the Rugby World Cup. Chapter Three describes the methodology, which includes the question design and data collection. Moreover, data analysis methods, such as Explanatory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA) and Structural Equation Modelling (SEM), including interaction effects, are explained. Chapters Four, Five and Six present the analytical results and discussion of Study 1 (International General Sports Fan Tourists), Study 2 (Rugby World Cup 1987-2007 Fan Tourists), and Study 3 (Rugby World Cup Fan 2011 Tourists) respectively. Chapter Seven discusses the overall findings of all three studies, the contribution made by this study and the conclusion, including the limitations and opportunities for future studies.

1.4 Abbreviations

Researchers frequently employ abbreviations and it is important that these are defined for consistency in research. Table 1 shows common abbreviations.

Table 1 List of Abbreviations

ACH	Achievement	NBA	National Basketball Association
AES	Aesthetic	NFI	Normed Fit Index
AGFI	Adjusted Goodness of Fit Index	NHL	National Hockey League
AIC	Akaike Information Criteria	PCM	The Psychological Continuum Model
ALT	Alternative Leisure	RMSEA	Root Mean Square Error of Approximation
ANOVA	Analysis of Variance	RMSR	Root Mean Square Residual
AVE	Average Variance Extracted Percentage	RUI	Rugby Information
CFA	Confirmatory Factor Analysis	RXS	Relaxation
CFI	Composite Fit Index	SD	Standard Deviation
COM	Companions	SEC	Security
CR	Composite Reliability	SEM	Structure Equation Model
DIC	Different Culture	SFL	Standardized Factor Loadings
DEL	Destination Learning	SFMS	Sport Fan Motivation Scale
DIS	Distance	SHP	Shopping
EFA	Explanatory Factor Analysis	SII	Sport Interest Inventory
ESC	Escape	SM	Sports Motivation
F1	Formula One Racing	SNAPS	Sports Needs for Achievement Power Scale
FAM	Fan Attendance Motivation	SOC	Socialization
GAM	Games	SPEED	Socialization, Performance, Excitement, Esteem, Diversion
GUR	Gourmet	SPSS	Statistical Package for the Social Sciences
JNTO	Japan National Tourism Organization	SQ	Sub Question
JRFU	Japan Rugby Football Union	SSS	Sensation Seeking Scale
JTBF	Japan Travel Bureau Foundation	TCL	Travel Career Ladder
KIN	Kinship	TCP	Travel Career Pattern
KMO	Kaiser-Meyer-Olkin	TM	Tourist Motivation
LOT	Lack of Tourist Attractiveness	TNZ	Tourism New Zealand
M	Medium	TSI	Tourist Novelty Scale
MANOVA	Multivariate analysis of variance	t-test	Independent t-test
MDS	Multidimensional Scaling	Turkey HSD	Turkey's Honestly Significant Difference
MLB	Major League Baseball	TV	Television
MLI	Maximum Likelihood Extraction	UEFA	The Union of European Football Associations
MSC	Motivation of Sport Consumer	UK	United Kingdom
MSSC	Motivation Scale for Sport Consumption	US	United States
N	Number	VE	Variance Explained
NAT	Nature	α	Cronbach alpha

1.5 Scope of the Research

This study will make a unique contribution to the study of the behaviour of international sports fan tourists. From an academic perspective, the findings of this study will provide an international perspective in terms of studies of sports fan. Existing sports and general tourist motivation and constraint behavioural studies have been developed respectively. However, the motivations or constraints with regards to international sports fan tourists have not previously been examined, although research into sports tourism has expanded. I will focus on the motivation and constraints as relating to international sports fan tourists. There are multiple studies using qualitative approaches to examine motivation and constraints. The goal of this study is more deductive, rather than exploratory,

applying a positivist approach. For this study, I developed motivation and constraints scales for both international sports fan tourists and Rugby World Cup fan tourists. Moreover, I introduced an overall SEM model including interaction effects. From a practical perspective, I analysed these motivations or constraints with regard to market diversification and demographic factors. The analysis of many kinds of segmentation makes a contribution to both the sports and the business and marketing fields. One limitation of this study is that the data focuses on Japanese sports fan tourists. The sampling method may limit our ability to generalise the results to other countries. Sports fan tourists of professional sports leagues or international sports events come from all over the world. However, this study has focused on Japanese international sports fan tourists only because of limitations in time and resources.

1.6 Chapter Summary

This chapter has introduced the thesis, including the research aim and the background, and defined the methodology, thesis outline, and scope of this study. The next chapter examines the relevant literature.

2. Literature Review

2.1 Introduction

Chapter One introduced the research aim and provided an outline of the thesis. This chapter reviews the relevant literature and highlights the key gaps in the existing literature. The literature review consists of eight sections. As international sports fans are both sports fans and also tourists, the study first outlines what is meant by sports fan and sports fan tourists. Secondly, it reviews sports fan types and sports fans. Thirdly, it discusses sport fan motivations. Fourthly, it discusses tourist motivations. Fifthly, it provides leisure constraints. Sixthly, it describes data on Japanese sports fans, outbound tourists, the Rugby World Cup, and rugby fans. This study analyses the situation with regard to Japanese outbound sport fan tourists. Seventhly, the study provides a synthesis of the literature and the research questions. Finally, it provides a summary of the chapter.

2.2 International Sports Fans

Sports fans

According to myth, spectator sports started in the fifth century B.C. in Greece, and the Ancient Olympic Games began in 776 B.C. at Olympia (Guttman, 1986). Sports fans and sports spectators are defined differently. While sports spectators go to stadium to watch games directly, sports fans often watch the sports on TV or in any convenient venue. In this study, “sports fan” is used because the term “sports fan” at the stadium is widely used in academic research. Watching sports has been popular for more than twenty centuries and, in modern society, is a significant form of leisure behaviour (Trail & James, 2001). In particular, the professional sports industry has developed rapidly since the 1980s and studies of sports fans have proliferated.

Sutton, McDonald, and Cimperman (1997) indicated three levels of fan identification:

- social fans who do not have a high level of identification with either the sport or the team. They are not concerned about the result of the match and enjoy only the entertainment.
- focused fans who have moderate levels of identity. If the supported team begins to lose, focused fans change their attachment to the team.
- vested fans who have a high emotional commitment to a team. They dedicate a lot of time to the team and their loyalty is not affected by the team's match results.

Stewart and Smith (1997) categorised the five types of sports fan by their frequency of attendance and the source of attraction although such categories have not been empirically verified.

- Passionate Partisans are loyal to the team and strongly identify with, and react to, winning and losing teams. They have a substantial personal investment in the club.
- Champ Followers are loyal to the team in the same way as Passionate Partisans. However, their loyalty is short term and less fanatical.
- Reclusive Partisans expect the team to win but they do not attend the games frequently. They provide potential support and are sensitive to the influence of others.

These three types of fan expect the team that they support to be successful but they do not expect a close or skilful game, or entertainment such as fireworks, dance, or music.

- Theatregoers are motivated by the expectation of being entertained. They attend less frequently than Passionate Partisans because their loyalty is low. They can be divided into either the “committed” or “casual” fan.
- Afficionados are loyal to the team and frequently attend the games.

Quick (2000) developed the heterogeneity of the five types of sports fan (Stewart & Smith, 1997) and established a Fan Consumption Schema. These fans are linked strongly by the three factors of loyalty, performance, and identification.

Sutton et al. (1997) classified three levels of identification:

- low, where the fan's aim is social interaction or the entertainment benefits
- medium, where the fan identifies with the team although on a short term basis
- high, where the fan is involved in sports and supports teams or players in the long term. Often they recruit other fans and are likely to attend home and away games.

Hunt, Bristol, and Bashaw (1999) classified fans. These types are:

- the Temporary Fan who has time constraints.
- the Local Fan, who has geographical constraints. The local fan shows the behaviour of a fan with geographical identification to his or her living area or native area. If a local fan's favourite team moves to another city, his or her devotion would decline. If their favourite player moves to another team, their interest would diminish.
- the Devoted Fan who has no limitations such as time or location. Normally, the devoted fan started as a temporary or local fan. The level of attachment is the main difference between a devoted fan and a temporary or local fan. A devoted fan's identification is more centred than that of a local fan.
- the Fanatical Fan who is someone whose sport is the object of actual behaviour. The devoted fan goes to the games. The fanatical fan goes to the game in costume, paints his or her face or shows different behaviour to devoted fans.
- the Dysfunctional Fan who uses a sports team or players as the initial method in identifying him or herself with others. The difference between the fanatical fans and dysfunctional fans is not the level of attachment to their team or player but their behaviour. The dysfunctional fan is antisocial or disruptive. Wakefield and Wann (2006) indicated that dysfunctional fans were disruptive, confrontational, complained, and abused alcohol while watching sports games or events.

General international sports fan tourists and Rugby World Cup fan tourists are used to provide data in this study. The aims of general international sports fan tourists are diverse. Their main aim is not only to watch sports games, but also to engage in tourist activities. On the other hand, Rugby World Cup fans are people who go to games overseas and are highly committed to the game. When they go to a Rugby World Cup, they are strongly committed to their national team. A Rugby World Cup fan is classified as an *Afficionado* fan and a *Theatregoer* fan in the typology proposed by Stewart and Smith (1997) and as a *Devoted* fan and *Dysfunctional* fan in the typology proposed by Hunt et al. (1999).

International sports fans and sports fan tourists

The international sports fan tourist is a tourist as well as a sports fan. Hall (1992) categorised sports tourism motivation and activities as travel either to participate in sport or to observe sport. He defined it as travel for noncommercial reasons. His classification is useful for academic work on sports tourism. In this model, he defines three kinds of tourism

- Health Tourism is the noncompetitive and less active level of tourism.
- Adventure travel and Tourism travel are tourism of intermediate competitiveness.
- Sport Tourism is the most competitive activity.

Gibson (1998) defined three types of sport tourism as active sport tourism.

- First, it refers to people who travel to different destinations especially to participate in a certain sporting activity;
- Event sport tourism refers to those who travel as sports spectators to watch the sports events.
- Nostalgia sport tourism includes visits to sports camps, museums, and famous venues.

Standeven and DeKnop (1999) included the category of business and commercial tourism and defined sports tourism as “all forms of active and passive involvement in sporting activity, participated in casually or in an organized way for non commercial or business/commercial reasons that necessitate travel away

from home and work locality” (p. 13). They classified in detail the differences between active sport and passive sport experiences. Whilst Hall’s (1992) model classified the level of activity, the Standeven and DeKnop (1999) model categorised the purpose of the travel.

This section presented the international sports fan from the perspective of being both a sports fan and being a tourist. In this study, general international sports fan tourists and Rugby World Cup fan tourists are used as a sample. The main aims of general international fan tourists and Rugby World cup fan tourists are different. The Rugby World Cup fan tourist’s main purpose is to watch the game, while the general international general fan’s aim is not only to watch the game or the sport in which they are interested. Generally, general international sports fans are passive tourists. They are casual observers, and also may be connoisseurs (Standeven & DeKnop, 1999). On the other hand, many Rugby World Cup fan tourists are might be passive sports tourists, but they are connoisseurs (Standeven & DeKnop, 1999) because they are committed to the Rugby World Cup. The next section presents the motivation of sports fans.

2.3 Sports Fan Motivation

Sports fan motivation model

Many researchers have analysed the motivation of sports fans and developed models. Sloan (1989) categorised the following five sports fan motivations: stress and stimulation seeking; entertainment; achievement seeking; catharsis and aggression; and, salubrious effects. This categorisation was based on the Sports Needs for Achievement Power Scale (SNAPS). As Sloan indicated, before 1995 many theories lacked empirical research support. Wann (1995) developed the Sport Fan Motivation Scale (SFMS) and identified eight fundamental motive factors for watching sports. These are: self-esteem; relief of stress; escape; entertainment; economics (gambling); aesthetics (a set of principles concerned with the nature and appreciation of beauty); group affiliation; and, family ties. Wann (1995) analysed 13 sports using the eight SFMS factors to examine the differences in various sports fans’ motivations. Wann, Schrader, and Wilson

(1999) expanded the results of Wann (1995). Wann et al. (1999) indicated that there were differences between the genders in sports fan motivation. Females participated in events for social reasons, whilst males attended the events to relieve stress and for reasons of self-esteem, escape, and entertainment. Wann et al. (1999) also demonstrated that there was no significant relationship between age and sport fan motivation.

Kahle, Kambara, and Rose (1996) developed Fan Attendance Motivation (FAM). FAM has seven subscales: internalisation, self-expressive experience, compliance, obligation, self-defining experience, and identification with winning. Milne and McDonald (1999) developed a Motivation of Sport Consumer (MSC) model and measured both participant and spectator motives. MSC consists of the following 12 motivation factors: risk-taking, stress reduction, aggression, affiliation, social facilitation, self-esteem, competition, achievement, skill mastery, aesthetics, value development, and self-actualisation.

SFMS was the first systematic classification to measure fan motivation. Although FAM and MSC had been developed they had limitations in relation to content validity, discrimination validity, and criterion validity. In order to overcome these issues, Trail and James (2001) developed the Motivation Scale for Sport Consumption (MSSC) model. MSSC consists of nine factors to measure spectator consumption behaviour. The nine factors are: achievement, acquisition of knowledge, aesthetics, drama, escape, family, physical attraction, physical skills of players, and social interaction. Trail and James (2001) investigated the motivation of major league baseball fans with season tickets and indicated that the motivations of drama, skill, and social were highly rated.

Funk et al. (2001) developed the Sport Interest Inventory (SII) model using the following 10 motivation factors: drama, vicarious achievement, aesthetics, an interest in the team, an interest in players, an interest in the sport, national pride, excitement, social opportunity, and opportunity for women. Funk et al. (2001) investigated fan motivation and interest in the events of the 1999 FIFA Women's World Cup by using SII and explaining the six motives (interest in the team, interest in the sport, excitement, supporting women's opportunity, vicarious

achievement, and aesthetics). Funk, Mahony, and Ridinger (2002) added four additional factors to the SII factors (players as role models, entertainment value, bonding with families, and wholesome environment) in order to update the current situation of sports fan motives. Funk et al. (2002) examined the motivation of sports fans at the 1999 US Nike Cup women's professional soccer event, and indicated that only 5 of the 14 motivational factors were significant in explaining fans' motives. The five factors were: sport interest, team interest, vicarious achievement, role modelling, and entertainment value.

Funk, Ridinger, and Moorman (2003) extended the SII model and examined the fan motivation of the Woman's National Basketball Association franchise in the United States by using 18 unique factors. These factors were: community support, escape, interest in the sport, supporting women's opportunity, entertainment value, aesthetics, bonding with family, vicarious achievement, drama, bonding with friends, customer service, interest in the players, role model, socialisation, interest in the team, sport knowledge, excitement, and wholesome environment. Funk et al. (2003) concluded that 10 of the SII's motivation factors (interest in the sport, escape, role model, aesthetics, socialisation, drama, interest in sport, vicarious achievement, supporting women's opportunity, and interest in sport) explained consumer support of the team.

Some sports motivation scales based on the SII have been developed. Neale and Funk (2006) investigated the Australian Football League fan motivation of attitudinal loyalty and game-day attendance by using 11 SII factors (player interest, vicarious achievement, excitement, escape, drama, family bonding, role model, friends bonding, team interest, entertainment value) and demonstrated the significance of four motivation factors (player interest, vicarious achievement, excitement, team interest) in loyalty, and five motivation factors (player interest, vicarious achievement, drama, role model and entertainment) in game attendance. Funk, Ridinger, and Moorman (2004) developed the SII and introduced Team Sport Involvement (TSI). TSI explains motivation, arousal and interest in terms of a professional team sport. The TSI 18 factors are: role model, team interest, supporting women's opportunity, entertainment value, excitement, wholesome environment, drama, style of play, basketball knowledge, customer service,

bonding with family, vicarious achievement, interest in basketball, bonding with friends, socialisation, community pride, escape, and interest in players. Funk et al. (2004) examined the relationship between the TSI 18 factors and the four involvement facets of attraction, self-expression, centrality to lifestyle, and risk. Understanding why sports spectators attend the sports events, known as the fan motivation factor, is very important for sports marketers (Shank, 2005). Since the 1990s, many sports fan motivation scales or models have been introduced and developed. There are some factors which are common to sports motivation scales or models. Motivations, on the one hand, are positive influencing factors for a sports fan; on the other hand, constraints are negative influencing factors for a sports fan. The sports fan's motivation has been analysed and classified (Funk et al., 2002; Trail & James, 2001; Wann, 1995). Funk classified five main motivation factors (Funk, 2008; Funk et al., 2009) as SPEED (Socialisation, Performance, Excitement, Esteem, and Diversion).

The first SPEED factor is Socialisation. Social opportunities provided by sports events are identified as a motivating factor for sports spectators. A spectator is motivated to experience sports events because of the opportunities for enhancing human relationships with other spectators, friends, and others (Shank, 2005; Wann, 1995). Group affiliation or friends and ties are significant factors for spectators. Sport spectators can share a good time with their friends. Individual sports spectators are affected by friends who support a particular team (Kolbe & James, 2000; Wann, 1995). Family is also an important factor for spectators. Sports games provide an opportunity to spend time with the family. In particular, women tend to participate in sports events for family togetherness (Wann, 1995). Young people, in particular, are influenced by their fathers in becoming a fan of a sports team (Kolbe & James, 2000). Sports fans, who have a high level of family motivation, tend to watch nonaggressive sports (Wann et al., 1999).

The second factor is Performance. Sports are watched as an art form and the performance factor is one of the reasons people become a fan. Sports fans enjoy artistic beauty or creativity in an athletic performance (Smith, 1988). They can be attracted to gymnastics or figure skating by their artistic beauty. In general, fans of stylistic sports such as figure skating, gymnastics or synchronised swimming

can be fascinated by the player's expression. However, sports other than stylistic sports can show an aesthetic motivation (Sargent, Zillmann, & Weaver, 1998). A sports game has the factor of uncertainty about its outcome (Mahony, Nakazawa, Funk, James, & Gladden, 2002). The drama grows livelier when the game is close and the result is uncertain until the finish. A sports spectator with a highly motivated sense of drama can enjoy the game when it is close. When a sports event is held only every 4 years, for example, the Olympic Games, the FIFA World Cup, or the Rugby World Cup, spectator motivation becomes higher (Funk et al., 2003; Wann, 1995).

The third factor is Excitement. A sports fan seeks intellectual stimulation. Sports events are good opportunities for mental exploration of the uncertain results of competitions (Funk et al., 2009; Shilbury, 2009). Many researchers have analysed the motivation of sports events' participants as entertainment. Sports fans are motivated to enjoy leisure time in the same way as others enjoy different kinds of leisure, such as watching television, going to the theatre or reading a book (Gantz & Wenner, 1995; Sloan, 1989; Wann, Grieve, Zapalac, & Pease, 2008). Spectators seek a highly entertaining experience. The significance of excitement may be high when the events are mega in scale such as the Olympic Games, the World Cup, or the Super Bowl. Spectators enjoy not only the game, but also the entertainment including the half-time show or the variety of ceremonies at these events (Funk et al., 2001).

The fourth factor is Esteem. A sports fan is motivated to seek the experience of a sport event or the atmosphere created by the uncertainty of matches. Sports fans seek various achievement factors. For example, sports fans will feel a sense of achievement and increase their self-esteem if their favourite team wins. On the other hand, they will have negative feelings and their self-esteem decreases if their favourite team loses (Cialdini et al., 1976; Snyder, Lassegard, & Ford, 1986).

The final factor is Diversion. A sports fan seeks to escape from his or her normal daily life. Daily life is routine with some stress. Watching sports is considered to be a means of getting away from daily life and indicates seeking a mental health diversion (Funk et al., 2009; Smith, 1988; Wann, 1995). Factors in sports fan

motivation models are categorised. Just as Funk classified five main motivation factors (Funk et al., 2009), other researchers have classified sports fan motivation factors.

Sports Fan Motivation Factors

Since the 1990s, sports fan motivation factors have been explored in a number of fan motivation models or scales (Table 2). Existing sports fan motivation models (Funk et al., 2009; Funk et al., 2001; Funk et al., 2004; Kahle et al., 1996; Milne & McDonald, 1999; Trail & James, 2001; Wann, 1995) have been constructed based on domestic sports games, mainly in the USA. However, my study examines the motivation of international sports fan tourists. International sports fans are differentiated from domestic sports fans. In this study, the motivation factors related to international sports fan tourists have been extracted from the existing sports fan motivation factors using factor analysis process. Entertainment, achievement, self-esteem, aesthetics, drama, knowledge and skill, escape, relaxation, and socialisation are common motivation factors found in the major models.

Table 2 Major Sport Motivation model and list of sports motivation factor

Author (year)	Model or Scale Name	Factors
Wann (1995)	Sport Fan Motivation Scale (SFMS)	self-esteem; relief of stress; escape; entertainment economics; aesthetics; group affiliation; and, family ties
Kahle, Kambara, and Rose (1996)	Fan Attendance Motivation (FAM)	internalisation, self-expressive experience, compliance, self-defining experience, and identification with winning
Milne and McDonald (1999)	Motivation of Sport Consumer (MSC)	risk-taking, stress reduction, aggression, affiliation, social facilitation, self-esteem, competition, achievement, skill mastery, aesthetics, value development, self-actualisation
Trail and James (2001)	Motivation Scale for Sport Consumption (MSSC)	achievement, acquisition of knowledge, aesthetics, drama, escape, family, physical attraction, physical skills of players, and social interaction
Funk, Mahony, Nakazawa and Hirakawa(2001)	Sport Interest Inventory (SII)	drama, vicarious achievement, aesthetics, an interest in the team, an interest in the sport, national pride, excitement, social opportunity, and opportunity for women
Funk, Ridinger, and Moorman (2004)	Team Sport Involvement (TSI)	team interest, supporting women's opportunity, entertainment value, excitement, wholesome environment, drama, style of play, basketball knowledge, customer service, bonding with family, vicarious achievement, interest in basketball, bonding with friends, socialisation, community pride, escape, and interest in players
Funk (2008)	SPEED	socialisation, performance, excitement, esteem, diversion

- Entertainment relates to the value or price of sports games. Sports games provide affordable entertainment. Consumers are motivated to seek

entertainment value in relation to the price paid (Funk et al., 2004; Wann, 1995).

- Achievement is related to the performance of the sports they support. Fans receive a sense of achievement when their team wins. If their team does not perform well, this sense of achievement is lost (Funk et al., 2004; Kahle et al., 1996; Milne & McDonald, 1999; Trail & James, 2001). Attending a game can have an impact on a fan's self-esteem. They like the stimulation of watching games.
- Self-esteem relates closely to achievement (Funk et al., 2009; Kahle et al., 1996; Milne & McDonald, 1999; Wann, 1995).
- Aesthetics relate to the artistic beauty of athletic performance on the assumption that sports can be seen as a form of art. Sports fans have been to enjoy sports as an art form (Funk et al., 2009; Funk et al., 2001; Kahle et al., 1996; Milne & McDonald, 1999; Trail & James, 2001; Wann, 1995).
- Drama relates to the uncertainty of a game's outcome. They are motivated to seek a close game if the game involves the team they support (Funk et al., 2001; Funk et al., 2004; Trail & James, 2001).
- Knowledge and skill represent the enjoyment of the rules or the strategy of games. Some fans are very familiar with rules. They are motivated to understand game strategy (Funk et al., 2004; Kahle et al., 1996; Milne & McDonald, 1999; Trail & James, 2001).
- Escape and relaxation represents getting away from the normal routine. Sports fans enjoy attending games as a means to escape the reality of their daily lives for a while. Sports spectating allows the fan to forget about their problems (Funk et al., 2009; Funk et al., 2004; Milne & McDonald, 1999; Trail & James, 2001; Wann, 1995).
- Socialisation indicates the interaction with other fans, family and friends when attending sports games. Sports games provide the opportunity to bond with other people. Socialisation overlaps with family bonding, group affiliation and community pride (Funk et al., 2009; Funk et al., 2001; Funk et al., 2004; Kahle et al., 1996; Milne & McDonald, 1999; Trail & James, 2001; Wann, 1995).

Existing literature has examined sports fan motivations for domestic sports. Motivation and constraint factors of international sports fans are different from these of domestic sports fans, because visiting countries overseas entails different attractions and challenges from visiting the domestic country. The aim of this study is to identify the sports fan motivation factors of international sports fan tourists. These motivational factors can be employed to create a Sports Fan Motivation Scale. A summary of the sports motivation factors used to develop the questionnaire design (Table 7, See Page 64) in my study is given in Section 3.4.3. The extent of each motivational factors differs depending on aspects such as gender, yupe of sport, or the experience of individual fans with the sport. The next section demonstrates fan motivation differences in terms of demographics variables.

Fan motivation difference by gender

Many studies have analysed the differences in sociodemographic factors, by sports or by sports experiences. The extent of each motivation differs depending on factors such as gender, kind of sports, or sports experience. Gender difference is a basic demographic factor and is widely discussed in general academic marketing fields (Melnyk, van Osselaer, & Bijmolt, 2009). In terms of sports fan motivation, gender is a key demographic factor for sports marketers. Wann (1995) showed the motivation difference by gender using the SFMS scale. Overall, men attained a higher score than women. In each motivation scale, women are high in group affiliation and family, and men are high in eustress (stress that is deemed healthy or giving one a feeling of fulfilment), self-esteem, escape, entertainment, and aesthetics. Wann et al. (1999) indicated the motivation difference in sports by using two classifications (1. individual or team sport; 2. aggressive or nonaggressive), and three surveys using SFMS. Overall, men attained a higher score than women. In terms of each motivation factor, men achieved a higher score than women in eustress and self-esteem in all three surveys, and a higher score on the economic factor and aesthetics in two of the surveys. On the other hand, in two surveys women attained a higher score than men in only the family factor.

James and Ridinger (2002) demonstrated the motivation gender difference between women's college basketball fans and men's college basketball fans using nine motivational dimensions (action, escape, drama, achievement, aesthetics, knowledge, social interaction, empathy, and family). Women's basketball fans were more highly motivated than their male counterparts in terms of aesthetics, knowledge, empathy, and family. Robinson and Trail (2005) studied gender, type of sport, motives, and attachment to sports for spectators of intercollegiate sports. Ridinger and Funk (2006) showed the characteristics of women's basketball fans. They examined the difference in motivation between male spectators and female spectators using a revised modified SII model (Funk et al., 2002; Funk et al., 2003). In university pride, affordability, family, support sport, socialisation and vicarious achievement motivation factors, females were more highly motivated than males.

Kim, Greenwell, Andrew, Lee, and Mahony (2008) examined the motivation of mixed martial arts using 10 motivation scale items: sport interest, drama, aesthetics, socialising, violence, vicarious achievement, adoration, escape, national pride, and economic factor. Overall, sport interest and drama were high motives. The analysis showed significant gender difference in sport interest, violence, and the economic factor. Male fans were more highly motivated than female fans in these three significant areas. They also made a model of the impact of motivation on media consumption by gender. Fink, Parker, and Pinson (2007) investigated the motivation of favourite sports teams and also the gender differences using the MSSC nine motivation scale (achievement, aesthetics, drama, escape, family, knowledge, physical attractiveness, physical skill, and socialisation). In most of the factors, men's motivation scores were higher than women's. Aesthetics, knowledge, drama, and physical skill indicated a significantly high score in men. On the other hand, family and physical attractiveness showed a significantly high score for women. Gender is a key demographic difference in sports fan motivation. Overall, the results show that males have stronger motivation than females, particularly in the eustress and drama factors. Some studies analysed gender differences based on sports motivation scales such as SFMS, MSSC or SII; however, no specific study of international sports fan tourists has been undertaken.

Motivation difference by sport

There are a variety of sports to watch and the motivations to do so are different. Wann et al. (1999) indicated the motivation difference by sports by using two SFMS classifications. Some sports (motor-racing, baseball, boxing, figure skating, football, gymnastics, hockey, mountain biking, racing, soccer, tennis, and volleyball) were classified by two classification scales: 1. individual and team sport; 2. aggressive and nonaggressive. The results show that team sports motivation scores are higher than individual sports, except in terms of aesthetics. In particular, eustress, self-esteem, escape, entertainment, aesthetic, group affiliation, and family factors indicate a significant difference. Aggressive sports motivation scores are higher than those for nonaggressive sports except along the dimensions of aesthetics and family. Eustress, self-esteem, economic, aesthetics, and group affiliation show a significant gap.

McDonald, Milne, and Hong (2002) compared the motivation constructs of nine sports (auto racing, college baseball, pro-baseball, college basketball, pro-basketball, college football, pro-football, golf, and ice hockey). The 12 motivation factors are based on SFMS, i.e., achievement, competition, social facilitation, skill mastery, physical risk, affiliation, aesthetics, aggression, value development, self-esteem, self-actualisation, and stress release. The results indicate eight significant difference factors (achievement, skill mastery, physical risk, affiliation, aesthetics, aggression, value development, and self-actualisation). Interestingly, in achievement motivation, the score of college football is high and golf is low, while pro-basketball is high and golf is low in aesthetics motivation.

James and Ross (2004) compared the fan motivation of three college sports (men's basketball, women's softball, and men's wrestling). They employed nine motivation scales: entertainment, skill, drama, team effort, achievement, social interaction, family, team affiliation, and empathy. The three factors of drama, team effort, and achievement show a significant difference. Men's wrestling had the highest score and men's baseball had the lowest score of all significant motivation factors.

Wann et al. (2008) analysed eight fan motives (escape, economics, eustress, self-esteem, group affiliation, entertainment, family, and aesthetics) of 13 sports (professional basketball, college football, professional football, figure skating, gymnastics, professional hockey, boxing, auto racing, tennis, professional basketball, college basketball, professional wrestling, and golf). In addition to the classifications (1. individual and team sport; 2. aggressive and nonaggressive) of the previous study by Wann et al. (1999), stylish and nonstylish were employed as classification scales. Aesthetics motivation was high in individual, nonaggressive and stylish sports. Eustress, self-esteem and group affiliation motivations were high in team, aggressive, and nonstylish sports.

Some studies have approached sports fan motivation in relation to the kind of sport (James & Ross, 2004; McDonald et al., 2002; Wann et al., 1999) or the type of sport (Wann et al., 2008). However, no previous study has examined sports fan motivation by a) the type of international sports, and in b) different countries. In recent years, professional sports league or mega sports events have been expanded. sports fan move internationally. Many sports fan go to watch Europe soccer league or US major league baseball. These motivation information is very important for sports league marketer or managers.

Sports fan motivation, satisfaction and further intention

Sports fan motivation is discussed in relation to satisfaction and the intention to revisit. Oliver (2010) defined satisfaction as “the customer’s fulfilment response. It is a judgement that a product or service feature, or the product or service itself, provided a pleasurable level of consumption-related fulfilment, including levels of under- or over fulfillment” (p.8). Oliver (2010) developed the expectancy disconfirmation model of satisfaction. When consumers consider purchasing products, they have expectation. If the performance is below expectation, negative disconfirmation is formed and they hesitate to purchase. If the performance is above expectation, positive disconfirmation is formed, and they are glad to purchase again. Rust and Oliver (1994) explained that customer satisfaction is a summary cognitive and affective reaction to a service incident or long-term service relationship. Icek (1991) indicated that individual attitude is decided by behavioural principles, and future intentions are strongly related to their future

behaviour. Further intentions are affected by satisfaction. Some studies have examined the relationship among motivation, satisfaction, and further intention of sports tourists or sports fans.

In terms of sports fans, satisfaction and further intention have been discussed with other variables such as affective experience or team loyalty. Sumino and Harada (2004) examined the relationship between six affective experiences at the stadium, team loyalty, and the intention to attend future games, using Japanese soccer fans. They found that excitement was a factor in the intention to attend future games. Satisfaction and intention are associated with fan loyalty motivation or fanship. Wang, Zhang, and Tsuji (2011) identified the social motivation of professional baseball fans in Taiwan, based on the SII model (Funk & James, 2001), and examined the relationship between their motivation and fan loyalty using SEM. They found that five motivation factors (interest in team, socialising, aesthetics, knowledge, and interest in baseball) affected attitudinal loyalty, and that three factors (interest in team, interest in baseball, and vicarious achievement) affected behavioural loyalty. Two factors (interest in baseball and interest in team) were both common sports fan motivation factors. Yoshida and James (2010) indicated the positive impact of satisfaction on the future intention of both Japanese and US football fans. Theodorakis, Dimmock, Wann, and Barlas (2010) demonstrated that outcome quality has a strong influence on spectators' satisfaction and behavioural intentions using the Super League in Greece.

With regards to sports fan, there is limited research on the relationship between motivation, satisfaction and intention. Matsuoka, Chelladurai, and Harada (2003) analysed the direct and indirect effects of team identification and satisfaction of a game on intentions to attend future games using Japanese soccer fan data. The results of the interaction effects analysis showed that the future intentions of highly identified fans were less influenced by satisfaction than those of low-identified fans. Biscaia, Correia, Rosado, Maroco, and Ross (2012) analysed the relationship between spectators emotions, satisfaction, and intention to attend soccer games using Portuguese soccer fan data. They showed that joy had a positive impact on satisfaction. Satisfaction and future intentions have been analysed using other variables such as affective experience or team loyalty. This

study will examine these relationships. In this section, I put forward the following hypothesis.

Hypothesis 1. Sports motivation factors have a positive impact on satisfaction and intention to attend the future.

This section has broadly presented sports fan motivation. Sports fan motivation studies have examined the motivation of sports fans using sports fan motivation scales such as SFMS (Wann, 1995), SII (Funk & James, 2001), and SPEED (Funk et al., 2009) looking at, for example, a sociodemographic approach and the difference in sports or sports experiences. Motivations of sports fan have been discussed in relation to satisfaction and intention to attend the event. These analyses mainly dealt with specific and domestic sports. However, a few studies (Kim & Chalip, 2004) have analysed the motivation of international sports fans. The next section refers to tourist motivation.

2.4 Tourist Motivation

Tourist motivation model

In this study, international sports fan tourists and Rugby World Cup fan tourists are used as data. The study of tourist motivation was developed earlier than sports fan motivation, and sports fan motivation study has expanded. Since the 1980s, international tourism has increased rapidly due to globalisation. The study of tourist motivation developed at the same time as sports fan motivation study increased. Crompton (1979) introduced the two concepts of the *push* factor and the *pull* factor (otherwise known as the push-pull concept). Push concepts indicate internal and psychological factors when tourists make a travel decision. On the other hand, pull concepts are influenced by external factors of the destination's attributes. He identified tourist motivations in terms of seven sociopsychological factors (escape from mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationship, and facilitation of social interaction) as push concepts, and two cultural factors (novelty and education) as pull concepts.

Iso-Ahola (1982) developed a social psychological model of tourism motivation. According to this model, tourists can be placed in one of four categories depending on certain conditions. First, come tourists who are seeking personal rewards and escaping their personal environment. Secondly, there are tourists seeking interpersonal awards and escaping their personal environment. Thirdly, there are tourists seeking personal rewards and escaping their interpersonal environment. Finally, there are tourists seeking interpersonal rewards and escaping their interpersonal environment. The model indicates that tourism is both a dialectical-development process (individual continuously changing) and a dialectical-optimising process (individual seeking for social interaction). Tourism provides an outlet for avoiding something, and also, for seeking something (Iso-Ahola, 1982).

Beard and Ragheb (1983) developed a Leisure Motivation Scale to cover intellectual, social, competence-mastery and stimulus-avoidance motives. Dale (1994) developed Multidimensional Scaling (MDS) covering knowledge function and utilitarian function, social-adjustment function, value-expressed function, and reward maximisation. Lee and Crompton (1992) developed the Tourist Novelty Scale (TNS) in order to measure the novelty level in the context of tourism. The novelty level consists of four interrelated factors, which are: thrill, change from routine, boredom alleviation, and surprise. There is a wide range of novel experiences among tourists from novel seekers to novel avoiders. Novel seeking tourists are people who prefer refreshing and exciting adventure. On the other hand, novelty avoiding tourists are people who prefer familiar and planned experiences.

Using Zuckerman's (1971) Sensation Seeking Scale (SSS), Pizam, Reichel, and Uriely (2001) found that people with a high SSS score were likely to make their own travel plans and participate in extreme sports. On the other hand, people with a low SSS score were apt to participate in package tours with family and friends. Pizam et al. (2004) added risk-taking factors to the SSS and examined the tourist behaviour of 1429 students in 11 different countries. Their results showed that tourist behaviour was different depending on the risk-taking and sensation-seeking scores. Pizam and Sussmann (1995) examined the behavioural

characteristics of Japanese, French, Italian, and American tourists and the different behaviours indicated by their respective nationalities. The result shows Japanese are unique, and French and Italian are similar. Japanese are perceived as the least adventuresome and the most passive.

Based on Maslow's hierarchy of needs, Pearce (1988) and Pearce and Caltabiano (1983) developed the concept of the Travel Career Ladder (TCL). TCL explains tourist motivation at five different levels: physiological needs, safety and security, love and belongingness, self-esteem and, finally, self-actualisation. TCL indicates that tourists change their motivation levels through their travel experiences. Moreover, Pearce (2005) introduced the Travel Career Pattern (TCP) based on TCL. TCP focuses on career levels and emphasises the changes in motivation patterns. TCP has three layers: core motives, the middle layer, and the outer layer. The most important core motives are: novelty, relaxation, and enhancing relationships. The middle layer consists of externally oriented motives, which are nature and host-site involvement, and the internally oriented motives of self-actualisation and self-development. The outer layer of isolation and nostalgia is less important. As a tourist's travel career progresses, his or her travel motives will move from internally oriented to externally oriented motives (Pearce, 2005). The TCL theory indicates that tourists progress upward through levels of motivation according to travel experiences (Pearce & Lee, 2005).

Some studies have defined and classified a number of tourism motivation factors (Beard & Ragheb, 1983; Crompton, 1979; Pearce, 1988, 2005). In addition to psychological motivation factors such as novelty, escape, relaxation, isolation and, as described above, self-development, other motivation factors are also discussed. Shopping is also a major motive for overseas travel (Timothy, 2005). Timothy (2005) showed that the three primary factors for shopping were the merchandise being sought, the destination selected, and the advantageous prices. These three factors are not independent and some parts overlapped. The main reasons people went abroad to shop were linked to: (1) the products' availability at home; (2) the price differences between home and the destination countries; and (3) the destinations' images and environments. For example, many Asian tourists, in particular Japanese, went on shopping tours to Hong Kong or European cities

such as Milan or Paris (Japan Travel Bureau Foundation, 2010). Recent literature with regards to Asian tourists has analysed motivation including shopping factor. Hsu, Cai, and Mimi Li (2010) employed four motivation factors to create a tourist behavioural model: knowledge, relaxation, novelty and shopping.

The shopping characteristics are associated with novelty and aesthetics (Kim & Littrell, 2001; Timothy, 2005). In recent years, the tourism industry has focused on gastronomy and this is one of the motivations for tourists going to Portugal, according to Hjalager, Richards, and Minho (2002). Kivela and Crotts (2006) also identified that gastronomy was linked firmly with the destination. Food culture reflects a significantly important part of the total cultural product and many regions in many destinations have an original food culture. The food culture is attractive for tourists. Gastronomy is one of the tourist motivations of Japanese outbound tourists (Japan Travel Bureau Foundation, 2010). In addition to basic tourist motivation, shopping or gourmet dining factors are considered in this study. Regan, Carlson, and Rosenberger (2012) used five travel motives: excitement, event activities, culture and curiosity, socialisation and escapism and investigated the relationships between travel motivation and group travel intention.

Tourist Motivation Factors

As with sports motivation models or scales, the tourist motivation aspect has been explored in some tourist motivation models or scales (Table 3). Stimulation, relaxation, socialisation, destination learning, escape, and kinship are common factors used in models or scales and provide useful factors to develop the Tourist Motivation Scale of general international sports fan tourists and RWC fan tourists in this study (Beard & Ragheb, 1983; Crompton, 1979; Lee & Crompton, 1992; Pearce, 2005; Regan et al., 2012).

Table 3 Major tourist motivation model and list of tourist factors

Author (year)	Model or Scale Name	Factors
Crompton (1979)	Push-Pull concept	(push factors) escape from mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationship, and facilitation of social interaction (pull factors) novelty and education
Beard and Ragheb (1983)	Leisure Motivation Scale	intellectual, social, competence-mastery and stimulus-avoidance motives
Lee and Crompton (1992)	Tourist Novelty Scale (TNS)	thrill, change from routine, boredom alleviation, and surprise
Dale (1994)	Multidimensional Scaling (MDS)	knowledge function and utilitarian function, social-adjustment function value-expressed function, reward maximisation
Pearce (2005)	Travel Career Pattern (TCP)	(core layer) novelty, relaxation, and enhancing relationships (middle layer) nature and host-site involvement self-actualisation and self-development (outer layer) isolation and nostalgia
Hsu, Cai & Li (2010)	Expectation, Motivation and Attitude: A Tourist Behavioral Model	knowledge, relaxation, novelty, shopping
Regan, Carlson and Rosenberger (2012)	Group Travel-Oriented Model	excitement, event activities, culture & curiosity, socialisation, escapism

- Stimulation relates to thrill, risk or excitement on the part of tourists. They are motivated to undertake daring and adventurous experiences. While they travel, they explore the unknown (Beard & Ragheb, 1983; Crompton, 1979; Lee & Crompton, 1992; Pearce, 2005; Regan et al., 2012).
- Relaxation represents taking the time to pursue activities of interest at their destination. It indicates mental and physical enjoyment. Tourists prefer to rest and relax (Crompton, 1979; Hsu et al., 2010; Pearce, 2005).
- Socialisation indicates the interaction with other tourists or people at the destination. Travel provides people with an opportunity a wide cross section of people at their destination and during their travel (Beard & Ragheb, 1983; Crompton, 1979; Hsu et al., 2010; Regan et al., 2012).
- Learning represents acquisition of knowledge about the culture or history or daily life of the destination (Beard & Ragheb, 1983; Crompton, 1979; Hsu et al., 2010; Lee & Crompton, 1992; Pearce, 2005; Regan et al., 2012).
- Escape represents getting away from daily stresses and pressures. Travel offers people release from the everyday demands of life. Escape is sought, not only from residential areas, but also from the job environment (Beard & Ragheb, 1983; Crompton, 1979; Lee & Crompton, 1992; Pearce, 2005; Regan et al., 2012).

- Kinship indicates strengthened relationships friends or family members. Tourists can share time with their companions when they travel (Crompton, 1979; Pearce, 2005).

My study examines the motivation of Japanese sports fan tourists. In addition to these basic tourist motivations, I have considered particular factors such as shopping (Hsu et al., 2010; Japan Travel Bureau Foundation, 2010) and gourmet dining (Japan Travel Bureau Foundation, 2010) in order to construct tourist motivation factors for international sports fan tourists and for Rugby World Cup fan tourists. A summary of the tourist motivation factors used to create the research questionnaire (Table 8, See Page 66) as part of my study is given in Section 3.4.4.

Tourism motivation, satisfaction and further intention

Similarly to sports fan motivation, tourism motivation is analysed in relation to satisfaction and further intention. The relationships among motivation, satisfaction and further intention are very important for marketers. For tourists, satisfaction affected visitor intention. Tomas, Scott, and Crompton (2002) investigated the relationship between service performance, visitor satisfaction, benefits, and intention. Visitor satisfaction strongly impacts on visitor intention. Kozak and Rimmington (2000) indicated that visitor satisfaction tends to influence recommending a destination to other people. Yoon and Uysal (2005) examined the effects of motivation and satisfaction and destination loyalty using push-pull motivation. Tourists may travel to escape and look for authentic experiences (push concepts) and are inspired by the attractiveness of the destination (pull concept). Push motivation factors (relaxation, family togetherness, and safety and fun) did not show a significant impact on the travel satisfaction. Pull motivation factors (small size and reliable weather, cleanliness and shopping, night life, and local cruise) indicated a negatively significant impact on the tourist satisfaction. Thus destination managers have to consider pull motivation factors to improve service. Destination loyalty is affected by push motivation and is also affected by travel satisfaction.

Correia, Oom do Valle, and Moço (2007) studied Portuguese tourists' motivations in exotic destinations. They analysed the relationship among three push motivation factors (knowledge, leisure, and socialisation), three pull motivation factors (facilities, core attractions, and landscape features), and perceptions. Push motives have a significant impact on pull motives and pull motives have a significant impact on perceptions; however, push motives did not affect perceptions. Kim, Han, Holland, and Byon (2009) investigated the structural relationships among involvement, destination brand equity, satisfaction, and visit intention using Japanese outbound tourists to South Korea. Satisfaction was significantly related to their further visit intentions. Lee (2009) analysed a behavioural model of wetland tourism using destination image, attitude, motivation, satisfaction, and future behaviour of tourists in Taiwan. Tourist motivation significantly affected their satisfaction and satisfaction had a significantly positive effect on future behaviour. Lee and Hsu (2013) demonstrated the positive impact of motivation on satisfaction using data provided by attendees at aboriginal festivals. They also showed that motivation and satisfaction are important predictors of loyalty. Tourist motivation plays an important role in terms of satisfaction. In this section, I put forward the following hypothesis.

Hypothesis 2: Tourist motivation factors have a positive impact on satisfaction and intention to attend the future RWC.

This section has looked at tourist motivation. My study examined the motivation of international sports fan tourists. International sports fan tourists are sports fan and also tourists (Hall, 1992; Standeven & DeKnop, 1999). Tourist motivation is an important factor for the international sports fan. To date, sports fan motivation studies and tourist motivation studies have been developed separately. However, my study approaches sports fan tourist motivation by combining sports fan motivation and tourist motivation. A number of tourist motivation scales (Beard & Ragheb, 1983; Crompton, 1979; Pearce, 2005) and models have been developed. Tourist motivation has been related to satisfaction and further destination intention. Recent tourist motivation studies have analysed satisfaction or further intention using the SEM model. The next section reviews the constraint factors.

2.5 Constraints

Leisure constraints model

As described in the previous section, many researchers have examined the motivations of both sports fans and tourists. However, the studies of the constraints on sports consumers are not classed as motivation studies since these are based on theories of leisure constraints.

Before the constraints on sports fans are examined, the approach to consumer behaviour is discussed. Lepisto and Hannaford (1980) categorised the following five kinds of constraints:

- Marketing constraints indicate the failure of the business between the product and the consumer.
- Cultural constraints mean cultural norms and values that restrict a consumer's purchase.
- Social constraints indicate the influence from either a reference group or family to inhibit purchasing behaviour.
- Personal constraints demonstrate inhibiting factors arising from some consumer characteristic or consumer pattern of living.
- Structural constraints represent physical, temporal, spatial, or legal obstacles when a consumer makes a purchase.

Lepisto and Hannaford (1980) defined marketing constraints as controllable constraints and the other four constraints as uncontrollable or semi controllable constraints.

From the leisure perspective, Crawford and Godbey (1987) developed a conceptual framework of leisure constraints, which consists of the following three categories:

1. Intrapersonal barriers mean psychological states and attributes that may affect preferences, for example, depression due to stress, anxiety, religion, or the attitude of the reference group.

2. Interpersonal barriers are produced by the relationships between participants. For instance, there is the parent-child or partner relationship with the family.
3. Structural barriers are constraints between preference and participation, for example, season, climate, working time, and availability of opportunity.

This model is interconnected and does not explain the process of how consumers might deal with the constraints.

Crawford and Godbey (1987) model was extended by Crawford et al. (1991) and represents a hierarchical model of leisure constraints. When people participate in a leisure activity, three constraints are encountered hierarchically. First, they face intrapersonal constraints, which are the most influential constraints in making a decision to take part in leisure activities. Then, they will have interpersonal constraints. If they overcome both intrapersonal and interpersonal constraints and do not have any structural constraints, they will finally participate in the leisure activity (Crawford et al., 1991). Jackson (1993) introduced the concepts of balance and negotiation. Leisure constraints might be considered as a function of the interaction, or balance, between constraints and motivation. Hubbard and Mannell (2001) analysed the relationship between constraints and motivations using four different models (independence model, negotiation-buffer model, constraint-effects-mitigation model, and perceived-constraint-reduction model). Their results demonstrated no significant relationships between motivation and constraints. Using a Greek household survey, Alexandris and Carroll (1997) examined the dimensions of the constraints and the relationships between sport participants and nonparticipants. Their results indicated that, intrapersonal constraints were connected with sport participation or nonparticipation. Hawkins, Peng, Hsieh, and Eklund (1999) extended the classifications of the three constraints. They showed that intrapersonal constraints were not important reasons for nonparticipation in leisure interests, whilst, on the other hand, interpersonal and structural constraints seemed to be in need of negotiation.

Alexandris, Tsorbatzoudis, and Grouios (2002) investigated the level to which intrapersonal, interpersonal and structural constraints affected intrinsic motivation,

extrinsic motivation, and amotivation (inability or unwillingness to participate in a normal social situation). The results show that intrapersonal constraints interact with motivational aspects and act as psychological mediators both of amotivation and intrinsic motivation and support the Crawford et al. (1991) constraints model.

Constraints of sports fan

The concept of constraints comes from leisure activities. However, researchers have investigated the relationships between being a sports participator or a spectator and constraints. Compared with the study of sports fan motivation, the study of sports fan constraints is limited. Welki and Zlatoper (1999) examined the attendance factors of spectators of the National Football League. Spectator attendances were affected by external factors such as weather, ticket price, or the quality of the competitor team. Trail, Robinson, and Kim (2008) analysed the different structure constraints between genders. They approached the research both from nonvenue constraints (other sport entertainment, game on radio/TV, leisure activities, financial cost, weather, social commitments, work/school commitments, stadium location, lack of team success) and from venue constraints (professionalism of staff, concessions, restrooms, seating, cleanliness of venue, parking). Although there was not much difference in venue constraints, there were some differences in nonvenue constraints. Females more than males considered the larger constraints as being the weather, social commitments, and work/school commitments. On the other hand, males thought larger factors were other sports entertainment and lack of team success. Pritchard et al. (2009) investigated how factors motivate patronage using US Major League Professional Baseball spectators. They also analysed how constraints affect consumption using two internal constraints factors (low priority, physical) and five external constraints factors (financial schedule conflict, limited access, travel, diminished appeal). Their results showed that baseball fans with external constraints attended less frequently. Kim and Trail (2010) analysed the constraints of spectators of US women's professional basketball. They used four internal constraint factors (lack of knowledge, lack of success, lack of someone to attend with, and no interest from others) and seven external constraint factors (commitments, cost, leisure alternatives, location, parking, participating sports, and sport entertainment). Lack of success in internal constraints and leisure alternatives in external constraints

contributed significantly to attendance. Some sports fan constraints studies have examined domestic league sports fans; however, only a few specific studies have analysed the constraints which work upon the international sports fan.

Constraints of Sports Tourists

Researchers approached the constraints in the context of leisure. However, more recently, these concepts have been applied to tourism. Using a survey and in-depth interviews, Gilbert and Hudson (2000) analysed the constraints of both participants and nonparticipants in skiing activities. The results showed that participants faced structural constraints and nonparticipants had intrapersonal constraints. They found that for sports tourists interpersonal constraints were unimportant. Some constraints studies have used the Crawford et al. (1991) model of three constructed constraints (intrapersonal constraints, interpersonal constraints, and structural constraints). Pennington-Gray and Kerstetter (2002) used the leisure constraints model in respect of nature-based tourists and their results supported this model. In particular, it proved that structural constraints are more important than the other two constraints.

Using the three dimensional constraints model, Nyaupane, Morais, and Graefe (2004) examined three nature-based tourism activities: rafting, horseback riding, and canoeing. Their results indicated the complexity of structural constraints, and the constraint experiences were different for those three activities. Using the same model, Daniels, Drogin Rodgers, and Wiggins (2005) also indicated the constraints and negotiation strategies of tourists who have disabilities. Fleischer and Pizam (2002) analysed the constraints of senior generation travel and demonstrated that leisure time and household income were very important factors in taking vacations after retirement. Their results showed the market segmentation of both seniors and nonseniors. Seasonality is one of the outstanding constraints in tourism. Hinch and Jackson (2000) considered the constraints from the viewpoint of tourism seasonality. Kim and Chalip (2004) analysed the relationship between constraints (financial constraints and risk constraints) and motivation. Nyaupane and Andereck (2008) extended the three dimensional constraints model by including three additional dimensions: place attributes, lack of time and lack of money. They demonstrated that the three dimensional constraint factors interfered

with people travelling depending on different demographic factors such as age or income. Constraint studies built on work done originally on leisure constraints, and most of these studies have examined active sports tourists.

Constraints factors

Some leisure studies have demonstrated the existence of constraints. Although most studies have examined the constraints affecting tourists, few have analysed constraint factors for sports fan or sports fan tourists (Table 4). My study examines the constraints impacting on potential international sports fan tourists and Rugby World Cup fan tourists. Economic factors, companions, distance, alternative leisure activities, safety, uncertainty, accessibility, circumstances, vacation and schedule are shared factors in these studies (Kim & Chalip, 2004; Kim & Trail, 2010; Pritchard et al., 2009; Trail et al., 2008; Welki & Zlatoper, 1999), and these factors were used to construct relevant questions in order to develop scales for potential international sports fan tourists.

Table 4 Sports fan and sports fan tourist constraints study and constraint factors

Author (year)	Kind of Sports	Factors
Welki and Zlatoper (1999)	American Football	performance, income, price, weather
Kim and Chalips (2004)	FIFA World Cup	Financial constraint and risk constraints
Trail, Robinson, and Kim (2008)	College Athletic	(nonvenue constraints) other sport entertainment, game on radio/TV, leisure activities, financial cost, weather, social commitments, work/school commitments, stadium location, lack of team success (venue constraints) professionalism of staff, concessions, restrooms, restrooms, seating, cleanliness of venue, parking
Pritchard, Funk, and Alexandris (2009)	Major League Baseball Fan	(internal constraints) personal priority, health (external constraints) financial, schedule, accessibility, travel, weather
Kim and Trail (2010)	Women's Professional Basketball	(internal constraints) lack of knowledge, lack of success, lack of someone to attend with, and no interest from others (external constraint factors)commitments, cost, leisure alternatives, location, parking, participating sports, and sport entertainment

- Monetary costs (Economic Factors) play an important role in international travel when making a travel plans. In terms of international mega sports events, ticket costs as well as airfares are high. The economic factor is one of the possible constraints (Kim & Chalip, 2004; Kim & Trail, 2010; Pritchard et al., 2009; Trail et al., 2008; Welki & Zlatoper, 1999).

Companions refer to a lack of friends or family members to attend an event with.

- Sports fan tourists go to sports games with companions such as family or friends. If family or friends are not interested in sports, this might be a constraint (Kim & Trail, 2010).
- Distance represents to a physical barrier in terms of distance to the stadium from residential areas. International sports fans have a long distance to travel and sometimes suffer from jet lag (Kim & Trail, 2010; Pritchard et al., 2009; Trail et al., 2008).
- Alternative leisure activities relate to opportunity costs. International sports fans or Rugby World Cup fans need to pay a lot of money to follow their sport. They compare sports watching in a foreign country with other leisure activities (Kim & Trail, 2010; Pritchard et al., 2009; Trail et al., 2008).
- Safety relates to security risks associated with a destination. After the 9.11 attacks, risk has been an increasingly important factor for international tourists (Taylor & Toohey, 2006). In particular mega events such as the Olympic Games have security risks associated with them (Kim & Chalip, 2004).
- Uncertainty reflects a lack of knowledge of sports games. They worry whether or not they can enjoy them if they can understand these aspects. (Kim & Trail, 2010; Trail et al., 2008; Welki & Zlatoper, 1999).
- Accessibility relates to distance. International sports fans or Rugby World Cup fans have to move within foreign countries (Kim & Trail, 2010; Pritchard et al., 2009; Trail et al., 2008). It is more difficult to access to stadia in foreign countries than it is with regards to domestic ones.
- Circumstances reflect the social and work commitments of the sports fans. These people have family or work networks. These constraints may limit game watching. Circumstances relates to socialisation (Kim & Trail, 2010; Pritchard et al., 2009; Trail et al., 2008).
- Vacation & schedule represents the schedules of potential international sports fans. Such fans have time limitation to consider (Pritchard et al.,

2009). In particular, this is important in terms of watching sports in foreign countries

Previous studies have examined leisure constraints factors for domestic sports. Constraints factors of international sports fans are different from these of domestic sports fans. The aim of this study is to identify the leisure constraints factors of potential international sports fan tourists. In this study, international sports fans are employed as the sample from which data is collected. Existing leisure constraint models have not used tourist attractiveness because these models deal with the domestic sports game. I added “Lack of Tourist Attractiveness” as a constraints factor. A summary of the constraints factors used to construct the questionnaire used (Table 9, See Page 68) in my study is given in Section 3.4.5.

Constraints and further intention

Understanding the relationship between constraints and intention is important for marketing manager. Chen, Hua, and Wang (2013) indicate that four combined constraints negatively influence travel intentions of cruise travels. The higher the extent of travel constraints a person experiences, the less likely the person will be to travel. Hung and Petrick (2012b) show that four combined constraint factors (environmental constraints, personal constraints, structural constraints and political constraints) are significantly and negatively related to undertaking a visit. The data relating not only to actual sports fans tourists but also to potential sports fan tourists is important for sports marketers. In this study, potential international sports fan tourists are used as a source of data. In this section, I put forward the following hypothesis.

Hypothesis 3: Constraints factors have a negative impact on satisfaction and intention to attend future RWC.

This section has reviewed the constraint factors in the context of leisure activities. Existing sports fan constraints studies (Kim & Trail, 2010; Trail et al., 2008) focused mainly on actual sports fans. However, for sports marketers, constraints factors are more important for the potential sports fan than for actual sports fans. Potential fans would be new customers for sports team or sports events and an

analysis of constraint factors of potential sports fan tourists is important for sports marketers. This study will examine the constraint factor of potential sports fan tourists. The next section refers to Japanese sports fans and Japanese tourists, and then considers a sports fan tourist study and a rugby fan study.

2.6 Japanese Sports Fan and Tourists, Sports Tourists and Rugby Fans

Japanese international sports fans and Rugby World Cup fans are the subject of this study. International sports tourists are sports fans and also outbound tourists. In this study, international general sports fan tourists and Rugby World Cup fan tourists are employed as data. This section reviews the relevant issues: Japanese sports fans, Japanese outbound tourists, sports fan study, and rugby fan study, and the Rugby World Cup.

Japanese sports fans and overseas sports fans

Many kinds of spectator sports are held in Japan: baseball, soccer, professional golf, basketball, sumo wrestling and so on. Table 5 shows the ranking of popular spectator sports of all respondents (Sasakawa Sports Foundation, 2010).

Table 5. Top 10 spectator sports in Japan (Sasakawa, 2010)

Overall (N=2000)	%	Male (N=983)	%	Female (N=1017)	%
Baseball (professional)	16.2	1 Baseball (professional)	22.4	1 Baseball (professional)	10.1
Baseball (amature)	6.4	2 Baseball (amature)	8.7	2 Baseball (amature)	4.1
Soccer (domestic league)	4.4	3 Soccer (domestic league)	5.7	3 Marathon, Ekiden	3.7
Marathon, Ekiden	4.2	4 Marathon, Ekiden	4.6	4 Soccer (domestic league)	3.1
Soccer (amature)	3.3	5 Soccer (amature)	3.7	5 Soccer (amature)	2.9
Professional Golf	2.2	6 Professional Golf	3.4	6 Volleyball	2.4
Volleyball	2	7 Horse Racing	2.0	7 Basketball	1.3
Horse Racing	1.5	8 Athletics	1.8	8 Athletics	1.2
Athletics	1.5	9 Sumo	1.5	9 Sumo	1.1
Sumo	1.3	10 Volleyball	1.5	10 Professional Golf	1.1
Rugby	1.2	11 Rugby	1.5		

The most popular spectator sport was baseball (professional and amateur) with 22.6% jointly, followed by soccer (domestic league) with 4.4%, marathon/ekiden with 4.2%, and then soccer (amateur) with 3.3% (Sasakawa Sports Foundation, 2010). More males than females go to watch baseball (professional) 22.4% vs. 10.1%, baseball (amateur) 8.7% vs. 4.1%, soccer (domestic league) 5.7% vs. 3.1%).

There is some literature about the Japanese sports fan. Many international tourists watch sports games or events. Since 1995, many Japanese professional sports players, baseball players or soccer players have gone abroad (Chiba, 2004). Mahony et al. (2002) analysed the Japanese professional soccer league using seven motivational factors. These were: drama, vicarious achievement, aesthetics, team attachment, player attachment, sport attachment, and community pride.

Won and Kitamura (2007) compared the behaviour of the Japanese professional soccer league fans and the Korean professional soccer league fans. They identified 10 factors for soccer fans and found that the Japanese soccer fan identified strongly with a team and vicarious achievement. Korean fans were significantly more motivated by personal benefits such as family, players, and drama.

Table 6 Popular sports watched on TV in Japan (Sasakawa Sports Foundation, 2010)

Overall (N=2000)	%	Male (N=983)	%	Female (N=1017)	%
1 Professional Baseball	65.1	1 Professional Baseball	76.2	1 Figure Skate	72.5
2 Figure Skating	58.9	2 High School Baseball	60.7	2 Professional Baseball	54.4
3 High School Baseball	53.9	3 Sumo	52.3	3 Marathon, Ekiden	50.0
4 Marathon, Ekiden	50.6	4 Marathon, Ekiden	51.2	4 High School Baseball	47.3
5 Sumo	44.0	5 Professional Golf	48.0	5 Sumo	37.6
6 Professional Golf	39.8	6 Soccer (National Team)	45.9	6 Professional Golf	31.8
7 Soccer (National Team)	38.3	7 Figure Skates	44.9	7 Soccer (National Team)	30.9
8 Soccer (Domestic League)	27.9	8 Professional Wrestling	39.2	8 Soccer (Domestic League)	20.3
9 Professional Wrestling	27.6	9 Major League Baseball	36.5	9 Professional Wrestling	16.3
10 Baseball (International)	25.7	10 Soccer (Domestic League)	35.8	10 Baseball (International)	16.3
11 Major League Baseball	25.1	11 Baseball (International)	35.4	11 Basketball (NBA)	14.0
12 Horse Racing	15.1	12 Horse Racing	20.5	12 Horse Racing	9.7
13 High School Soccer	13.4	13 Formula One Racing	18.5	13 High School Soccer	8.5
14 Formula One Racing	12.1	14 High School Soccer	18.0	14 Formula One Racing	5.9
15 Soccer (Europe)	11.3	15 Soccer (Europe)	11.6	15 Soccer (Europe)	4.7
16 Rugby	7.3	16 Rugby	11.6	16 Volleyball	4.6
17 Basketball (NBA)	5.8	17 Basketball (NBA)	7.7	17 Basketball (NBA)	3.8
18 Volleyball	2.9	18 Boat Racing	2.8	18 Rugby	3.0
Nothing	5.6	Nothing	4.1	Nothing	7.0

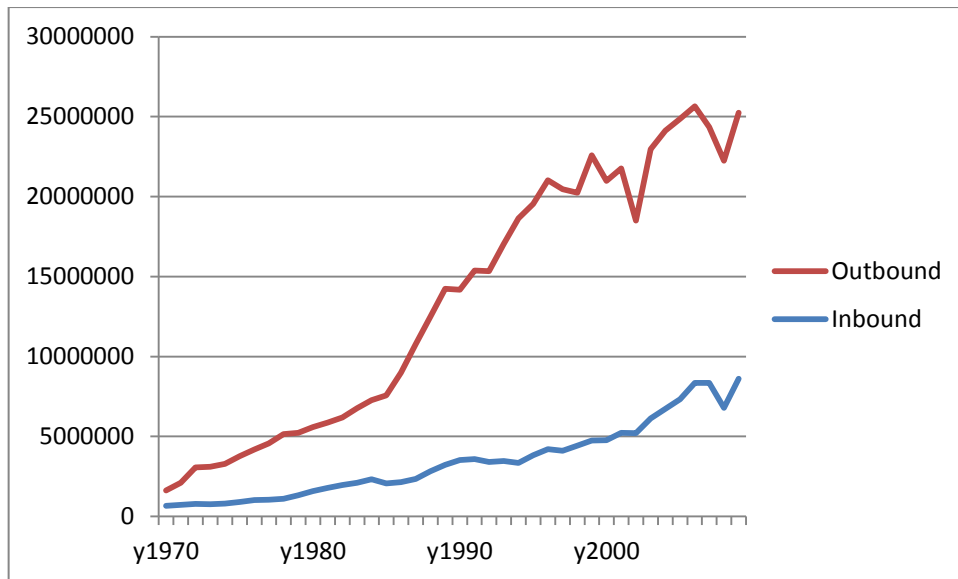
Bold=Overseas Sports

International sports are popular in Japan and many Japanese sports fans watch sports games or sports events in foreign countries on TV. Table 6 shows the ranking of popular sports watched on TV by respondents (Sasakawa Sports Foundation, 2010). Much larger numbers of people watch sports on TV than attend a stadium as sports spectators (for example 16.2% watch professional baseball at the stadium vs. 76.8% on TV). Bold letters indicate overseas sports

(Soccer (National Team) with 55.9%, Major League Baseball with 37.3%, Car Racing with 19.8%, Overseas Soccer with 14.7% and Overseas Basketball with 10.1%). Regarding overseas sports, more males watch than females (Soccer (National Team) 61.5% vs. 50.6%, Major League Baseball 50.5% vs. 24.6%, Motor Sports 28.6% vs. 11.3%, Soccer 20.8% vs. 8.8%, Basketball 13.4% vs. 7.1%). Since 1995, many Japanese professional sports players, baseball players (Chiba, 2004), or soccer players have gone abroad. Hong, McDonald, Yoon, and Fujimoto (2005) classified the three main motives of the Japanese Major League Baseball fan as: having an overall interest in baseball; an interest in the players; and, the quality of games. These motivations indicated the Japanese fans' emotional attachment and attitudinal and behavioural loyalty to Major League Baseball.

Japanese outbound tourist

The data in this study is Japanese outbound fan tourists. There were 16.99 million outbound Japanese tourists in 2011 representing a year-on-year rise of 2.1 % (JTA, 2012). Long-term trends show that the number of outbound Japanese tourists has increased rapidly since 1985 (Figure 1). The red line shows the outbound tourist numbers from Japan and blue line indicates the number of inbound tourists to Japan. However, after 2000, the numbers levelled off, except in 2003, due to the 9/11 attack, whilst the number of inbound tourists has increased gradually. As shown on the graph below, the trend of outbound Japanese tourists has been divided into the following: stage 1 in 1985–gradual growth; stage 2 from 1985 to 1995–rapid growth; stage 3 from 1995 to date–matured stage.



**Figure 1 The trend of Japanese outbound and inbound tourists (1970-2010)
(Ministry of Justice, 2010)**

The Tokyo Olympic Games were held in 1964. However, before 1964, the number of outbound Japanese tourists was strictly limited. Tourism was required for particular purposes such as diplomacy, business trips, study, conferences or participation in sports competitions. Although outbound Japanese tourists could travel for sight-seeing, theirs could only be a once-a-year trip and money was limited to only US \$500. In 1964, there were only 120,000 outbound Japanese tourists. This number increased gradually and reached 1 million in 1972. In 1973, the exchange rate changed from fixed to floating. The USD/JPY exchange rate moved from 360 yen (fixed rate) in 1971 to 225 yen over the next 13 years. The strong currency supported tourists going to foreign countries. In 1978, the New Tokyo International Airport opened. Although there was an energy crisis in 1971 and 1972, the number of outbound Japanese tourists increased.

After 1985, the number of outbound Japanese tourists increased dramatically. There were two main reasons for this rise (Nozawa, 1992). The first reason was the Japanese economy's continued high economic growth and the strength of the Japanese yen. The rate of Japan's economic growth was 4.3% from 1981 to 1985 increasing to 5.0% from 1986 to 1990. The Nikkei stock index, which was 7116.30 at the end of 1980, increased to 38915.87 by the end of 1989. The robust economic growth in Japanese products generated disposable income for individual

consumers. Whilst GDP (US\$ per capita) was US\$9,171.89 in 1980, it grew to US\$24,773.80 in 1990 and then reached US\$41968.58 in 1995. In addition, the value of the yen rose quickly. In 1985, the US dollar depreciated. The exchange value of the Japanese yen versus the US dollar increased by 100% from 125 to 250 yen in only 2 years from 1985 to 1987. In 1990, the USD/JPY rates recovered to 150 but dropped rapidly to 80 in 1995. From 1991 to 1995 the GDP growth rate decreased to 1.4% but, supported by the strong currency, the number of outbound Japanese tourists continued to increase.

Another main reason for this increase in tourism was that the Japanese government took some action to promote outbound Japanese tourists. The Japanese government announced the “Ten Million Programme”, which aimed to promote a sense of international citizenship and to reduce the Japanese trade surplus by increasing the number of outbound tourists. The government set the goal that the number of outbound tourists would reach 10 million in the 5 years between 1987 and 1992. In order to support this programme, the International Tourism Institute of Japan (ITIJ) was founded (Japan National Tourist Organization, 2007). In 1988, the Ministry of Labour revised the Labour Standard Law and reduced working hours from 48 to 40 hours. In terms of the airline industry, Japanese airlines were deregulated in 1986. As for infrastructure, the New Kansai International Airport, which was Japan’s first 24-hour international airport, was opened in 1994.

The uptrend of outbound tourism has, however, changed from 1996. Japanese economic growth declined and there was negative growth in 1998 and 1999. In addition, the rapid decline in the value of the yen affected outbound tourists. Although the number of outbound tourists recovered following the upturn of economic growth in 2000, the 9/11 attacks in 2001 and SARS in 2003 affected the number of outbound tourists. In particular, the number dropped 19.5% in 2003. (Japan National Tourist Organization, 2007). After 2003, the number recovered gradually, except for the period following the global financial crisis in 2007. Thereafter the number of outbound tourists increased gradually but was affected in 2011 by the Tohoku earthquake and tsunami (JTA, 2012; Ministry of Justice, 2012).

Japanese outbound tourist preference and diversification

Before 1984, the main destination of Japanese outbound tourists was the USA, in particular, Hawaii. After 1985, the destinations diversified and many tourists visited European countries, namely the UK, France, and Germany. After 2000, the number of tourists to Asia increased. Although the USA (including Hawaii and Guam Island) is more popular than China, the latter exceeded the USA in 2006. In 2010, the main destinations were: 1. China; 2. South Korea; 3. Taiwan; 4. Hong Kong; 5. Hawaii (JTA, 2012; Ministry of Justice, 2012).

The package tour has played an important role in the development of international tourism markets, and, until the 1980s, the Japanese outbound tourism offering was mainly in the form of package tours. However, the package tour has gradually decreased over the last three decades, and the full package tour percentage was 22% in 2009 (Japan Travel Bureau Foundation, 2010). The format of travel arrangements has changed quickly in the last decade. In 2000, internet bookings made up only 3.4%. However, by 2009, this figure had increased to 48.8% (Japan Travel Bureau Foundation, 2010).

With the increase in Japanese tourists in the international tourism market in the 1980s (Ahmed & Krohn, 1993; Hall, 1992), tourism researchers began to study Japanese tourist characteristics and behaviour. Ahmed and Krohn (1993) showed the behaviour of outbound Japanese tourists was based on their sociocultural background. This embraced belongingness, family, influence, empathy, dependency, hierarchical acknowledgement, a propensity to save, the concept of memory, tourist photography, passivity, and risk avoidance. Japanese tourists preferred not only cities in historical places and modern cultures, but also, locations with natural landscapes and good beaches. Good shopping places and safety were significantly important for Japanese tourists (Morris, 1992). Woodside and Jacobs (1985) examined the benefits for vacation tourists travelling to Hawaii and showed that rest and relaxation was the main travel aim. Yuan and McDonald (1990) analysed the push and pull factors of international tourists from four different countries (Japan, France, (the former) West Germany, and Britain). Although the results of the push factors are similar, each country produced

different pull factor results. Change of scene is the most important pull factor followed by ease of travel, and culture and history.

Nozawa (1992) indicated the diversification of Japanese outbound tourists and further specified their travel types. Pizam and Sussmann (1995) examined the different tourist motivations of Japanese, French, Italian, and American tourists to the UK. They demonstrated that compared to those from the other countries, Japanese tourists keep mostly to themselves and avoid socialising with other tourists. Japanese tourists also preferred to shop and travel in a group. Using a factor-cluster segmentation approach, Cha, McCleary, and Uysal (1995) examined the tourist motivations of outbound Japanese tourists. They showed that the six different factors were: relaxation, knowledge, adventure, travel bragging, family, and sports. They identified three groups: sports seekers, novelty seekers, and relax/family seekers.

Kim and Lee (2000) examined the different motivations of Japanese and Anglo-American tourists. Compared to Anglo-Americans, Japanese tourists showed more expressed cultural attitudes for interdependence and family integrity and, also, stronger feelings about prestige/status and family togetherness. Yamamoto and Gill (1999) compared the distinguishing characteristics of Japanese package and nonpackage tourists. Whilst nonpackage tour tourists prefer to learn/gain more knowledge, package tour tourists' concerns were relaxation and, more importantly, luxury. They suggested the growth of demand for more individualised travel consumption. Hayashi and Fujiwara (2008) investigated outbound Japanese tourists' different motivations by destination, travel type, and age category. They identified the following seven factors: stimulation, culture learning, social exchange, health, nature, surprise, and self-development. The main purpose of tourists going to Asia or Africa was for "culture learning" and, for Europe, it was to experience "nature". They suggested that the motivation changed from "novelty" to "real appetite" as the tourists grew older.

Sports fan tourists study and rugby fan study

Many studies have examined motivations or constraints from either a sports marketing perspective or a tourist perspective; however, few studies have

analysed data from both a sports fan and a tourist perspective. Using a sample of American soccer club members, Kim and Chalip (2004) analysed the relationship between FIFA Soccer World Cup intention motives (desire to attend and feasibility of attending), drawing on five demographic factors, five fan motives, three travel motives, attraction, and two constraint factors. The results of regression analysis showed that the ability to attend the Soccer World Cup was positively impacted by the event interest as sports motives, and the risk constraints, and was negatively impacted by financial constraints. The desire to attend the Soccer World Cup was positively affected by the desire to learn about Korea as tourist motives, and the event interest, and negatively affected by age, and risk constraint. Interest in sports events was affected by both intention motives.

Hoye and Lillis (2008) analysed the motivation of Australian Football League fans using MSSC. They identified nine motives: drive sports fan consumption behaviour, social interaction, skills of players, acquisition of knowledge, aesthetics, drama, escape, achievement, physical attraction and family. Taks, Chalip, Green, Kesenne, and Martyn (2009) investigated the relationship among four motives (socialising, escape, learning about the destination, and learning about athletics), on identification with the event, previous visitation, information, tourism activities, and likelihood of recommendation and returning to the host destination using nonlocal event spectators of the Pan American Junior Athletics Championship in Winsor (Canada) in 2005. They analysed the data using hierarchical regression analysis. Classic tour as tourism activities, previous visit, and escape motivation showed a significant impact on return to the destination. As regards recommended destination, classical tour, previous visit, escape, and leaning destination are significant variables.

There are a few studies of rugby sport tourists. For example, Ritchie, Mosedale, and King (2002) analysed Super 12 rugby fan tourists by travel behaviour and tourism behaviour. They classified rugby fans into three categories.

1. Avid Fans are fans that have extensive involvement and can be considered “hard sports” tourists. Their prime motivation is sports watching.

2. A Frequent Fan regularly watches Super 12 rugby games; however, he or she does not have the same high involvement as an Avid Fan. They are mixed tourists who have sports motivation and tourism motivation.
3. A Casual Fan is a spectator who has a lower interest in sports watching. Here tourist motivation is higher than sports fan motivation.

Owen and Weatherston (2004) demonstrated that environmental factors such as weather, team performance, game schedule, or the quality of the players diminished attendances at rugby games in New Zealand. Garland, Macpherson, and Haughey (2004) examined the controllable and uncontrollable factors that influenced fan attendance. Their results showed that controllable factors such as cleanliness of the stadium or ticket prices, and uncontrollable factors, like the quality of the opposition team, affected fan attendance. Clemes, Brush, and Collins (2011) examined the relationship between intention, satisfaction, service quality, and fanship using Super 14 rugby fans in New Zealand and found that increase in satisfaction and fanship positively impacted on intention to attend future rugby matches. With regard to research on rugby fans, studies deal mainly with domestic rugby fans in New Zealand or Australia. One study has analysed international fan tourists.

Davies and Williment (2008) investigated the characteristics, team identification, and sports and tourism behaviour of the travelling supporters and the British Lions sports tourists. Their fan's profile is older, wealthier, highly qualified and educated, and they are urban males. While Davies and Williment discussed team identification and international rugby fans, they did not, however, discuss the scale of their motivation or constraints.

Rugby World Cup

In this study, Rugby World Cup fans are used as international fan tourist subjects. The Rugby World Cup is one of the world's mega sports events and is held every 4 years. The figure below shows the trend of attendance 1987-2011 (International Rugby Board, 2008; Tourism New Zealand, 2012). Total attendance has increased from 600,000 in the 1987 Rugby World Cup (RWC) in New Zealand and

Australia to 2.25 million in the 2007 RWC in France (International Rugby Board, 2008).

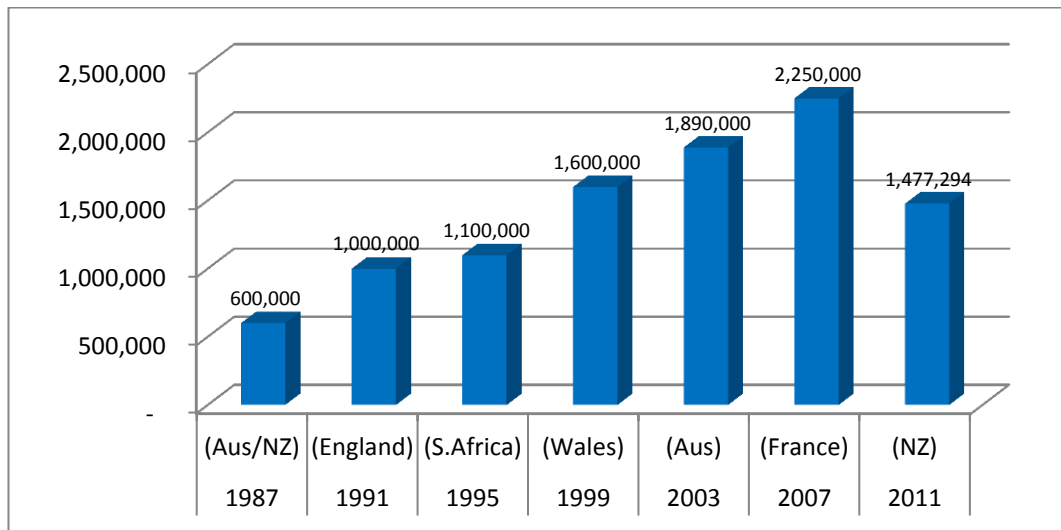


Figure 2 Trend of the Rugby World Cup total attendance (1987-2011) (International Rugby Board, 2008; Tourism New Zealand, 2012)

Although the RWC 2011 New Zealand attendance decreased compared to that for the RWC 2007 France, it reached 1.47 million and the average attendance per match was over 30,000.

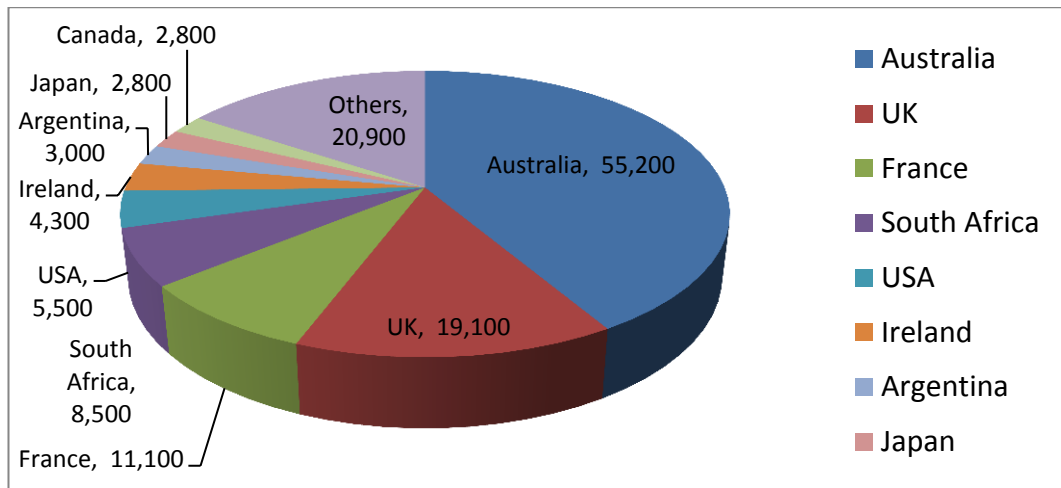


Figure 3 Rugby World Cup Inbound Fan Tourists by Country (Tourism New Zealand, 2012)

During the Rugby World Cup 2011, 133,200 visitors travelled to New Zealand for the RWC: 55,200 visitors from Australia, and 19,100 from the UK, followed by

France with 11,100. The number of Japanese Rugby World Cup fans was 2,800 (Tourism New Zealand, 2012).

Japanese outbound sports fan tourists and Rugby World Cup fan tourists are studied in this thesis. This section explains people and issues relevant to this study: the Japanese sports fan, Japanese outbound tourists, sports fan tourists study, rugby fan study, and the Rugby World Cup 2011. Japanese sports fans watch international sports on TV; in particular, they are interested in National Team Soccer and Major League Baseball (Sasakawa Sports Foundation, 2010). The main aim of most Japanese outbound tourists was originally sight-seeing; however, since the middle of the 1990s, their aims have become more diversified. Much of the literature has studied the motivation factors and travel types of Japanese outbound tourists: however there has been little investigation into the motivation or constraints of international Japanese sports fan tourists. While there are some sports fan tourist motivation studies of mega sports events, for example, the Olympic Games (Kaplanidou & Vogt, 2007), and the FIFA World Cup (Kim & Chalip, 2004), there is no literature on the motivation and constraints of Rugby World Cup tourists. To fill this gap, the present study examines the motivation and constraints of international sports fan tourists and Rugby World Cup tourists. The next section shows the synthesis of the literature and research questions.

2.7 Synthesis of Literature and Research Questions

With the expansion of international mega sports events and sports leagues, the number of international sports fans has increased over the last two decades. International sports fans are both sports fans and international tourists. The marketing stakeholders are marketers of travel companies, as well as marketers of sports events or leagues. The study of the motivation of sports fans has been developed with the construction of several sports fan motivation models and their associated motivation scales. Based on common social psychological roots, the study of tourism motivation has also developed simultaneously. However, previous studies have examined motivation or constraints of domestic sports fans and very little research has examined motivation or constraints factors of international sports fan tourists. Having reviewed the relevant literature including

that on sports fans, sports fan tourists, motivation, constraints and satisfaction, gaps in the literature were identified.

The aim of this study is:

To analyse international sports fans' and Rugby World Cup fans' motivations and constraints.

The study's main question asks:

What are the motivation and constraint factors for sports fan tourists? How do these factors differ according to various demographics and how do they affect fans' satisfaction and intention to attend future events?

There are four sub questions in this study. Figure 4 shows the four sub questions and relevant examples taken from the literature.

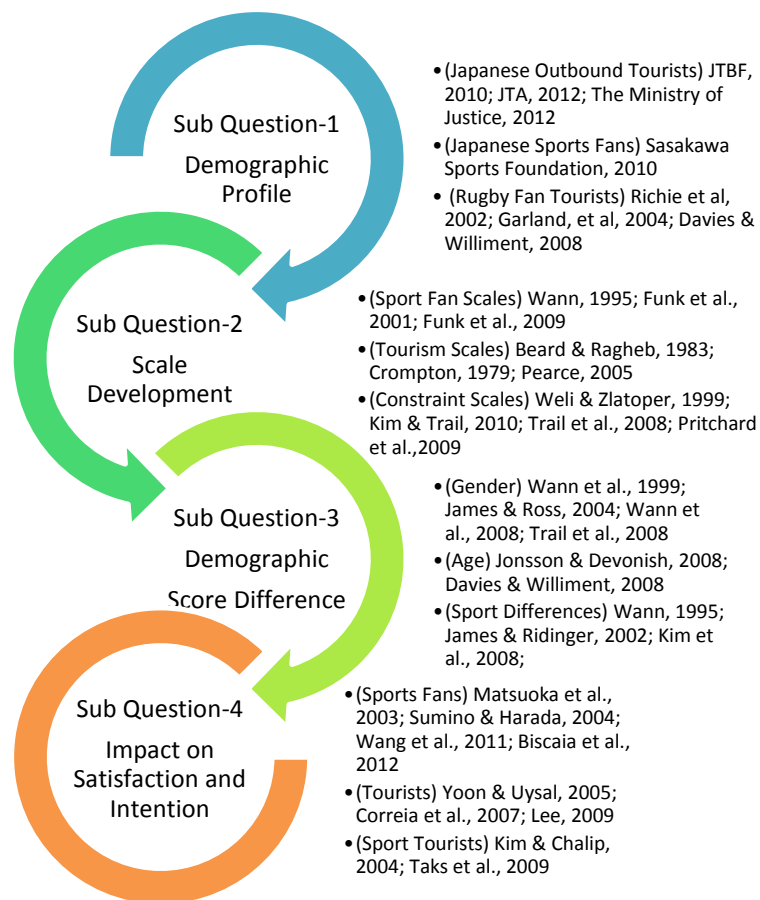


Figure 4 Four Sub Research Questions and Relevant Literature

Sub Question-1 The first aim of this thesis is to investigate the demographics of international sports fan tourists and their market diversification, based on actual tourists and potential tourists. Data for this study comes from Japanese outbound sports fan tourists (Japan Travel Bureau Foundation, 2010; Sasakawa Sports Foundation, 2010) and Rugby fans (Davies & Williment, 2008; Garland et al., 2004; Ritchie et al., 2002). To achieve this aim, I profiled their demographics, behavioural patterns, and market diversification.

Sub Question-2 The second aim of this thesis is to develop a sports fan motivation scale and a tourist scale for actual tourists, and a constraints scale for potential tourists. International sports fans have both sports fan motivations and tourist motivations. Sports fan motivation scales (Funk & James, 2001; Funk et al., 2002; Wann, 1995) and tourist motivation scales (Beard & Ragheb, 1983; Crompton, 1979; Pearce, 2005) have been developed separately. However, only one study (Kim & Chalip, 2004) has approached this task from both sides and the sample of the study focused on potential sports fan tourists, not actual sports fan tourists. Research into constraints has been advanced in association with leisure studies and various constraint models have been developed. Some studies have examined the constraints of sports fan tourists. The constraint factors of actual sports attendance in these studies have been analysed (Kim & Trail, 2010; Pritchard et al., 2009; Trail et al., 2008). However, the constraint factors of potential sports fan tourists are also important for sports marketers. I identified key sports fan motivation factors and tourist motivation factors.

Sub Question-3 The third aim of this thesis is to compare the motivation factors of actual sports fan tourists and the constraint factors of potential sports fan tourists by demographic. Some sports fan studies show the motivational difference in demographics: gender (James & Ridinger, 2002; Kim et al., 2008; Wann, 1995) or the kind of sports (James & Ross, 2004; Wann et al., 2008; Wann et al., 1999). The decision of the international sports fan is affected by two factors: the combination of the kind of sport and the destination. The key motivation factors identified differ according to the gender or the kind of sport being watched. I compared the means of the scales by demographics.

Sub Question-4 The fourth aim of this thesis is to analyse the impact of the motivation factors on the satisfaction of sports fan tourists and the intention to attend future events. Satisfaction or further intention are also analysed separately along variables such as motivation, service quality, and perception in the context of sports fans (Matsuoka et al., 2003; Sumino & Harada, 2004; Wang et al., 2011) or tourism (Correia et al., 2007; Lee, 2009; Yoon & Uysal, 2005). However, only a few studies (Kim & Chalip, 2004; Taks et al., 2009) have examined the effect of the relationship between these factors on sports fan tourists. I analysed the impact factors on satisfaction and the intention to attend the next event.

Sub questions of Study 1, Study 2 and Study 3

As data, Japanese international sports fans and Rugby World Cup fans were used. Four sub questions (SQ) are set up for each of the three groups studied: (1) International General Sports Fans Tourists; (2) Rugby World Cup 1987-2007 fans tourists; and, (3) Rugby World Cup 2011 fan tourists.

The sub questions are:

For general international sports fan tourists (Study 1)

SQ1. What are the demographic characteristics and what is the market diversification of actual international sports fan tourists and potential international sports fan tourists?

SQ2. For actual international sports fan tourists, what is a scale that combines sports fan motivational factors and tourist motivational factors, and for potential sports fan tourists, what is a constraints scale?

SQ3. Are there significant differences in the motivational and constraint factors by demographics?

For Rugby World Cup 1987-2007 fan tourists (Study 2)

SQ1. What are the demographic characteristics of actual Rugby World Cup fan tourists and potential Rugby World Cup 1987-2007 fan tourists?

SQ2. For actual Rugby World Cup fan tourists, what is a scale that combines sports fan motivational factors and tourist motivational factors, and for potential Rugby World Cup fan tourists, what is a constraints scale?

SQ3. Are there significant differences in the motivational and constraint factors by demographics?

SQ4. How do the motivational factors affect the actual Rugby World Cup 1987-2007 fan tourists' satisfaction levels and their intention levels to attend the following Rugby World Cup 2011? How do constraint factors affect potential Rugby World Cup 1987-2007 fan tourists' intention to attend the following Rugby World Cup 2011?

For Rugby World Cup 2011 fan tourists (Study 3)

SQ1. What are the demographic characteristics of actual Rugby World Cup 2011 tourists and potential Rugby World Cup 2011 tourists?

SQ2. Does the Rugby World Cup 2011 data apply to, 1. the Rugby World Cup fan tourist scale, 2. the Rugby World Cup tourist motivation scale, and 3. the Rugby World Cup constraints scale?

SQ3. Are there significant differences in the motivational and constraint factors by demographics?

SQ4. How do motivational factors affect the actual Rugby World Cup 2011 fan tourists' satisfaction levels and their intention levels to attend the following Rugby World Cup 2015? How do the constraint factors affect potential Rugby World Cup 2015 fan tourists' intention to attend the following Rugby World Cup 2015?

This section has covered the synthesis of the literature review and indicated the research questions. Although motivation of sports fan tourists overlaps with sports fan motivation and tourist motivation, the approaches have been reviewed

separately. The literature review demonstrated that there are gaps in our knowledge in this area and the research questions were set up to address the gaps.

2.8 Chapter Summary

Chapter Two has provided a review of the relevant literature pertinent to my study and broadly includes international sports fans, sports fan motivations, tourist motivations, constraints and satisfaction. It also includes details of Japanese sports fans, outbound tourists, and rugby fans in terms of the sample used in this study. Details of the existing literature were provided, and the research questions have been described. The next chapter explains the methodology of this study.

3. Methodology

3.1 Introduction

This chapter provides an overview of the research design and methodologies. The last chapter reviewed the existing literature regarding international sports fan; the sports fans motivations, tourist motivations, constraints, Japanese outbound sports fans, and rugby fans, and finally indicates the research questions associated with this study. This chapter consists of seven sections. First, the study outlines what is meant by sports fans and sports fan tourists. Secondly, it provides the research paradigm and main research question. Thirdly, it describes the outline of three studies (Study 1: International sports fan tourists; Study 2: Rugby World Cup 1987-2007 fan tourists), and Study 3: Rugby World Cup fan tourists). Fourthly, it shows the question design, based on previous studies. Fifthly, it shows the methods used to analyse the data. Sixthly, it outlines the research contribution and the ethical issues involved. Finally, it offers a conclusion to the chapter.

3.2 Research Paradigm and Main Research Question

This research is a quantitative analysis, using two kinds of unique data: 1) data provided by International Sports Fan Tourists and 2) Rugby World Cup Fan Tourists. This study applies a positivist approach, with the aim of understanding the motivation and constraint factors associated with international sports fans. For that reason, I employed quantitative methods with numerical validation and falsification. As shown from the literature review, sports fan motivation scales and tourist motivation scales have been constructed separately. No study has examined the motivation and constraint factors for and specific to Japanese outbound sports fan tourists and Rugby World Cup fan tourists. The main question of this study, therefore, is:

What are the motivation and constraint factors for sports fan tourists? How do these factors differ according to various demographics and how do they affect fans' satisfaction and intention to attend future events?

In this study, quantitative analytical methods using SPSS and Amos are employed. My analysis draws on three studies:

Study 1 (Chapter 4): General International Sports Fan Tourists

Study 2 (Chapter 5): Rugby World Cup 1987-2007 Fan Tourists

Study 3 (Chapter 6): Rugby World Cup 2011 Fan Tourists.

3.3 Outline of the Three Studies

3.3.1 Study 1 International Sports Fan Tourists

The aim of Study 1 is to identify and analyse the motivation and constraint factors of International Sports Fan Tourists.

Sub questions for Study 1 are:

SQ1. What are the demographic characteristics and what is the market diversification of actual international sports fan tourists and potential international sports fan tourists?

SQ2. For actual international sports fan tourists, what is a scale that combines sports fan motivational factors and tourist motivational factors, and for potential sports fan tourists, what is a leisure constraints scale?

SQ3. Are there significant differences in the motivational and constraint factors by demographic?

Participants

Data was collected from the Japan Travel Bureau Foundation (JTBF) database. Tourist data for 4,000 members of the general public is collected by email annually by the JTBF, so their database is suitable for a broad investigation of the general international sports fan, because it is a general, large scale survey.

My survey of international sports fans was added to their regular survey in January 2011 (Appendix 1-1). I sent my survey to 4,000 people and the number of respondents was 3,773—a response rate of 94.3%. Of the 3,773 respondents, the number of actual international sports fans who had been to watch sports events in

foreign countries was 338 (9.0%), and the number of potential international sports fans who considered watching sports events in foreign countries but were unable to go was 292 (7.7%).

Procedure

First, for actual international sports fans tourists ($N=338$), six blocks of questions (demographics, market diversification, sports fan motivation, tourist motivation, and satisfaction level) were asked. Each block consisted of multiple items. For potential sports fan tourists ($N=292$), three blocks of questions (demographics, market diversification, constraints) were asked (Step 1 for SQ1)

Secondly, to identify relevant sports fans' motivations and the tourist motivations of actual sports fans, along with the constraint factors for potential international sports fans, Explanatory Factor Analysis was conducted. Next, each scale was tested by Confirmatory Factor Analysis, and an international sports fan motivation scale, and an international sports fan constraints scale were formed (Step 2 for SQ 2).

Thirdly, scores in the International Sports Fan Motivation Scale, and International Sports Fan Constraint Scale were compared by demographic factors such as gender, age, sports experience, the types of sport, and destination (Step 3 for SQ 3).

3.3.2 Study 2 Rugby World Cup 1987-2007 Fan Tourists

The aim of Study 2 is to identify and analyse the motivation and constraint factors relating to Rugby World Cup (1987-2007) sports fan tourists. The sub questions of Study 2 follow:

SQ1. What are the demographic characteristics of actual Rugby World Cup tourists and potential Rugby World Cup 1987-2007 fan tourists?

SQ2. For actual Rugby World Cup fan tourists, what is a scale that combines sports fan motivational factors and tourist motivational factors,

and for potential Rugby World Cup fan tourists, what is a leisure constraints scale?

SQ3. Are there significant differences in the motivational and constraint factors by demographic?

SQ4. How do the motivational factors affect the actual Rugby World Cup 1987-2007 fan tourists' satisfaction levels and their intention levels to attend the next Rugby World Cup in 2011? How do the constraint factors affect potential Rugby World Cup 1987-2007 fan tourists' intentions to attend the next Rugby World Cup in 2011?

Participants

To obtain data for Rugby World Cup Fans, the Japan Rugby Football Union (JRFU) Members Club database was used. The JRFU Members Club is a Japanese, rugby supporters club of Japanese rugby. It has 2,000 members.

<http://www.jrfu-members.com/open/regist/index.html> (Japanese official page).

The annual fee of the Members Club is 3,000 Japanese Yen (about NZ\$45) and member benefits are: 1) two free Top League tickets, 2) discount ticket sales, 3) discount goods purchase.

The JRFU Members Club database is suitable to investigate the international rugby fan in general, as these members have a strong commitment, not only to Japanese rugby, but also to international rugby, including the Rugby World Cup. Data was gathered by email.

The JRFU marketing department sent an email to all members who had an email address on 23 December 2010 (Appendix 1-2). Data was collected between 23 December 2010 and 16 January 2011. The number of respondents was 645. Of the respondents, the number of rugby world cup tourists who had been to a Rugby World Cup (1987-2007) was 101 (15.6%), and secondly, the number of potential sports fan tourists, who considered going to a Rugby World Cup (1987-2007) but did not go, was 297 (45.8%).

Procedure

The procedure for analysis was the same as in Study 1. First, for actual Rugby World Cup 1987-2007 fan tourists ($N=101$), six blocks of questions relating to demographics, market diversification, sports fan motivation, tourist motivation, and satisfaction level were asked. For potential Rugby World Cup fan tourists ($N=297$), three blocks of question on demographics, market diversification, constraints were asked (Step 1 for SQ1)

Second, Exploratory Factor Analysis was conducted to identify the sports fan motivations, tourist motivations for actual Rugby World Cup fans, and constraint factors of potential Rugby World Cup fans,. Next, scales were tested using Confirmatory Factor Analysis, and the Rugby World Cup sports fan motivation scale, the tourist motivation scale, and the Rugby World Cup fan constraints scale were created (Step 2 for SQ2).

Third, the mean scores in the International Sports Fan Motivation Scale, and the International Sports Fan Constraint Scales were compared along demographic factors such as gender, age, sports experience, the types of sports, and destination (Step 3 for SQ3)

Finally, the factors that impacted on their satisfaction and their intention to attend the Rugby World Cup 2011 in New Zealand were analysed using Structural Equation Modelling (SEM). As for Study 1, basic factors were analysed (Base Model) and then interactive and continuous variables were added and analysed (Overall Model) (Step 4 for SQ4).

3.3.3 Study 3 Rugby World Cup 2011 Fan Tourists

The aim of Study 3 is to identify and analyse the motivation and constraint factors of the Rugby World Cup 2011 Fan Tourists. Therefore, the sub questions of Study 3 are:

SQ1. What are the demographic characteristics of actual Rugby World Cup 2011 tourists and potential Rugby World Cup 2011 tourists?

SQ2. Does the Rugby World Cup 2011 data apply to: 1. the Rugby World Cup fan tourist scale, 2. the Rugby World Cup tourist motivation scale, and 3. the Rugby World Cup constraints scale?

SQ3. Are there significant differences in the motivational and constraint factors by demographics?

SQ4. How do the motivational factors affect the actual Rugby World Cup 2011 fan tourists' satisfaction levels and intention levels to attend the following Rugby World Cup in 2015? How do the constraint factors affect potential Rugby World Cup 2015 fan tourists' intentions to attend the following Rugby World Cup in 2015?

Participants

As in Study 2, data was collected through an email survey. The JRFU marketing department sent an email to all members who had an email address on 16 April. I collected data from 16 April–6 May 2012 (Appendix 1-3).

Procedure

The procedure of analysis followed the same form as that for Study 1, except for Step 2. First, for actual Rugby World Cup 2011 fan tourists ($N=84$), six blocks of questions (demographics, market diversification, sports fan motivation, tourist motivation and satisfaction level) were asked. For potential Rugby World Cup 2011 fan tourists ($N=115$), three types of question (demographics, market diversification, constraints) were asked (Step 1 for SQ1).

Second, the data sample of Rugby World Cup 2011 fan tourists is smaller than that for the Rugby World Cup 1987-2007. Large amounts of data are usually more powerful statistically for factor analysis than small amounts of data are (Hair, 2005), so data for the Rugby World Cup 2011 was applied to the scales constructed in Study 2 (Step 2 For SQ2).

Third, as with Study 2, scores in the International Sports Fan Motivation Scale and International Sports Fan Constraint Scales were compared by demographic factors. (Step 3 for SQ3)

Finally, as with Study 2, the impact factors on the satisfaction and intention to attend the Rugby World Cup 2011 in New Zealand were analysed using Structural Equation Modelling (SEM). In this first stage analysis, only basic factors were analysed (Base Model) and then interactive and continuous variables were added and analysed (Overall Model) (Step 4 for SQ4).

3.4 Question Design

This study used two kinds of sample data: International general sports fan tourists in Study 1 and Rugby World Cup fan tourists in Studies 2 and 3. For these, Seven blocks of questions were developed. They covered:

- 3.4.1 Demographic Items
- 3.4.2 Market Diversification
- 3.4.3 Sports Fan Motivation Items
- 3.4.4 Tourist Motivation Items
- 3.4.5 Constraint Items
- 3.4.6 Satisfaction Items, and
- 3.4.7 Intention Items.

All questions except 3.4.1 Demographic Factors, 3.4.2 Market Diversification and 3.4.6 Satisfaction used the 7- point Likert scale for responses. All respondents are Japanese and all questionnaires were written in Japanese. The questionnaire was originally designed in English and translated into Japanese by the researcher. A third-party checked the questionnaire so as to ensure accuracy and consistency of content and wording.

3.4.1 Demographic Factors

Before I analysed the motivation and constraints factors, I profiled the international sports fan and Rugby World Cup fan. The sample for this study was classified into two groups for each study:

1. Actual Sports Fan Tourists who have been to watch sports in foreign countries
2. Potential Sports Fan Tourists who have not been to watch, but who had considered going to, the events.

Few studies have examined international sports fan tourists. Kim and Chalip (2004) used data from American soccer club members and asked about gender, age, educational level, and income level in demographics. Taks et al. (2009) surveyed Junior World Championship attendees and asked about gender, age, and location of residents. In this study, I extracted motivation and constraint factors and compared these factors by demographic. For Study 1, I included basic demographic information such as gender, age of group, and job. Moreover, I added travel information such as travel type (package tour or individual travel including all travel type except package tour) and travel duration, in order to profile travel character and sports experiences to understand commitment to watching sports.

Studies 2 and 3 drew on data about Rugby World Cup fan tourists. Davies and Williment (2008) used a sample of All Blacks Europe Tour fan tourists and the British Lions Tour. They asked about gender, age, occupation, income, region, preferred leisure activities and sources about rugby tour. In addition to general demographic information (see above) in Study 1, I added rugby fan categories (International rugby, Japanese national test match rugby, Top-League rugby, and University rugby). I also added a Sky TV item as, in Japan, rugby fans must have a Sky contract to watch international rugby matches on TV.

3.4.2 Market Diversification

To date, no specific study has examined the motivation of Japanese international sports fan tourists and Japanese Rugby World Cup fans. Consequently, for Study

1, I clarified the destination and sports watched by sports fan tourists. The countries visited and the kinds of sports which sports fan tourists watch are diverse. Actual sports fan tourists went to many countries and watched a variety of sports. Potential sports fan tourists also considered visiting a variety of countries and watching a variety of sports. I asked actual sports fan tourists for information on the type of sports they had watched, and the destinations where they had watched. I asked potential sports fan tourists who considered watching about the type of sports and the destination that interested them. If respondents had been (or considered) going to watch more than one sport, the most recent was used.

For Studies 2 and 3, I clarified the pattern of past Rugby World Cup fan tourists travel. I asked actual Rugby World Cup fans which of the Rugby World Cups (2007 France, 2003 Australia, 1999 Wales, 1995 South Africa, 1991 England, 1987 New Zealand and Australia) they had watched. I asked potential Rugby World Cup fans which of these events they had considered going to. If respondents had been (or considered) going to watch more than one Rugby World Cup, the most recent was used.

3.4.3 Sports Fan Motivations

This study examines the motivation of international sports fan tourists. Some studies have examined the motivation; however, as yet no study has developed a scale for international sports fans. I selected sports fan question items from previous studies. Many sports fan marketing research studies are based on sports fan scales such as SFMS, MSSC, and SII.

- Wann (1995) developed the Sport Fan Motivation Scale (SFMS) and identified eight fundamental motivation factors for watching sports: self-esteem; relief of stress; escape; entertainment; economics; aesthetics; group affiliation; and family ties.
- Kahle et al. (1996) developed the Fan Attendance Motivation (FAM) model. FAM has seven subscales: internalisation, self-expressive experience, compliance, obligation, self-defining experience, and identification with winning.

- Milne and McDonald (1999) developed a Motivation of Sport Consumer (MSC) model and measured both participant and spectator motives. MSC consists of the following 12 motivation factors: risk-taking, stress reduction, aggression, affiliation, social facilitation, self-esteem, competition, achievement, skill mastery, aesthetics, value development, and self-actualisation.
- Trail and James (2001) developed the Motivation Scale for Sport Consumption (MSSC) model. MSSC consists of nine factors to measure spectator consumption behaviour: achievement, acquisition of knowledge, aesthetics, drama, escape, family, physical attraction, physical skills of players, and social interaction.
- Funk et al. (2001) developed the Sport Interest Inventory (SII) model using the following 10 motivation factors: drama, vicarious achievement, aesthetics, an interest in the team, an interest in players, an interest in the sport, national pride, excitement, social opportunity, and opportunity for women.
- Funk et al. (2002) added four additional factors to the SII factors (players as role models, entertainment value, bonding with families, and wholesome environment) in order to update current understanding of sports fan motives.
- Funk et al. (2004) developed the SII further and introduced Team Sport Involvement (TSI). TSI explains motivation, arousal and interest in terms of a professional team sport. The TSI's 18 factors are: role model, team interest, supporting women's opportunity, entertainment value, excitement, wholesome environment, drama, style of play, basketball knowledge, customer service, bonding with family, vicarious achievement, interest in basketball, bonding with friends, socialisation, community pride, escape, and interest in players.
- Funk also classified five main motivation factors: socialisation, performance, excitement, esteem, and diversion, naming this scale SPEED (Funk, 2008; Funk et al., 2009).

Table 7 sets out major sports motivation models and sports motivation factors. Drawing on international and Rugby World Cup sports fan motivation scales, I

designed 10 sports motivation items: entertainment, achievement, self-esteem, aesthetics, drama, knowledge, skill, escape, relaxation, and socialisation for international sports fan tourists. The items were used to examine sports fan motivations using a 7-point Likert scale.

Table 7 Motivation factors of major sport motivation models and question items of my study

Author (year)	entertainment&game	achievement	self-esteem	aesthetics	drama	knowledge & skill	escape & relaxation	socialisation
Wann (1995)	entertainment		self-esteem	aesthetics			relief of stress escape	group affiliation
Kahle et al., (1996)		identification with winning achievement	self-expressive experience self-defining experience self-esteem self-actualisation	aesthetics		competition skill mastery		affiliation social facilitation
Milne and McDonald (1999)		achievement	self-esteem self-actualisation	aesthetics		skill mastery	stress reduction	affiliation social facilitation
Trail and James (2001)		achievement	new sm	aesthetics	drama	acquisition of knowledge physical skills of players	escape	social interaction
Funk et al., (2001)		vicarious achievement		aesthetics	drama	an interest in the sport		social opportunity
Funk et al., (2004)	entertainment value	vicarious achievement			drama	style of play knowledge interest in sport interest in players	escape	socialisation community pride
Funk et al., (2009)			esteem				diversion	socialisation
My Study	√	√	√	√	√	√	√	√

3.4.4 Tourist Motivations

As with sports fan motivation studies, many tourist motivation studies were based on previous tourist motivation scales. I was therefore able to select tourist motivation question items from previous scales.

- Crompton (1979) identified tourist motivations in terms of seven sociopsychological push factors (escape from mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationship, and facilitation of social interaction), and two cultural pull factors (novelty and education).
- Beard and Ragheb (1983) developed a Leisure Motivation Scale to cover intellectual, social, competence-mastery and stimulus-avoidance motives.
- Lee and Crompton (1992) developed the Tourist Novelty Scale (TNS) in order to measure the novelty level in the context of tourism. The novelty level consists of four interrelated factors, which are: thrill, change from routine, boredom alleviation, and surprise.
- Pearce (2005) also introduced the Travel Career Pattern (TCP) modified by TCL. TCP has three layers: core motives, the middle layer, and the outer layer. The most important core motives are novelty, escape, and relaxation. The middle layer consists of externally-oriented motives, which are nature and host-site involvement, and the internally-oriented motives of self-actualisation and self-development. The outer layer of isolation and nostalgia is less important (Pearce, 2005).

Gourmet experiences and shopping are important motivators for Japanese outbound tourists (Japan Travel Bureau Foundation, 2010), so I added these two factors: gourmet and shopping. Table 8 shows major tourist motivation models and common motivation factors. To develop a tourist motivation scale for international sports fans and Rugby World Cup fans, I used six common tourist motivation items: stimulation, relaxation, socialisation, destination learning, escape, relax and kinship. Based on the results from a previous study of Japanese outbound tourists (Japan Travel Bureau Foundation, 2010), I added shopping and gourmet dining factors to these basic factors. The items were answered by respondents on a 7-point Likert scale.

Table 8 Motivation factors of major tourist motivation models and question items of my study

Author (year)	stimulation	relaxation	socialisation	learning	escape	kinship	nature	shopping	gourmet
Crompton (1979)	exploration and evaluation of self	relaxation	facilitation of social interaction	education	escape from mundane environment	enhancement of kinship relationship			
Beard and Ragheb (1983)	stimulus motives		social	competence-mastery intellectual	avoidance motives				
Lee and Crompton (1992)	thrill surprise				change from routine boredom alleviation				
Dale (1994)	reward	utilitarian	social adjustment	knowledge					
Pearce (2005)	self-actualisation self-development	relaxation		host-site involvement	isolation	enhancing relationships	nature		
Hsu et al. (2010)		relaxation		knowledge				shopping	
Regan et al. (2012)	Excitement		socialisation	culture & curiosity	escapism				
My Study	√	√	√	√	√	√	√	√	√

3.4.5 Constraints

As with sports fan motivation and tourist motivation, no study has specifically examined international sports fan constraints. I, therefore, selected constraint items from existing leisure constraint studies. As these factors are limited, I have also drawn upon some constraint leisure studies.

- Welki and Zlatoper (1999) used performance, income, price, and weather as constraint factors.
- Kim and Chalip (2004) employed financial constraints and risk constraints.
- Trail et al. (2008) analysed the different structure constraints both from nonvenue constraints (other sport entertainment, game on radio/TV, leisure activities, financial cost, weather, social commitments, work/school commitments, stadium location, lack of team success) and from venue constraints (professionalism of staff, concessions, restrooms, seating, cleanliness of venue, parking).
- Kim and Trail (2010) used four internal constraint factors (lack of knowledge, lack of success, lack of someone to attend with, and no interest from others, and seven external constraint factors (commitments, cost, leisure alternatives, location, parking, participating sports, and sport entertainment).
- Pritchard et al. (2009) employed two internal constraints factors (low priority, physical) and five external constraints factors (financial schedule conflict, limited access, travel, diminished appeal).

Table 9 shows sports fan constraints studies and constraint factors. In constructing a constraints scale, I used 10 items (economic factors, companions, distance, alternative leisure, safety, uncertainty, accessibility, circumstances, vacation, and schedule). In addition to these basic items, I used lack of tourist attractiveness for international potential sports fan tourists. A 7-point Likert scale was used.

Table 9 Constraint factors of Sports fan studies and question items of my study

Constraints factors										
Author (year)	economic factors	companions	distance	alternative leisure	safety	uncertainty	accessibility	circumstances	vacation & schedule	Lack of Tourist Attractiveness
Welki and Zlatoper (1999)	income price					performance				
Kim and Chalip (2004)	Financial constraint				risk constraints					
Trail, Robinson, and Kim (2008)	financial cost concessions		stadium location	other sport entertainment leisure activities		lack of team success	parking	social commitments work/school commitments		
Pritchard, Funk, and Alexandris (2009)	financial		travel	personal priority			accessibility		schedule	
Kim and Trail (2010)	cost	lack of someone to attend with no interest from others	location	leisure alternatives		lack of knowledge lack of success	parking	commitments		
My Study	√	√	√	√	√	√	√	√	√	√

3.4.6 Satisfaction (for Studies 2 and 3)

The sample population of this study was the international sports fan tourists who enjoys being a tourist and watching sports. Many studies of either sports fans or tourist have used satisfaction question items. In terms of sports fan satisfaction:

- Matsuoka et al. (2003) asked about the performance of the favourite team, the game score, and the excellence of the contest.
- Bodet and Bernache-Assollant (2011) focused on the decision to attend the game; however, their questions related to domestic sports games only.
- Biscaia et al. (2012) used three items: team games, expectation fulfilment, and a comparison with the ideal game.
- Clemes et al. (2011) analysed rugby fans using items for satisfying experiences, overall match satisfaction, and feeling satisfaction.

With regard to tourist satisfaction:

- Yoon and Uysal (2005) used destination, consumers' time and effort, and overall satisfaction to measure satisfaction.
- Baker and Crompton (2000) employed four items: satisfied, pleased, favourable and positive.
- Lee (2009) examined a behavioural model of regional tourism using variables of destination image, attitude, motivation, satisfaction, and future intention behaviour, and measured 11 tourist factors as well as overall satisfaction.

However, these studies investigated specific fans and specific destinations. The sample for this thesis is international sports fans and thus the kinds of sports and destination are more diverse. For this reason, I simplified these satisfaction items and selected three to assess international sports fan tourists and Rugby World Cup fans, namely:

1. overall sports tourist travel satisfaction
2. sports watching satisfaction
3. tourism satisfaction.

These three items were used to measure the satisfaction level using a 7 points scale (1=Strongly Dissatisfied, 7=Strongly Satisfied)

3.4.7 Intention to attend the following Rugby World Cup event (for Studies 2 and 3)

The following is a summary of different intention items used in sports fan studies:

- Matsuoka et al. (2003) used only one item (intention to attend)
- Sumino and Harada (2004) employed two items (1. I will plan to and 2. I plan to attend).
- Biscaia et al. (2012) focused on three intentions: to attend a future game, to recommend to other people, and to purchase products and services of the team.
- Yoshida and James (2010) items were: recommend the team to others, attend the team's future sports events, and remain loyal to the team.
- Clemes et al. (2011) used future attendance and recommend to others.

In tourist motivation studies, the following items were used:

- Lee (2009) used three intention items: (1) revisit (2) recommendation to revisit, (3)word of mouth.
- Hung and Petrick (2012a) used two items: intention and recommend.

In terms of sports fan tourist research, some studies employed intention question items for analysis.

- Kim and Chalip (2004) employed four items: (1) If there were no constraints, I would attend the Soccer World Cup in 2002; (2) Realistically, I would be able to attend the Soccer World Cup in 2002, if I want; (3) How interested are you in attending the Soccer World Cup in 2002?; (4) I would prefer to watch the World Cup soccer games on television, rather than travel to the games.
- Taks et al. (2009) used: (1) likelihood of returning to the destination in the future, and (2) likelihood of recommending the destination to friends and family.

I constructed two question items from the sports event perspective, two items from the destination perspective and one question relating to TV programmes:

1. I want to watch the RWC live.
2. I want to watch the RWC live more than other sports.
3. I want to watch the RWC live more than doing other travel.
4. I want to visit the host country more than any other area.
5. I want to watch the RWC live more than other TV programmes.

These five items were used to measure the intention level using a 7-point Likert scale (Studies 2 and 3).

3.5 Data Analysis

In this study, multivariate analysis is employed using quantitative survey data. Multivariate statistical analysis is an increasingly popular technique used for analysing complex data, because it enables simultaneous analysis of multiple measurements of independents or objects under investigation (Hair, 2005; Tabachnick & Fidell, 2007). In this study, the data analysis consisted of four steps (Figure 5):

1. Data Screening and Descriptive Statistics (3.5.1)
2. Factor Analysis (3.5.2)
3. Independent *t-test* and ANOVA (3.5.3)
4. Structural Equation Modelling (3.5.4)

The analysis was executed using SPSS Statistics 19 and AMOS Statistics 19.

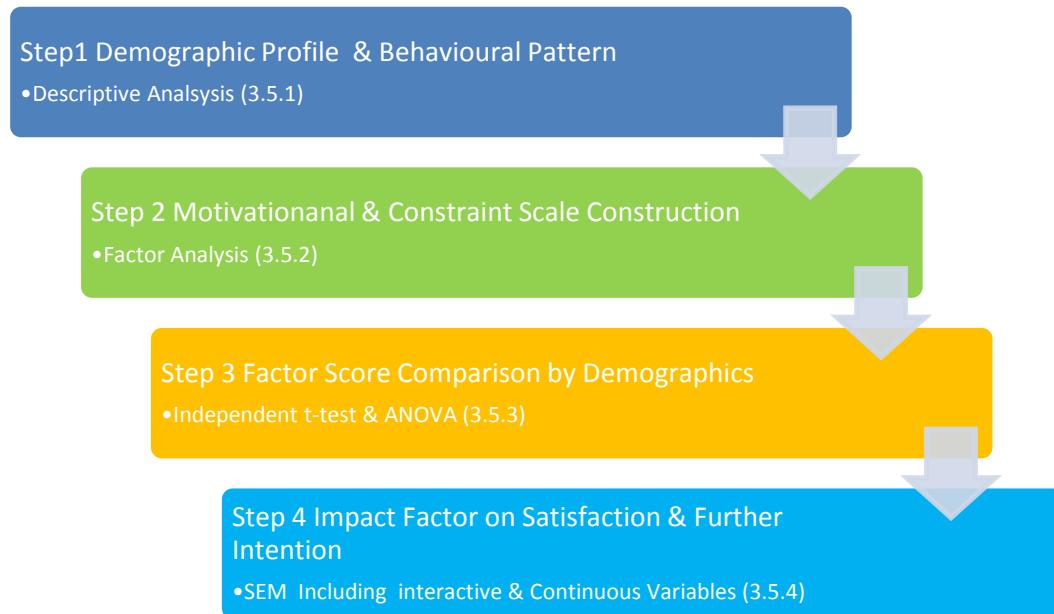


Figure 5 Flow of Four Step Analysis

3.5.1 Data Screening and Descriptive Statistics (Step 1)

A quantitative analytical method was employed in this study using SPSS and AMOS. After data collection, it is essential to examine missing data. The pattern of missing data is more important than the amount of missing data. Nonrandom missing data may affect generalisability (Tabachnick & Fidell, 2007).

In terms of missing values, two options are available. The first option is simply to drop all items with missing values. The second option is to estimate and replace the missing data using imputing methods such as mean substitution, regression, expectation maximisation, and multiple imputations (Tabachnick & Fidell, 2007).

In Study 1, JTBF sent my survey in addition to their own survey. They sent the survey to 4,000 respondents and collected the completed answers ($N=3,773$). In Study 2 and Study 3, the missing values amount to 2.5% and 1.8%, respectively. An imputing method was used making use of the function method (series mean method) of SPSS. After data cleaning, sample attributes, type, and descriptive statistics were described.

3.5.2 Factor Analysis (Step 2)

Factor Analysis is a multivariate statistical technique that examines the underlying patterns, or relationships, for a number of variables to determine whether the information can be summarised in a smaller set of factors. Factor analytical techniques can achieve their aims from an explanatory or confirmatory perspective (Hair, 2005). Exploratory Factor Analysis is a method for finding out how many factors can be employed to interpret a set of observed data (Raykov & Marcoulides, 2008). On the other hand, Confirmatory Factor Analysis is a technique to test how well the measured variables represent the constructs (Tabachnick & Fidell, 2007).

Exploratory Factor Analysis (EFA), can be a useful multivariate statistical technique for extracting factors from large groups of interrelated data (Hair, 2005). Factors are expected to explain why subsets of variables are highly correlated amongst themselves (Raykov & Marcoulides, 2008).

EFA is a powerful instrument to better understand the structural data (Hair, 2005). The process of conducting EFA consists of two steps. The first step is a factor extraction and the second step is a factor rotation. There are a number of different extraction methods, including: principal component, maximum likelihood, principal axis factoring, image factoring, and generalised least squares.

In terms of rotation, two major rotations exist: orthogonal rotation and oblique rotation (Raykov & Marcoulides, 2008; Tabachnick & Fidell, 2007). Varimax, quartimax, and equamax are orthogonal rotation techniques, with varimax commonly used. Promax and procrustean are oblique rotation techniques (Tabachnick & Fidell, 2007). Orthogonal rotation and oblique rotation are similar. However, the difference is that oblique rotations enable collated factors instead of independence between the rotated factors (Hair, 2005).

Factor loading size is important for factor analysis. A loading of .50 or higher is considered significant and .70 or higher is good. However, the ideal loading is differs according to the number of respondents. For example, factor loadings

of .55 for 100 respondents and .75 for 50 respondents are recommended (Hair, 2005).

In Study 1 and 2, Exploratory Factor Analysis (EFA) was conducted to extract the sports fans' motivation scales, the tourist scales of actual international sports fans, and the constraining factor scales. Oblique rotation allowed the consideration of correlated factors. Oblique rotation is preferred to orthogonal rotation when it is expected that there will be a high correlation among factors (Hair, 2005). Principal axis factoring was employed as the extraction method, and promax rotating of oblique rotation was used in the study. To assess whether the data was suitable for factor analysis, the Kaiser-Meyer-Olkin (KMO) measure ($>.60$) and the Bartlett's Test of Sphericity were used. In terms of reliability between multiple measurement variables, Cronbach's alpha ($>.60$) was employed. The generalisability limit is .70. However, it may decrease to .60 in explanatory research. A level under .50 is unacceptable, according to Hair (2005).

Confirmatory Factor Analysis (CFA)

Whilst EFA examines the relationship between variables in a set of data, Confirmatory Factor Analysis (CFA) is used to confirm, test, and qualify an a priori proposed structure of the relationship among the set of measures.

CFA is employed to test, or confirm, the proposed or hypothesised structure of the relationship among variables (Hair, 2005; Raykov & Marcoulides, 2008). CFA investigates the pattern of relationships among factors and observed items. In social research, CFA is a modelling approach that makes use of specially developed graphical devices (Raykov & Marcoulides, 2008). Maximum likelihood extraction (MLE) is normally employed in structural modelling and evaluates population values of factor loading by calculating loading that maximises the probability of an observed sampling correlation matrix. The extraction method maximises the correlation between the factors and variables (Tabachnick & Fidell, 2007). CFA, using MLE, was used in Study 3.

Fit Indices and Validity

Maximum Likelihood Factor Analysis provides a “goodness of fit” test of the factor model (Raykov & Marcoulides, 2008). A variety of indicators can estimate the “goodness of fit”. In this study, the following indices were used: Chi-Square, Goodness of Fit (GFI), Root Mean Square Error of Approximation (RMSEA), Comparative Fit Index (CFI), and Akaike Information Criteria (AIC). Chi-Square is the most common absolute fit index; however it is suspect when used with large samples and high model complexity (Netemeyer, Bearden, & Sharma, 2003). GFI is also an absolute fit index and it is less sensitive to sample size. The range of GFI is 0 to 1, and more than .90 is considered good (Hair, 2005). In RMSEA, less than .060 is desirable (Hu & Bentler, 1999); however, below .100 is an acceptable level (Browne & Cudeck, 1993; Hair, 2005). CFI is an incremental fit index. The CFI range is from 0 to 1, and anything less than .90 is not associated with a good fit (Hair, 2005), whereas .95 or higher indicates a good fit (Hu & Bentler, 1999). AIC is the parsimony fit indices. AIC indicates a better fit when the indicator is smaller (Tabachnick & Fidell, 2007).

To estimate the consistency of the internal variables, reliability estimation measure was used in this study. Composite Reliability (CR) is employed to determine the degree of validity. Hair (2005) demonstrate that a CR greater than .70 is desirable. However, reliability between .60 and .70 may be acceptable.

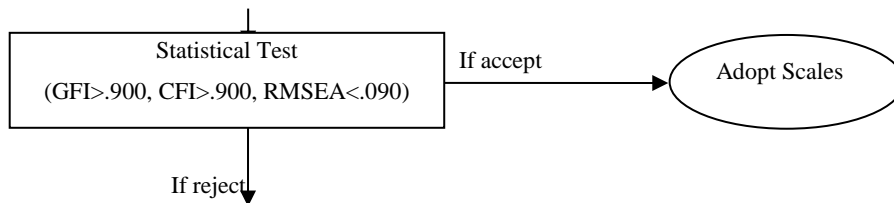
Scale Development Procedure of this Study

One aim of this study is to develop motivation or constraint scales for international sports fan tourists. The use of EFA and CFA has been discussed by a number of authors (Hair, 2005; Hurley et al., 1997; Van Prooijen & Van Der Kloot, 2001). Researchers must be able to logically establish their rationale for utilizing EFA or CFA in their analysis (Hurley et al., 1997). To concentrate on particular factors of international sports fan tourists, a strict statistical process was employed. In this study, the results of the scales of extraction by EFA were tested by the three fit indices, in order to develop scale with statistical criteria. I developed six scales using unique data (International Sports Fans and Rugby World Cup Fans). There is a possibility that the sample number is statistically too small for factor analysis and not powerful enough. For constructing a significant

scale of smaller sample, a larger factor loading score of each factor is needed (Hair, 2005). In a sample size of 350 respondents, factor loadings of .30 and above are significant. However, for a sample of 100, a factor loading of .55 is required for significance, and for a sample of 50, a factor loadings of .75 is required (Hair, 2005). To construct a statistically durable scale, I set up a strictly statistical process scheme for scale development (Figure 6).

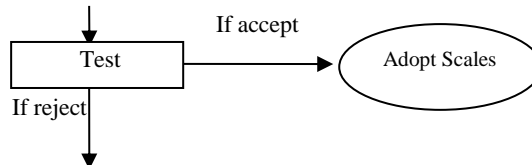
Stage One

First Rotation (Promax, Principal axis Eigenvalues greater than one)



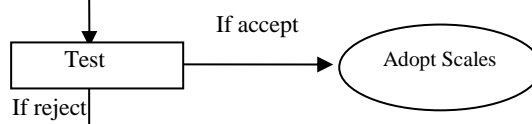
Stage Two (Rotation repeated: Promax Rotation with Principal axis)

Removed items <.500 Factor Loading and review the component and scree plot



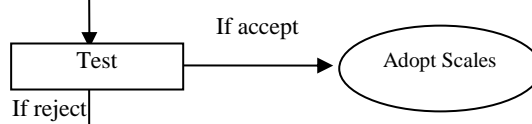
Stage Three (Rotation repeated: Promax Rotation with Principal axis)

Removed items <.600 Factor Loading and review the component and scree plot



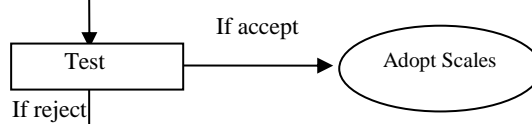
Stage Four (Rotation repeated: Promax Rotation with Principal axis)

Removed items <.650 Factor Loading and review the component and scree plot



Stage Five (Rotation repeated: Promax Rotation with Principal axis)

Removed items <.700 Factor Loading and review the component and scree plot



Stage Six (Rotation repeated: Promax Rotation with Principal axis)

Removed one item of smallest Factor Loading and review the component and scree plot

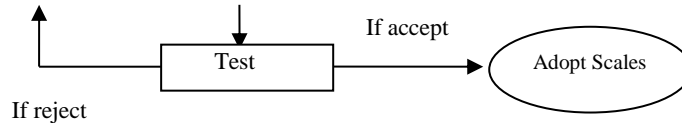


Figure 6 Scale Development Process using EFA Flow Chart

Figure 6 demonstrates the factor analysis flow chart used in this study. EFA was conducted on each sample using a principal axis factoring analysis with promax rotation. There were six stages to the factor loading process. During the first stage, factors with eigenvalues greater than 1.0 were extracted and were tested by statistical criteria test. If the test was accepted in terms of three criteria (GFI>.900, CFI>.900, RMSEA<.090), the scale was adopted (Stage One). If the test was rejected, I went to the next stage. At the second stage, after a review of the components and the scree plots, the rotation was conducted with a fixed number of factors. The rotation was repeated until all the load was above .50 and then the factors were tested by test again (Stage Two). If the test was accepted in terms of the three criteria, the scale was adopted. If the test was rejected, I went to the next stage. This procedure was repeated until the test was accepted (Stages Three, Four and Five). If the test was rejected, this process was repeated up to Stage Five. Finally, if the test was rejected at Stage Five, the item with the smallest factor loading was removed and I continued to test until three indices (GFI>.900, CFI>.900, RMSEA<.090) fitted (Stage Six). Finally, the scales were tested using two diagnostics: Composite Reliability (CR) and Average Variance Extracted Percentage (AVE). CR and AVE are measures of scale item internal consistency. The threshold for acceptable value of CR is .70 (Hair, 2005). In terms of AVE, the threshold is .50 for a normal scale and .45 for a newly developed scale (Netemeyer et al., 2003).

The factor analysis items of Study 1 and 2 were as follows:

Study 1

Actual International Sports Fan Tourists

1. International Sports Fan Motivation Scale
2. International Sports Fan Tourist Motivation Scale

Potential International Sports Fan Tourists

3. International Sports Fan Constraints Scale

Study 2

Actual Rugby World Cup Fans

4. Rugby World Cup Fan Sports Motivation Scale

5. Rugby World Cup Fan Tourist Motivation Scale

Potential Rugby World Cup Fan Tourists

6. Rugby World Cup Fan Constraints Scale

With regards to Study 3, the data sample of Rugby World Cup 2011 fan tourists is smaller than that for the Rugby World Cup 1987-2007 fan tourists. Larger data set are usually more powerful statistically for factor analysis than small amounts of data (Hair, 2005). Therefore, data for the Rugby World Cup 2011 was applied to the scales constructed in Study 2 and tested by CFA.

Study 3

Application of the Rugby World Cup 2011 data to:

7. Rugby World Cup Fan Sports Motivation Scale and tested by CFA
8. Rugby World Cup Fan Tourist Motivation Scale and tested by CFA
9. Rugby World Cup Fan Constraints Scale and tested by CFA

3.5.3 Independent *t*-test and ANOVA (Step 3)

Based on each motivation and constraint scale which was extracted from the factor analysis, the factors of each motivation and constraint were analysed.

For Study 1 (International Sports Fan Tourists)

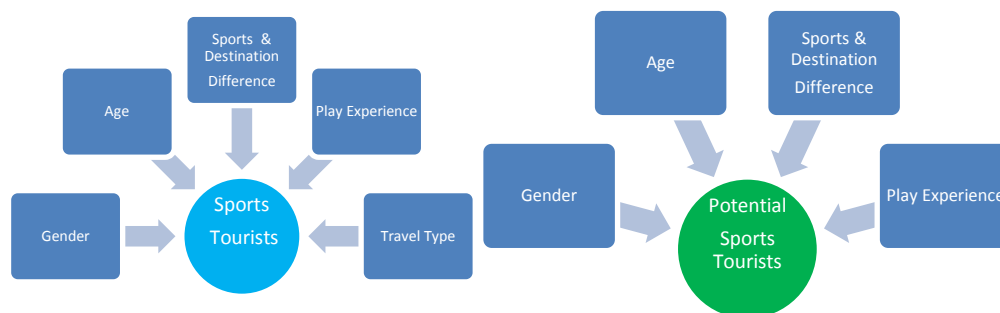


Figure 7 Factor comparison demographic factors of Study 1

For Study 2 and 3 (Rugby World Cup Fan Tourists)

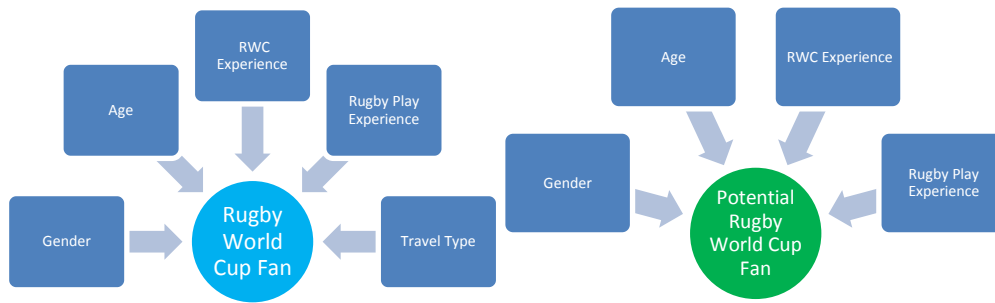


Figure 8 Factor comparison factors of Study 2 and 3

Independent *t*-test and one-way ANOVA were employed to compare the factor scores by demographic differences. Significant differences between gender, travel type, sports difference (US baseball and European Soccer) and fan type (Japan national team fan and Sky contract fan) were analysed using the independent *t*-test. Significant differences among age groups were tested using one-way ANOVA.

The details of factor score comparison are as shown in Table 10.

Table 10 Comparison list by demographics using *t*-test and ANOVA

	Study 1		Study 2		Study 3	
	Actual Fan	Potential Fan	Actual Fan	Potential Fan	Actual Fan	Potential Fan
Gender	<i>t</i> -test (5.3.1)	<i>t</i> -test (5.3.1)	<i>t</i> -test (6.3.1)	<i>t</i> -test (6.3.1)	<i>t</i> -test (7.3.1)	<i>t</i> -test (7.3.1)
Age Group	ANOVA (5.3.2)	ANOVA (5.3.2)	ANOVA (6.3.2)	ANOVA (6.3.2)	ANOVA (7.3.2)	ANOVA (7.3.2)
Sports Play Experience	<i>t</i> -test (5.3.3)	<i>t</i> -test (5.3.3)	<i>t</i> -test (6.3.3)	<i>t</i> -test (6.3.3)	<i>t</i> -test (7.3.3)	<i>t</i> -test (7.3.3)
Sports & Destination	ANOVA (5.3.4)	ANOVA (5.3.4)				
Soccer vs. Baseball	<i>t</i> -test (5.3.4)	<i>t</i> -test (5.3.4)				
Past RWC Experience			<i>t</i> -test (6.3.4)		<i>t</i> -test (7.3.4)	<i>t</i> -test (7.3.4)
Travel Type	<i>t</i> -test (5.3.5)		<i>t</i> -test (6.3.4)		<i>t</i> -test (7.3.5)	
Travel Duration	ANOVA (5.3.5)		ANOVA (6.3.5)		ANOVA (7.3.5)	

3.5.4 Structural Equation Model Analysis – for Studies 2 and 3 (Step 4)

Structural Equation Modelling (SEM) is a statistical model that explains the relationship among multiple variables. SEM demonstrates the integration of the modelling techniques of factor analysis and multiregression analysis (Byrne, 2010; Hair, 2005). SEM can be used to estimate both multiple and interrelated dependence relationships, and also to explain the whole set of a relationship. Three kinds of models were constructed: 1. Base Model; 2. Preliminary Overall

Model; and, 3. Overall Final Model. The process of model construction is shown in Figure 9:

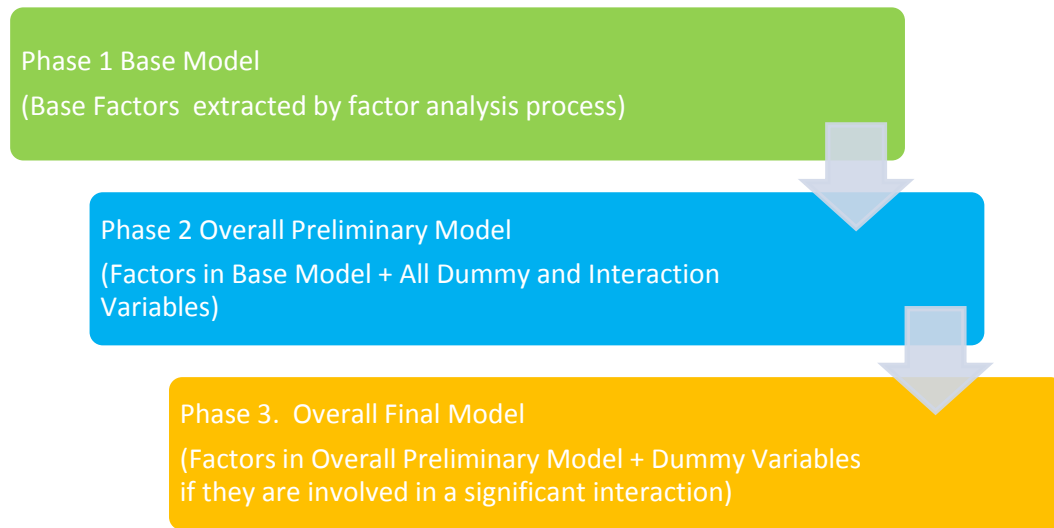


Figure 9 Process of Overall Model (Independent Variables)

1. Base Model (Phase 1)

I investigated the base impact motivation or constraint factors with regard to satisfaction (and intention). Some studies have examined the relationship between motivation and satisfaction either as part of sports fan motivation studies or tourist motivation studies. However, only one study (Taks et al., 2009) examined the relationship in terms of sports fan tourists. In this research, I developed three scales: (1) The sports fan motivation scale; (2) The tourist motivation scale of actual sports fan tourists; and, (3) The constraints scale of potential fans by factor analysis (3.5.2). I defined sports motivation factors and tourist motivation factors as: independent variables (IV), and dependent variable (1), and independent variable (2) in SEM.

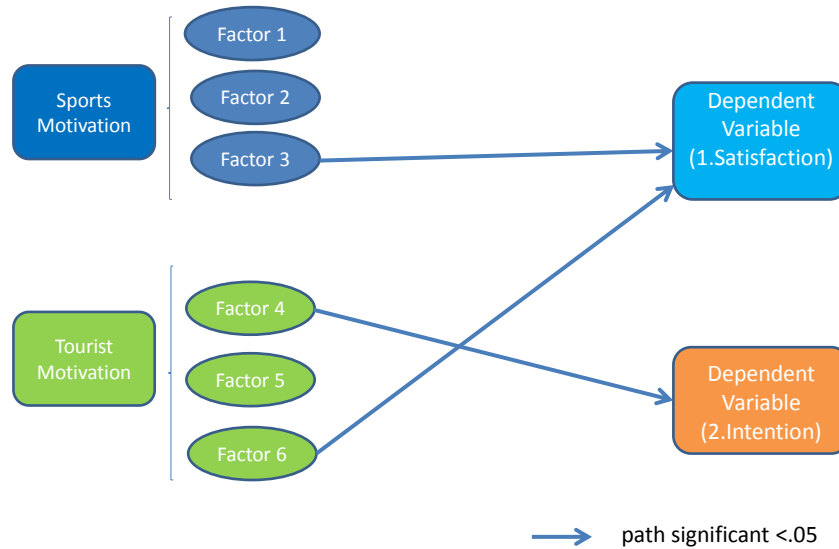


Figure 10 Hypothetical Base Model of this Study

Figure 10 indicates a hypothetical base model of this study as an example. In the hypothetical model, I extracted motivation factors using factor analysis and analysed the factors' impact on satisfaction levels and fans' intention levels to attend the following Rugby World Cup. Two factors (Factor 3 and Factor 6) have a significant impact on the dependent variable (1). One factor (Factor 4) indicates a significant impact on the dependent variable (2). The hypothetical model shows the base motivation impact on Dependent Variable (1) and Dependent Variable (2).

I analysed sports fan motivation factors and tourist motivation factors on satisfaction and intention to attend the next Rugby World Cup for actual Rugby World Cup fans. I analysed constraints factors with regard to the intentions of potential Rugby World Cup fans. My hypothesis is that motivation factors have positive impacts on satisfaction and intention, while constraints have negative impacts on intention to attend future RWC.

Hypothesis 1. Sports motivation factors have a positive impact on satisfaction and intention to attend the future RWC.

Hypothesis 2: Tourist motivation factors have a positive impact on satisfaction and intention to attend the future RWC.

Hypothesis 3: Constraints factors have a negative impact on satisfaction and intention to attend future RWC.

2. Overall Preliminary Model (Phase 2)

The overall model indicates all significant dummy and interaction effects in order to understand the demographic factors of international sports fans and Rugby World Cup fans. A dummy variable is a numerical variable employed to represent subgroups of the sample. Dummy variables can take on a value of either 1 or 0. They are frequently employed with qualitative data (Kahane, 2008; Koop, 2009). Interactive effects represent the effects of a combination of related independent variables. In assessing the values, a researcher may assign a unique value to specific combinations of independent values that runs counter to the additive composition rule (Hair, 2005; Kahane, 2008).

To analyse the impact of motivation factors on satisfaction and intention to attend the Rugby World Cup in depth, I used interaction effects. Two independent variables interact if the effect of one of the variables differs depending on the level of the other variable. Researchers must consider how to interpret or explain the interaction terms, whether significant or not, depending on their research questions (Hair, 2005). My study uses the moderating effects of demographic variables on the effects of motivation factors (e.g., male or female, rugby player experience or not, package travel or individual travel etc.) on satisfaction and intention to attend the next Rugby World Cup. The managers of event marketing or travel companies need to select the significant marketing information from a wealth of data. This model (named the “overall model” in this study) can show all information and relationships between the significant interaction effects and all the dependent variables.

Analysis using interaction effects is widely used in social science, including academic marketing fields (Irwin & McClelland, 2001). However, sports

marketing studies using interaction effects are limited. Some sports fan studies have used the interaction effect. Wann et al. (1999), for example, analysed motivation in terms of athlete and fan motivation with regard to the level of fan motivation. Matsuoka et al. (2003) showed the interactive effects of team identification and satisfaction with performance on intentions to attend future events using professional soccer fan data. These studies demonstrated that the interaction effect could be analysed using only one relationship between variables. However, in this study, I introduced all the significant interaction effects in SEM. This model can be viewed in terms of significant relationships between demographic and motivation interactions with regard to satisfaction and intention.

First, I selected potential dummy variables and interaction effects for the overall model. The interaction effect variables combine demographics with factors which were extracted by factor analysis.

Table 11 Hypothetical list of dummy variables and interaction effect variables

	Dummy	Factor1	Factor2	Factor3	Factor4	Factor5	Factor6
Gender	Male	Male* Factor1	Male* Factor2	Male* Factor3	Male* Factor4	Male* Factor5	Male* Factor6
Watching Sports Play Experience	Play	Play* Factor1	Play* Factor2	Play* Factor3	Play* Factor4	Play* Factor5	Play* Factor6
Travel	Individual	Individual* Factor1	Individual* Factor2	Individual* Factor3	Individual* Factor4	Individual* Factor5	Individual* Factor6
Age	Old Age	Age* Factor1	Age* Factor2	Age* Factor3	Age* Factor4	Age* Factor5	Age* Factor6

Table 11 shows the hypothetical list of dummy variables and interaction variables used in this study after the factor analysis process. It consists of six motivation factors and four demographics. For this example, I prepared four dummy variables (Male, Play, Individual Travel and Old Age) and 24 interaction effects variables (six motivations × four demographics) for analysis. To select potential dummy and interaction effects, I used two regression analyses using SPSS: 1.

Stepwise Regression Analysis ($p < .05$), and 2. Normal Linear Regression Analysis ($p < .10$).

Then, I analysed these selected potential dummy and relevant interaction effects as independent variables in addition to the base model. The overall preliminary model indicates all significant variables, including base motivation or constraint factors, dummy variables, and interaction variables.

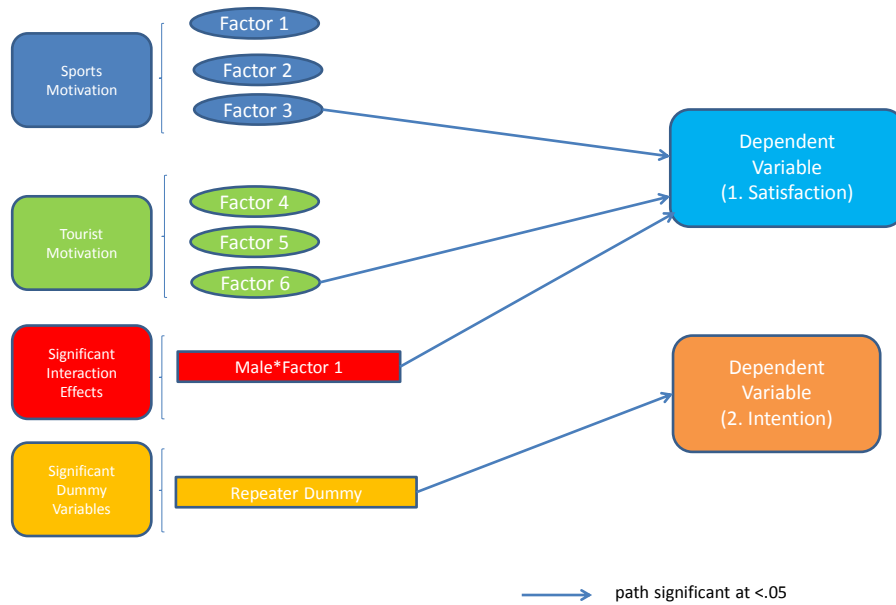


Figure 11 Hypothetical Overall Preliminary Model of this Study

Figure 11 shows the hypothetical overall preliminary model used in this study by way of example. Two base motivation factors (Factor 3 and Factor 6) and one interaction effect (Male*Factor1) are significant impact factors on dependent variable (1). One dummy variable (Individual Travel dummy) indicates a significant impact on dependent variable (2). Table 12 shows list of dependent and independent variables of study 2 and 3 (See Page 80).

3. The Overall Final Model (Phase 3)

The overall model shows significant base factors, dummy variables, interaction effects and relevant dummy variables. I added relevant dummy variables if they had a significant interaction with the overall preliminary model, and then analysed it.

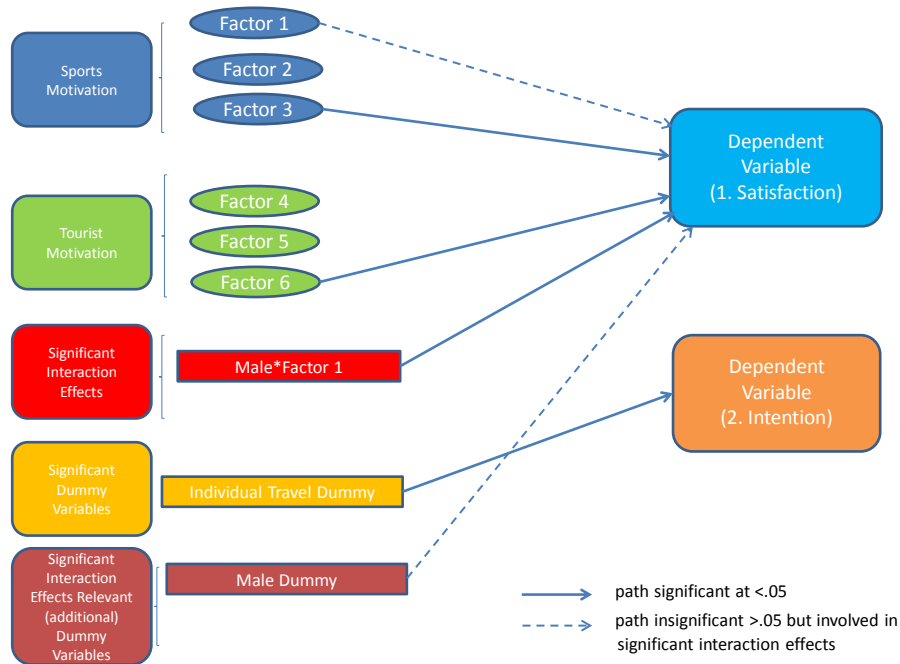


Figure 12 Hypothetical Overall Final Model of this study

Figure 12 shows the hypothetical overall final model as an example. To calculate all the interaction effects, I added a male dummy variable (shown in brown) because it had a significant interaction effect (Male*Factor 1). In the overall final model, the bold lines show significant main effects, dummy variables, and interaction effects, while the dotted lines indicate an interaction-related significant main effect, if it is insignificant. I drew a dotted path from Factor 1 and the Male dummy, even when they are insignificant. The overall final model shows all significant variables and relevant variables.

Explanation of Significant Interaction Effects

The overall model indicates all significant interaction effects and relevant variables. These interaction effects provide many practical implications for the area of sports fan behaviour, tourism, leisure constraints, and sports event marketing. Using the parameters of the overall final model, I went on to calculate all significant interaction effects. I have explained all significant interaction effect cases using graphs.

3.6 Research Contribution and Ethical Considerations

This study will make contributions from both the academic and practical perspective. From a theoretical perspective, the findings of this study will provide an international perspective to sports fan marketing studies.

This study's approach is from both a sports fan perspective and a tourist perspective. Moreover, these motivations and constraints are discussed in relation to market diversification and demographic factors. The detailed data about Japanese outbound sports fans and Rugby World Cup fans also makes a contribution to both the sports and tourism marketing fields.

This PhD study takes the form of quantitative analysis using web survey data. Three databases were used for collecting data (4,000 general tourists for Study 1, and 2,000 from the Japan Rugby Football Union Members Club database). However, the Japan Travel Bureau Foundation and the Japan Rugby Football Union sent my survey to respondents instead of to me. I did not make use of their database including email addresses. Therefore, there are no ethical issues because I did not access any databases.

3.7 Chapter Summary

This chapter explains the methods used in this study. The analytical study consists of three individual studies. Figure 13 indicates a summary of my PhD analysis. Chapters 4, 5 and 6 demonstrate the analytical results and offer a discussion of Studies 1, 2 and 3 respectively (See Page 88).

Table 12 List of dependent and independent variables of study 2 and 3

		Study 2 (Rugby World Cup 1987-2007 Fan Tourists)		Study 3 (Rugby World Cup 2011 Fan Tourists)	
		actual fan	potential fan	actual fan	potential fan
Base Model	Dependent Variable (DV) Interactive Variable (IV) Base Motivation Factors	Satisfaction Intention Sports Motivation Factors Tourist Motivation Factors	Intention Constraints Factors	Satisfaction Intention Sports Motivation Factors Tourist Motivation Factors	Intention Constraints Factors
Overall Model	Dependent Variable (DV) Independent Variable (IV) Base Motivation Factors Dummy Variables Interaction Variables Continuous Variables	Satisfaction Intention Sports Motivation Factors Tourist Motivation Factors Gender Age Group Rugby Play Japan National Team Fan Sky Contract Fan** Repeater Travel Type Gender* Rugby Play* Japan Fan* Sky Contract Fan Repeater* Travel Type* Age Group* Travel Type*	Intention Constraints Factors Gender Age Group Rugby Play Japan National Team Fan Sky Contract Fan** Repeater Gender* Rugby Play* Japan Fan* Sky Contract Fan* Repeater* Age Group* Travel Type*	Satisfaction Intention Sports Motivation Factors Tourist Motivation Factors Gender Age Group Rugby Play Experience Japan National Team Fan Sky Contract Fan** Repeater Travel Type Gender* Rugby Play* Japan Fan* Sky Contract Fan** Repeater* Travel Type* Age Group* Travel Type*	Intention Constraints Factors Gender Age Group Rugby Play Experience Japan National Team Fan Sky Contract Fan** Repeater Gender* Rugby Play* Japan Fan* Sky Contract Fan** Repeater* Age Group* Travel Type*

**Sky Contract If Japanese rugby fans watch international rugby on TV, they have to contract with Sky TV.

Step 1		Actual Fan N=338 Demographics (4.1.1)	Potential Fan N=292 Demographics (4.1.1)	Actual Fan N=101 Demographics (5.1.1)	Potential Fan N=297 Demographics (5.1.2)	Actual Fan N=84 Demographics (6.1.1)	Potential Fan N=115 Demographics (6.1.2)
Profile							
Step 2		Sports Scale (4.2.1) Tourist Scale (4.2.2)	Constraints Scale (4.2.3)	Sports Scale (5.2.1) Tourist Scale (5.2.2)	Constraints Scale (5.2.3)	Sports Scale (6.2.1) Tourist Scale (6.2.2)	Constraints Scale (6.2.3)
Factor Analysis							
Step 3		Factor Comparison (4.3)	Factor Comparison (4.3)	Factor Comparison (5.3)	Factor Comparison (5.3)	Factor Comparison (6.3)	Factor Comparison (6.3)
Factor Comparison							
Step 4	Phase 1			Base Model (5.4.1)	Base Model (5.4.5)	Base Model (6.4.1)	Base Model (6.4.5)
SEM	Phase 2			Overall Preliminary Model (5.4.2)	Overall Preliminary Model (5.4.6)	Overall Preliminary Model (6.4.2)	Overall Preliminary Model (6.4.6)
	Phase 3			Overall Final Model (5.4.3)	Overall Final Model (5.4.7)	Overall Final Model (6.4.3)	Overall Final Model (6.4.7)
				Interactive Effects (5.4.4)	Interactive Effects (5.4.8)	Interactive Effects (6.4.4)	Interactive Effects (6.4.8)

Figure 13 Overview of Analysis (Chapter and Section)

4. Study 1 (International General Sports fan tourists) Results

This chapter explains the results in relation to International General Sports Fan Tourists. Data was collected from the Japan Travel Bureau Foundation's (JTBF) database ($N=3773$). The JTBF database is a random sample database. The total sample has an almost even gender balance between males (49.1%) and females (50.9%). Age groups are well balanced from the young to the old (under 20 years 6.5%, 20-29 years 14.2%, 30-39 years 17.0%, 40-49 years 15.2%, 50-59 years 16.7% and 60 years and over 30.6%). Married respondents make up 61.9% and 55.4% have children. In terms of employment, private company workers (26.5%) come first, followed by housewives (20.5%), unemployed, including retirees, (16.0%), and part-time workers (9.8%) (Appendix 2-1).

As a first step, two types of sports fan tourists were extracted from the general sample: actual international sports fan tourists and potential international sports fan tourists. Actual sports fan tourists are fans who have been to sporting activities in foreign countries, and potential sports fan tourists are fans have not been to watch such activities in foreign countries but who have considered doing so (Q2 in Appendix 1-1). Table 13 shows this breakdown. The number of actual sports fan tourists is 338 and potential sports fan tourists is 292. Of the total sample, 16.7% (9.0% + 7.7%) have an interest in going to watch sports in foreign countries.

Table 13 International fan breakdown

Fan Category	<i>N</i>	%
Actual international sports fan tourists	338	9.0
Potential international sports fan tourists	292	7.7
Not an international sports fan tourist	3143	83.3
Total	3773	100.0

The analysis of actual sports fan tourists is described in 4.1 and potential sports fan tourists in 4.2.

4.1 Statistics Description and Factor Analysis (Step 1)

4.1.1 Actual Sports Fan Tourist Demographics

Actual sports fan tourists are people who have been to watch sporting events in foreign countries; this section focuses on the analysis of these tourists. From the total sample ($N=3773$), the number of actual sports fan tourists is 338 (9.0%). Table 14 shows the sociodemographic variables of these tourists.

Table 14 Sociodemographic variables of actual sports fan tourists

Variable	Category	<i>N</i>	%
Gender	Male	192	56.8
	Female	146	43.2
Age	under 20 years	9	2.7
	21-30 years	48	14.2
	31-40 years	78	23.1
	41-50 years	74	21.9
	51-60 years	47	13.9
	61 years and over	82	24.3
Marital Status	Married	202	59.8
	Unmarried	136	40.2
Children	Yes	171	50.6
	No	167	49.4
Profession	Company executive	21	6.2
	Private company	132	39.1
	Public worker	12	3.6
	Self-employed	23	6.8
	Freelance	13	3.8
	Temporary worker	14	4.1
	Part-time worker	18	5.3
	Housewife	42	12.4
	Student	17	5.0
	No job	46	13.6
	Total	338	100.0

There are slightly more males (56.8%) than females (43.2%). The largest age groups were the 31-40 year-olds, 41-50 year-olds, and those over 60 (all more than 20%). Private company workers, including company executives, were the most numerous group at 45.3%.

Sports Experience and Travel Type

Table 15 shows the sports experience, travel type, and travel duration of actual sports fan tourists. Former or current sports events were watched overseas by 41.4% of the respondents. Most respondents travelled independently (73.9%) with package tour travel companies having only a small proportion of the market (14.8%).

Table 15 Sports experience and travel type

Variables	Category	N	%
Watching Sports Play Experience	Player	140	41.4
	Nonplayer	198	58.6
Travel Type	Package Tour	50	14.8
	Individual Travel	250	73.9
	Others	38	11.2
Travel Duration	1-2 days	38	11.2
	3 days	37	10.9
	4-7 days	120	35.5
	8-10 days	50	14.8
	11-14 days	25	7.4
	15+ days	68	20.1

Approximately 75% of actual sports fan tourists travel independently. Independent travel may predominate because it has recently become easier to get a ticket for sports events in foreign countries via the internet (JTBF 2010). In terms of travel duration, 57.6% of the respondents were abroad for up to a week, and 22.1% of respondents for up to 3 days. The length of time is affected by the

fact that the vacation period of Japanese workers is shorter than for workers in other countries. For example, on average, Japanese workers take an annual vacation of only 17.9 days, excluding national holidays. However, French workers take 25.0 days and German workers take 30.0 days (Japan Institute for Labor and Training, 2010).

4.1.2 Actual Sports Fan Tourist Market Diversification

Actual sports fan tourists ($N=338$) watched more than 25 sports and went to more than 20 destination countries all over the world. The main sports watched were:

1. Major League baseball (36.4%)
2. Soccer (17.5%)
3. NBA (7.7%)
4. Golf (5.3%)
5. Athletics and marathon running (4.7%)
6. Formula One motor racing (2.1%)
7. Rugby (2.1%)
8. Hockey (1.5%)
9. Tennis, horse racing and the Olympic Games (1.2%).

Actual sports fan tourists were asked which country they had visited to watch sports events. More than 20 destinations were named (USA, UK, China, Germany, Australia, Canada, Spain, South Korea, France, New Zealand, Thailand, Macao, Taiwan, Singapore, Brazil, Argentina, Holland, Malaysia, Hong Kong, Ecuador, Venezuela, Italy, India, and others). The major destination by far was the USA (51.5%). The second was the UK (5.9%) and the third China (4.7%), the fourth Germany (3.8%) and then Australia (3.3%).

Next, the sports and destinations were combined. These are shown in Table 16.

Table 16 Market diversification of actual international sports fan tourists

Sports category	N	%
Baseball (US)	113	33.4
Soccer (Europe)	41	12.1
Basketball (US)	25	7.4
Golf (US)	15	4.4
Soccer (Asia)	12	3.6
Rugby (Oceania)	7	2.1
Athletics (Asia/Oceania)	7	2.1
Athletics (US)	6	1.8
F1 (Asia)	5	1.5
NHL (US)	5	1.5
Others	102	30.2
Total	338	100.0

USA is the destination for over 50% of the respondents as it has a number of professional sports which people travel to watch. There is a massive market with sports such as baseball, basketball, golf, ice hockey, and so on. Actual sports fan tourists watched soccer in European countries and in some Asian countries. In terms of other sports, they watched rugby in Australia and New Zealand and tennis in the UK.

Details of each sports category watched by actual international sports fan tourists now follow:

Major League Baseball in North America (N=113 / USA 110 & Canada 3)

Major League baseball is the highest level of baseball leagues in the USA and Canada. It consists of 30 teams (29 US teams and 1 Canadian team) in the National League and the American League. Since one of Japan's top baseball players, Hideo Nomo, went to Major League Baseball in 1994, the number of Japanese outbound sports fan tourists has increased (Chiba, 2004). The season consists of a regular season and an all-star postseason. MLB is easier to watch than other professional sports because there were 162 regular season games from April to October 2011, and the capacity of stadiums is large.

Soccer in Europe (N=41 / UK 13, Germany 13, Spain 8, France 4, Holland 2 and Italy 1)

European countries each have a professional soccer league and the level is quite high: the English “Premier League” in the UK, the “Bundesliga” in Germany, the “Liga Espanola” in Spain, the “League 1” in France, the “Eredivisie” in Holland and the “Serie A” in Italy. The season is normally from August to May. They have not only regular season games but also cross-European matches such as the European Champions League or UEFA cup. As with baseball, many Japanese professional players play in these leagues. The number of Japanese players in the “Bundesliga” has increased, and the number of soccer fans who went to Germany has also increased. The FIFA World Cup 2006 was held in Germany.

NBA (Basketball) in North America (N=25 / USA 24 and Canada 1)

The National Basketball Association (NBA) is the professional basketball league in North America. It consists of 29 teams in the USA and one team in Canada. The season consists of a regular season, the play off and the final. The number of regular season games is 82 per team, from October to April. As with the MLB, sports fan tourists can watch games more easily than is the case with other professional sports because many games are held over a long season.

Golf in the USA (N=15 / USA 15)

The USA has the largest tour tournament in the world, and more than 40 golfing events are held between January and December. In addition to the regular tour, three major world tournaments are held: the Masters, the US Open, and the US Professional Tournament. These major tournaments are particularly popular with golf tourists. Forty-eight tournaments were held in 2011.

Soccer in Asia (N=12 / South Korea 6, China 4, Malaysia 2)

The AFC Asia Champions League is the premier Asian club football competition. The tournament includes the top 32 clubs from the Asian Top Ten League. The League is divided into two groups: West Asia (Qatar, UAE, Saudi Arabia, Uzbekistan, Iran) and East Asia (Japan, South Korea, China, Australia, Thailand). The games are held at home and away. Many supporters of Japanese soccer clubs

go to watch these games. The FIFA World Cup qualification was also held at home and away. The World Cup 1998 qualification was held in November 1997 at Johor Bahru in Malaysia.

Rugby in Oceania (N=7 / New Zealand 4 and Australia 3)

Tri-Nations Rugby is an international rugby competition involving New Zealand, Australia, and South Africa. In 2012, Argentina joined the League and, as a result, its name has been changed to “The Rugby Championship”. The season runs from July to September. Super Rugby is a rugby competition with 15 teams from three countries (New Zealand five teams, Australia five teams and South Africa five teams). The Rugby World Cup (RWC) has been held three times in Oceania (1987 in New Zealand and Australia, 2003 in Australia, and 2011 in New Zealand).

Athletics in Asia and Oceania (N=7 / China 6 and Australia 1)

Some world class athletic competitions are held in Asian and Oceanic countries, although most of the world class competitions are held in North America or in European countries. The Athletics World Championships was held in South Korea in 2011. The Asia Games is a multisport event held every 4 years in Asian countries. The 2010 Asia Games were held in Guangzhou, China. The Summer Olympic Games have been held in Asian and Oceanic countries (Seoul, South Korea 1988, Sydney, Australia 2000, Beijing, China 2008).

Athletics in the US (N=6 / USA 6)

Two Summer Olympic Games have been held in the USA in the last three decades (1984 Los Angeles, and 1996 Atlanta) and many Japanese sports fans visited these events. In addition to the Summer Olympic Games, many kinds of international athletics events (US Open, Indoor Grand Prix, or IAAF Diamond League, etc.) are held every year.

Asia F1 (N=5 / Singapore 3, Malaysia 2)

Formula One racing (F1) is the highest class of auto racing. The F1 season consists of a series of races—Grand Prixes (GP)—during the period March to November. In the 2011 season, 19 GP races were held in 18 countries (Australia, Malaysia, China, Turkey, Spain, Monaco, Canada, UK, Germany, Hungary,

Belgium, Italy, Singapore, Japan, South Korea, India, Abu Dhabi, and Brazil). F1 races were held in mainly European countries until the 1970s; however, with globalisation, they have been held in Asian countries since the 1980s. Races were held in six Asian countries out of a total of 19 countries in the 2011 season.

Hockey in North America (*N*=5 / USA 5)

The National Hockey League (NHL) is the professional ice hockey league in the USA and Canada. It consists of 23 US and 7 Canadian teams. The league divides the teams into Eastern Conference and Western Conference and each conference has three divisions (Eastern Conference: Atlantic, Northeast, Southeast, and Western Conference: Central, Northwest, and Pacific). Each team has 82 games in the regular season from October to April. The playoff is held in May and June.

4.1.3 Potential Sports Fan Tourist Demographics

Potential sports fan tourists are people who have considered going to watch sports events in foreign countries. This part explains the analysis of potential sports fan tourists. From the total sample (*N*=3773), the number of potential sports fan tourists was 292 (7.7 %). Table 11 indicates the sociodemographic variables of potential sports fan tourists.

Table 17 Sociodemographic variables of potential international sports fan tourists

Variable	Category	N	%
Gender	Male	183	62.7
	Female	109	37.3
Age	under 20 years	14	4.8
	21-30 years	48	16.4
	31-40 years	72	24.7
	41-50 years	62	21.2
	51-60 years	42	14.4
	61 years and over	54	18.5
Marital Status	Married	157	53.8
	Unmarried	135	46.2
Children	Yes	132	45.2
	No	160	54.8
Profession	Company executive	11	3.8
	Private company	97	33.2
	Public worker	15	5.1
	Self-employed	28	9.6
	Freelance	14	4.8
	Temporary worker	12	4.1
	Part-time worker	28	9.6
	Housewife	33	11.3
	Student	26	8.9
	No job	28	9.9
Total		292	100.0

There are more males (62.7%) than females (37.3%). In terms of age categories, the 31-50 year-old respondents are in the majority (45.9%). Private company workers, including company executives, are the largest group at 37.3%.

Table 18 Sports experience of potential international sports fan tourists

Variable	Category	<i>N</i>	%
Sports Experience	Player	105	36.0
	Nonplayer	187	64.0

Table 18 shows the sports experience. Thirty-six per cent of the respondents have experience playing the sport being watched. The percentage of people who want to attend international sports games is a little larger for potential sports fan tourists than for actual sports fan tourists. Potential fans have lower commitment to sports than do actual sports fans.

4.1.4 Potential Sports Fan Market Diversification

As in the case of actual sports fan tourists, potential sports fan tourists consider watching a variety of sports, and visiting many destination countries. Table 13 indicates the combination of sports and the desired destination of potential sports fan tourists.

Table 19 Market diversification of potential international sports fan tourists

Sports category	N	%
Soccer (Europe)	73	25.0
Baseball (US)	71	24.3
Soccer (Asia)	29	9.9
F1(Asia)	11	3.8
F1 (Europe)	11	3.8
Tennis (UK)	7	2.4
American Football (US)	7	2.4
Olympics (Asia)	5	1.7
Others	78	23.1
Total	292	100.0

For this group of potential sports fan tourists, European Soccer (25.0%) is the most popular spectator sport and US baseball (24.3%) is second, the reverse of the results for actual sports fan tourists. These two major sports make up 49.3% of all potential sports fan tourist choices. In addition to the sports watched by actual sports fan tourists, potential sports fan tourists also listed European F1 (3.8%), UK tennis (2.4%), and US American football. A summary of potential sports fan tourist choices follows:

European Soccer (N=73 / Spain 25, Germany 17, Italy 15, UK 11, Holland 2, France 2, Russia 1) See 4.1.2 for a description.

US Baseball (N=71 / USA 71) See 4.1.2 for a description.

Asian Soccer (N=29 / South Korea 25, China 2, Thailand 1, Australia 1) See 4.1.2 for a description.

Asia F1 (N=11 / Singapore 5, Malaysia 4, China 2) See 4.1.2 a description.

European F1 (N=11 / Monaco 8, Belgium 1, France 1, Italy 1) See 4.1.2 for a description.

Tennis in the UK (N=7 / UK 7)

The Wimbledon Championship is held in the UK. Wimbledon is the oldest tennis tournament, begun in 1877, and one of the four major world tournaments (together with the US, Australian, and French Opens). The tournament is held every year for 2 weeks during June and July.

American Football in the US (N=7 / USA 7)

The National Football League (NFL) is the highest level of professional football in the USA. The League consists of 32 teams and has two divisions: the American Football Conference (AFC), and the National Football Conference (NFC). The season goes from September to February each year.

Olympics in Asia (N=5 / China 4, South Korea 1) See 4.1.2 for a description.

4.2 Factor Analysis (Step 2)

4.2.1 Actual Sports Fan Tourist Motivation Scale

To identify both the sports fan motivation and the tourist motivation of actual sports fan tourists, factor analysis was used. This section explains the results of the factor analysis using actual international sports fan tourists ($N=338$). Factor analysis was conducted in terms of both sports motivation and tourist motivation. Initially, Exploratory Factor Analysis (EFA) was conducted to identify the key factors. These scales were tested using statistical criteria, and the international sports motivation scale and tourist motivation scale were then created.

Sports fan motivation

EFA was employed on the actual sports fan tourist sample using principal axis factoring analysis with promax rotation, and was tested by three criteria. At the first rotation, five factors with eigenvalues greater than 1.0 were extracted (Chi-Square (179, $N=338$) =1102.890, $p < .001$; GFI=.756 (<.900); RMSEA =.124 (>.090); CFI =.831 (<.900); AIC=1206.890). Three criteria did not fit. So the process of EFA was repeated and was tested again. As a result of the repeated rotation in order to fit three criteria (GFI >.900, CFI >.900 and RMSEA <.090), 11 items were finally dropped (21 items – See Appendix 3-1) and four factors with 10 items were identified. The evaluation of fit indices indicated that the fit of the four-factor sports motivation model was acceptable (Chi-Square (29, $N=338$) =89.483, $p < .001$; GFI=.948 (>.900); RMSEA=.079 (<.090); CFI =.976 (>.900); AIC=141.483).

To assess whether the data was suitable for factor analysis, the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Test of Sphericity were used. A KMO result of .845 indicated that the correlation matrix was compact enough to warrant an analysis, while Bartlett's Test of Sphericity suggested significant correlations among the items (2507.040, $df= 45$, $p < .001$).

Table 20 Factor analysis of sports motivation items

Factor and Items	EFA		CFA		
	Loading	α	SFL	CR	AVE
1. Socialisation (SOC)		.91		.91	.77
SM 19 Meet other spectators	.93		.89		
SM 20 Enjoy social relationships	.85		.90		
SM 21 Share satisfaction with others	.81		.84		
2. Achievement (ACH)		.91		.92	.80
SM 7 Feel achievement of my favourite team	.95		.93		
SM 9 Feel proud of my favourite team	.91		.87		
SM 8 Feel achievement of my favourite player	.77		.88		
3. Relaxation in Sports (RXS)		.79		.89	.81
SM 17 Relax physically	.89		.92		
SM 18 Relax mentally	.87		.88		
4. Enjoy High Level of Games (GAM)		.83		.83	.72
SM 13 Enjoy a high level of skill	.84		.88		
SM 1 Watch high level games	.83		.81		

* α =Cronbach's alpha SFL=Standardised Factor Loadings
CR=Composite Reliability AVE=Average Variance Extracted

Four sports motivation factors were identified.

1. The first factor consisted of three items and was named Socialisation (SOC). Fans want to meet other fans and share their satisfaction with others (Funk et al., 2009; Wann, 1995).
2. The second factor also had three items and was entitled Achievement (ACH). This factor included the achievements of both the fan's favourite team and favourite player (Funk et al., 2001; Trail & James, 2001).
3. The two items of the third factor were grouped under Relaxation (RXS). The actual sports fan tourist wants to relax, both mentally and physically (McDonald et al., 2002; Wann, 1995).
4. The fourth factor, with two items, was labelled Game (GAM). Actual sports fan tourists wanted to watch games at a high level (Funk et al., 2003; Neale & Funk, 2006).

The Cronbach's alpha of the total scale is .901, and the alphas for each of the four factors were above .70.

Tourist Motivation

As with the sports motivation study, an EFA was employed on the actual sports fan tourist sample ($N=338$) using principal axis factoring analysis with promax rotation. At the first rotation, four factors with eigenvalues greater than 1.0 were extracted (Chi-Square (164, $N=338$) =1670.118, $p < .001$; GFI=.697 (<.900); RMSEA=.165 (>.090); CFI =.766 (<.900); AIC=1762.118). Three criteria did not fit, so the process of EFA was repeated and was tested again. As a result of repeated rotation in order to fit three criteria, 10 items were dropped from the pool (20 items – See Appendix 3-2) and four factors with 10 items were finally identified. The evaluation of fit indices shows an acceptable fit of the four-factor tourism motivation model (Chi-Square (29, $N=338$) =107.179, $p < .001$; GFI=.938 (>.900); RMSEA=.089 (<.090); CFI =.977 (>.900); AIC=159.179). Both KMO (.819) and Bartlett’s Test of Sphericity (3353.807, $df= 45$, $p < .001$) indicated a significant correlation among items.

Table 21 Factor analysis of tourism motivation items

Factor and Items	EFA		CFA		
	Loading	α	SFL	CR	AVE
1. Escape (ESC)		.93		.93	.77
TM 6 Relax mentally	.98		.92		
TM 4 To be relieved from daily life	.90		.90		
TM 5 Relax physically	.85		.84		
TM 3 Stimulation to my life	.74		.85		
2. Nature (NAT)		.97		.97	.94
TM 15 Commune with nature	.99		.96		
TM 16 Enjoy nature	.93		.98		
3. Shopping (SHP)		.84		.92	.85
TM 20 Purchase souvenirs	.92		.91		
TM 19 Enjoy shopping	.91		.93		
4. Gourmet (GUR)		.95		.95	.90
TM 10 Enjoy food	.96		.94		
TM 9 Have fun with people	.91		.96		

* α =Cronbach’s alpha SFL=Standardised Factor Loadings
CR=Composite Reliability AVE=Average Variance Extracted

The components of the four tourism motivation factors are as follows.

1. The first factor was labelled Escape. Escape from ordinary life is the core factor of some leisure motivation (Crompton, 1979; Pearce, 2005).
2. The two items of the second factor reflected Commune with Nature (NAT).
3. The third factor is Shopping (SHP). Shopping is a major motive for overseas travel (Timothy, 2005). With regard to Asian tourists, including Japanese, shopping is one of their motivations (Japan Travel Bureau Foundation, 2010), although it is not their main purpose.
4. The fourth factor is Gourmet Gastronomy (GUR). This factor refers to gastronomy and gourmet food in particular; it is one of the main motivations of Japanese outbound tourists (Japan Travel Bureau Foundation, 2010).

The Cronbach's alpha of the overall scale is .949, and the alphas for each of the four factors were above .70.

4.2.2 Actual Sports Fan Tourist Motivation Factor Scale and Scores

The international sports motivation scale consists of four sports motivation factors (Socialisation, Achievement, Relaxation, and Game) and four tourist motivation factors (Escape, Nature, Shopping, and Gourmet Gastronomy). Table 22 indicates the mean scores and standard deviations with regard to motivation factors.

Table 22 International sports fan motivation and tourist motivation construct and score

International Sports Fan Sport Fan Motivation construct (4 Factors)
7-pt. Likert scale, 1.Strongly Disagree-7.Strongly Agree

Enjoy High Level of Game ($M=5.11$, $SD=1.35$)

- Enjoy a high level of skill
- Watch high level games

Relaxation in Sports ($M=4.26$, $SD=1.42$)

- Relax physically
- Relax mentally

Achievement ($M=4.22$, $SD=1.44$)

- Feel achievement of my favourite team
- Feel proud of my favourite team
- Feel achievement of my favourite player

Socialisation ($M=4.14$, $SD=1.35$)

- Meet other spectators
- Enjoy social relationships
- Share satisfaction with others

International Sports Fan Tourist Motivation construct (4 Factors)
7-pt. Likert scale, 1.Strongly Disagree-7.Strongly Agree

Gourmet Dining ($M=5.29$, $SD=1.28$)

- Enjoy food
- Have fun with people

Nature ($M=5.11$, $SD=1.35$)

- Commune with nature
- Enjoy nature

Escape ($M=5.03$, $SD=1.23$)

- Relax mentally
- To be relieved from daily life
- Relax physically
- Stimulation to my life

Shopping ($M=4.68$, $SD=1.38$)

- Purchase souvenirs
- Enjoy shopping

Overall Tourist Motivation is higher than Overall Sports Motivation. With regard to sports motivation, only the Game factor is higher, while the other three factors are at a similar level. With regard to tourist motivation, three factors, but not Shopping, are over 5 points. Gourmet gastronomy is the highest factor in terms of tourist motivation.

4.2.3 Potential Sports Fan Tourist Constraint Scale

The sports fan motivation factors and tourist motivation factors of actual international sports fan tourists were identified. As in that case, factor analysis was used to identify the constraint factors for potential sports fan tourists. Initially, Exploratory Factor Analysis (EFA) was conducted to identify the factors involved. Then, the scales were examined by means of Confirmatory Factor Analysis, and the potential sports fan tourist constraint scale was created.

Sports fan constraints

An EFA was used on the potential sports fan tourist sample ($N=292$) using principal axis factoring analysis with promax rotation. At the first rotation, seven factors with eigenvalues greater than 1.0 were extracted, (Chi-Square ($231, N=292$) =912.389, $p < .001$; GFI=.808 (<.900); RMSEA=.101 (>.090); CFI =.836 (<.900); AIC=1050.389).

Table 23 Factor analysis of constraint items

Factor and Items	EFA		CFA		
	Loading	α	SFL	CR	AVE
1. Alternative Leisure (ALT)		.94		.94	.89
CO 11 Do alternative leisure	.95		.89		
CO 12 Spend money on alternative leisure	.93		.99		
2. Security (SEC)		.95		.95	.90
CO 14 Politics in host country	.99		.95		
CO 13 Security in host country	.91		.95		
3. Lack of Tourist Attractiveness (LOT)		.90		.90	.82
CO 24 Not sure I can enjoy other activities	.91		.90		
CO 23 Lack of tourist attractiveness	.90		.91		
4. Different Culture (DCU)		.91		.91	.84
CO 10 Different culture	.92		.88		
CO 9 Different language	.89		.95		
5. Companions (COM)		.84		.84	.72
CO 22 Family are not interested in event	.86		.87		
CO 21 Friends are not interested in event	.85		.83		
6. Distance (DIS)		.74		.83	.72
CO 8 Have to fly for a long time	.89		.78		
CO 7 Distance to destination	.78		.91		

* α =Cronbach's alpha SFL=Standardised Factor Loadings
 CR=Composite Reliability AVE=Average Variance Extracted

Three criteria did not fit. So the process of EFA was repeated and was tested using CFA again. Finally, 12 items were dropped from the total number of items (24 items – See Appendix 3-3) and six factors with 12 items were identified. The evaluation of fit indices indicated that the fit of the six-factor sports fan tourist constraint model was accepted (Chi-Square (39, $N=292$) =93.576, $p < .001$; GFI=.950 ($>.900$); RMSEA=.069 ($<.090$); CFI =.978 ($>.900$) ; AIC=171.576). KMO (.725) and Bartlett's Test of Sphericity (2482.278, $df= 66$, $p < .001$) both exceeded the lower limit.

Six constraint factors were identified.

1. The first factor was Alternative Leisure (ALT). Watching sports in foreign countries is expensive. Potential sports fan tourists compare watching sports in foreign countries with other alternative leisure pursuits.
2. The second factor was entitled Security (SEC). Security has become an important issue, in particular since the 9/11 attacks (Taylor & Toohey, 2006). Potential sports fan tourists consider public safety or public security in destination countries.
3. The third factor reflected Lack of Tourist Attractiveness (LOT). International sports fan tourists are also tourists. They consider the tourist attractiveness of the destination countries.
4. The fourth factor was named Different Culture (DCU). International sports fan tourists go to foreign countries. They experience different cultures and different languages.
5. The fifth factor was entitled Companions (COM). Sports fan tourists want to enjoy time spent with friends or family members.
6. The sixth factor was entitled Distance (DIS). Japan is an island which is a long way away from some of the destinations which host popular international sporting events.

The Cronbach's alpha of the total scale is .910, and the alphas for each of the six factors were above .70.

As per the classification of Crawford's model (Crawford & Godbey, 1987; Crawford et al., 1991), Different Culture (DCU), Different Culture (DCU),

Distance (DIS) and Alternative Leisure (ALT) are an interpersonal constraints, while Companions (COM) is an intrapersonal constraint, and Security (SEC) is a structural constraint.

4.2.4 Potential Sports Fan Tourist Constraint Factor Scale and Scores

The international sports fan tourist constraint scale consists of six constraint factors (Alternative Leisure, Security, Lack of Tourist Attractiveness, Different Culture, Companions, and Distance). Table 24 shows the mean score and the standard deviation with regard to the six constraint factors. Distance has the highest score, while Security, Alternative Leisure, Different Culture, and Companions are above average. Lack of Tourist Attractiveness is the lowest.

Table 24 Potential international sports fan motivation constraints construct and score

Potential International Sports Fan Constraints construct (6 Factors)
7-pt. Likert scale, 1. Strongly Disagree -7. Strongly Agree

Distance ($M=5.16$, $SD=1.60$)
<ul style="list-style-type: none"> • Have to fly for a long time • Distance to destination
Security ($M=4.14$, $SD=1.71$)
<ul style="list-style-type: none"> • Politics in host country • Security in host country
Alternative Leisure ($M=4.03$, $SD=1.43$)
<ul style="list-style-type: none"> • Do alternative leisure • Spend money on alternative leisure
Different Culture ($M=3.81$, $SD=1.70$)
<ul style="list-style-type: none"> • Different culture • Different language
Companions ($M=3.81$, $SD=1.56$)
<ul style="list-style-type: none"> • Family are not interested in event • Friends are not interested in event
Lack of Tourist Attractiveness ($M=3.14$, $SD=1.40$)
<ul style="list-style-type: none"> • Not sure I can enjoy other activities • Lack of tourist attractiveness

4.3 Factor Score Comparisons by Demographics (Step 3)

This section examines motivation and constraint factors in terms of demographic differences (Gender, Age, Sports Experiences, Sports and Destination Difference, and Travel Type). Using factor analysis, the actual sports fan tourist motivation scale and the potential sports fan tourist constraint scale were identified. In this section, the mean score for each factor is compared using AVOVA and the Independent sample *t*-test.

4.3.1 Gender

Each motivation factor with regard to actual sports fan tourists was tested using an independent *t*-test to estimate differences between genders. Table 19 shows the mean score and the standard deviation of actual sports fan tourist motivation.

Gender Difference of Actual Sports Fan Tourists

Although Overall Sports Motivation did not show a significant difference between genders, Overall Tourism Motivation ($t(336) = -2.94, p < .01$) indicated a significant difference. As subscales, Escape ($t(336) = -3.03, p < .01$), Shopping ($t(336) = -2.56, p < .05$) and Gourmet Gastronomy ($t(336) = -2.41, p < .05$) showed significant differences. In all three of these significant factors the male scores were higher than the female scores. The results demonstrate that female sports fan tourists have a stronger motivation with regard to tourism. However, there is no significant difference in terms of sports motivation.

Table 25 Mean, standard deviation, and significant differences in mean score relative to gender

Motivation	Mean (SD) Male (N=192)	Mean (SD) Female (N=146)
Overall Sports Motivation (OSM)	4.45 (1.11)	4.41 (1.03)
Socialisation (SOC)	4.03 (1.42)	4.28 (1.25)
Achievement (ACH)	4.26 (1.52)	4.18 (1.33)
Relaxation (RXS)	4.29 (1.42)	4.22 (1.41)
Games (GAM)	5.23 (1.41)	4.97 (1.29)
Overall Tourist Motivation (OTM)**	4.88 (1.06)	5.21 (.96)
Escape (ESC) **	4.85 (1.24)	5.26 (1.19)
Nature (NAT)	5.02 (1.41)	5.22 (1.25)
Shopping (SHP) *	4.52 (1.45)	4.90 (1.29)
Gourmet (GUR) *	5.15 (1.33)	5.48 (1.18)

** $p < .01$; * $p < .05$

Gender Difference of Potential Sports Fan Tourists

Constraint factors of potential sports fan tourists were tested using an independent t -test to estimate differences between gender (Table 26). In terms of Overall Constraints, males and females showed no significant differences. Only Lack of Tourist Attractiveness ($t(290) = 2.90, p < .05$) indicated a significant difference between males and females. Attractiveness of Destination is important for female potential sports fan tourists.

Table 26 Mean, standard, and significant differences in mean score relative to gender

	Mean (SD) Male (N=183)	Mean (SD) Female (N=109)
Overall Constraints (OCO)	3.84 (1.04)	3.68 (1.13)
Alternative Leisure (ALT)	3.91 (1.41)	4.22 (1.45)
Security (SEC)	4.14 (1.62)	4.14 (1.86)
Lack of Tourist Attractiveness (LOT)**	3.32 (1.41)	2.83 (1.32)
Different Culture (DCU)	3.93 (1.66)	3.61 (1.75)
Companions (COM)	3.93 (1.48)	3.60 (1.66)
Distance (DIS)	5.21 (1.56)	5.09 (1.67)

** $p < .01$

4.3.2 Age

Age Difference of Actual Sports Fan Tourists

One-way ANOVA was conducted to analyse whether actual sports fan tourist motivations differed significantly in terms of age (Table 27). One test was used for each motivation subscale. The results showed that overall both sports motivation $F(5, 332) = .298, p > .05$ and tourist motivation $F(5, 332) = .233, p > .05$ did not show significant differences. In terms of each factor, the age of actual sports fan tourists had a significant effect, however, on Socialisation $F(5, 332) = 2.370, p < .05$, Escape $F(5, 332) = 2.327, p < .05$ and Nature $F(5, 332) = 2.690, p < .05$.

Table 27 Means and standard deviations for the motivation subscales by age group

Age category	Sports Motivation					Tourist Motivation				
	OSM	SOC	ACH	RXS	GAM	OTM	ESC	NAT	SHP	GUR
-19 (N=9)	4.48 (.85)	4.30 (.79)	4.30 (1.34)	4.22 (.83)	5.11 (1.11)	4.70 (.95)	4.42 (1.10)	4.89 (1.17)	4.50 (1.32)	5.00 (1.00)
20-29 (N=48)	4.74 (1.11)	4.72 (1.30)	4.63 (1.43)	4.63 (1.31)	5.01 (1.40)	5.35 (1.05)	5.32 (1.15)	5.52 (1.19)	5.15 (1.16)	5.42 (1.22)
30-39(N=78)	1.38 (1.24)	4.12 (1.43)	4.15 (1.46)	4.27 (1.60)	5.01 (1.47)	5.03 (1.10)	4.83 (1.28)	4.80 (1.49)	4.73 (1.36)	5.33 (1.39)
40-49 (N=74)	4.30 (.79)	3.92 (1.39)	4.20 (1.38)	3.97 (1.43)	5.13 (1.41)	4.93 (1.03)	5.28 (1.21)	5.01 (1.27)	4.45 (1.51)	5.29 (1.20)
50-59 (N=47)	4.30 (.79)	4.04 (1.09)	4.11 (1.32)	4.14 (1.19)	4.95 (1.14)	4.90 (.78)	4.85 (1.08)	4.91 (1.21)	4.71 (1.09)	5.14 (1.28)
60-(N=82)	4.48 (1.08)	4.05 (1.39)	4.15 (1.57)	4.38 (1.42)	5.37 (1.33)	5.01 (1.08)	4.82 (1.38)	5.37 (1.37)	4.58 (1.51)	5.30 (1.28)
<i>F</i> Statistics	.298	2.370*	.902	1.472	.882	.233	2.327*	2.690*	1.685	.331

**P* < .05, OSM=Overall Sport Motivation, SOC=Socialisation, ACH=Achievement, RXS=Relaxation, GAM=Game, OTM=Overall Tourist Motivation, ESC=Escape, SHP=Shopping, GUR=Gourmet

The post-hoc test indicated that the 20-29 year-old category demonstrated significantly stronger Socialisation motivation (in sports motivation) than was the case with regard to the 40-49 year-old age group (Table 28). The 20-29 year-old category was also significantly stronger in terms of Nature motivation (in tourist motivation) than the 30-39 year-old age group (Tukey HSD .040)

Table 28 Post-hoc test: Age group and motivation scores (only significant differences shown)

Motivation Factors	Age Group	Age Group	Mean Differences	Tukey HSD
SOC	20-29	40-49	.80	.017
NAT	20-29	30-38	.72	.040

SOC=Socialisation, NAT=Nature

Age Difference of Potential Sports Fan Tourists

With respect to the constraint factors of potential sports fan tourists, although the 50-59 year-old category for Overall Constraint is higher than for any other age category, the ANOVA results showed no significant difference (Table 29).

Table 29 Means and standard deviations for the constraint subscales by age group

Age Category	OCO	ALT	SEC	LOT	DCU	COM	DIS
-19 (N=14)	3.65 (.71)	3.96 (1.22)	3.89 (1.72)	2.71 (1.24)	3.71 (1.79)	3.96 (1.15)	5.32 (1.28)
20-29 (N=48)	3.74 (1.04)	3.81 (1.47)	4.32 (1.67)	3.17 (1.39)	3.76 (1.75)	3.65 (1.65)	5.52 (1.51)
30-39 (N=72)	3.85 (1.23)	4.02 (1.50)	4.42 (1.75)	3.08 (1.47)	3.93 (1.84)	3.82 (1.70)	5.01 (1.69)
40-49 (N=62)	3.72 (1.04)	4.15 (1.48)	3.91 (1.85)	2.97 (1.29)	3.71 (1.74)	3.87 (1.47)	5.11 (1.80)
50-59 (N=42)	4.02 (1.06)	4.42 (1.48)	4.19 (1.34)	3.40 (1.57)	3.80 (1.81)	4.29 (3.44)	5.40 (1.39)
60- (N=54)	3.65 (1.06)	3.81 (1.22)	3.89 (1.77)	3.30 (1.32)	3.82 (1.34)	3.44 (1.45)	4.89 (1.52)
<i>F</i> Statistics	.713	1.192	1.026	.919	.131	1.547	1.171

OSM=Overall Sport Motivation, SOC=Socialisation, ACH=Achievement, RXS=Relaxation, GAM=Game, OTM=Overall Tourist Motivation, ESC=Escape, SHP=Shopping, GUR=Gourmet

The results indicated no significant differences between potential sports fan tourists in different age groups, although structural constraints (Security, Lack of Tourist Attractiveness and Distance) are above the average ($F=.713$).

4.3.3 Sports Play Experience

Sports Experience of Actual Sports Fan Tourists

People who played a sport were labelled *experienced* while those who did not were labelled *nonexperienced*.

Overall Sports Motivation for actual sports fan tourists showed a significant difference ($t(336) = 2.00, p < .05$) between experienced sports fans and nonexperienced sports fans, although the Overall Tourist Motivation did not indicate a significant difference between them ($t(336) = -.130, p > .05$). As subscales, Achievement ($t(336) = 2.09, p < .05$) and Game ($t(336) = 2.00, p < .05$) showed significant differences. In terms of both significant factors, the scores of the experienced sport fan tourist were higher than those of the nonexperienced sports fan tourist for Achievement and Game. In terms of tourist motivation, little difference was found between them (Table 30).

Table 30 Mean, standard deviation, and significant differences in mean score relative to sports experience

	Mean (SD) Experience (N=140)	Mean (SD) No Experience (N=198)
Overall Sports Motivation (OSM)*	4.57 (1.19)	4.34 (.99)
Socialisation (SOC)	4.21 (1.42)	4.09 (1.31)
Achievement (ACH) *	4.42 (1.44)	4.09 (1.43)
Relaxation (RXS)	4.37 (1.50)	4.18 (1.35)
Games (GAM) *	5.29 (1.36)	4.99 (1.36)
Overall Tourist Motivation (OTM)	5.02 (1.04)	5.03 (1.03)
Escape (ESC)	5.04 (1.27)	5.02 (1.21)
Nature (NAT)	5.03 (1.42)	5.16 (1.29)
Shopping (SHP)	4.73 (1.35)	4.65 (1.40)
Gourmet Gastronomy (GUR)	5.27 (1.23)	5.31 (1.31)

* $p < .05$

Sports Experience of Potential Sports Fan Tourists

Overall, there were no significant differences between experienced fans and nonexperienced fans. With regards to each constraint factor, no significant difference was found in the subscales (Table 31).

Table 31 Mean, standard deviation, and significant differences in mean score relative to sports experience

	Mean (SD) Experience (N=105)	Mean (SD) No Experience (N=187)
Overall Constraints (OCO)	3.78 (1.10)	3.79 (1.08)
Alternative Leisure (ALT)	3.98 (1.42)	4.05 (1.44)
Security (SEC)	4.18 (1.68)	4.12 (1.73)
Lack of Tourist Attractiveness (LOT)	3.17 (1.43)	3.12 (1.38)
Different Culture (DCU)	3.78 (1.63)	3.82 (1.75)
Companions (COM)	3.78 (1.51)	3.82 (1.59)
Distance (DIS)	5.22 (1.63)	5.13 (1.59)

There is no difference in overall constraints between experienced sports fans and nonexperienced sports fans.

4.3.4 Sports and Destination Difference

Sports and Destination Differences of Actual Sports Fan Tourists

The results of the survey show that actual sports fan tourists have experience of watching more than 25 sports, and went to more than 20 destinations all over the world (See Section 4.1.2). In order to compare each motivation scale among different sports, a series of one-way ANOVAs were conducted to analyse the top 10 combinations of sports and destinations (Table 32).

Table 32 Mean and standard deviation for the motivation subscales by sports category

	Sports Motivation					Tourist Motivation				
	OSM	SOC	ACH	RXS	GAM	OTM	ESC	NAT	SHP	GUR
US MLB (N=113)	4.42 (.94)	4.17 (1.26)	4.13 (1.29)	4.27 (1.26)	5.11 (1.12)	5.11 (.82)	5.07 (1.07)	5.26 (1.20)	4.81 (1.21)	5.33 (1.05)
Europe Soccer (N=41)	4.77 (.71)	4.39 (1.06)	4.64 (1.31)	4.43 (1.10)	5.62 (1.25)	5.20 (.83)	5.23 (.88)	5.23 (1.20)	4.77 (1.33)	5.59 (1.01)
US NBA (N=25)	4.15 (1.08)	3.89 (1.41)	3.81 (1.45)	3.76 (1.52)	5.14 (1.48)	4.99 (1.14)	4.96 (1.35)	5.12 (1.34)	4.58 (1.63)	5.32 (1.41)
US Golf (N=15)	4.80 (.89)	4.21 (1.32)	4.14 (.84)	4.61 (1.56)	5.61 (1.02)	5.48 (.98)	5.05 (1.56)	5.29 (1.70)	5.54 (.60)	5.64 (1.06)
Asia Soccer (N=12)	4.54 (.79)	3.92 (1.40)	4.92 (1.27)	4.38 (1.00)	4.96 (1.21)	4.35 (1.06)	4.71 (.63)	4.21 (2.04)	3.79 (1.51)	4.71 (1.54)
Oceania Rugby (N=7)	5.17 (1.08)	4.71 (1.37)	5.19 (1.33)	5.07 (1.10)	5.71 (1.19)	5.11 (.80)	5.39 (.81)	5.57 (1.10)	4.43 (1.27)	5.07 (1.10)
Asia Athletic (N=7)	4.43 (.92)	4.29 (1.34)	3.67 (1.54)	4.86 (.85)	4.93 (1.51)	5.70 (.60)	5.89 (.89)	6.00 (.58)	5.14 (.63)	5.79 (.70)
US Athletic (N=6)	4.80 (1.14)	4.94 (.85)	4.61 (1.39)	4.25 (1.97)	5.42 (.92)	5.67 (.85)	5.54 (.95)	6.00 (.84)	5.50 (1.10)	5.67 (1.17)
Asia F1 (N=5)	4.67 (.65)	4.33 (1.65)	5.07 (1.30)	3.80 (1.75)	5.50 (1.22)	4.96 (.99)	4.55 (2.08)	4.90 (1.14)	5.50 (.71)	4.90 (2.30)
US NHL (N=5)	4.37 (.67)	4.20 (1.10)	3.80 (.45)	4.40 (1.14)	5.10 (1.14)	4.82 (.85)	4.90 (1.02)	5.20 (1.30)	3.80 (.57)	5.40 (1.19)
<i>F Statistics</i>	1.609	.733	2.077*	1.264	1.160	2.058*	.996	1.517	2.580*	.377
Others(N=102)	4.23 (1.36)	3.97 (1.55)	4.13 (1.69)	4.17 (1.67)	4.81 (1.64)	4.79 (1.26)	4.87 (1.48)	4.82 (1.43)	4.47 (1.57)	5.12 (1.53)
Total (N=338)	4.43 (1.07)	4.14 (1.35)	4.22 (1.44)	4.26 (1.42)	5.12 (1.36)	5.02 (1.03)	5.03 (1.23)	5.11 (1.35)	4.68 (1.38)	5.29 (1.28)

* $p < .05$ OSM=Overall Sport Motivation, SOC=Socialisation, ACH=Achievement, RXS=Relaxation, GAM=Game, OTM=Overall Tourist Motivation, ESC=Escape, SHP=Shopping, GUR=Gourmet

The Overall Sports Motivation factor (the average of all the motivation factors) showed no significant difference between the various sports. In terms of sports motivation, only the Achievement subscale $F(9, 226) = 2.077, p < .05$ indicated significant differences between the various sports (Figure 14).

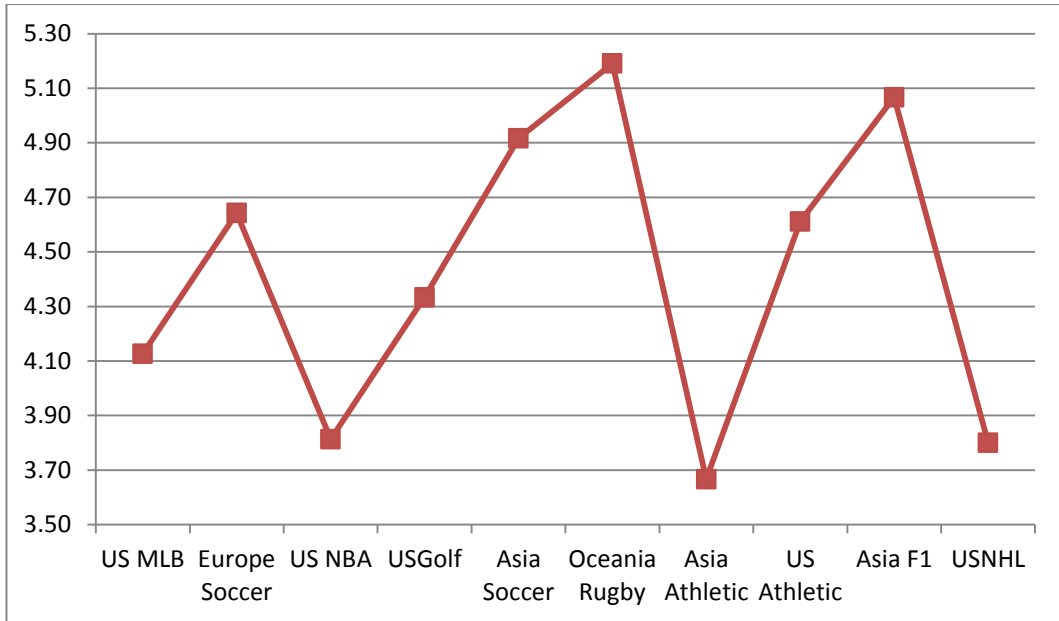


Figure 14 Significant score differences of Achievement sports fan motivation factor by combination of sports and destination

In terms of tourist motivation, the Shopping subscale $F(9, 226) = 2.580, p < .01$ resulted in significant differences between the various sports (Figure 15).

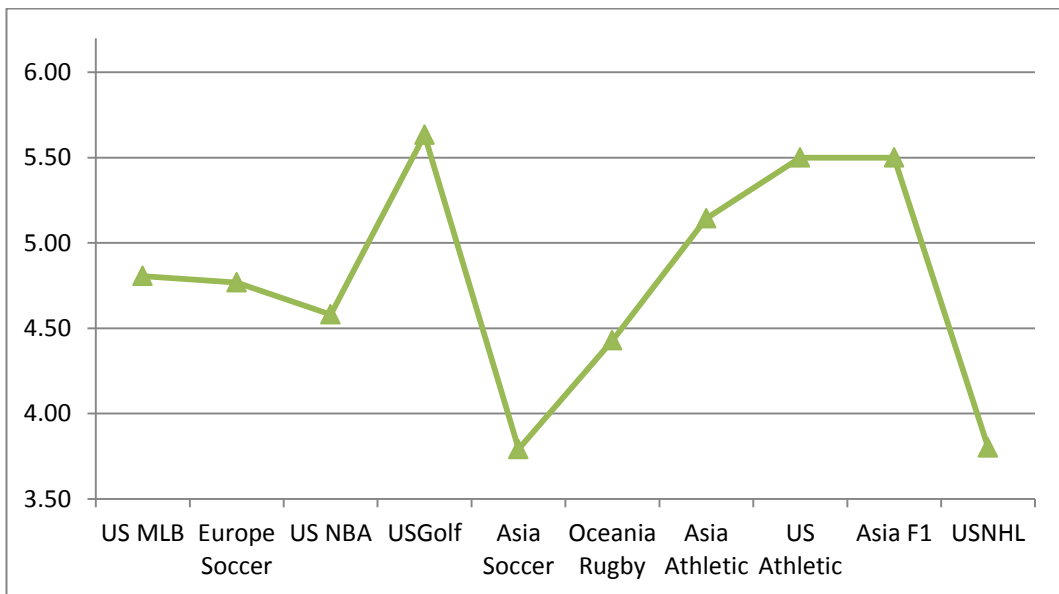


Figure 15 Significant score difference of Shopping tourist motivation factor by combination of sports and destination

However, the scales for some sports samples were small. For an in-depth analysis, two major sports – US baseball ($N=113$) and European Soccer – ($N=41$) were compared using an independent t -test (Table 33).

Table 33 Mean, standard deviation, and significant differences in mean score relative to US Major League Baseball vs. European Soccer

	Mean (SD) US Baseball ($N=113$)	Mean (SD) Europe Soccer ($N=41$)
Overall Sports Motivation (OSM)*	4.42 (.93)	4.77 (.71)
Socialisation (SOC)	4.17 (1.26)	4.39 (1.06)
Achievement (ACH) *	4.13 (1.29)	4.64 (1.31)
Relaxation (RXS)	4.27 (1.26)	4.43 (1.10)
Games (GAM) *	5.11 (1.12)	5.62 (1.25)
Overall Tourist Motivation (OTM)	5.11 (.82)	5.20 (.83)
Escape (ESC)	5.07 (1.07)	5.23 (.88)
Nature (NAT)	5.26 (1.20)	5.23 (1.20)
Shopping (SHP)	4.81 (1.21)	4.77 (1.33)
Gourmet (GUR)	5.33 (1.05)	5.59 (1.01)

* $p < .05$

The results indicate a significant difference in terms of Overall Sports Motivation ($t(152) = -2.71, p < .05$) between US baseball fans ($M_{\text{USBaseball}} = 4.42, SD = .93$) and European soccer fans ($M_{\text{EuropeSoccer}} = 4.77, SD = .71$). As subscales, Achievement ($t(152) = -2.17, p < .05$) and now Game ($t(152) = -2.42, p < .05$) also showed significant differences. In terms of significant factors, European soccer scores were higher than US baseball scores in Achievement and Game. The results also demonstrated that there were no significant differences ($t(152) = -.56, p > .05$) in terms of tourist motivation.

Sports and Destination Differences of Potential Sports Fan Tourists

In order to compare each constraint scale across different sports, a series of One-way ANOVAs were conducted to analyse the top eight combinations of sports and destinations ($N > 5$).

Table 34 Mean and standard deviation for the constraint subscales by sports category

	OCO	ALT	SEC	LOT	DCU	COM	DIS
Europe Soccer (N=73)	3.54 (1.02)	3.86 (1.50)	3.88 (1.61)	2.58 (1.38)	3.60 (1.62)	3.79 (1.58)	5.03 (1.63)
US MLB (N=71)	3.79 (.99)	4.45 (1.36)	3.80 (1.47)	3.12 (1.07)	3.94 (1.73)	3.65 (1.46)	5.32 (1.58)
Asia Soccer (N=29)	4.30 (.80)	4.07 (1.24)	5.72 (1.50)	4.07 (1.62)	3.95 (1.61)	3.69 (1.34)	5.88 (1.28)
Asia F1 (N=11)	4.05 (1.31)	4.18 (1.54)	4.23 (2.09)	3.32 (1.03)	4.64 (2.10)	3.91 (1.76)	4.95 (1.92)
Europe F1 (N=11)	3.28 (1.56)	3.23 (2.02)	2.95 (1.96)	2.50 (1.94)	3.50 (2.13)	4.23 (2.16)	5.45 (1.90)
UK Tennis (N=7)	3.60 (1.13)	3.93 (1.43)	3.21 (2.08)	2.93 (1.27)	4.07 (1.54)	3.86 (1.46)	4.50 (1.61)
US NFL (N=7)	3.11 (1.03)	2.71 (1.15)	3.07 (1.54)	2.79 (1.75)	2.64 (1.41)	4.36 (2.08)	5.36 (1.41)
Asia Olympic (N=5)	4.02 (.94)	4.40 (.55)	3.90 (2.01)	3.90 (1.14)	4.10 (1.24)	3.80 (1.10)	5.40 (1.39)
<i>F Statistics</i>	2.487*	2.447*	6.140*	4.363	1.182	.361	1.175
Others (N=78)	3.39 (1.13)	3.98 (1.35)	4.45 (1.56)	3.40 (1.31)	3.81 (1.71)	3.87 (1.61)	4.89 (1.59)
Total (N=292)	3.78 (1.08)	4.03 (1.43)	4.14 (1.71)	3.14 (1.40)	3.81 (1.70)	3.81 (1.56)	5.16 (1.60)

* $p < .05$, OCO=Overall Constraints, ALT=Alternative Leisure, SEC=Security
 LOT=Lack of Tourist Attractiveness, DUC=Different Culture, COM=Companions
 DIS=Distance

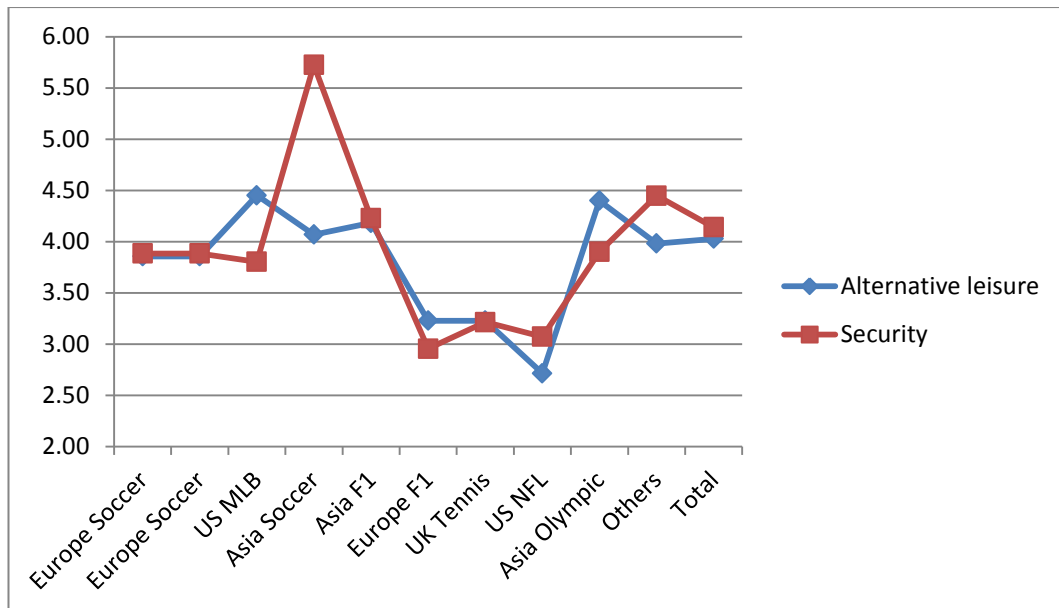


Figure 16 Significant score differences of Alternative Leisure and Security constraints factors by combination of sports and destination

Overall Constraints showed a significant difference between the various sports. The Alternative Leisure $F(7, 206) = 2.447, p < .001$, Security $F(7, 206) = 6.140, p < .05$, and Lack of Tourist Attractiveness $F(7, 206) = 4.363, p < .001$, subscales indicated significant differences between the various sports (Figure 16). Potential Asian soccer fans have constraints around security in Asian countries.

US Major League Baseball vs. European Soccer

Two major sports, US baseball ($N=71$) and European soccer ($N=73$), were compared using an independent t -test. In terms of overall constraints, results from US baseball fans ($M_{USBaseball}=3.79, SD=.99$) and European soccer fans ($M_{EuropeSoccer} = 3.54, SD = 1.02$) indicated no significant differences ($t(142) = -1.488, p > .05$). With regard to subscale, Alternative Leisure ($t(142) = 2.488, p < .05$) and Lack of Tourist Attractiveness ($t(142) = 2.642, p < .01$) showed significant differences (Table 35).

Table 35 Mean, standard deviation, and significant differences in mean score relative sports (US Major League Baseball vs. European Soccer)

	Mean (SD) US Baseball (N=71)	Mean (SD) Europe Soccer (N=73)
Overall Constraints (OCO)	3.79 (.99)	3.54 (1.02)
Alternative Leisure (ALT)*	4.45 (1.36)	3.86 (1.50)
Security (SEC)	3.80 (1.47)	3.88 (1.61)
Lack of Tourist Attractiveness (LOT)**	3.12 (1.07)	2.58 (1.38)
Different Culture (DCU)	3.94 (1.73)	3.60 (1.62)
Companions (COM)	3.65 (1.46)	3.79 (1.58)
Distance (DIS)	5.32 (1.58)	5.05 (1.63)

** $p < .01$; * $p < .05$

4.3.5 Travel Type

Travel Type

Although the Overall Tourist Motivation did not show a significant difference between package tour travellers and independent travellers, Overall Sports Motivation ($t(298) = 3.584, p < .001$) did show a significant difference. In terms of subscales, Socialisation ($t(298) = 3.520, p < .001$), Achievement ($t(298) = 3.505, p < .01$) and Game ($t(298) = 2.497, p < .05$) in sports motivation, and Shopping ($t(298) = 2.308, p < .05$) in tourist motivation showed significant differences. In all four of these significant factors, the package tour tourist scores were higher than those of the fans travelling independently (Table 36).

Table 36 Mean, standard deviation, and significant differences in mean score between package tour and individual travel

	Mean (SD) Package Tour (N=50)	Mean (SD) Individual (N=250)
Overall Sports Motivation (OSM)***	4.98 (.99)	4.42 (1.01)
Socialisation (SOC)***	4.80 (1.16)	4.11 (1.28)
Achievement (ACH)***	4.95 (1.30)	4.20 (1.40)
Relaxation (RXS)	4.59 (1.43)	4.28 (1.35)
Game (GAM) *	5.61 (1.04)	5.11 (1.33)
Overall Tourist Motivation	5.28 (1.02)	5.05 (.93)
Escape (ESC)	5.23 (1.18)	5.06 (1.15)
Nature (NAT)	5.44 (1.16)	5.12 (1.28)
Shopping (SHP) *	5.13 (1.23)	4.67 (1.30)
Gourmet (GUR)	5.33 (1.24)	5.37 (1.17)

*** $p < .001$; * $p < .05$

Travel Duration

One-way ANOVAs were conducted to analyse whether sports fan tourist motivations differed significantly in terms of travel duration. One test was used for each motivation subscale. The results indicated that Overall Sports Motivation did not show significant differences. On the other hand, the Overall Tourist Motivation showed significant differences. With regard to each subscale, the travel duration of actual sports fan tourists had a significant effect on Game in sports motivation and all tourist motivation subscales: Escape, Nature, Shopping and Gourmet (Table 37).

Table 37 Mean, standard deviation, and significant differences in mean score by travel duration

Travel Duration	OSM	Sports Motivation				GAM	OTM	Tourist Motivation			GUR
		SOC	ACH	RXS	ESC			NAT	SHP		
Less than 3 days (N=75)	4.35 (1.28)	4.04 (1.45)	4.21 (1.62)	4.13 (1.42)	5.03 (1.48)	4.71 (1.26)	4.73 (1.34)	4.78 (1.51)	4.39 (1.51)	4.96 (1.47)	
4-10 days (N=170)	4.56 (1.05)	4.27 (1.36)	4.36 (1.37)	4.33 (1.49)	5.31 (1.28)	5.15 (.88)	5.16 (1.18)	5.15 (1.27)	4.89 (1.20)	5.41 (1.12)	
More than 11 days (N=93)	4.25 (.90)	3.98 (1.25)	3.99 (1.41)	4.24 (1.28)	4.83 (1.36)	5.04 (1.04)	5.03 (1.21)	5.28 (1.31)	4.53 (1.52)	5.34 (1.35)	
<i>F</i> Statistics	2.757	1.666	1.990	.516	3.987*	4.813*	3.254*	3.147*	4.332*	3.386*	
Total	4.43 (1.07)	4.14 (1.35)	4.22 (1.44)	4.26 (1.42)	5.12 (1.36)	5.02 (1.03)	5.03 (1.23)	5.11 (1.35)	4.68 (1.38)	5.29 (1.28)	

*p < .05, OSM=Overall Sport Motivation, SOC=Socialisation, ACH=Achievement, RXS=Relaxation, GAM=Game, OTM=Overall Tourist Motivation, ESC=Escape, SHP=Shopping, GUR=Gourmet

The post-hoc test showed that the 4-10 days category ($M_{4-10days} = 5.31$, $SD = 1.28$) had a significantly stronger Socialisation motivation than was the case with regard to the 11 day category in terms of sports motivation (Turkey HSD = .02). In terms of the tourist motivation subscale, the 4-10 days Rugby World Cup tourists are more motivated than the less than 3 days Rugby World Cup tourists in three motivations: Escape (Tukey HSD .02), Shopping (Tukey HSD .02), and Gourmet Gastronomy (Tukey HSD .03).

Table 38 Post-Hoc test: Age group and motivation scores (only significant differences shown)

Motivation Factors	Duration	Duration	Mean Differences	Turkey HSD
GAM	4-10days	>10days	0.48	.02
ESC	4-10days	< 4days	0.43	.02
SHP	4-10days	< 4days	0.50	.02
GUR	4-10days	< 4days	0.45	.03

GAM=Game, ESC=Escape, SHP=Shopping, GUR=Gourmet

4.4 Discussion of International Sports Fan Tourists

The focus of Study 1 is threefold:

- 1) to investigate the demographics and market diversification of international sports fan tourists
- 2) to develop a sports fan motivation scale, a tourist motivation scale, and a constraints scale
- 3) to compare the factors by demographic.

Demographics and market diversification of international sports fan tourists

The first aim of this study was to investigate the demographics of international sports fan tourists and their market diversification, based on actual tourists and potential tourists. There are slightly more male than female international sports fan tourists, both actual and potential, and private company workers make up almost half the numbers. A Japanese national sports survey (Sasakawa Sports Foundation, 2010) indicated that males are more interested in watching overseas sports on TV than females are. The gender demographic results in this study mirror that survey result. Almost half of all sports fan tourists indicated that they were full-time private company workers. Watching sports in foreign countries is very expensive and is seen as a luxury. International sports fan tourists have to pay for air fares and accommodation as well as gate fees. In terms of travel type, they preferred individual travel to package tours: package tours for actual international fan tourists (14.8%) against 22.0 % for overall outbound tourists. Most international sports fans enjoy organising their own sports watching. With regard to market diversification, Major League Baseball and European Soccer are two major sports for both actual (45.5%) and potential sports fans (67.3%). These two sports are very popular in Japan (Sasakawa Sports Foundation, 2010). The Major League Baseball season runs from April to October, and the European Soccer season goes from August to May. These two major sports have a larger number of events than the other sports have and it is, therefore, easier to get tickets for them than for other sports. Popular sports to watch on TV are Major League Baseball, car racing (including Formula One), and overseas soccer (Sasakawa Sports Foundation, 2010). From a tourist perspective, Japan Tourism Marketing (2012) shows that the major destinations of Japanese outbound tourists

are: 1. China, 2. South Korea, 3. Taiwan, 4. Hong Kong, and 5. Hawaii. The popular destinations of general outbound tourists are concentrated in neighbouring countries; however, the destinations of actual sports fan tourists have diversified into three main regions: 1. North America, 2. Europe, and 3. Asia. The USA has many kinds of professional sports leagues, such as baseball, basketball, golf, American football, and ice hockey, that have developed a sophisticated structure, while professional sports leagues in neighbouring countries are still underdeveloped, although the Olympic Games and some Formula One races have been held in some Asian countries.

Actual Sports Fan Tourists Motivation Scale

In terms of actual fans, previous studies have mainly approached sports fan motivation scales (Funk et al., 2001; Milne & McDonald, 1999; Wann, 1995) and tourist motivation scales separately (Crompton, 1979; Pearce, 2005; Pearce & Lee, 2005). The four sports fan motivation factors (Socialisation, Achievement, Relaxation in Sports, Enjoy a high level of Games) were included in previous major sports fan motivation scales. Out of the four sports fan motivation factors, Watching the Game was the highest motivation. Fans wanted to watch a high level of games (Funk et al., 2003; Neale & Funk, 2006). This finding implies that international sports fan tourists are motivated by the expectation of enjoying a high level of international games, which they usually cannot watch at stadiums in Japan. Socialisation also is a key motivation factor for international sports fans. A spectator is motivated to experience sports events because of the opportunities of enhancing human relationships with other spectators, friends, and others (Shank, 2005; Wann, 1995). The stadiums of US Baseball or European Soccer have a particular atmosphere and the sports fans are different from those in Japan. International sports fans can have a good opportunity to share satisfaction with other fans. The Achievement factor is associated with the Devoted fan and the Fanatical fan (Hunt et al., 1999). A sports fan perceives attending sports events as providing an opportunity for various achievements (Funk et al., 2009). Sports fans want to feel relaxed. Going overseas to watch sports is considered to be a means of getting away from daily life and indicates seeking a mental health diversion (Funk et al., 2009; Smith, 1988; Wann, 1995). For tourist motivation, Escape (Crompton, 1979; Pearce, 2005) and Nature (Pearce, 2005) were included in

previous tourist motivation scales. Two other factors (Shopping and Gourmet Gastronomy) were added to the base motivation factors for international sports fan tourists (Hjalager, Richards, & Minho (Portugal). Regional Tourist Board., 2002; Japan Travel Bureau Foundation, 2010; Timothy, 2005). Seeking Gourmet food and Shopping are common characteristics of Japanese outbound tourists. In particular, Shopping is a key motivation for Asian tourists, including Japanese outbound tourists (Japan Travel Bureau Foundation, 2010). Overall, tourist motivation factors are stronger than sports fan motivation factors. This result suggests that international general sports fans consider Watching the Game as just one of the tourist activities.

Potential Sports Fan Tourist Constraints Scale

With regard to potential fans, six constraint factors were extracted. A classification of internal constraints and external constraints (Kim & Trail, 2010) found that Different Cultures and Companionship are internal constraints; while Alternative Leisure, Security, Lack of Tourist Attractiveness and Distance are external constraints. As expected the Distance dimension was the highest constraint for international tourists. The destinations of most potential fan tourists are Europe and North America, although some potential fan tourists want to go to neighbouring Asian countries such as China, Taiwan, or South Korea. In addition, the external constraints of Security and Alternative Leisure are high barriers for potential international sports fan tourists. Security has become a great concern since 9/11, 2001 (Taylor & Toohey, 2006) and this is an important constraint factor for potential international sports fan tourists. The cost of watching international sports is obviously much higher than for watching domestic sports. Potential sports fan tourists consider and compare watching sports in a foreign country with the cost of other leisure activities. The Alternative Leisure factor is also a strong constraint factor for potential international sports fan tourists. The results imply that external constraints such as Distance, Security, and Alternative Leisure would be key factors for potential sports fan tourists.

Factor Comparison by Demographics

The third aim of this study was to compare the motivation factors of actual sports fan tourists with the constraint factors of potential sports fan tourists by

demographic. In this study, each factor score was compared by gender, age, sports experience, kind of sports, travel type, and travel duration. Marketing managers of sports organisations or travel companies have to understand the behaviour of sports fan tourists.

Actual Fan: Gender With regard to actual fans, gender differences have been observed in the motivation of sports fans in some studies (Fink et al., 2007; Ridinger & Funk, 2006; Wann, 1995; Wann et al., 1999). No gender differences were found for sports motivation, although significant differences were observed in certain tourist motivating factors, namely Escape, Gourmet, and Shopping. This is a similar result to that found by another sport tourist study (Funk, Toohey, & Bruun, 2007), although their sample was marathon participants as active sports tourists. Tourist motivation is also more important than sports fan motivation.

Age In terms of age differences, Socialisation (a sports fan motivation factor) and Nature (a tourist motivation factor) showed significant differences. Jönsson and Devonish (2008) found that older tourists were likely to travel to learn about a Different Culture and for Relaxation. Younger tourists were likely to do more physical activity. The 20-29 year-old category had a strong motivation for Nature. and this study has similar results to those found by Jönsson and Devonish (2008). However, the 20-29 year-old category's strong motivation for Socialisation is a characteristic found in sports fan tourists. The results suggest that younger international sports fans would like to meet other spectators or share satisfaction with others when they watch sports.

Sports and Destination Difference The Achievement and Watching the Game factors showed significant differences between those who play the sport and those who do not. Tokuyama and Greenwell (2011) examined the similarities and differences in the motivation of US soccer consumers and showed that fans who are highly involved in watching sports had Competition as a motivation factor. Similar results to those of Tokuyama and Greenwell (2011) are found in this study. My results confirmed that sports fans who play have a stronger game-related motivation than fans who do not play. Some studies analysed sports fan motivation by different sports. McDonald et al. (2002) indicated the existence of

eight significantly different factors (achievement, skill mastery, physical risk, affiliation, aesthetics, aggression, value development, and self-actualisation). James and Ross (2004) demonstrated that there were three significant factors: drama, team effort, and achievement. Achievement is a common significantly different factor for sports. The differences between the tourist motivations of international sports fan tourists are dependent not only on their destination zone but also on a combination of their destination and their particular sport. US baseball and European soccer are two major sports for international sports fan tourists. Achievement and Watching the Game are the predominant motivating factors for European soccer fans. All the scores for sports fan motivating factors in European soccer are higher than those for US baseball. The results suggest that European soccer fans have a higher motivation score than US baseball fans, in particular for game-related interests (i.e., Achievement and Watching the Game).

Travel Type For travel type, overall sports fan motivation showed a significant difference. Each sports motivation subscale (Socialisation, Achievement, and Watching the Game) demonstrated significant differences. A package tour is more purpose-specific, while individual tourists expect more freedom (Japan Travel Bureau Foundation, 2010; Yamamoto & Gill, 1999). Sports fan tourists using package tours are more strongly committed to watching sports than individual tourists are. In terms of tourist motivation, only the Shopping subscale showed a significant difference between package tours and individual travel (referred to as independent travel in the all analysis and including all travel types except package tours). With regard to Travel Duration, all tourist motivations showed a significant difference across different travel durations. Some sports fans who stay for only a short duration focus mainly on sports watching because their tourist motivation is relatively low compared to those who stay longer. In terms of sports motivation, only Watching the Game showed a significant difference. Tourists who stay for a short time concentrate on Watching the Game because they do not have enough time for tourist activities.

Potential fan: Gender With regard to potential fans, there is not much difference compared to actual sports fan tourists. I found significant differences only in gender and type of sports. Some studies (Pennington-Gray & Kerstetter, 2002;

Trail et al., 2008) analysed the gender difference of travel or sports events: however, no study has examined gender differences in terms of constraints for international sports fan tourists. This study's result suggests that the tourist factor is important for male potential fan tourists. Perceived Lack of Tourist Attractiveness is important for male potential sports fan tourists.

Sports and destination difference There are some studies of sports fan constraints in different sports (Kim & Trail, 2010; Pritchard et al., 2009; Trail et al., 2008). Kim and Trail (2010) analysed the constraint and motivation factors of US women's basketball fans. However, these studies focus on only one sport. The results showed that the Security factor was dependent on the tourists' destination region. Asian soccer, Asian F1 and Asian athletics demonstrated higher constraints than European or US region sports. This result implies that international sports fan tourists feel Asian regions are more dangerous than North American or European regions. Two major sports, European soccer and US baseball, were compared in this section. Alternative Leisure options and a Lack of Tourist Attractiveness were the factors that showed significant differences between US baseball and European soccer. The results suggest that European soccer fans do not have as many constraints on tourist activity as US baseball fans. European soccer fans like to focus on watching sports.

4.5 Chapter Summary

This chapter analyses the results of Study 1. First, I profiled the researchers' sample and their market diversification. Secondly, I developed an International Sports Motivation Scale (Socialisation, Achievement, Relaxation, and Watching the Game), an International Tourist Motivation Scale (Escape, Nature, Shopping, and Gourmet Gastronomy) and an International Sports fan tourist Constraint Scale (Alternative Leisure, Security, Lack of Tourist Attraction, Cultural Differences, Companionship, and Distance). Third, I compared their scores in terms of demographics. Finally, I discussed the situation with regard to international sports fan tourists. The next chapter looks at the motivation and constraints in terms of the Rugby World Cup 1987-2007 tourists.

5. Study 2 (Rugby World Cup 1987-2007 Tourist) Results

This chapter explains the results in relation to former Rugby World Cup tourists (1987-2007). Data was collected from members of the Japan Rugby Football Union Members Club ($N=645$) between 23 December 2010 and 21 January 2011. As the market diversification showed in Study 1, the proportion of rugby tourists is low (2.1%). Hence, it was difficult to collect data for statistical analysis, so I negotiated with the Japan Rugby Football Union and accessed its members club database.

The sample consists of fans who are strongly committed to rugby, so perhaps not surprisingly, the data had a gender imbalance (85.9% male to 14.1% female). Age groups were concentrated in the 31 to 60 year-old age range. Sixty-one point one per cent were married with 55.4% of the respondents having children. In terms of employment, private company workers were the most numerous at 60.3% and then public workers (10.6%), no job (8.6%) and self-employed (6.3%) (Appendix 2-2).

As a first step, two types of fans were extracted from the general sample: Rugby World Cup tourists and potential Rugby World Cup tourists. Table 39 shows this breakdown. Rugby World Cup tourists are fans who have been to a Rugby World Cup, and potential Rugby World Cup tourists are fans have not been to a Rugby World Cup but have considered going to watch one.

Table 39 Rugby World Cup fan (1987-2007) breakdown

Rugby World Cup Tourist Category	<i>N</i>	%
Actual Rugby World Cup tourists	101	15.6
Potential Rugby World Cup tourists	297	46.0
Not a Rugby World Cup tourist	247	38.3
Total	645	100.0

The analysis of actual Rugby World Cup tourists is described in 5.1, and of potential Rugby World Cup tourists in 5.2.

5.1 Statistics Description (Step 1)

5.1.1 Actual Rugby World Cup 1987-2007 Tourist Demographics

Sociodemographics

The number of Rugby World Cup fans who had been to watch the Rugby World Cup from 1987 to 2007 was 101 (15.6%). Table 40 shows the sociodemographic variables of these tourists.

Table 40 Socio demographic variables of actual Rugby World Cup tourists

Variables	Category	N	%
Gender	Male	85	84.2
	Female	16	15.8
Age	under 20 years	0	0.0
	21-30 years	0	0.0
	31-40 years	15	14.9
	41-50 years	39	38.6
	51-60 years	28	27.7
	61 years and over	19	18.8
Marital Status	Married	74	73.3
	Unmarried	27	26.7
Children	Yes	171	50.6
	No	167	49.4
	(missing)	1	
Profession	Private company	57	56.4
	Public worker	6	5.9
	Self-employed	18	17.8
	Housewife	1	1.0
	Student	0	0.0
	No job	11	10.9
	Others	8	7.9

As also shown in another international rugby fan study (Davies & Williment, 2008), there are more males (84.2%) than females (15.8%) in the sample. All respondents were over 31 years of age and 85.1% of the respondents were over 41 years, which is not surprising because this survey was conducted with regard to

watching the previous World Cups (1987-2007). Seventy-three point three per cent of the respondents are married and 44.6% have children. With regard to occupation, private company employment ranked first with 56.4%, second came self-employment with 17.8%, unemployed (including retirement) coming third (10.9%), and finally public employees fourth with 5.9%.

Domestic rugby fan categories and marketing event participation

Table 41 indicates the fan category and the degree of participation in the marketing events.

Table 41 Domestic fan categories of actual Rugby World Cup tourists

Variable		N	%
Rugby Player Experience	Experience	41	40.6
	No experience	59	58.4
	(missing values)	1	1.0
Top League Rugby	Watches	92	91.9
	Does not watch	9	8.9
	(missing values)		
University Rugby	Watches	80	79.2
	Does not watch	20	19.8
	(missing values)	1	1.0
Test match (Japan)	Watches	59	58.4
	Does not watch	42	41.6
	(missing values)		
Sky TV Contract	Has a contract	75	75.8
	No contract	24	24.2
	(missing values)	2	
Bledisloe Cup, Tokyo 2009	Watched	62	62.6
	Did not watch	37	37.4
	(missing values)	2	
Giantball Event, Tokyo 2009	Visited	65	64.4
	Did not visit	35	34.6
	(missing values)	1	1.0

This data was collected from the Japan Rugby Football club members' database and these members are strongly committed to rugby. Forty-one per cent of the respondents have had previous rugby playing experiences. With regard to domestic rugby matches, the actual Rugby World Cup tourists watch Top League (91.9%), University games (80.0%), and Japan representative test match games (58.4%). If a fan wants to watch rugby union matches, including international matches, on TV in Japan, he or she has to take out a contract with Sky TV. In order to watch the rugby matches, 75.8% of the respondents had a contract with SKY TV. The Bledisloe Cup and the Giantball Project were held in 2009 as part of the marketing campaign for the Rugby World Cup 2011 (Tourism New Zealand, 2010). The Bledisloe Cup was watched by 62.6 % of the respondents and 65% of the respondents went to the Giant Rugby Ball marketing event in Tokyo, Japan.

Rugby World Cup Market

The Rugby World Cup has been held every 4 years since 1987. The number of sports tourists who had been overseas to watch two or more Rugby World Cups was more than half (56.4%). Table 36 shows the number of Rugby World Cup tourists at each Rugby World Cup event (if respondents went to more than one, the most recent one was used as a sample). The email survey was sent on 23 December 2010 and the deadline for replying was 16 January 2011. The survey results showed that at that time 93% of the respondents had been to three recent Rugby World Cups (2007 France, 2003 Australia, and 1999 Wales).

Table 42 Actual Rugby World Cup tourists by year

Rugby World Cup	Year	N	%
France	2007	63	62.4
Australia	2003	18	17.8
Wales	1999	13	12.8
South Africa	1995	1	1.0
England	1991	2	2.0
New Zealand and Australia	1987	4	4.0
Total		101	100.0

Travel Type

Table 38 indicates travel type and travel duration. Package tours were the most popular being taken by 49.5%, then individual arrangements with 45.5%, followed by others with 4.9%.

Table 43 Travel Type of actual Rugby World Cup tourists

Variable	Category	N	%
Travel Type	Package Tour	50	49.5
	Individual Travel	46	45.5
	Others	5	4.9
	Total	101	100
Travel Duration	1-2 days	1	1.0
	3 days	6	5.9
	4-7 days	50	49.5
	8-10 days	24	23.8
	11-14 days	11	10.9
	15+ days	9	8.9
	Total	101	100

The Rugby World Cup tourists used package tours because of the difficulty of otherwise obtaining tickets. In terms of travel duration, 49.5% of the respondents were away for 4-7 days and 23.8% of respondents were away for 8-10 days. This result reflects the short vacation period of Japanese workers (Ministry of Health, Labour and Welfare, 2007).

5.1.2 Potential Rugby World Cup Tourist Demographics

The number of the Rugby World Cup fans who had considered going to watch the Rugby World Cup between 1987 and 2007 was 297 (46.0%). The actual number of Rugby World Cup tourists was 101 (15.6%), so potential Rugby World Cup tourists were almost triple those of actual Rugby World Cup tourists. Table 44 shows the sociodemographic variables of the potential Rugby World Cup tourists.

Table 44 Sociodemographic variables of potential Rugby World Cup (1987-2007) tourists

Variable		N	%
Gender	Male	259	87.2
	Female	38	12.8
Age	under 20 years	1	0.3
	21-30 years	2	0.7
	31-40 years	39	13.1
	41-50 years	121	40.7
	51-60 years	87	29.3
	61 years and over (missing values)	47	15.8
Marital Status	Married	228	76.8
	Unmarried	68	22.9
	(missing values)	1	0.3
Children	Yes	191	76.8
	No	102	22.9
	(missing values)	1	0.3
Profession	Private company	186	62.6
	Public worker	36	12.1
	Self-employed	24	8.1
	Housewife	2	0.7
	Student	11	3.6
	No job	21	7.1
	Others	15	5.1
	(missing values)	2	0.7
Total		297	100.0

As with the potential Rugby World Cup tourists, there were many more males (87.2%) than females (12.8%); furthermore, the male proportion was slightly higher than that for actual Rugby World Cup tourists. As with the actual tourists, most of the respondents were over 31 years of age and 85.8% were over 41. In terms of marital status, the proportion of potential tourists who were married (76.8%) was almost the same as for actual Rugby World Cup tourists (73.3%); however, the proportion of potential tourists with children (76.8%) was more than for actual Rugby World Cup tourists (50.6%). The previous Rugby World Cup events were held in September and October, which is not a school holiday season

in Japan. Rugby fans who had no children had found it easier to travel than people who had children because this survey was conducted with regard to previous World Cup (1987-2007) spectators.

With regard to employment, there were more potential tourists who were private company workers and public workers than for the actual RWC tourists. On the other hand, there were fewer potential tourists who were self-employed than was the case with actual RWC tourists. Usually, Japanese workers, including private company and public workers, take their vacation during the summer (August) season and at the end of the year (from the end of December to the first week of January). It is difficult for employed workers to take a vacation during the rest of the year.

Domestic rugby fan categories and marketing event participation

Table 45 indicates the category of fans who participated in the marketing events. Fifty-two point one per cent of respondents have watched rugby matches. In terms of watching domestic rugby, the potential tourists watch Top League (94.6%), University games (78.1%), and Japan representative test match games (42.1%). For Top League and University matches, the proportion of potential tourists is the same as for actual tourists. The percentage of potential tourists with Sky TV contracts (54.1%) and Bledisloe Cup 2009 spectators (40.4%) is lower than that of actual tourists (75.8% and 62.6% respectively). Potential tourists have less interest in international rugby games than do actual tourists. Relating to the Giant Rugby Ball events, the participation ratio of potential tourists (15.2%) is much lower than that of actual tourists (65.0%).

Table 45 Domestic Fan Categories of potential Rugby World Cup (1987-2007) tourists

Variable		<i>N</i>	%
Rugby Experience	Yes	152	51.1
	No	144	48.6
	(missing values)	1	0.3
Top League	Yes	281	94.6
	No	14	4.7
	(missing values)	2	0.7
University	Yes	232	78.1
	No	65	21.9
Test match (Japan)	Yes	125	42.1
	No	172	57.9
Sky TV Contract	Yes	159	53.6
	No	135	45.4
	(missing values)	3	1.0
Bledisloe Cup, Tokyo 2009	Yes	120	40.4
	No	176	59.3
	(missing values)	1	0.3
Giantball Event, Tokyo 2009	Yes	45	15.2
	No	248	83.5
	(missing values)	4	1.3

Potential Rugby World Cup tourist market diversification

Table 46 shows the number of potential tourists thinking about going to a Rugby World Cup. Eighty-seven point seven per cent of respondents had thought about attending two recent World Cups (2007 France and 2003 Australia).

Table 46 Potential Rugby World Cup tourists by year

Rugby World Cup	Year	N	%
France	2007	159	54.5
Australia	2003	97	33.2
Wales	1999	10	3.4
South Africa	1995	8	2.7
England	1991	9	3.1
New Zealand and Australia	1987	9	3.1
(Missing values)		5	
Total		297	100.0

5.2 Factor Analysis (Step 2)

5.2.1 Actual Rugby World Cup (1987-2007) Tourist Sports Fan Motivation Scale

As with Study 1, factor analysis was used to identify the sports fan motivation and tourist motivation of actual Rugby World Cup tourists.

Sports Fan Motivation

An EFA was employed on the actual Rugby World Cup tourist sample ($N=101$) using principal axis factoring analysis with promax rotation. At the first rotation, six factors with eigenvalues greater than 1.0 were extracted (Chi-Square (174, $N=101$) = 308.276, $p < .001$; GFI=.790 (<.900); RMSEA=.088 (<.090); CFI =.878 (<.900); AIC=422.276). RMSEA fitted; however, two other indices did not fit. The process of EFA was repeated and was tested again. Finally, four factors with 10 items were identified (11 items were dropped from the 21-item pool (See Appendix 3-4).

Table 47 Factor analysis of sports fan motivation items

Factor and Items	EFA		CFA		
	Loading	α	SFL	CR	AVE
1. Achievement (ACH)		.92		.93	.80
SM 7 Feel achievement of my favourite team	.93		.90		
SM 9 Feel proud of my favourite team	.92		.89		
SM 8 Feel achievement of my favourite player	.85		.90		
2. Relaxation (RXS)		.88		.88	.72
SM 16 To be distracted from daily life	.92		.84		
SM 18 Relax mentally	.89		.90		
SM 17 Relax physically	.71		.80		
3. Socialisation (SOC)		.87		.88	.79
SM 21 Share satisfaction with others	.95		1.00		
SM 19 Meet other spectators	.80		.76		
4. Aesthetics (AES)		.79		.82	.70
SM 12 Enjoy the game as beauty	.83		.68		
SM 11 Enjoy the event as art	.78		.97		

* α =Cronbach's alpha
SFL=Standardised Factor Loadings
CR=Composite Reliability
AVE=Average Variance Extracted

The four-factor structure was tested by a CFA. The results indicated an acceptable fit (Chi-Square (29, $N=101$) =47.757, $p = .016$; GFI=.918 (>.900); RMSEA=.080 (<.090); CFI =.970 (>.900); AIC=99.757). Both KMO (.738) and Bartlett's Test of Sphericity (636.332, $df= 45$, $p < .001$) indicated significant correlation between the items.

The Rugby World Cup motivation scale consists of four factors. These were labelled Achievement (ACH), Relaxation (RXS), Socialisation (SOC), and Aesthetics (AES). Aesthetics is a different factor from the motivation factors for general international sports tourists. The Rugby World Cup tourists are concerned with beauty or art when they watch the games at the Rugby World Cup. Aesthetics is one of the SFMS (Wann, 1995) or the SII (Funk et al., 2001) sports motivation factors. The Cronbach's alpha of the total scale is .885, and the alphas for each of the four factors were above the criteria.

Tourist Motivation

An EFA also was conducted to identify the tourist motivation of actual RWC tourists ($N=101$). At the first rotation, seven factors with eigenvalues greater than 1.0 were extracted (Chi-Square (231, $N=101$) =647.642, $p < .001$; GFI=.677 (<.900); RMSEA=.134 (>.090); CFI =.793 (<.900); AIC=785.642). Three criteria, however, did not fit. So the process of EFA was repeated and was tested again. As a result of repeated rotation, three factors were extracted (16 items were dropped from the pool of 24 – See Appendix 3-5). The results indicated an acceptable fit (Chi-Square (17, $N=101$) =25.719, $p =.080$; GFI=.942 (>.900); RMSEA=.072 (<.090); CFI=.984 (>.900); AIC=63.719). To examine the data suitability, KMO (.670) and Bartlett’s Test of Sphericity (545.997, $df= 28$, $p < .001$) were used and both exceeded the criteria.

Table 48 Factor analysis of tourist motivation items

Factor and Items	EFA		CFA		
	Loading	α	SFL	CR	AVE
1. Kinship (KIN)		0.91		.91	.78
TM 15 Have a good time with friends or family	.94		.93		
TM 13 Strengthen the relationship with friends or family	.91		.90		
TM 14 Relax with friends or family	.79		.81		
2. Shopping (SHP)		0.88		.88	.79
TM 20 Purchase souvenirs	.92		.95		
TM 19 Enjoy shopping	.86		.82		
TM 21 Enjoy window shopping	.75		.75		
3. Destination Learning (LEA)		0.93		.95	.91
TM 2 Get knowledge	.95		.82		
TM 3 Learn a lot	.92		1.07		

* α =Cronbach alpha
 SFL=Standardised Factor Loadings
 CR=Composite Reliability
 AVE=Average Variance Extracted

Three tourist motivation factors were identified by an EFA. The first factor was entitled Kinship (KIN). The Rugby World Cup tourists wanted to have a good time with family or friends (Crompton, 1979). The second factor was labelled

Shopping (SHP). The third factor was named Destination Learning (LEA). The tourists were motivated to learn about the destination when they watched the Rugby World Cup. The Cronbach's alpha of the total scale is .928, and the alphas for each of the three factors were above .80.

5.2.2 Rugby World Cup (1987-2007) Tourist Motivation Factor Scale and Scores

The Rugby World Cup (1987-2007) motivation scale consists of four sports motivation factors (Achievement, Socialisation, Relaxation, and Aesthetics) and three tourist motivation factors (Kinship, Shopping, and Destination Learning). Table 49 indicates the mean scores and standard deviations with regard to motivation factors.

Actual Rugby World Cup (1987-2007) Tourists

Overall Sports Motivation is higher than Overall Tourist Motivation. With regard to sports motivation, Achievement is the highest and Relaxation is the lowest. With regard to tourism motivation, Destination Learning is high and Shopping is the lowest factor.

Table 49 Rugby World Cup sport fan motivation and tourist motivation construct and score

Rugby World Cup: Sport Fan Motivation construct (4 Factors)
 7-pt. Likert scale, 1. Strongly Disagree -7. Strongly Agree

Achievement ($M=4.79, SD=1.72$)

- Feel achievement of my favourite team
- Feel proud of my favourite team
- Feel achievement of my favourite player

Socialisation ($M=4.73, SD=1.51$)

- Share satisfaction with others
- Meet other spectators

Aesthetics ($M=4.16, SD=1.49$)

- Enjoy the game as beauty
- Enjoy the event as art

Relaxation in Sport ($M=3.93, SD=1.64$)

- To be distracted from daily life
- Relax mentally
- Relax physically

Rugby World Cup: Tourist Motivation construct (3 Factors)
 7-pt. Likert scale, 1. Strongly Disagree -7. Strongly Agree

Destination Learning ($M=4.74, SD=1.51$)

- Get knowledge
- Learn a lot

Kinship ($M=4.34, SD=1.69$)

- Have a good time with friends or family
- Strengthen the relationship with friends or family
- Relax with friends or family

Shopping ($M=4.01, SD=1.48$)

- Purchase souvenirs
- Enjoy shopping
- Enjoy window shopping

5.2.3 Factor Score Difference among Rugby World Cup 2007, 2003 and 1999

The Factor score is different for each Rugby World Cup. The sample data for the 1995 Rugby World Cup is smaller than that for the 1999 Rugby World Cup. Three Rugby World Cups' (2007 France ($N=63$), 2003 Australia ($N=18$) and 1999 Wales ($N=13$)) scores were compared by means of one-way ANOVA.

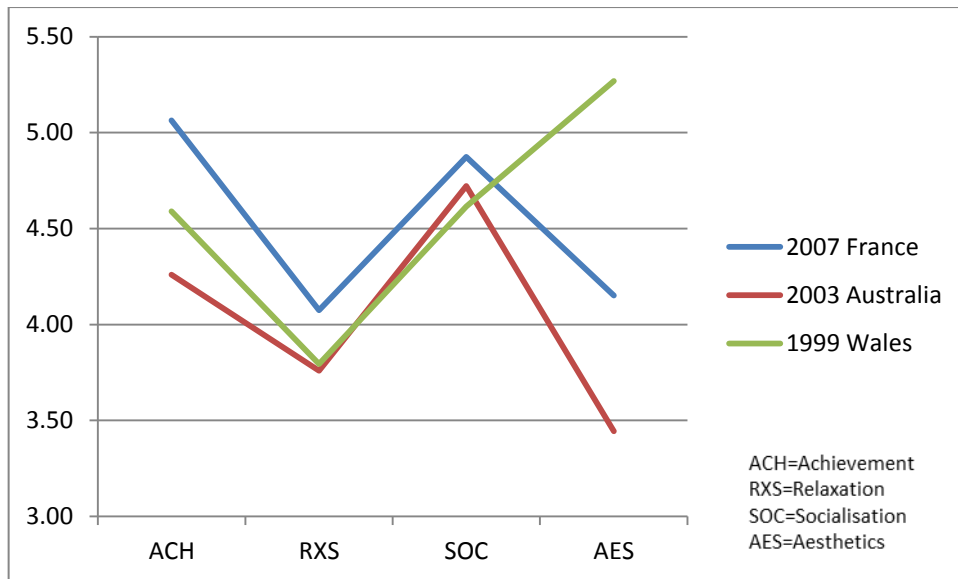


Figure 17 Comparison of sports motivation factors across Rugby World Cup 2007 France, 2003 Australia and 1999 Wales

Figure 17 compares the four Rugby World Cup sports motivation factors of the 2007 France, 2003 Australia, and 1999 Wales events. The motivation pattern is similar except for Aesthetics. Aesthetics $F(2, 91) = 6.369, p < .01$ showed a significant difference.

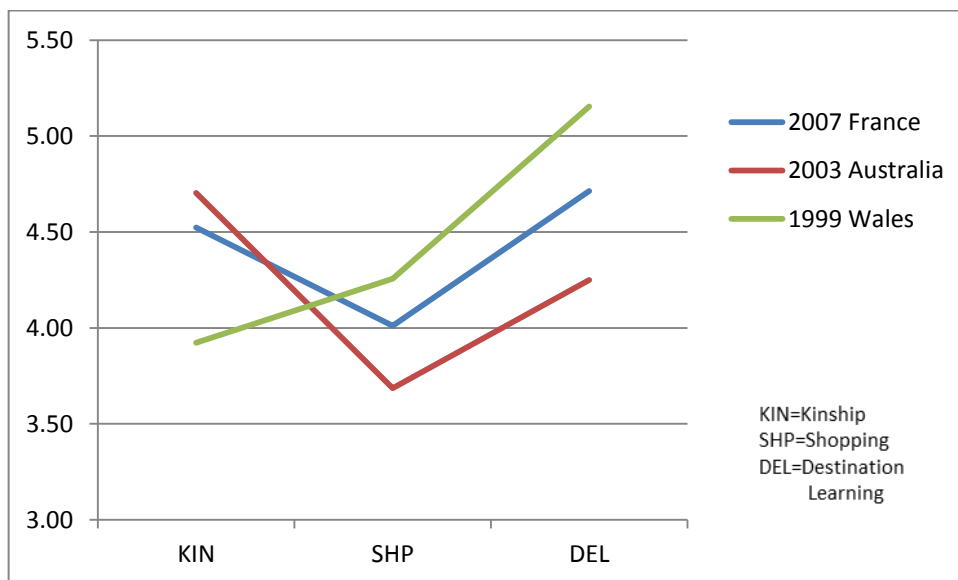


Figure 18 Comparison of tourist motivation factors among Rugby World Cup 2007 France, 2003 Australia and 1999 Wales

Figure 18 compares the four Rugby World Cup tourist motivation factors of the Rugby World Cup 2007, 2003 and 1999 tourists. The motivation pattern is similar and showed no significant difference across the three Rugby World Cups.

5.2.4 Potential Rugby World Cup Tourist Constraint Scale

EFA was used on the potential Rugby World Cup tourist sample ($N=297$). At the first rotation, eight factors with eigenvalues greater than 1.0 were extracted (Chi-Square (271, $N=297$) =661.008, $p < .001$; GFI=.852 (<.900); RMSEA=.070 (<.090); CFI =.888 (<.900); AIC=821.008). Two criteria (GFI >.900 and CFI >.900) did not fit, although RMSEA did fit. As a result of repeated rotation in order to fit three criteria, six factors with 15 items were identified (11 items were dropped from the 26 items in the pool – See Appendix 3-6).

Table 50 Factor analysis of constraint items

Factor and Items	EFA		CFA		
	Loading	α	SFL	CR	AVE
1. Companions (COM)		.81		.81	.46
CO 5 Difficult to find companions	.74		.65		
CO 6 Schedule of family	.72		.64		
CO 22 Family are not interested in event	.67		.76		
CO 4 Vacation schedule of companions	.63		.54		
CO 21 Friends are not interested in event	.63		.77		
2. Security (SEC)		.94		.94	.88
CO 14 Politics in host country	.95		.94		
CO 13 Security in host country	.88		.94		
3. Alternative Leisure (ALT)		.92		.92	.85
CO 11 Do alternative leisure	.99		.92		
CO 12 Spend money for alternative leisure	.87		.92		
4. Different Culture (DCU)		.88		.90	.82
CO 9 Different language	.89		.82		
CO 10 Different culture	.83		.98		
5. Lack of Tourist Attractiveness (LOT)		.83		.84	.72
CO 23 Lack of tourist attractiveness	.87		.89		
CO 24 Not sure I can enjoy other activities	.78		.81		
6. Rugby Information (RUI)		.81		.82	.69
CO 18 Do not know players' names in foreign countries	.92		.89		
CO 17 Do not know rugby in foreign country	.76		.77		

* α =Cronbach alpha

SFL=Standardised Factor Loadings

CR=Composite Reliability

AVE=Average Variance Extracted

The evaluation of fit indices indicated that the fit of the six factors in the potential Rugby World Cup tourist constraint model was accepted (Chi-Square (75, $N=297$) =184.143, $p < .001$; GFI=.924 ($>.900$); RMSEA=.070 ($<.090$); CFI =.955 ($>.900$); AIC=274.143). KMO (.772) and for Bartlett's Test of Sphericity (2505.469, $df = 105$, $p < .001$) both exceeded the criteria.

The six factors were entitled Companions (COM), Alternative Leisure (ALT), Different Culture (DCU), Lack of Tourist Attractiveness (LOT), and Rugby Information (RUI). All constraint factors were the same as for potential general sports tourists except for Rugby Information. Potential Rugby World Cup tourists feel that they do not have enough information about players or teams. Lack of knowledge is one of the constraint factors (Kim & Trail, 2010). The Cronbach's alpha of the total scale is .884, and the alphas for each of the six factors were above .80. As per the classification of Crawford's model (Crawford & Godbey, 1987; Crawford et al., 1991), Different Culture (DCU), and Alternative Leisure (ALT) are an interpersonal constraint, Companions (COM) is an intrapersonal constraints, and Security (SEC) and Rugby Information (RUI) are a structural constraint.

5.2.5 Potential Rugby World Cup (1987-2007) Tourists Constraints Scale and Scores

The Rugby World Cup (1987-2007) tourist constraints scale consists of six constraint factors (Companions, Security, Alternative Leisure, Different Culture, Lack of Tourist Attractiveness, and Rugby Information). Table 51 shows the mean score and the standard deviation with regard to the constraint factors. Companions has the highest factor, while Rugby Information and Security are above average. Next come Different Culture and Alternative Leisure, while Lack of Tourist Attractiveness is the lowest.

Table 51 Potential Rugby World Cup (1987-2007) tourist constraints constructs and score

Potential Rugby World Cup Fan Tourists: Constraints construct (6 Factors)
7-pt. Likert scale, 1. Strongly Disagree -7. Strongly Agree

Companions ($M=3.34$, $SD=1.59$)

- Difficult to find companions
- Schedule of family
- Family are not interested in event
- Vacation schedule of companions
- Friends are not interested in event

Rugby Information ($M=2.87$, $SD=1.54$)

- Do not know players' names in foreign countries
- Do not know rugby in foreign country

Security in host country ($M=2.65$, $SD=1.73$)

- Politics in host country
- Security in host country

Different Culture ($M=2.29$, $SD=1.53$)

- Different language
- Different culture

Alternative Leisure ($M=2.15$, $SD=1.30$)

- Do alternative leisure
- Spend money for alternative leisure

Lack of Tourist Attractiveness ($M=1.94$, $SD=1.13$)

- Lack of tourist attractiveness
- Not sure I can enjoy other activities

Following the Leisure Constraints model (Crawford & Godbey, 1987; Crawford et al., 1991), constraint factors of potential Rugby World Cup tourists can be categorised into three groups:

1. Interpersonal constraints: Alternative Leisure and Different Culture
2. Intrapersonal constraints: Companions
3. Structural Constraints: Security, Lack of Tourist Attractiveness and Rugby Information.

5.2.6 Factor Score Differences across Rugby World Cup 2007, 2003 and 1999

The Factor scores are different for each Rugby World Cup. Three Rugby World Cups' (2007 France ($N=159$), 2003 Australia ($N=97$) and 1999 Wales ($N=10$)) scores were compared by means of one-way ANOVA.

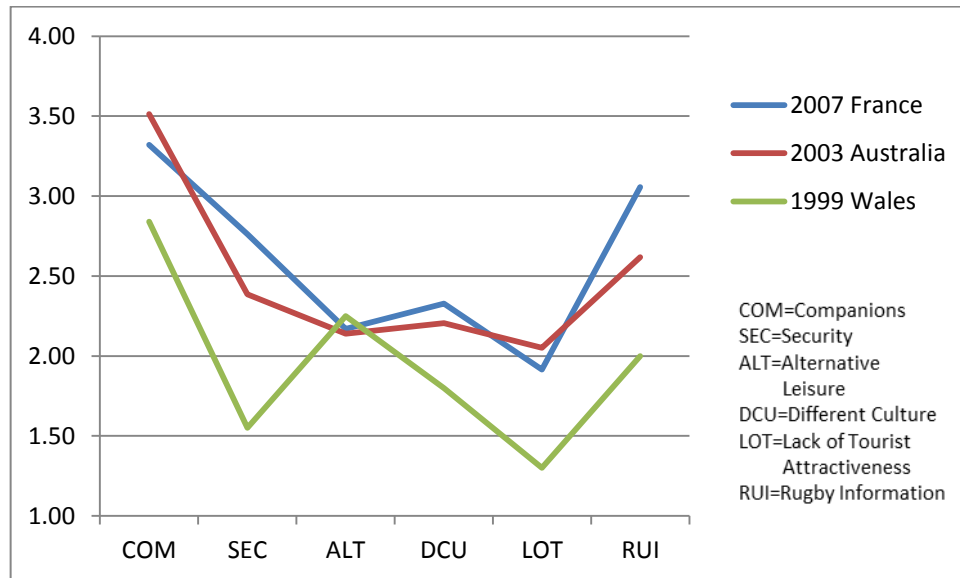


Figure 19 Comparison of constraint factors between Rugby World Cup 2007 France, 2003 Australia and 1999 Wales potential tourists

Figure 19 compares six Rugby World Cup tourist constraint factors for 2007 France, 2003 Australia, and 1999 Wales. Security $F(2, 263) = 3.508, p < .05$ and Rugby Information $F(2, 263) = 4.135, p < .05$ showed a significant difference among three Rugby World Cup's.

5.3 Factor Score Comparisons by Demographics (Step 3)

This section examines motivation and constraint factors in terms of demographic differences (Gender, Age, Different Rugby World Cups (1987-2007), Sports Experiences, and Travel Type). The factor score for each factor was compared using one-way ANOVAs and the independent t -tests.

5.3.1 Gender

Actual Rugby World Cup (1987-2007) Tourists

Neither Overall Sports Motivation ($t(99) = -1.42, p > .05$) nor Overall Tourist Motivation ($t(99) = -.783, p > .05$) indicates a significant difference between genders. As subscales, only Aesthetics ($t(99) = -2.23, p < .05$) shows a significant difference ($M_{\text{male}} = 4.02, SD 1.49 < M_{\text{female}} = 4.91, SD = 1.29$). The results demonstrate that female sports tourists have a stronger motivation than males in this factor.

Table 52 Mean, standard deviation, and significant differences in mean score relative to gender

	Mean (SD) Male (N=85)	Mean (SD) Female (N=16)
Overall Sports Motivation	4.33 (1.13)	4.77(1.12)
Achievement (ACH)	4.72 (1.72)	5.19 (1.73)
Relaxation (RXS)	3.88 (1.67)	4.19 (1.50)
Socialisation (SOC)	4.71 (1.40)	4.81 (2.86)
Aesthetics (AES)*	4.02 (1.49)	4.91 (1.29)
Overall Tourist Motivation	4.32 (1.10)	4.55 (1.10)
Kinship (KIN)	4.31 (1.67)	4.50 (1.82)
Shopping (SHP)	4.01 (1.42)	4.02 (1.84)
Destination Learning (LEA)	4.66 (1.58)	5.16 (.96)

* $p < .05$

Potential Rugby World Cup (1987-2007) Tourists

In terms of overall constraints, results from the male and female groups were almost the same and indicated no significant differences.

Table 53 Mean, standard deviation, and significant differences in mean score relative to gender

	Mean (SD) Male (N=259)	Mean (SD) Female (N=38)
All Constraints	2.54 (.99)	2.56 (1.02)
Companions (COM)	3.31 (1.59)	3.53 (1.63)
Security (SEC)	2.66 (1.72)	2.61 (1.85)
Alternative Leisure (ALT)	2.16 (1.29)	2.12 (1.41)
Different Culture (DCU)	2.33 (1.55)	2.03 (1.42)
Lack of Tourist Attractiveness (LOT)	1.97 (1.14)	1.74 (1.06)
Rugby Information (RUI)	2.81 (1.49)	3.33 (1.82)

5.3.2 Age

Actual Rugby World Cup (1987-2007) Tourists

One-way ANOVAs were conducted to analyse whether Rugby World Cup (1987-2007) tourist motivations differed significantly in terms of age. One test was used for each motivation subscale. The results showed that, overall, both sports motivation $F(3, 97) = 2.687, p > .05$ and tourist motivation $F(3, 97) = .839, p > .05$, did not indicate significant differences. In terms of each factor, however, the age of actual Rugby World Cup tourists had a significant effect on Achievement $F(3, 97) = 3.312, p < .05$ and Socialisation $F(3, 97) = 3.106, p < .05$.

Table 54 Mean, standard deviation, and significant differences in mean score relative to age

Age category	OSM	Sports Motivation				AES	OTM	Tourist Motivation		
		ACH	RXS	SOC	KIN			SHP	LEA	
30-39 (N=15)	4.60 (.94)	5.44 (1.67)	3.76 (1.54)	4.83 (1.63)	4.40 (1.14)	4.52 (1.17)	4.33 (1.95)	3.96 (1.57)	5.30 (1.44)	
40-49 (N=39)	4.66 (1.22)	5.18 (1.57)	4.26 (1.73)	5.04 (1.40)	4.19 (1.63)	4.49 (.95)	4.43 (1.77)	4.09 (1.54)	4.95 (1.53)	
50-59(N=28)	3.91 (1.15)	4.08 (1.70)	3.57 (1.56)	4.02 (1.62)	4.00 (1.41)	4.13 (1.05)	4.15 (1.60)	4.08 (1.49)	4.18 (1.27)	
60- (N=19)	4.40 (.90)	4.53 (1.72)	3.91 (1.64)	5.05 (1.21)	4.13 (1.61)	4.30 (1.32)	4.46 (1.54)	3.77 (1.34)	4.68 (1.67)	
<i>F</i> Statistics	2.687	3.312*	1.045	3.106*	.241	.704	.173	.230	2.337	

OSM=Overall Sport Motivation, ACH=Achievement, RXS=Relaxation, SOC=Socialisation, AES=Aesthetics
 OTM=Overall Tourist Motivation, KIN=Kinship, SHP=Shopping
 LEA=Destination Learning

The post-hoc test indicated that the 40-49 year-old category results ($M_{\text{age40-49}} = 4.66$, $SD = .94$) indicated a significantly stronger Achievement motivation than was the case in the 50-59 year-old category ($M_{\text{age50-59}} = 3.91$, $SD = 1.15$) in terms of sports motivation (Tukey HSD = .045). The 40-49 year-old category ($M_{\text{age40-49}} = 5.04$, $SD = 1.40$) was also significantly stronger in terms of Socialisation motivation than the 50-59 year-old category ($M_{\text{age}} = 4.02$, $SD = 1.21$) in sport motivation (Tukey HSD .030).

Table 55 Post-Hoc test: Age group and motivation score (only significant differences shown)

Motivation Factors	Age Group	Age Group	Mean Differences	Turkey HSD
ACH	40-49	50-59	1.10	.045
SOC	40-49	50-59	1.02	.030

ACH=Achievement, SOC=Socialisation

Potential Rugby World Cup (1987-2007) Tourists

With regard to the constraint factors for potential Rugby World Cup tourists, the ANOVA results showed no significant difference in overall constraints. In terms of factors, Rugby Information indicated a larger difference than other constraint factors; however, there was no significant difference in all of the constraint subscales.

Table 56 Mean, standard deviation, and significant differences in mean score relative to age

Age Category	OCO	COM	SEC	ALT	DCU	LOT	RUI
-29(N=3)	2.75 (.54)	4.33 (1.62)	2.00 (1.00)	2.17 (1.04)	1.83 (.76)	1.67 (1.15)	4.50 (2.29)
30-39 (N=39)	2.59 (1.07)	3.54 (1.63)	2.71 (1.91)	1.97 (1.19)	2.35 (1.71)	2.03 (1.26)	2.96 (1.78)
40-49 (N=121)	2.49 (.95)	3.48 (1.57)	2.61 (1.65)	2.13 (1.28)	2.21 (1.52)	1.80 (1.02)	2.69 (1.48)
50-59 (N=87)	2.55 (1.05)	3.20 (1.59)	2.87 (1.85)	2.19 (1.36)	2.24 (1.55)	1.97 (1.17)	2.83 (1.40)
60-(N=47)	2.61 (.94)	3.01 (1.58)	2.36 (1.62)	2.30 (1.37)	2.55 (1.43)	2.18 (1.19)	3.26 (1.61)
<i>F</i> Statistics	.207	1.354	.800	.354	.525	1.105	2.069

OCO=Overall Constraints, COM=Companions, SEC=Security, ALT=Alternative Leisure
DCU=Different Culture, LOT=Lack of Tourist Attractiveness, RUI=Rugby Information

5.3.3 Rugby Player Experience

Actual Rugby World Cup (1987-2007) Tourists

Overall sports fan motivation and overall tourist motivation did not show a significant difference between those who had played rugby and those who had not (Experience vs. No Experience). With regard to subscales, no significant motivation factors were observed.

Table 57 Mean, standard deviation, and significant differences in mean score relative to rugby play experience

	Mean (SD) Rugby Player Experience (N=41)	Mean (SD) Rugby No Player Experience (N=59)
Overall Sports Motivation (OSM)	4.50 (1.13)	4.33(1.16)
Achievement (ACH)	4.82 (1.60)	4.77 (1.83)
Relaxation (RXS)	4.06 (1.73)	3.84 (1.60)
Socialisation (SOC)	4.98 (1.37)	4.53 (1.59)
Aesthetics (AES)	4.13 (1.52)	4.18 (1.49)
Overall Tourist Motivation (OTM)	4.41 (1.03)	4.33 (1.14)
Kinship (KIN)	4.42 (1.82)	4.28 (1.62)
Shopping (SHP)	4.13 (1.33)	3.94 (1.59)
Destination Learning (LEA)	4.67 (1.58)	4.77 (1.48)

Potential Rugby World Cup (1987-2007) Tourists

Overall constraints showed no significant difference. The constraints scores of Rugby player tourists were lower than those with no rugby player experience. With regards to subscales, Rugby Information ($t(294) = -2.43, p < .05$) indicated a significant difference between rugby player experienced tourists and nonrugby player tourists.

Table 58 Mean, standard deviation, and significant differences in mean score relative to rugby play experience

	Mean (SD) Rugby Player Experience (N=152)	Mean (SD) Rugby No Player Experience (N=144)
Overall Constraints (OCO)	2.50 (.99)	2.57 (.96)
Companions (COM)	3.36 (1.58)	3.30 (1.60)
Security (SEC)	2.64 (1.72)	2.65 (1.75)
Alternative Leisure (ALT)	2.09 (1.26)	2.20 (1.33)
Different Culture (DCU)	2.29 (1.53)	2.26 (1.51)
Lack of Tourist Attractiveness (LOT)	1.95 (1.20)	1.90 (1.01)
Rugby Information (RUI)*	2.65 (1.49)	3.08 (1.53)

**** $p < .05$**

5.3.4 Past Rugby World Cup Experiences

Actual Rugby World Cup 1987-2007 Tourists

The results of the survey show that 57 Rugby World Cup 1987-2007 tourists had experience of going to watch previous Rugby World Cups, and 44 RWC tourists did not.

Table 59 Mean, standard deviation, and significant differences in mean score relative to previous Rugby World Cup attendance

	Mean (SD) RWC Watching Experience (N=57)	Mean (SD) RWC Not Watching Experience (N=44)
Overall Sports Motivation (OSM)	4.37 (1.15)	4.44 (1.14)
Achievement (ACH)	4.78 (1.65)	4.81 (1.83)
Relaxation (RXS)	3.88 (1.61)	4.00 (1.70)
Socialisation (SOC)	4.54 (1.49)	4.97 (1.52)
Aesthetics (AES)	4.30 (1.46)	3.98 (1.52)
Overall Tourist Motivation (OTM)	4.43 (1.03)	4.28 (1.17)
Kinship (KIN)	4.29 (1.76)	4.42 (1.61)
Shopping (SHP)	4.20 (1.51)	3.77 (1.43)
Destination Learning (LEA)	4.81 (1.49)	4.65 (1.54)

Potential Rugby World Cup 2011 Fan Tourists

I did not ask potential Rugby World Cup tourists about their past rugby world cup experiences in the first survey.

5.3.5 Travel Type

Travel Type

Neither Overall Sports Motivation ($t(99) = -.723, p > .05$) nor Overall Tourist Motivation ($t(99) = -1.164, p > .05$) show a significant difference between package tour travellers and independent travellers. With regard to subscales, only the Destination Learning factor ($t(99) = -1.164, p < .05$) indicated a significant difference.

Table 60 Mean, standard deviation, and significant differences in scores between travelling on a package tour and individual travel

	Mean (SD) Package Tour (N=50)	Mean (SD) Independent Travel (N=51)
Overall Sports Motivation (OSM)	4.32 (1.10)	4.48 (1.18)
Achievement (ACH)	4.61 (1.74)	4.97 (1.71)
Relaxation (RXS)	3.95 (1.69)	3.91 (1.61)
Socialisation (SOC)	4.59 (1.54)	4.86 (1.49)
Aesthetics (AES)	4.12 (1.62)	4.20 (1.36)
Overall Tourist Motivation (OTM)	4.24 (1.20)	4.49 (.96)
Kinship (KIN)	4.19 (1.67)	4.49 (1.71)
Shopping (SHP)	4.13 (1.51)	3.90 (1.45)
Destination Learning (LEA) *	4.39 (1.57)	5.08 (1.37)

* $p < .05$

Travel Duration

One-way ANOVAs were conducted to analyse whether Rugby World Cup tourists' motivations differed significantly in relation to travel duration. One test was used for each motivation subscale. Overall Sports Motivation $F(2, 98) = .075, p > .05$ and Overall Tourist Motivation $F(2, 98) = .470, p > .05$ did not show a significant difference.

Table 61 Mean, standard deviation, and significant differences in score in terms of travel duration

Travel Duration	Sports Motivation					Tourist Motivation			
	OSM	ACH	RXS	SOC	AES	OTM	KIN	SHP	LEA
less than 3 days ($N=7$)	4.39 (1.37)	4.10 (2.07)	4.38 (1.39)	4.57 (1.88)	4.50 (1.71)	3.99 (1.30)	3.86 (1.56)	4.05 (1.65)	4.07 (1.92)
4-10 days ($N=74$)	4.38 (1.14)	4.79 (1.70)	3.93 (1.61)	4.64 (1.47)	4.16 (1.43)	4.40 (1.10)	4.43 (1.71)	4.06 (1.47)	4.73 (1.49)
11 days or more ($N=20$)	4.49 (1.10)	5.03 (1.71)	3.78 (1.86)	5.10 (1.58)	4.05 (1.67)	4.33 (1.00)	4.18 (1.68)	3.82 (1.52)	5.00 (1.43)
<i>F</i> Statistics	.075	.763	.340	.759	.234	.470	.478	.209	.989
Total ($N=101$)	4.40 (1.14)	4.79 (1.72)	3.93 (1.64)	4.73 (1.51)	4.16 (1.49)	4.36 (1.09)	4.34 (1.69)	4.01 (1.48)	4.74 (1.51)

OSM=Overall Sport Motivation, ACH=Achievement, RXS=Relaxation, SOC=Socialisation, AES=Aesthetics
OTM=Overall Tourist Motivation, KIN=Kinship, SHP=Shopping, LEA=Destination Learning

5.4 Factor Impact Analysis using SEM (Step 4)

5.4.1 Actual Rugby World Cup (1987-2007) Fan Base Model (Phase 1)

Structural Equation Modelling (SEM), with maximum likelihood estimation, was used to analyse the data. The base model was constructed in order to analyse the impact of each Rugby World Cup motivation factor and tourist motivation factors with regard to their influence on satisfaction and intention. In the base model of actual sports fan tourists, four sports fan motivation and three tourist motivation factors acted as independent variables.

Additionally, their satisfaction levels and the intention level for the RWC 2011 were employed as the dependent variables. In terms of satisfaction, respondents were asked to answer three questions relating to: 1) Overall Satisfaction, 2) Sports Fan Satisfaction, and 3) Tourist Satisfaction. To analyse the situation clearly, these three questions were combined into one variable. The Cronbach's alpha (.64) of these three questions indicated a significant correlation between them (Table 62).

Table 62 Satisfaction level constructs

Satisfaction level construct
7-pt. Scale, 1. Strongly Dissatisfied -7. Strongly Satisfied

Overall Travel Satisfaction
Rugby Watching Satisfaction
Tourism Satisfaction

With regard to intention, five questions were asked: 1) I want to watch the Rugby World Cup 2011 in New Zealand, 2) I want to watch the Rugby World Cup 2011 more than other sports, 3) I want to watch the Rugby World Cup 2011 more than other travel, 4) I want to travel to New Zealand more than another area, 5) I want to watch the Rugby World Cup 2011 more than other TV [programmes]. The Cronbach's alpha (.87) of these five questions indicated a significant correlation between them (Table 63).

Table 63 Intention to attend the Rugby World Cup 2011 constructs

Intention level to attend the following RWC construct
 7-pt. Likert scale, 1.Strongly Disagree-7.Strongly Agree

I want to watch the Rugby World Cup 2011 in New Zealand.
 I want to watch the Rugby World Cup 2011 more than other sports.
 I want to watch the Rugby World Cup 2011 more than other travel.
 I want to travel to New Zealand more than another area.
 I want to watch the Rugby World Cup 2011 more than other TV programmes.

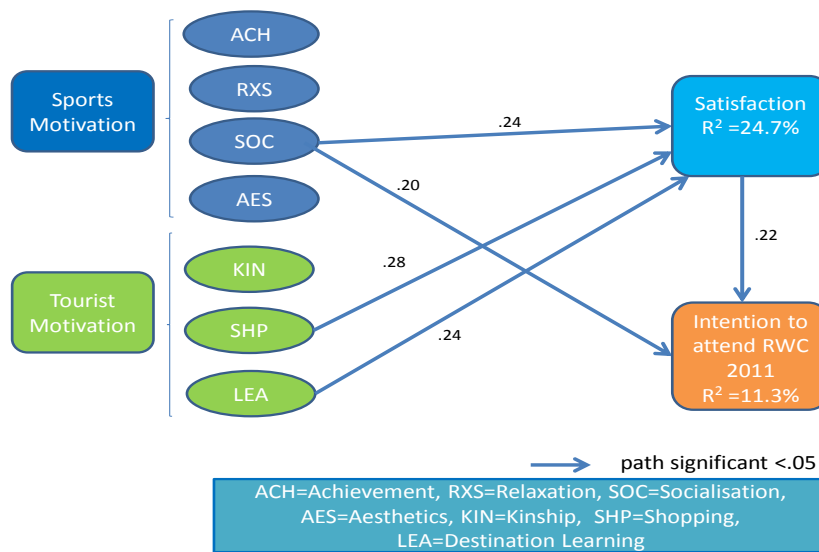


Figure 20 A model of the factors that impact on actual Rugby World Cup (1987-2007) fans’ satisfaction and intention to attend Rugby World Cup 2011 (base model)

The base model was analysed with SEM. The results of this analysis are provided in Figure 20. The data indicated a good fit to the model (Chi square = 4.109, $df = 10$, $p = .942$, GFI = .991, CFI = 1.000, RMSEA= .000 and AIC=74.109). The model explained 24.7% of variance in satisfaction levels, and 11.3% of variance in intention level. According to the path coefficients (β values), Socialisation ($\beta = .24$) acting as sports fan motivation and Shopping ($\beta = .28$) and Destination Learning ($\beta = .24$) acting as tourist motivation factors had a significant positive impact on satisfaction. Furthermore, Socialisation ($\beta = .20$) a sports motivation factor, and fans’ satisfaction ($\beta = .22$) had a significant positive impact on their intention. SEM results show that Hypothesis 1 and 2 were partially accepted.

5.4.2 Actual Rugby World Cup (1987-2007) Fan Overall Preliminary Model (Phase 2)

To analyse the impact of the motivation factors on satisfaction and intention to attend the Rugby World Cup 2011, I used interaction effects. The overall model can show all the information and the relationships between significant interaction effects and satisfaction and intention. In the overall model, significant dummy variables and interaction effects were added to the base model. The analytical demographics were: 1) Gender (Male Dummy), 2) Rugby Play Experience (Rugby Play Experience Dummy), 3) Sky TV contract (Sky Dummy), 4) National Test Match attendance fan in Japan (Japan Game Dummy) 5) Travel Type (Individual Travel Dummy) 6) Rugby World Cup Repeater (Repeater Dummy), and 7) Age (Age Dummy), Dummy variables (1 = Yes, 0 = No).

Table 64 List of dummy variables and interaction effects variables

	Dummy	ACH	RXS	SOC	AES	KIN	SHP	LEA
Gender	Male	Male* ACH	Male* RXS	Male* SOC	Male* AES	Male* KIN	Male* SHP	Male* LEA
Rugby Play	Play	Play* ACH	Play* RXS	Play* SOC	Play* AES	Play* KIN	Play* SHP	Play* LEA
Test Match	TestMatch	Test* ACH	Test* RXS	Test* SOC	Test* AES	Test* KIN	Test* SHP	Test* LEA
Sky TV	SkyTV	SkyTV* ACH	SkyTV* RXS	SkyTV* SOC	SkyTV* AES	SkyTV* KIN	SkyTV* SHP	SkyTV* LEA
Repeater	Repeater	Repeat* ACH	Repeat* RXS	Repeat* SOC	Repeat* AES	Repeat* KIN	Repeat* SHP	Repeat* LEA
Travel Type	Individual	Individual* ACH	Individual* RXS	Individual* SOC	Individual* AES	Individual* KIN	Individual* SHP	Individual* LEA
Age	Age	Age* ACH	Age* RXS	Age* SOC	Age* AES	Age* KIN	Age* SHP	Age* LEA

I used six dummy variables and 49 interaction effects variables for the analysis (Table 64). First, I estimated potential dummy variables and relevant interaction effects using two regression analyses: Stepwise Regression Analysis ($p < .05$) and Normal Linear Regression analysis ($p < .10$). The results can be seen in Appendix 7-1 and Appendix 7-2. From two regression analyses, I selected two potentially

dummy variables (1. Repeater and 2. Rugby Play Experience) and eight potential interaction effects (1. Repeat*Socialisation, 2. Sky*Shopping, 3. Individual*Socialisation, 4. Repeat*Destination Learning, 5. Male*Kinship, 6. Play*Relaxation, 7. Play*Destination Learning, 8. Individual*Socialisation).

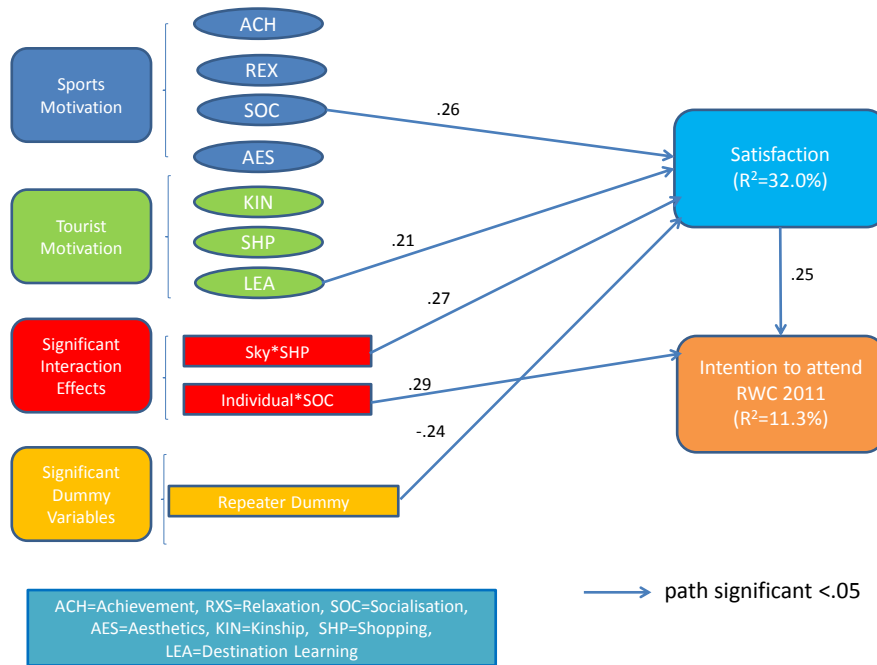


Figure 21 A model of the factors that impact on actual Rugby World Cup (1987-2007) fan satisfaction and intention to attend Rugby World Cup 2011 (overall preliminary model)

My next step was to analyse two dummy variables (1. Repeater and 2. Rugby Play Experience) and eight potential interaction variables as independent variables in addition to factors of Base Model. In the process of SEM, I deleted insignificant dummy and insignificant interactive variables. The result showed two significant main effects (Socialisation and Destination Learning) and one dummy (Repeater Dummy), and two interaction effects (Sky*Shopping and Individual*Socialisation) in the overall preliminary model (Figure 21).

5.4.3 Actual Rugby World Cup (1987-2007) Fan Overall Final Model (Phase 3)

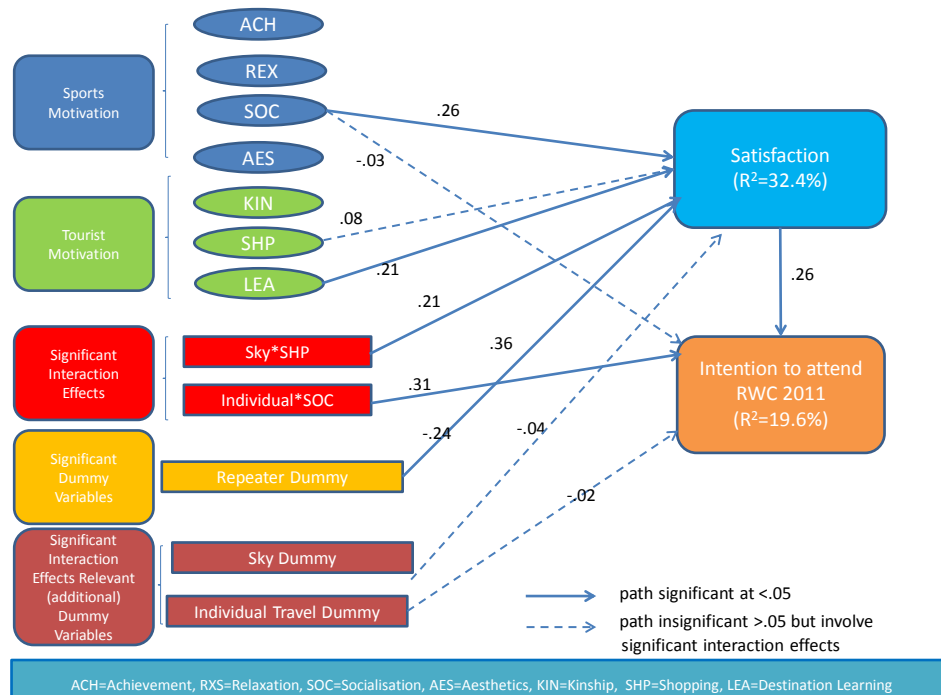


Figure 22 A model of the factors that impact on actual Rugby World Cup (1987-2007) fan satisfaction and intention to attend Rugby World Cup 2011 (overall final model)

I analysed seven motivation factors of the Base Model, one significant dummy variable (Repeater), two significant interaction effects (Sky*SHP and Individual*SOC) and also added two dummy variable effects (Sky Contract and Individual Travel) because they were involved in significant interaction effects (Sky*Shopping and Individual*Socialisation). The bold lines indicate significantly major effects, dummy variables and interaction effects, and the dotted lines indicate interaction related variables even if they are insignificant (Figure 22). The data indicated a good fit to the model (Chi square = 13.644, $df = 15$, $p = .553$, GFI = .982, CFI = 1.000, RMSEA = .000 and AIC=193.644). The model explained 32.4% of variance in satisfaction and 19.6% variance in intention. According to path coefficients (β values), Socialisation ($\beta = .26$) as sports fan motivation factors, and Destination Learning ($\beta = .21$) as tourist motivation had positive significant impacts on fans' satisfaction. Satisfaction ($\beta = .26$) had a significant positive impact to their intention. With regard to dummy variables,

only repeater fans ($\beta = -.24$) had a negative significant impact on their satisfaction. Rugby World Cup repeater fans do not have the same level of satisfaction, compared to Rugby World Cup first time fans, because of a lack of freshness. In terms of interaction effects variables, Sky*SHP ($\beta = .21$) had significant impact on satisfaction and Individual*Socialisation ($\beta = .31$) had a significant impact on the intention to attend the RWC 2011.

5.4.4 Significant Interaction Effects Cases (Rugby World Cup 1987-2007 actual fan)

The Overall Final Model (Figure 22) showed two significant interaction effects (1. SkyTV*Shopping and 2. IndividualTravel*Socialisation).

1. SkyTV*Shopping Interaction Effects The Overall Final Model shows no significant effect of the Shopping factor on Satisfaction ($\beta = .08, p > .05$) or of the Sky contract dummy on Satisfaction ($\beta = -.04, p > .05$); however, there is a significant interaction effect between Shopping and the Sky Contract dummy for people who have Sky TV for watching rugby ($\beta = .21, p < .05$). To understand what this interaction means, I show in Figure 23 the interaction effect between the Shopping factor and the Sky Contract dummy on Satisfaction. Shopping has a positive effect on Satisfaction. However, this positive effect is stronger for fans who have contract with Sky TV (dashed line) than for those who have a no contract with Sky (bold line). This result means that, for fans who do have a Sky contract, Shopping drives their Satisfaction level more than for fans that do not have a Sky contract. For event sports fan tourists, the Shopping factor included Rugby World Cup official goods purchasing as well as souvenirs. A possible explanation is that fans with no Sky contract are less interested in international rugby. Fans who do have a Sky contract are also more sensitive to Shopping motivation such as buying official goods than are those who do not have a Sky contract and who are already likely to interact with other fans.



Figure 23 Effect of “Shopping Factor” on satisfaction, by Sky contract

2. Individual Travel*Socialisation Interaction Effects The Overall Final Model also shows no significant main effect of the Socialisation factor on intention to attend the Rugby World Cup 2011 ($\beta = -.03, p > .05$), but there is a significant interaction effect between this factor and the Independent Travel dummy ($\beta = .31, p < .05$). There is no significant effect of the Independent Travel dummy ($\beta = -.02, p > .05$). Figure 24 indicates the interaction effect on intention between the Socialisation factor and the Individual Travel dummy. Socialisation has a positive effect on intention. However, this positive effect is stronger for individual travellers (dashed line) than for package tourists (bold line). This result means that for individual travellers, Socialisation drives their intention level. A possible explanation is that for individual travellers, exchange with other fans was more important for the World Cup 2011 intention compared to that of package tour fans.

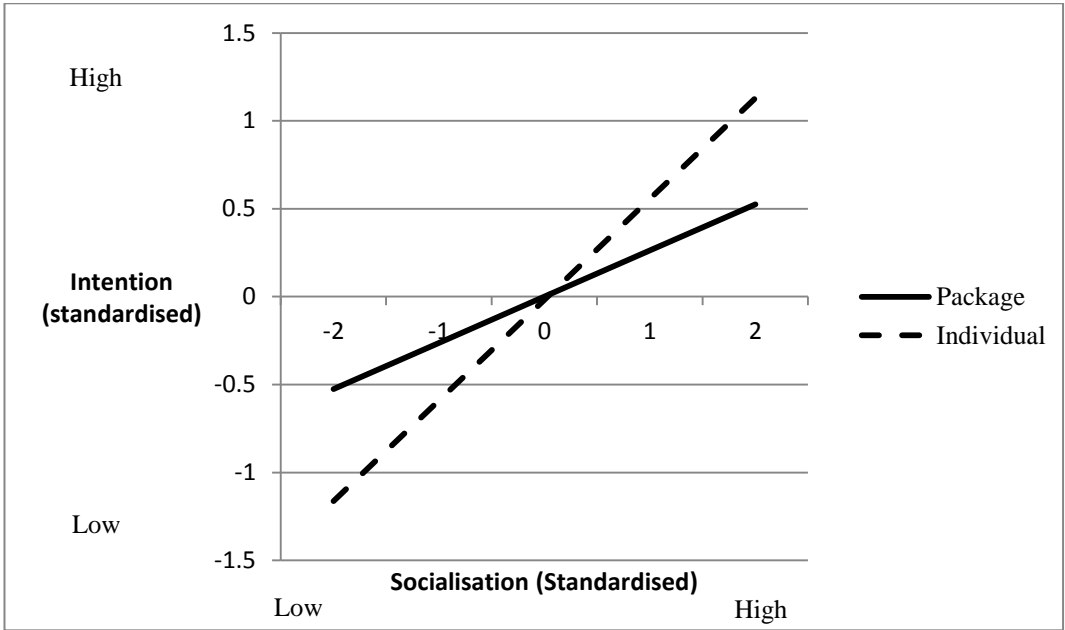


Figure 24 Effect of “Socialisation Factor” on intention to attend Rugby World Cup 2011, by travel type

5.4.5 Potential Rugby World Cup (1987-2007) Fan Base Model (Phase 1)

Structural Equation Modeling (SEM), with maximum likelihood estimation, was used to analyse the data. The base model was constructed in order to analyse the impact of each of the potential Rugby World Cup constraint factors with regard to fans' intention to go to the Rugby World Cup 2011. In the base model of potential Rugby World Cup fans, six constraint factors acted as independent variables, while their intention level for the RWC 2011 was employed as the dependent variable.

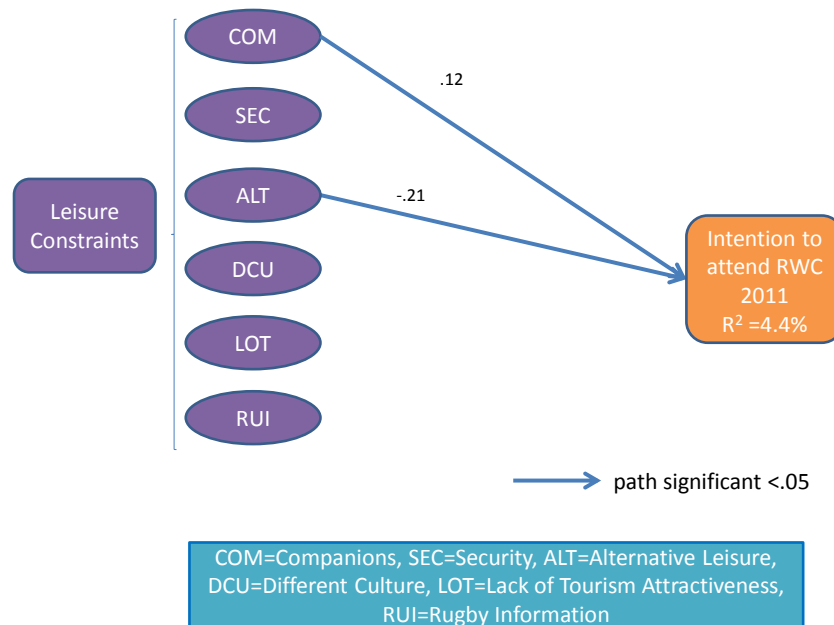


Figure 25 A model of the factors that impact on potential Rugby World Cup (1987-2007) fans' intention to attend Rugby World Cup 2011 (base model)

The base model was analysed with SEM. The results of this analysis are provided in Figure 25. The data indicated a good fit to the model (Chi square = 3.620, $df = 4$, $p = .460$, GFI = .997, CFI = 1.000, RMSEA= .000 and AIC=51.620). The model explained 4.4% of variance in intention levels. The explained variance of the potential fans base model is lower than that of the actual fans base model. This result indicates that there is more to explore in terms of potential fans. Therefore, the overall model analysed the impact on satisfaction and intention using additional independent variables such as dummy variables and interaction variable.

According to the path coefficients (β values), Alternative Leisure ($\beta = -.21$) had a significant negative impact on intention, while Companions ($\beta = .12$) had a significant positive impact. Rugby World Cup travel is very expensive for the rugby fan. When potential fan tourists consider travelling to a Rugby World Cup, they compare its cost with other alternative leisure. In addition, companions had a positive impact on their intention. SEM results showed Hypothesis 3 was partially accepted and partially rejected. Potential fans who had difficulty in finding companions for Rugby World Cup travel are more determined to go and watch the next Rugby World Cup.

5.4.6 Potential Rugby World Cup (1987-2007) Fan Preliminary Model (Phase 2)

To analyse the impact of the constraint factors on intention to attend the Rugby World Cup 2011 in depth, I used interaction effects again. In the overall model, dummy variables, interactive variables, and continuous variables were added to the base model. Potential fans were different from actual fans in one particular way; the potential fans did not travel. For this reason, I did not use Travel Type and Repeater as independent variables. The analytical demographics were: 1) Gender (Male Dummy), 2) Rugby Play Experience (Rugby Play Experience Dummy), 3) Sky TV contract (Sky Dummy), 4) Test Match attendance fan in Japan (Japan Game Dummy), and 5) Age (Age Dummy).

Table 65 List of dummy variables and interaction effects variables

	Dummy	COM	SEC	ALT	DCU	LOT	RUI
Gender	Male	Male* COM	Male* SEC	Male* ALT	Male* DCU	Male* LOT	Male* RUI
Rugby Play	Play	Play* COM	Play* SEC	Play* ALT	Play* DCU	Play* LOT	Play* RUI
Sky TV	SkyTV	SkyTV* COM	SkyTV* SEC	SkyTV* ALT	SkyTV* DCU	SkyTV* LOT	SkyTV* RUI
Test Match	TestMatch	Test* COM	Test* SEC	Test* ALT	Test* DCU	Test* LOT	Test* RUI
Age	Age	Age* COM	Age* SEC	Age* ALT	Age* DCU	Age* LOT	Age* RUI

I used five dummy variables and 30 interaction effects variables for this analysis. I began by estimating potentially relevant interaction effects using two regression analyses: Stepwise Regression Analysis ($p < .05$) and Normal Linear Regression analysis ($p < .10$). These results can be found in Appendix 7-3 and Appendix 7-4. Through two regression analyses, I selected five potentially interaction effects (1. Age*Lack of Tourist Attractiveness, 2. Play*Companions, 3. Sky*Lack of Tourist Attractiveness, 4. Sky*Security, 5. Japan*Lack of Tourist Attractiveness).

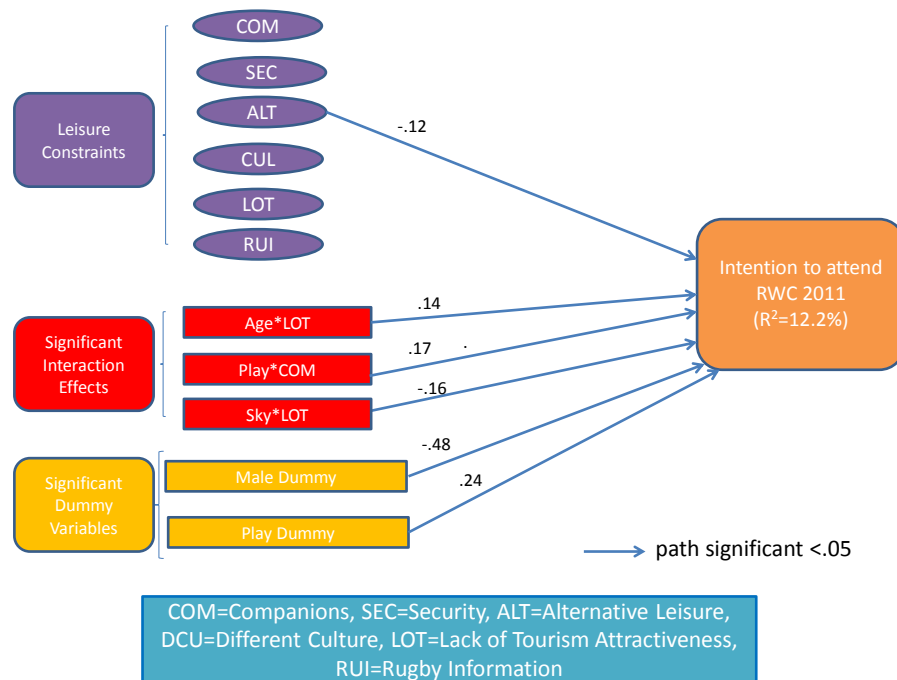


Figure 26 A model of the factors that impact on potential Rugby World Cup (1987-2007) fans' intention to attend Rugby World Cup 2011 (overall preliminary model)

Then, I analysed all five dummy variables (Male Dummy and Rugby Play Experience Dummy) and five potential interaction variables (1. Age*LOT, 2. Play*COM, 3. Sky*LOT, 4. Sky*SEC, 5. Japan*LOT) as independent variables in addition to the factors of the Base Model. In the process of SEM, I deleted insignificant dummy and insignificant interactive variables. The result showed one significant main effect (ALT), two dummy variables (Male Dummy and Rugby Play Experience Dummy), and three interaction effects (Age*LOT, Play*COM and Sky*LOT) in the overall preliminary model (Figure 26).

5.4.7 Potential Rugby World Cup (1987-2007) Fan Overall Final Model (Phase 3)

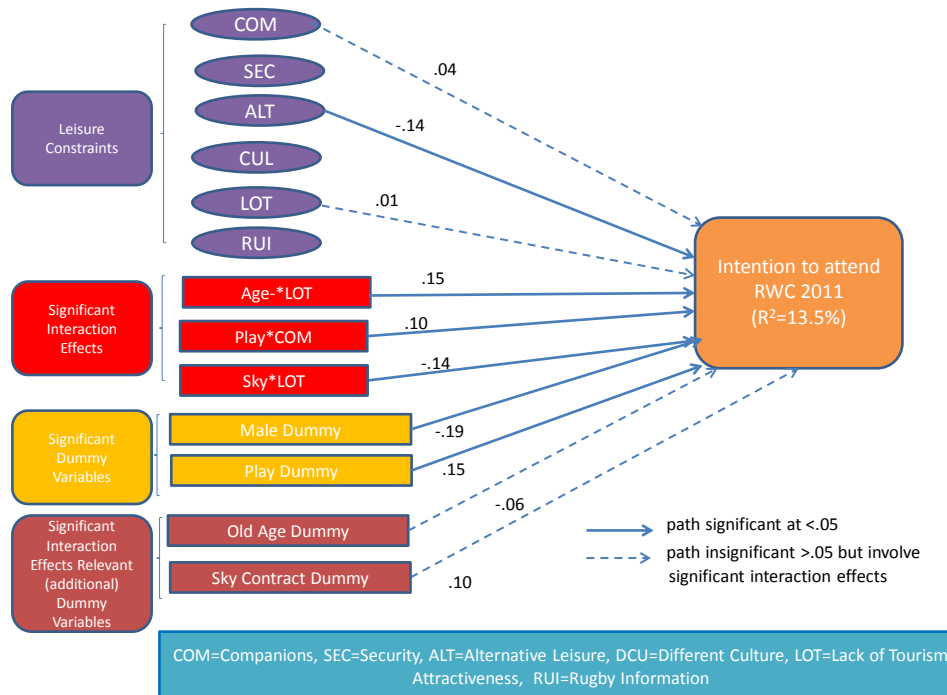


Figure 27 A model of the factors that impact on potential Rugby World Cup (1987-2007) fans’ intention to attend Rugby World Cup 2011 (overall final model)

I added two relevant dummy variables (Old Age Dummy and Sky Contract Dummy) to the overall preliminary model and analysed these (Overall Final Model). Bold lines indicate significant main effects, dummy variables, and interaction effects and dotted lines indicate interaction-related variables, even if they are insignificant. The data indicated a good fit to the model (Chi square = .295, $df = 3$, $p = .961$, GFI = 1.000, CFI = 1.000, RMSEA = .000 and AIC=204.295). The model explained 13.5% of variance in intention. According to path coefficients (β values), Alternative Leisure ($\beta = -.14$) had a negative significant impact on fan intention. With regard to dummy variables, only Male Dummy ($\beta = -.19$) had a negative significant impact on their intention. Rugby Play Dummy ($\beta = .15$) had a positive significant impact on their intention. The results suggested that females show more intention to attend the Rugby World Cup than do male fans. Fans in the Rugby play experience group show a stronger intention to travel to the next World Cup. In terms of interaction effects variables, Age*Lack of Tourist Attractiveness ($\beta = -.15$), Play*Companions ($\beta = .10$) and

Sky*Lack of Tourist Attractiveness ($\beta = -.14$) had significant impact on the intention to attend the next Rugby World Cup.

5.4.8 Significant Interaction Effects Cases (Rugby World Cup 1987-2007: Potential Fan)

The Overall Final Model (Figure 27) shows three significant interaction effects (1 Age*Lack of Tourist Attractiveness, 2. RugbyPlay*Companion, 3. SkyTV*Lack of Tourist Attractiveness). I explain the two significant cases below using graphs.

1. Age*Lack of Tourist Attractiveness There is a positive and significant effect of the Lack of Tourist Attractiveness factor on intention ($\beta = .01, p > .05$), and also a significant interaction effect between this factor and age ($\beta = .15, p < .05$). In contrast, there is no significant effect of age ($\beta = -.06, p > .05$). Figure 28 demonstrates the interaction effect between the Lack of Tourist Attractiveness and Age on intention. For older people (two standard deviations above the mean), there is a positive effect of Lack of Tourist Attractiveness on intention: however, for younger people (two standard deviations below the mean), Lack of Tourist Attractiveness has a negative effect on intention. This result means that, for older Rugby World Cup tourists, the tourist attractiveness of the host country has a more positive effect on intention than it does for younger people. A possible explanation is that older fans may be more focused on just the game, making it a more important driver for their intention, whereas younger people may be looking for more tourist activities to enjoy beyond just the game.

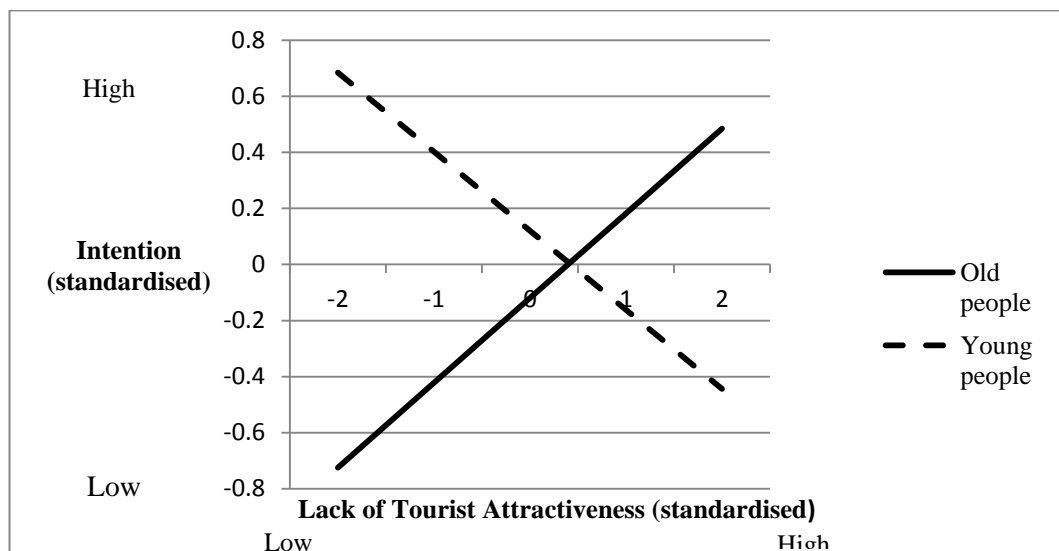


Figure 28 Effect of “Lack of Tourist Attractiveness Factor” on intention to attend Rugby World Cup 2011, by age group

2. RugbyPlay*Companion Interaction Effect While there is no significant effect of the Companions factor on intention ($\beta = .04, p > .05$), there is a significant interaction effect between this factor and the Play dummy ($\beta = .10, p < .05$) of the Play dummy itself ($\beta = .15, p < .05$). Figure 29 shows the interaction effect between the Companions factor and the Play dummy on intention. For both rugby player fans and nonrugby player fans, Companions has a positive effect on intention. However, this positive effect is stronger for those who play or have played rugby (dashed line) than for those who have not (solid line). A possible explanation is that those who do play rugby may be more focused on their companions, making it a more important driver for their intention, whereas those who do not play rugby may be focused more on the game and less on their companions.

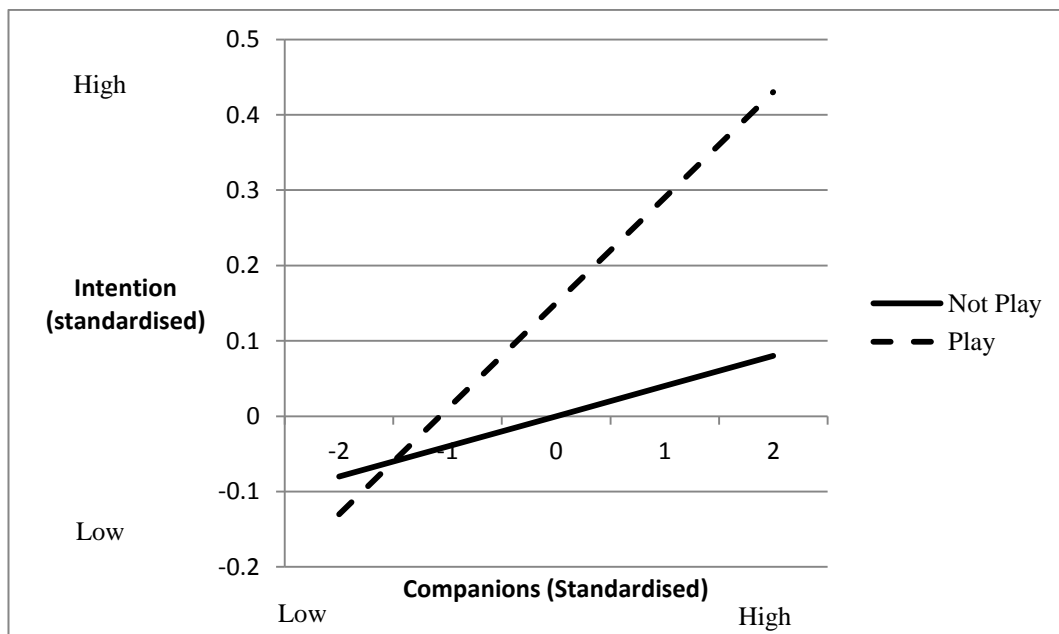


Figure 29 Effect of “Companions Factor” on intention to attend Rugby World Cup 2011, by rugby player experience

3. SkyTV*Lack of Tourist Attractiveness Though there is no significant effect of the Lack of Tourist Attractiveness factor on intention ($\beta = .01, p > .05$), there is a significant interaction effect between this factor and the Sky Contract dummy ($\beta = -.14, p < .05$) and of the Sky contract dummy ($\beta = .10, p < .05$). Figure 30 shows the interaction effect between the Companion factor and the Sky Contract dummy on intention. For people who have a contract with Sky TV, there is a negative effect of Lack of Tourist Attractiveness on intention (dashed line). However, for people who do not have a contract with Sky TV (bold line), the effect of Lack of Tourist Attractiveness on intention is positive. This result means that for Sky contract fans, Lack of Tourist Attractiveness drives their intention level. A possible explanation is that a Sky contract fan has more exposure to international information because they have watched more international rugby matches than those who have no Sky TV contract.

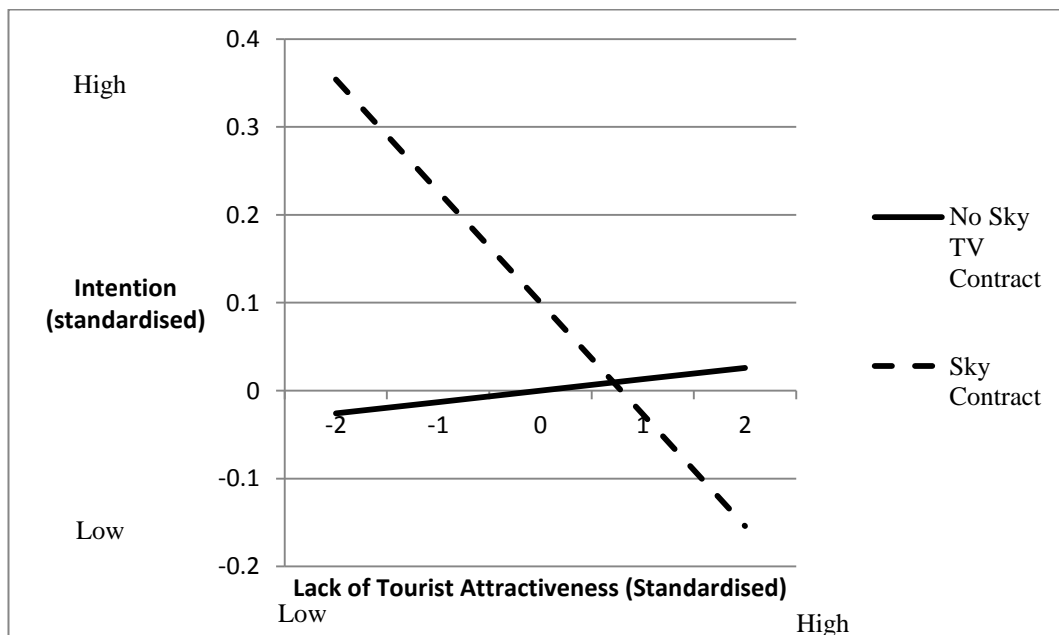


Figure 30 Effect of “Lack of Tourist Attractiveness Factor” on intention to attend Rugby World Cup 2011, by Sky contract

5.5 Discussion of Rugby World Cup 1987-2007 Fan Tourists (Study 2)

The focus of Study 2 is fourfold:

- 1) to investigate the demographics and past watching behaviour patterns
- 2) to develop a Rugby World Cup sports fan motivation scale, a Rugby World Cup tourist motivation scale, and a Rugby World Cup constraints scale
- 3) to compare the factors by demographic
- 4) to analyse the impact of the motivation factors on satisfaction and the intention to travel to the Rugby World Cup 2011, and to analyse the impact of the constraints factors on the intention to travel to the Rugby World Cup 2011.

Demographics and past watching behaviour patterns

The first aim of this study was to investigate the demographics of Rugby World Cup 1987-2007 fan tourists and their past behaviour patterns. As the results of Study 1 show, the number of International rugby fans (2.1%) is much smaller than fans of Major League baseball (36.4%) or European soccer (17.5%), Rugby is not a major spectator sport as the Japanese sports data indicated (Sasakawa Sports Foundation, 2010). The Rugby World Cup fan in Studies 2 and 3 has the aim of watching a specific event while International Sports Fan tourists in Study 1 have more general aims. Past rugby fan studies (Garland et al., 2004; Ritchie et al., 2002; Taylor & Toohey, 2006) and one international rugby fan study (Davies & Williment, 2008) showed that the common characteristics of rugby fans are that they are older and predominantly male. The results of the Rugby World Cup 1987-2007 fan study (Study 2) suggest that both actual and potential tourists had similar characteristics, those of being older, male, and full-time private company workers. For travel type, 49.5% of actual fans used a package tour and this percentage is higher than for normal outbound tourists (22.0%) (Japan Travel Bureau Foundation, 2010). This finding implies that it is difficult to get tickets because the Rugby World Cup is a one-off event and the number of games is limited. Package tours arrange the tickets and accommodation. This is a characteristic of international sports events such as the Rugby World Cup. With regard to past Rugby World Cup experiences, more than half of the fans who travelled to the Cup had been to at least one previous World Cup. This result implies that repeat tourists are a very important target for marketers.

A Rugby World Cup sports fan motivation scale and a tourist motivation scale

The second aim of this study was to develop a sports fan motivation scale and a tourist motivation scale of actual Rugby World Cup tourists, and a constraints scale of potential Rugby World Cup tourists. Some studies have developed their own motivation scale for sports fans in general (Funk et al., 2001; Wann, 1995); however, no specific study has analysed the motivation of Rugby World Cup fans. This study extracted four sports fan motivation factors and three tourist motivation factors for actual Rugby World Cup tourists, and six constraint factors for potential Rugby World Cup tourists. For actual tourists, of the four sports fan motivation factors (Achievement, Relaxation, Socialisation and Aesthetics), Achievement and Socialisation were relatively higher than for Relaxation and Aesthetics. Sports events provide an opportunity to enhance human relationships with other spectators, friends, and others (Shank, 2005; Wann, 1995). A sports fan perceives attending the event as providing an opportunity for various Achievements (Funk et al., 2009).

In contrast to regular season sports, one-off mega events have a special atmosphere. Rugby World Cup fans have the opportunity to mix with other fans from all over the world. For tourist motivation, only three factors (Kinship, Shopping, and Learning about the Destination) were extracted. The Rugby World Cup fan has the specific aim of watching games and enjoying events. Learning about the Destination scores more highly than other factors. On the Shopping factor, the Rugby World Cup supplies official goods for fans to buy. These official goods are good mementoes for the sports watching traveller. World Cup travel provides fan tourists with a good opportunity to spend time with family or friends. This tourist motivation works with group affiliation in sports motivation. Sports spectators are affected by friends who support a particular team (Kolbe & James, 2000; Wann, 1995). Family or friends are an important factor for Rugby World Cup fans. Overall, sports fan motivation and tourist motivation are at almost the same level. This finding implies that the sports fan motivation factors for one-off sports event fan tourists are stronger than for general sports fan tourists.

A Rugby World Cup constraints scale

With regard to potential fans, this study extracted six constraint factors (Companionship, Security, Alternative Leisure options, a Different Culture, Lack of Tourist Attractiveness, and Rugby Information). A classification of internal constraints and external constraints (Kim & Trail, 2010), found that Culture Differences and Companionship are internal constraints; while Alternative Leisure options, Security, Lack of Tourist Attractiveness and Distance are external constraints. Companionship and Lack of Rugby Information are high barriers. The Rugby World Cup events were held in September and October. The majority of Rugby World Cup fans are full-time workers. It is difficult for them to take a long vacation during September and October. For New Zealand domestic rugby matches, Garland et al. (2004) showed the quality of the opposition team affected fan attendance as constraints factor. The Rugby World Cup is an international rugby event and many international players come to it from a variety of countries. However, there is not enough media coverage in Japan. Marketers cannot manage the financial issues of potential fans; however, they can provide international rugby information for potential fans.

Factor Comparison by demographics

Actual Fans The third aim of this study was to compare motivation factors of actual Rugby World Cup 1987-2007 tourists and the constraint factors of potential Rugby World Cup 1987-2007 tourists by demographic. For actual fan tourists, females have a stronger Aesthetics motivation than males have. Females find sports games more aesthetically appealing (James & Ridinger, 2002). Female rugby fan tourists enjoy rugby more as art or beauty, while males enjoy watching the game more. In the comparison of three Rugby World Cups (2007 France, 2003 Australia and 1999 Wales), Aesthetics for the 1999 Cup in Wales ranks higher than it does in other Rugby World Cups. Rugby fans enjoy watching rugby as beauty and art. They enjoyed events associated with Welsh, traditional rugby culture (Jones, 2001).

Potential Fans Potential fans who do not play rugby have stronger constraints than those who do play. Fans who play may be more strongly committed to international rugby games or players. Rugby is not as popular a sport as baseball

or soccer in Japan (Sasakawa Sports Foundation, 2010). It is more difficult to get information about international games or players. Providing more information about international rugby for those who do not play the game could lead to the creation of new international rugby fans. With regard to the three Rugby World Cups, Security and Rugby Information ranked lower for potential 1999 Rugby World Cup Wales fans than they did for other Rugby World Cups. The 1999 Rugby World Cup was held before the 9.11 attack in 2001 and potential fans felt less risk than in 2003 Australia or in 2007 France. Security has become an important issue, in particular since the 9/11 attacks (Taylor & Toohey, 2006). The 1999 Rugby World Cup fans had more international rugby information and were more strongly committed to international rugby than were the 2003 and 2007 fans.

The impact of the motivation factors on satisfaction and the intention to travel to the Rugby World Cup 2011, and to analyse the impact of the constraint factors on the intention to travel to the following Rugby World Cup 2011

The fourth aim of this study was to analyse the impact of motivation factors on the satisfaction levels for the Rugby World Cup 1987-2007 and the intention to attend the Rugby World Cup 2011, and to analyse the impact of constraint factors on the intention to attend the Rugby World Cup 2011.

Actual Fans For actual fan tourists, Socialisation in the sports fan motivation scale and Shopping and Learning about the Destination in the tourist motivation scale had a positive impact on their satisfaction, and Socialisation also had a positive impact on their intention to travel to the Rugby World Cup 2011. Socialisation is a key motivation factor of both satisfaction and intention to attend a future World Cup. Socialisation has a positive impact on attitudinal loyalty (Wang et al., 2011). Rugby World Cup fans enjoy not only the game but also meeting other spectators or sharing satisfaction with others. In particular, mega sports events, such as the Rugby World Cup, provide many opportunities for communicating with other fans or people in the host cities. Previous tourist studies have shown that some motivation factors have a positive impact on further intention. Shopping (Hsu et al., 2010) and Destination Learning (Kim & Chalip, 2004; Taks et al., 2009) have a positive impact on the intention to revisit. The results of this study indicate that Shopping and Destination Learning have a

positive impact on satisfaction, although no tourist motivation factors had a significant impact on intention to attend future events. Affecting the Shopping factor of mega sports events such as Rugby World Cup is the fact that official goods are included. For the Rugby World Cup, Rugby World Cup Limited, and the International Rugby Board license many rugby goods or souvenirs. These are souvenirs of attending events and fans feel satisfaction when they buy them. Satisfaction is strongly related to further tourist intentions (Huang & Hsu, 2009; Um, Chon, & Ro, 2006; Yoon & Uysal, 2005). Understanding which factors impact on satisfaction is important for sports and tourism marketers. Satisfaction was found to be a significant factor indicating future intentions to go to the following Rugby World Cup 2011—a similar type of result to those offered in previous sports studies (Biscaia et al., 2012; Matsuoka et al., 2003). With regard to interaction effects, the Sky contract fan is strongly committed to rugby and is familiar with information on Rugby World Cup official goods. While package tour fans focus on the games of the Rugby World Cup, the independent fan would like to communicate with other fans at the event. Socialisation is one of key factors of sports fans (Wang et al., 2011). For individual travel fans, social activity drives their intention to attend the next Rugby World Cup. Providing opportunity for communication and sharing time with other fans is an important issue for event marketers.

Potential Fans For potential fans, Alternative Leisure had a negative effect on their future intentions, although Companionship indicated a positive effect. Potential fans have more interest in the event; however, they are not concerned with Companionship. The important issue for them is the Financial constraint (Kim & Chalip, 2004). Rugby World Cup travel is very expensive and costs are the highest barrier to attending future World Cups. In terms of interaction effects, the Perceived Tourist Attractiveness of the host country is an important factor for both young fans and Sky TV contract fans. Marketers need to advertise the tourist attractiveness of the destination to these groups.

5.6 Chapter Summary

This chapter analyses the results of Study 2. First, I profiled the sample and behavioural patterns associated with the study. Secondly, I developed a Rugby World Cup Sports Motivation Scale (Achievement, Relaxation, Socialisation, and Aesthetics), a Rugby World Cup Tourist Motivation Scale (Kinship, Shopping, and Learning about the Destination), and a Rugby World Cup Tourist Constraint Scale (Companionship, Security, Alternative Leisure Options, Cultural Differences, Lack of Tourist Attraction, and Rugby Information). Thirdly, I compared their scores according to demographics, and, fourthly, I analysed the factors that impacted upon satisfaction and intention to attend the Rugby World Cup 2011 in New Zealand. Finally I discussed the analytical results. The next chapter looks at the motivation and constraints associated with the Rugby World Cup 2011 tourists.

6. Study 3 (The Rugby World Cup Fan 2011) Results

This chapter shows the results in relation to Rugby World Cup 2011 fan tourists. Data was collected from members of the Japan Rugby Football Union Members Club ($N=417$) between 16 April and 6 May, 2012. The sample has similar demographics to Study 2. The data had a gender imbalance (82.7 % male and 17.3% female). Of the respondents, 73.1% were married with 44.8% having children. In terms of employment, private company workers came first at 64.3%, followed by self-employed workers (9.1%), public workers (7.9 %), and students (1.0%) (Appendix 2-3).

Table 66 Rugby World Cup 2011 tourist breakdown

Rugby World Cup Fan Category	<i>N</i>	%
Actual Rugby World Cup 2011 tourists	84	20.1
Potential Rugby World Cup 2011 tourists	115	27.5
Not a Rugby World Cup 2011 tourist	218	52.3
Total	417	100.0

Table 66 shows the Rugby World Cup fan breakdown, consisting of actual Rugby World Cup 2011 New Zealand fans and potential fans. Actual Rugby World Cup 2011 tourists are fans who have been to the Rugby World Cup 2011 and potential Rugby World Cup tourists are fans who have not been to the Rugby World Cup 2011, but have considered going to watch it.

The analysis of actual Rugby World Cup 2100 tourists is described in 6.1 and potential Rugby World Cup 2011 tourists in Sections 6.2.

The number of sample observations in Study 3 ($N=417$) is smaller than the number of sample observations in Study 2 ($N=645$). In particular, the sample of potential fans ($N=115$) is much smaller than the sample in Study 2 ($N=297$). This situation arises because questions in Study 2 related to the 1987-2007 Rugby World Cups; however, those in Study 3 were asked only about the 2011 Rugby World Cup event.

6.1 Statistics Description (Step 1)

6.1.1 Actual Rugby World Cup 2011 Tourist Demographics

Sociodemographics

The number of fans who had been to watch the 2011 Rugby World Cup in New Zealand was $N=84$, or (20.1%). Table 67 shows the sociodemographic variables of the actual Rugby World Cup 2011 tourists.

Table 67 Sociodemographic variables of actual Rugby World Cup 2011 tourists

Variable	Category	<i>N</i>	%
Gender	Male	56	66.5
	Female	28	33.5
Age	under 20 years	0	0.0
	21-30 years	1	1.2
	31-40 years	15	17.9
	41-50 years	36	42.9
	51-60 years	22	26.2
	61 years and over	10	11.9
Marital Status	Married	66	78.6
	Unmarried	18	21.4
Children	Yes	42	50.6
	No	41	49.4
	(missing)	1	
Profession	Private company	49	59.0
	Public worker	4	4.8
	Self-employed	8	9.6
	Housewife	1	1.2
	Student	8	9.6
	No job	7	8.4
	Others	6	7.2
	(missing)	1	

There are more males (66.5%) than females (33.5%). Most of the respondents were over 31 years of age, and 81.0% of the respondents were over 41 years of age. Seventy-eight point six per cent of the respondents were married and 50.6%

had children. In terms of occupation, private company employment was the most common, consisting of 59.0% of the respondents, followed by self-employed and students who came second and third with 9.6%. The unemployed, including the retired, came next.

Domestic rugby fan categories and marketing event participation

Table 68 indicates the category of actual Rugby World Cup 2011 tourists and their participation in marketing events.

Table 68 Domestic fan categories of actual Rugby World Cup 2011 tourists

Variable		N	%
Rugby Player Experience	Experience	29	35.4
	No experience	55	64.6
Top League Rugby	Watches	78	92.9
	Does not watch	6	7.1
University Rugby	Watches	67	79.8
	Does not watch	17	20.2
Test Match (Japan)	Watches	57	67.9
	Does not watch	27	32.1
Sky TV Contract	Has a contract	66	79.5
	No contract	17	20.5
	(missing values)	1	
Bledisloe Cup, Tokyo 2009	Watched	54	65.1
	Did not watch	28	34.9
	(missing values)	2	
Giantball Event, Tokyo 2009	Visited	31	36.9
	Did not visit	53	63.1

Thirty-five point four per cent of the respondents had experience playing rugby. The RWC 2011 fans primarily watch: Top League (92.9%), University games (79.8%), High School games (36.9%), and Japan representative team games (67.9%). Seventy-nine point five per cent of respondents had a contract with SKY TV. Sixty-five point one per cent of the respondents watched the Bledisloe Cup and 36.9% of the respondents went to the Giant Rugby Ball marketing event in Tokyo, Japan.

Previous Rugby World Cup (1987-2007) attendance

Table 69 shows the previous Rugby World Cup attendances. A previous Rugby World Cup had been attended by 47.6% of the actual RWC 2011 tourists.

Table 69 Previous Rugby World Cup attendance of actual Rugby World Cup 2011 tourists, by year

Rugby World Cup	Year	N	%
No Experience		44	52.4
Experience		40	47.6
(one or more RWC)			
France	2007	32	38.1
Australia	2003	27	32.1
Wales	1999	14	16.7
South Africa	1995	1	1.2
England	1991	0	0.0
New Zealand and Australia	1987	1	1.2

The attendance of respondents is concentrated on three Rugby World Cups: France 2007 (38.1%), Australia 2003 (32.1%), and Wales 1999 (16.7%).

Table 70 Number of times actual Rugby World Cup 2011 tourists had been to the Rugby World Cup before 2007 (N=84)

Frequency	N	%
No Experience	44	52.4
Experience	40	47.6
(Frequency)		
Once	16	16.7
Twice	14	16.6
Three times	9	10.7
Four times	1	1.2

Table 70 shows the frequency of previous Rugby World Cup attendances of actual Rugby World Cup fans. Twenty-eight point five per cent had experienced more than two Rugby World Cups before the France 2007 World Cup.

Travel Type

Table 71 indicates the travel type and travel duration of actual Rugby World Cup 2011 tourists.

Table 71 Actual Rugby World Cup 2011 tourists, by travel type

Variables	Category	N	%
Travel Type	Package Tour	41	48.2
	Individual Travel	42	50.6
	Others	1	1.2
	Total	84	100.0
Travel Duration	1-2 days	0	0.0
	3 days	10	11.9
	4-7 days	41	48.8
	8-10 days	20	23.8
	11-14 days	7	8.3
	15+ days	6	7.1
	Total	84	100.0

Individual travel (50.6%) is slightly higher than package travel (48.2%). With regard to travel duration, 48.8% of the respondents were away for 4-7 days, and 23.8% of respondents were away for 8-10 days. More than 70% of the Rugby World Cup tourists were concentrated on 4-10 day trips.

6.1.2 Potential Rugby World Cup Tourist Demographics

The number of the Rugby World Cup fans who had considered watching the Rugby World Cup 2011 New Zealand was 115, although the actual number of Rugby World Cup (1987-2007) tourists was 297 in Study 2. Table 72 shows the sociodemographic variables of the potential Rugby World Cup 2011 NZ tourists.

Table 72 Sociodemographic variables of potential Rugby World Cup 2011 tourists

Variable		N	%
Gender	Male	98	85.2
	Female	17	14.8
Age	under 20 years	0	0.0
	21-30 years	3	2.6
	31-40 years	29	24.4
	41-50 years	50	40.9
	51-60 years	24	20.8
	61 years and over	13	11.3
Marital Status	Married	82	68.9
	Unmarried	37	31.1
Children	Yes	63	69.6
	No	56	30.4
Profession	Private company	86	72.2
	Public worker	8	7.0
	Self-employed	10	7.8
	Housewife	6	5.2
	Student	0	0.0
	No job	5	4.3
	Others	4	3.5
	Total	115	100.0

There were many more males (85.2%) than females (15.1%). Most of the respondents were over 31 years of age. Fans aged 41-50 comprised 42.0% of the total sample. With regard to marital status, the proportion for potential tourists (68.9%) is a little lower than for actual tourists (78.6%); however, the proportion of potential tourists with children (69.6%) was higher than actual tourists with children (50.6%). In terms of employment, the portion of private company workers was more than 70%, with all other professions making up less than 10%.

Domestic rugby fan categories and marketing event participation

Of the respondents, 44.1 % had previous experience playing rugby. In terms of watching domestic rugby, potential tourists watch the following: Top League (95.0%), University games (73.9%), and Japan representative team games (55.5%).

The rankings of Bledisloe Cup 2009 (50.0%) and having a SKY TV contract (65.5%) are lower than those of actual tourists (65.1% and 79.5%, respectively). Potential tourists have less interest in international rugby matches than actual tourists do. With regard to the Giant Rugby Ball events, the participation of potential tourists (22.7%) is lower than that of actual tourists (36.9%).

Table 73 Domestic fan categories of potential Rugby World Cup 2011 tourists

Variable		<i>N</i>	%
Rugby Experience	Yes	51	44.3
	No	64	55.7
Top League	Yes	109	94.8
	No	6	5.2
University	Yes	86	74.8
	No	31	25.2
Test Match (Japan)	Yes	66	57.4
	No	49	42.6
Sky TV Contract	Yes	74	64.3
	No	41	35.7
Bledisloe Cup, Tokyo 2009	Yes	56	48.7
	No	59	51.3
Giantball Event, Tokyo 2009	Yes	27	23.5
	No	88	76.5

Previous Rugby World Cup (1987-2007) attendances

Table 74 shows the previous RWC attendance of potential Rugby World Cup New Zealand 2011 tourists. Twenty per cent of potential tourists had been to previous Rugby World Cups, many fewer than actual tourists (47.6%). Watching experiences were mainly concentrated on France 2007 and Australia 2003.

Table 74 Previous Rugby World Cup attendance of potential Rugby World Cup 2011 tourists, by year

Rugby World Cup	Year	N	%
No previous attendance		92	80.0
Previous attendance (each RWC)		23	20.0
France	2007	11	9.2
Australia	2003	10	8.4
Wales	1999	2	1.7
South Africa	1995	0	0.0
England	1991	2	1.7
New Zealand and Australia	1987	2	1.7

Table 75 shows the frequency of previous Rugby World Cup attendances of potential Rugby World Cup tourists. The number of respondents who had been to a Rugby World Cup more than twice is only 2.6% and it is much lower than that of actual tourists (24.0%).

Table 75 Number of times potential Rugby World Cup 2011 tourists have been to a Rugby World Cup before 2007 (N=115)

Frequency	N	%
No previous attendance	92	80.0
Previous attendance (Frequency)	23	20.0
Once	20	17.4
Twice	3	2.6

6.2 Factor Analysis (Step 2)

6.2.1 Actual Rugby World Cup 2011 Tourist Motivation Scale

In Study 2, the Rugby World Cup (1987-2007) sports fan motivation scale was constructed using factor analysis. In Study 3, data collected from the Rugby World Cup 2011 was applied to these scales and examined by CFA; each subscale was checked by credit reliability, average variance extracted (AVE), and Cronbach's alpha.

Sports Fan Motivation

For sports fan motivation, the results indicated an acceptable fit (Chi-Square (29, N = 84) = 30.049, $p = .412$; GFI = .930 (> .900); RMSEA = .021 (< .090); CFI = .998 (> .900); AIC = 82.049).

Table 76 Sports fan motivation CFA results of actual Rugby World Cup 2011 tourists

Factor and Items	CFA			
	SFL	CR	AVE	α
1. Achievement (ACH)		.92	.86	.80
SM 7 Feel achievement of my favourite team	.84			
SM 9 Feel proud of my favourite team	.86			
SM 8 Feel achievement of my favourite player	.98			
2. Relaxation (RXS)		.83	.62	.84
SM 16 To be distracted from daily life	.71			
SM 18 Relax mentally	.84			
SM 17 Relax physically	.80			
3. Socialisation (SOC)		.92	.85	.91
SM 21 Share satisfaction with others	.96			
SM 19 Meet other spectators	.88			
4. Aesthetics (AES)		.83	.72	.80
SM 12 Enjoy the game as beauty	.70			
SM 11 Enjoy the event as art	.97			

*SFL=Standardised Factor Loadings CR=Composite Reliability
 AVE=Average Variance Extracted α =Cronbach's alpha

For each factor, the CR score and AVE percentages provide an indication of convergent validity. The CR scores (from .83 to .92) were all above .70, and the AVE averages (from .62 to .86) were all above .50.

Tourist Motivation

In tourist motivation, the results indicated an acceptable fit (Chi-Square (17, $N = 84$) = 16.048, $p = .520$; GFI = .955 (> .900); RMSEA = .000 (< .090); CFI = 1.000 (> .900); AIC = 54.048).

Table 77 Tourist Motivation CFA results of actual Rugby World Cup 2011 tourists

Factor and Items	CFA			
	SFL	CR	AVE	α
1. Kinship (KIN)		.94	.83	.93
TM 15 Have a good time with friends or family	.89			
TM 13 Strengthen the relationship with friends or family	.93			
TM 14 Relax with friends or family	.92			
2. Shopping (SHP)		.86	.67	.86
TM 20 Purchase souvenirs	.83			
TM 19 Enjoy shopping	.82			
TM 21 Enjoy window shopping	.81			
3. Destination Learning (LEA)		.92	.86	.92
TM 2 Get knowledge	.87			
TM 3 Learn a lot	.98			

*SFL=Standardised Factor Loadings CR=Composite Reliability
 AVE=Average Variance Extracted α =Cronbach's alpha

For each factor, the CR score and AVE percentages provide an indication of convergent validity. The CR scores (from .86 to .94) were all above .70 and the AVE averages (from .67 to .86) were all above .50.

6.2.2 Rugby World Cup Tourist Motivation Factor Scale Scores

The Rugby World Cup 2011 tourist motivation scale was the same scale used in Study 2. It consists of four sports motivation factors, namely: 1) Achievement; 2) Socialisation; 3) Relaxation; 4) Aesthetics) and three tourist motivation factors: 1) Kinship; 2) Shopping; 3) Destination Learning). Table 78 indicates the mean scores and standard deviations with regard to these motivation factors.

Actual Rugby World Cup 2011 Tourists

Table 78 Rugby World Cup 2011 sport fan motivation and tourist motivation construct and score

Rugby World Cup: Sport Fan Motivation construct (4 Factors) 7-pt. Likert scale, 1. Strongly Disagree -7. Strongly Agree
Socialisation ($M=5.13$, $SD=1.66$) <ul style="list-style-type: none">• Share satisfaction with others• Meet other spectators
Achievement ($M=4.92$, $SD=1.57$) <ul style="list-style-type: none">• Feel achievement of my favourite team• Feel proud of my favourite team• Feel achievement of my favourite player
Relaxation in Sport ($M=4.48$, $SD=1.67$) <ul style="list-style-type: none">• To be distracted from daily life• Relax mentally• Relax physically
Aesthetics ($M=4.28$, $SD=1.34$) <ul style="list-style-type: none">• Enjoy the game as beauty• Enjoy the event as art
Rugby World Cup: Tourist Motivation construct (3 Factors) 7-pt. Likert scale, 1. Strongly Disagree -7. Strongly Agree
Destination Learning ($M=5.11$, $SD=1.34$) <ul style="list-style-type: none">• Get knowledge• Learn a lot
Kinship ($M=4.88$, $SD=1.89$) <ul style="list-style-type: none">• Have a good time with friends or family• Strengthen the relationship with friends or family• Relax with friends or family
Shopping ($M=4.23$, $SD=1.56$) <ul style="list-style-type: none">• Purchase souvenirs• Enjoy shopping• Enjoy window shopping

Overall, the sports motivation is a little lower than tourist motivation. With regard to sports motivation, Socialisation scores the highest and is above five points. Achievement and Relaxation then follow. Aesthetics scores the lowest.

With regard to tourist motivation, Destination Learning scores the highest and is above five points. Kinship comes next and Shopping scores lowest.

6.2.3 Factor Score Differences between 1987-2007 tourists and 2011 tourists

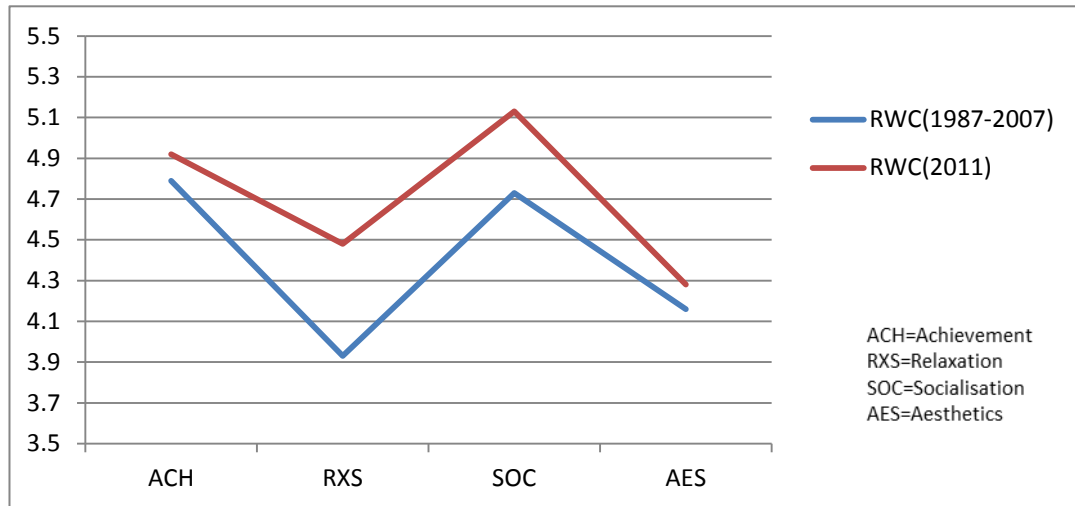


Figure 31 Comparison of sports motivation factors between Rugby World Cup 1987-2007 tourists and Rugby World Cup 2011 tourists

Rugby World Cup 2011 tourist data used the same scale as the Rugby World Cup 1987-2007. Two factor scores were compared by means of independent t-test. Figure 31 compares the four Rugby World Cup sports motivation factors of the 1987-2007 Rugby World Cup tourists and 2011 Rugby World Cup tourists. The motivation pattern is similar, although the scores of 2011 tourists are higher than 1987-2007 tourist scores. Only Relaxation ($t(183) = -2.264, p < .05$) showed a significant difference between the 1987-2007 tourists and 2011 tourists.

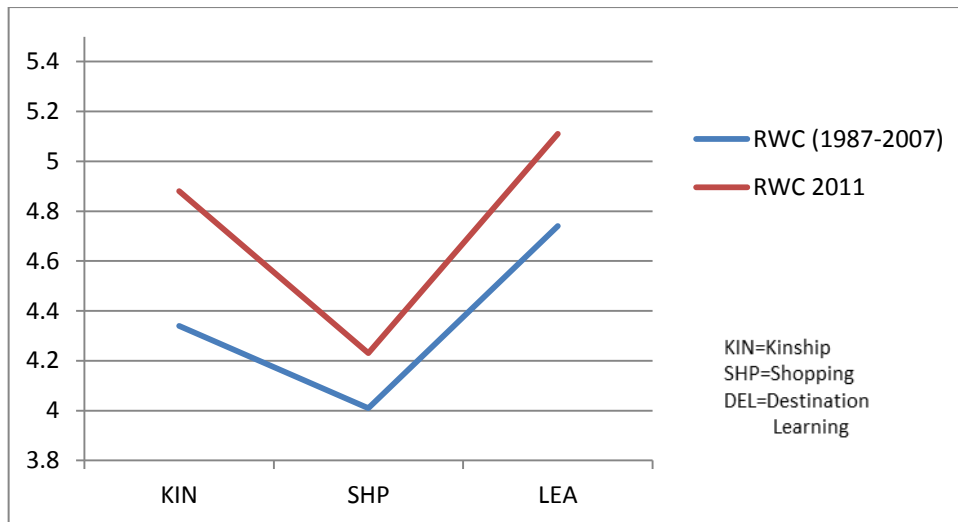


Figure 32 Comparison of tourist motivation factors between Rugby World Cup 1987-2007 tourists and Rugby World Cup 2011 tourists

Figure 32 shows the comparison of the three Rugby World Cup tourist motivation factors for the 1987-2007 Rugby World Cup tourists and 2011 Rugby World Cup tourists. Here only Kinship ($t(183) = -2.058, p < .05$) showed a significant difference between 1987-2007 tourists and 2011 tourists.

6.2.4 Potential Rugby World Cup (2011) Tourist Constraint Scale

Constraint Factors

As for RWC motivation, the Rugby World Cup (1987-2007) fan constraints scale was constructed. Data collected from the Rugby World Cup 2011 was applied to these scales and examined by CFA. The results indicated that some indices did not fit (Chi-Square (75, N = 115) = 30.049, $p = .412$; GFI = .856 (< .900); RMSEA = .095 (> .090); CFI = .927 (> .900); AIC = 241.786). For each factor, the CR score and AVE percentages provide an indication of convergent validity. The CR scores (from .80 to .94) were all above .70 and the AVE averages (from .50 to .92) were all above .50 per cent. RMSEA (.095) and GFI (.856) did not fit; however, convergent validity criteria such as CR, AVE, and Cronbach's alpha were appropriate. Therefore, this scale was employed for this study.

Table 79 Constraint CFA results of potential Rugby World Cup 2011 tourists

Factor and Items	CFA			
	SFL	CR	AVE	α
1. Companions (COM)		.83	.50	.83
CO 5 Difficult to find companions	.73			
CO 6 Schedule of family	.63			
CO 22 Family are not interested in event	.75			
CO 4 Vacation schedule of companions	.56			
CO 21 Friends are not interested in event	.83		.89	
2. Security (SEC)		.94		.94
CO 14 Politics in host country	.97			
CO 13 Security in host country	.92		.92	
3. Alternative Leisure (ALT)		.93		.93
CO 11 Do alternative leisure	.95			
CO 12 Spend money for alternative leisure	.92		.80	
4. Different Culture (CUL)		.89		.89
CO 9 Different language	.86			
CO 10 Different culture	.93		.67	
5. Lack of Tourist Attractiveness (LOT)		.80		.79
CO 23 Lack of tourist attractiveness	.77			
CO 24 Not sure I can enjoy other activities	.87		.76	
6. Rugby Information (RUI)		.86		.86
CO 18 Do not know players' names in foreign countries	.90			
CO 17 Do not know rugby in foreign country	.84			

*SFL=Standardised Factor Loadings CR=Composite Reliability
 AVE=Average Variance Extracted α =Cronbach's alpha

6.2.5 Potential Rugby World Cup 2011 Fans

The Rugby World Cup 2011 tourist constraint scale that was employed was the same as in Study 2. Table 80 shows the mean score and the standard deviation with regard to the motivation factors. The Companions factor scored the highest, with Rugby Information coming second. These two factors are above the average. Other factors, specifically Different Culture, Alternative Leisure, Lack of Tourist Attractiveness and Security, score similarly low levels.

Table 80 Potential Rugby World Cup (1987-2007) tourist constraint construct and score

Potential Rugby World Cup Fan Tourists: Constraints construct (6 Factors)
7-pt. Likert scale, 1. Strongly Disagree -7. Strongly Agree

Companions ($M=3.07$, $SD=1.80$)
<ul style="list-style-type: none">• Difficult to find companions• Schedule of family• Family are not interested in event• Vacation schedule of companions• Friends are not interested in event
Rugby Information ($M=2.67$, $SD=1.68$)
<ul style="list-style-type: none">• Do not know players' names in foreign countries• Do not know rugby in foreign country
Different Culture ($M=1.80$, $SD=1.17$)
<ul style="list-style-type: none">• Different language• Different culture
Alternative Leisure ($M=1.77$, $SD=1.20$)
<ul style="list-style-type: none">• Do alternative leisure• Spend money for alternative leisure
Lack of Tourist Attractiveness ($M=1.76$, $SD=1.27$)
<ul style="list-style-type: none">• Lack of tourist attractiveness• Not sure I can enjoy other activities
Security in host country ($M=1.65$, $SD=1.15$)
<ul style="list-style-type: none">• Politics in host country• Security in host country

6.2.6 Factor Score Difference between 1987-2007 RWC tourists and 2011 RWC tourists

RWC tourists

The Rugby World Cup 2011 tourist data used the same scale as the Rugby World Cup 1987-2007. Two factor scores were compared using an independent *t*-test. The result showed that only Relaxation differs significantly between potential 1987-2007 RWC tourists and potential 2011 RWC tourists.

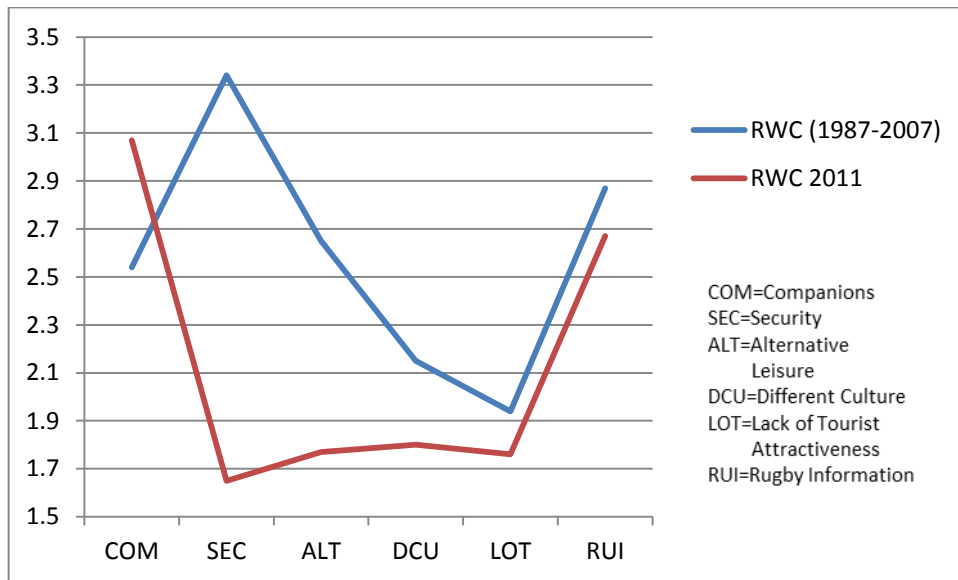


Figure 33 Comparison of constraint factors between Rugby World Cup 1987-2007 potential tourists and Rugby World Cup 2011 potential tourists

Figure 33 compares six Rugby World Cup tourist constraint factors between the 1987-2007 Rugby World Cup tourists and 2011 Rugby World Cup tourists. Security ($t(410) = 5.725, p < .001$) and Different Culture ($t(410) = 3.096, p < .01$) showed a significant difference between 1987-2007 and 2011 tourists.

6.3 Factor Score Comparisons by Demographics (Step 3)

This section examines the same motivation and constraint factors in terms of demographics as used in Study 2: 1) Gender; 2) Age; 3) Rugby World Cup Attendance; 4) Rugby Player Experience; 5) Travel Type).

6.3.1 Gender

Actual Rugby World Cup 2011 Tourists

Both overall sports motivation ($t(82) = -.251, p > .05$) and tourist motivation ($t(82) = -.939, p > .05$) do not indicate a significant difference between genders. Also, none of the subscales shows significant differences between genders.

Table 81 Mean, standard deviation, and significant differences in mean score relative to gender

	Mean (SD) Male (N=56)	Mean (SD) Female (N=28)
Overall Sports Motivation (OSM)	4.68 (1.22)	4.75(1.08)
Achievement (ACH)	4.80 (1.64)	5.15 (1.42)
Relaxation (RXS)	4.70 (1.65)	4.05 (1.66)
Socialisation (SOC)	5.05 (1.72)	5.27 (1.53)
Aesthetics (AES)	4.16 (1.51)	4.52 (1.69)
Overall Tourist Motivation (OTM)	4.66 (1.14)	4.91 (1.23)
Kinship (KIN)	4.92 (1.88)	4.57 (1.71)
Shopping (SHP)	4.05 (1.46)	4.02 (1.84)
Destination Learning (LEA)	5.00 (1.30)	5.34 (1.41)

Potential Rugby World Cup 2011 Tourists

While there is no significant difference between the genders for actual Rugby World Cup 2011 tourists, there are some significant differences for potential Rugby World Cup 2011 tourists.

In terms of overall constraints ($t(113) = 2.971, p < .01$), a significant difference was found between males and females. With regard to subscales, Security ($t(113) = 3.852, p < .001$), Different Culture ($t(113) = 2.128, p < .05$) and Rugby Information ($t(113) = 3.296, p < .01$), indicate significant differences. Females had stronger constraints in these factors.

Table 82 Mean, standard deviation, and significant differences in mean score relative to gender

	Mean (SD) Male (N=98)	Mean (SD) Female (N=17)
All Constraints (OCO)**	2.01 (.89)	2.74 (1.19)
Companions (COM)	2.99 (1.78)	3.55 (1.87)
Security (SEC)***	1.48 (.90)	2.59 (1.86)
Alternative Leisure (ALT)	1.72 (1.09)	2.09 (1.72)
Different Culture (DCU)*	1.71 (1.02)	2.35 (1.75)
Lack of Tourist Attractiveness (LOT)	1.71 (1.20)	2.03 (1.63)
Rugby Information (RUI)**	2.46 (1.53)	3.85 (2.02)

*** $p < .001$; ** $p < .01$; * $p < .05$

6.3.2 Age

Actual Rugby World Cup 2011 Tourists

In order to compare the motivation of actual Rugby World Cup 2011 tourists' differences in terms of age, one-way ANOVAs and post-hoc tests were conducted. The results of the one-way ANOVAs showed no significant differences among the age groups.

Table 83 Mean, standard deviation, and significant differences in mean score relative to age

Age category	Sports Motivation					Tourist Motivation			
	OSM	ACH	RXS	SOC	AES	OTM	KIN	SHP	LEA
-39 (N=16)	5.01 (1.30)	5.29 (1.60)	4.69 (1.61)	5.50 (1.78)	4.56 (1.83)	5.24 (1.04)	5.08 (1.90)	4.75 (1.35)	5.88 (1.07)
40-49 (N=36)	4.53 (1.11)	4.71 (1.62)	4.71 (1.59)	4.83 (1.64)	3.86 (1.65)	4.56 (.96)	4.97 (1.83)	3.88 (1.50)	4.83 (1.22)
50-59(N=22)	4.89 (1.00)	5.12 (1.23)	4.33 (1.83)	5.27 (1.37)	4.84 (1.04)	4.81 (1.28)	4.86 (2.01)	4.56 (1.54)	5.00 (1.35)
60- (N=10)	4.40 (1.51)	4.60 (2.05)	3.67 (1.64)	5.25 (1.12)	4.10 (1.54)	4.45 (1.65)	4.30 (2.01)	3.90 (1.93)	5.15 (1.76)
<i>F</i> Statistics	1.038	.757	1.169	.716	2.090	1.499	.396	1.723	2.436

OSM=Overall Sport Motivation, ACH=Achievement, RXS=Relaxation, SOC=Socialisation, AES=Aesthetics
OTM=Overall Tourist Motivation, KIN=Kinship, SHP=Shopping, LEA=Destination Learning

Potential Rugby World Cup 2011 Tourists

With regard to the constraint factors for potential Rugby World Cup tourists, the ANOVA and post-hoc test results showed no significant differences in overall constraints or subscales.

Table 84 Mean, standard deviation, and significant differences in mean score relative to age group

Age Category	OCO	COM	SEC	ALT	DCU	LOT	RUI
30-39 (N=31)	2.31 (1.21)	3.35 (1.98)	2.03 (1.52)	1.87 (1.25)	1.89 (1.25)	1.95 (1.60)	2.74 (1.76)
40-49 (N=47)	2.04 (.80)	3.08 (1.68)	1.48 (.83)	1.72 (.97)	1.72 (.96)	1.74 (1.12)	2.50 (1.62)
50-59 (N=24)	1.95 (.86)	2.46 (1.47)	1.65 (1.18)	1.77 (1.44)	1.75 (1.03)	1.54 (1.17)	2.52 (1.57)
60-(N=13)	2.28 (1.07)	3.51 (2.15)	1.35 (.99)	1.73 (1.48)	2.00 (1.58)	1.77 (1.15)	3.35 (1.89)
<i>F</i> Statistics	.852	1.452	1.815	.098	.260	.465	.945

OCO=Overall Constraints, COM=Companions, SEC=Security, ALT-Alternative Leisure
DCU=Different Culture, LOT=Lack of Tourist Attractiveness, RUI=Rugby Information

6.3.3 Rugby Player Experience

Actual Rugby World Cup 2011 Tourists

Overall sports fan motivation and tourist motivation did not show a significant difference between rugby play experienced World Cup 2011 tourists and nonexperienced World Cup 2011 tourists. With regard to subscales, Relaxation ($t(82) = -2.80, p < .01$) showed a significant difference. For rugby play experienced tourists, relaxation is higher than for those with no play experience.

Table 85 Mean, standard deviation, and significant differences in mean score relative to rugby play experience

	Mean (SD) Player Experience (N=29)	Mean (SD) No Player Experience (N=55)
Overall Sports Motivation (OSM)	4.93 (1.12)	4.58 (1.19)
Achievement (ACH)	4.82 (1.42)	4.97 (1.66)
Relaxation (RXS)**	5.16 (1.44)	4.13 (1.68)
Socialisation (SOC)	4.98 (1.37)	4.53 (1.59)
Aesthetics (AES)	4.47 (1.45)	4.18 (1.63)
Overall Tourist Motivation (OTM)	4.88 (1.12)	4.67 (1.20)
Kinship (KIN)	5.32 (1.89)	4.65 (1.86)
Shopping (SHP)	4.18 (1.44)	4.25 (1.63)
Destination Learning (LEA)	5.14 (1.15)	5.10 (1.44)

**** $p < .01$**

Potential Rugby World Cup 2011 Tourists

Overall constraints ($t(113) = 2.24, p < .05$) showed a significant difference. The constraints scores of rugby player tourists were lower than those with no rugby player experience. In terms of subscales, Security ($t(82) = 2.50, p < .05$) indicated a significant difference between rugby player experienced tourists and nonrugby player tourists.

Table 86 Mean, standard deviation, and significant differences in mean score relative to rugby play experience

	Mean (SD) Play Experience (N=51)	Mean (SD) No Play Experience (N=64)
Overall Constraints (OCO)*	1.90 (.79)	2.30 (1.07)
Companions (COM)	2.85 (1.52)	3.25 (1.98)
Security (SEC)*	1.35 (.68)	1.88 (1.39)
Alternative Leisure (ALT)	1.66 (1.06)	1.87 (1.30)
Different Culture (DCU)	1.57 (.95)	1.99 (1.30)
Lack of Tourist Attractiveness (LOT)	1.59 (1.09)	1.90 (1.39)
Rugby Information (RUI)	2.37 (1.39)	2.90 (1.86)

*** $p < .05$**

6.3.4 Past Rugby World Cup Experiences

Actual Rugby World Cup 2011 Tourists

The results of the survey show that 40 actual Rugby World Cup 2011 tourists had experience of attending previous Rugby World Cups, and 44 potential tourists did not.

Table 87 Mean, standard deviation, and significant differences in mean score relative to previous Rugby World Cup attendance

	Mean (SD) RWC Watched (N=40)	Mean (SD) RWC Not Watched (N=44)
Overall Sports Motivation (OSM)	4.94 (1.12)	4.48 (1.05)
Achievement (ACH)	5.10 (1.77)	4.75 (1.37)
Relaxation (RXS)*	4.98 (1.59)	4.04 (1.64)
Socialisation (SOC)	5.24 (1.73)	5.02 (1.60)
Aesthetics (AES)	4.45 (1.69)	4.13 (1.45)
Overall Tourist Motivation (OTM)	4.93 (1.05)	4.57 (1.25)
Kinship (KIN)	5.10 (1.86)	4.69 (1.91)
Shopping (SHO)	4.42 (1.44)	4.05 (1.66)
Destination Learning (LEA)	5.28 (1.04)	4.97 (1.55)

* $p < .05$

Overall sports motivation ($t(82) = -1.809, p > .05$) and tourism motivation ($t(82) = -1.424, p > .05$) did not show any significant difference. Relaxation ($t(82) = -2.660, p < .05$) showed a significant difference between those who had attended a Rugby World Cup and those who had not.

Potential Rugby World Cup 2011 Tourists

As in the potential Rugby World Cup 2011 fans analysis, Rugby World Cup fans who had experience of attending previous Rugby World Cups and those with no previous experience were compared using an independent t -test.

Table 88 Mean, standard deviation, and significant differences in mean score relative to previous Rugby World Cup attendance vs. no previous attendance

	Mean (SD) RWC Watching Experience (N=92)	Mean (SD) RWC No Watching Experience (N=23)
Overall Constraints (OCO)*	1.72 (.74)	2.22 (1.00)
Companions (COM)	2.61 (1.62)	3.19 (1.83)
Security (SEC)	1.48 (1.20)	1.69 (1.15)
Alternative Leisure (ALT)	1.41 (.72)	1.86 (1.28)
Different Culture (CUL)*	1.26 (1.22)	1.94 (.71)
Lack of Tourist Attractiveness (LOT)	1.80 (1.32)	1.75 (1.08)
Rugby Information (RUI)**	1.78 (1.75)	2.89 (.96)

**** $p < .01$; * $p < .05$**

In terms of Overall Constraints, tourists with experience of watching previous Rugby World Cups and those with no previous experience showed a significant difference ($t(113) = 2.229, p < .05$). With regard to subscales, Different Culture ($t(113) = 2.552, p < .05$) and Rugby Information ($t(113) = 2.912, p < .01$) did show significant differences.

6.3.5 Travel Type

Both Overall Sports Motivation ($t(82) = -1.074, p > .05$) and Overall Tourist Motivation ($t(82) = .164, p > .05$) did not show any significant differences between package tour tourists and independent tourists. With regard to subscales too, no significant differences were found.

Table 89 Mean, standard deviation, and significant differences in scores between travelling on a package tour and individual travel

	Mean (SD) Package Tour (N=41)	Mean (SD) Independent Travel (N=43)
Overall Sports Motivation (OSM)	4.56 (1.02)	4.84 (1.30)
Achievement (ACH)	4.85 (1.51)	4.98 (1.64)
Relaxation (RXS)	4.20 (1.69)	4.75 (1.63)
Socialisation (SOC)	5.01 (1.57)	5.23 (1.75)
Aesthetics (AES)	4.18 (1.44)	4.37 (1.69)
Overall Tourist Motivation (OTM)	4.76 (1.15)	4.72 (1.20)
Kinship (KIN)	4.78 (1.82)	4.98 (1.97)
Shopping (SHP)	4.42 (1.54)	4.04 (1.57)
Destination Learning (LEA)	5.09 (1.36)	5.14 (1.33)

Travel Duration

Both Overall Sports Motivation $F(2, 81) = 1.445, p > .05$ and Overall Tourist Motivation $F(2, 81) = .118, p > .05$ did not show any significant differences. In terms of each subscale, no significant differences between the groups with different travel durations were observed.

Table 90 Mean, Standard Deviation, and significant differences in score in terms of travel duration

Travel Duration	Sports Motivation					Tourist Motivation			
	OSM	ACH	RXS	SOC	AES	OTM	KIN	SHP	DEL
less than 3 days (N=10)	5.02 (1.21)	5.17 (1.39)	4.77 (1.56)	5.40 (1.88)	4.75 (1.69)	4.91 (.86)	4.73 (2.06)	4.50 (1.44)	5.50 (1.22)
4-10 days (N=41)	4.48 (1.18)	4.59 (1.63)	4.44 (1.61)	4.79 (1.74)	4.12 (1.61)	4.72 (1.19)	4.80 (2.02)	4.40 (1.65)	4.95 (1.23)
11 days or more (N=33)	4.87 (1.13)	5.25 (1.50)	4.45 (1.82)	5.45 (1.43)	4.33 (1.49)	4.72 (1.24)	5.04 (1.71)	3.93 (1.47)	5.20 (1.49)
<i>F</i> Statistics	1.445	1.824	.160	1.643	.671	.118	.185	1.003	.781
Total (N=84)	4.70 (1.17)	4.92 (1.57)	4.48 (1.67)	5.18 (1.66)	4.28 (1.57)	4.74 (1.17)	4.88 (1.89)	4.23 (1.56)	5.11 (1.34)

OSM=Overall Sport Motivation, ACH=Achievement, RXS=Relaxation, SOC=Socialisation, AES=Aesthetics
 OTM=Overall Tourist Motivation, KIN=Kinship, SHP=Shopping, LEA=Destination Learning

6.4 Factor Impact Analysis using SEM (Step 4)

6.4.1 Actual Rugby World Cup (2011) Fan Base Model (Phase 1)

In the base model of actual sports fans, seven Rugby World Cup fans' motivation factors (Achievement, Relaxation, Socialisation, Aesthetics, Kinship, Shopping, and Destination Learning) acted as independent variables. Their satisfaction levels and their intention level for RWC 2015 England were employed as the dependent variables. As in Study 2, these three questions were combined into one variable. The Cronbach's alpha of the three questions about satisfaction is .74 (Table 91).

Table 91 Satisfaction level constructs

Satisfaction level construct
7-pt. Scale, 1. Strongly Dissatisfied -7. Strongly Satisfied
Overall Travel
Rugby Watching
Tourism

The alpha (.88) of these five questions about intentions indicated a significant correlation between them (Table 92).

Table 92 Intention to attend the Rugby World Cup 2015 constructs

Intention level to attend the following RWC construct
7-pt. Likert scale, 1. Strongly Disagree -7. Strongly Agree
I want to watch the Rugby World Cup 2015 in New Zealand.
I want to watch the Rugby World Cup 2015 more than other sports.
I want to watch the Rugby World Cup 2015 more than other travel.
I want to travel to New Zealand more than another area.
I want to watch the Rugby World Cup 2015 more than other TV programmes.

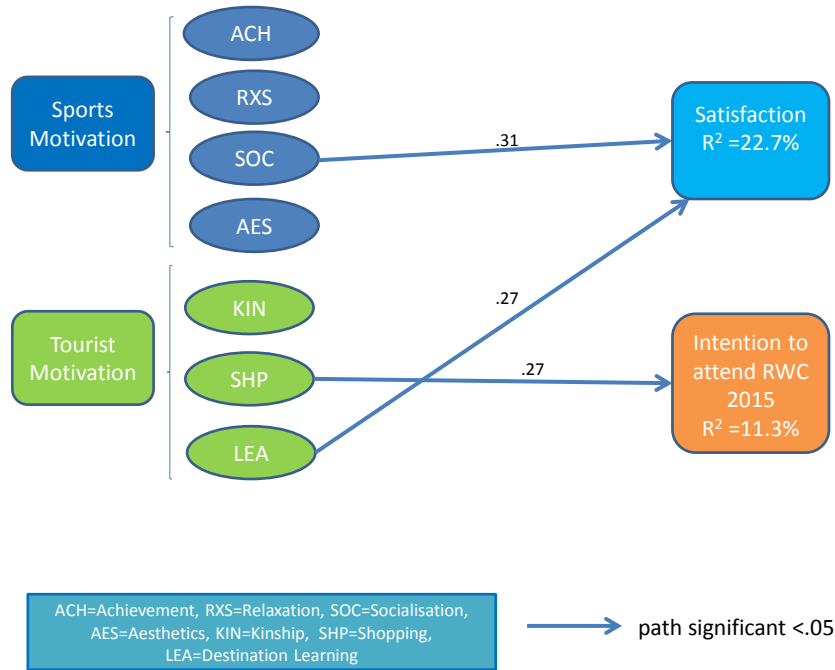


Figure 34 A model of the factors that impact on actual Rugby World Cup (2011) fans' satisfaction and intention to attend Rugby World Cup 2015 (base model)

The base model was analysed with SEM using Amos. The results of this analysis are provided in Figure 34. The data indicated a good fit to the model (Chi-Square = 11.613, $df = 12$, $p = .477$, GFI = .971, CFI = 1.000, RMSEA= .000 and AIC=77.613). The model explained 22.7 % of variance in satisfaction levels and 11.3% of variance in intention level. According to the path coefficients (β values), Socialisation ($\beta = .31$), acting as sports fan motivation, and Destination Learning ($\beta = .27$) acting as tourist motivation factor, had a significant positive impact on satisfaction, and Shopping ($\beta = .27$) acting as a tourist motivation factor had a significant positive impact to their intention. SEM results show that Hypothesis 1 and 2 were partially accepted.

6.4.2 Actual Rugby World Cup (2011) Fan Overall Preliminary Model (Phase 2)

To analyse the impact of the motivation factors on satisfaction and intention to attend the Rugby World Cup 2015 in depth, I used interaction effects as in Study 2. In the overall model of Study 3, the same independent variables as those in Study 2 were used. First, I estimated potential dummy variables and relevant interaction effects using two regression analyses: Stepwise Regression Analysis ($p < .05$) and Normal Linear Regression analysis ($p < .10$). Appendix 7-5 and Appendix 7-6 show the results. Using two regression analyses, I selected two potential Dummy variables (Play Dummy and Age Dummy), and 10 interaction effects:

- (1) Japan*Socialisation, (2) Male*Destination Learning, (3) Individual*Shopping,
- (4) Japan*Kinship, (5) Male*Shopping, (6) Sky*Relaxation,
- (7) Japan*Achievement, (8) Individual*Achievement,
- (9) Individual*Socialisation, (10) RWCExperience*Shopping).

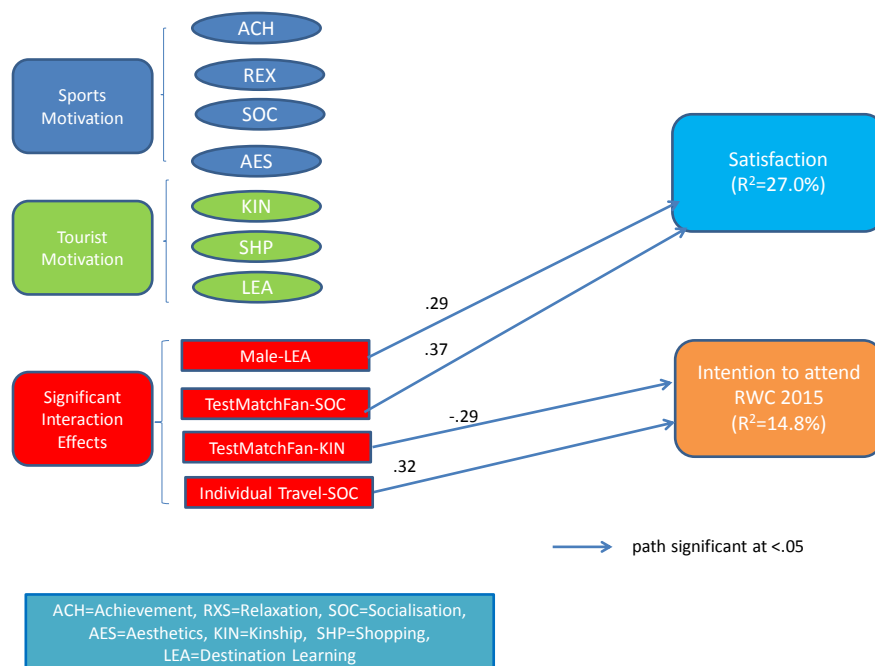


Figure 35 A model of the factors that impact on actual Rugby World Cup (2011) fans' satisfaction and intention to attend Rugby World Cup 2015 (overall preliminary model)

Then, I analysed two selected potential dummy variables and 10 interaction variables as independent variables in addition to the factors of the Base Model. In the process of SEM, I deleted insignificant dummy and interactive variables. The result showed that four interaction effects (Male*Destination Learning, Japan*Socialisation, Japan*Kinship, and Individual*Socialisation) have a significant impact in the overall preliminary model (Figure 35).

6.4.3 Actual Rugby World Cup (2011) Fan Overall Final Model (Phase 3)

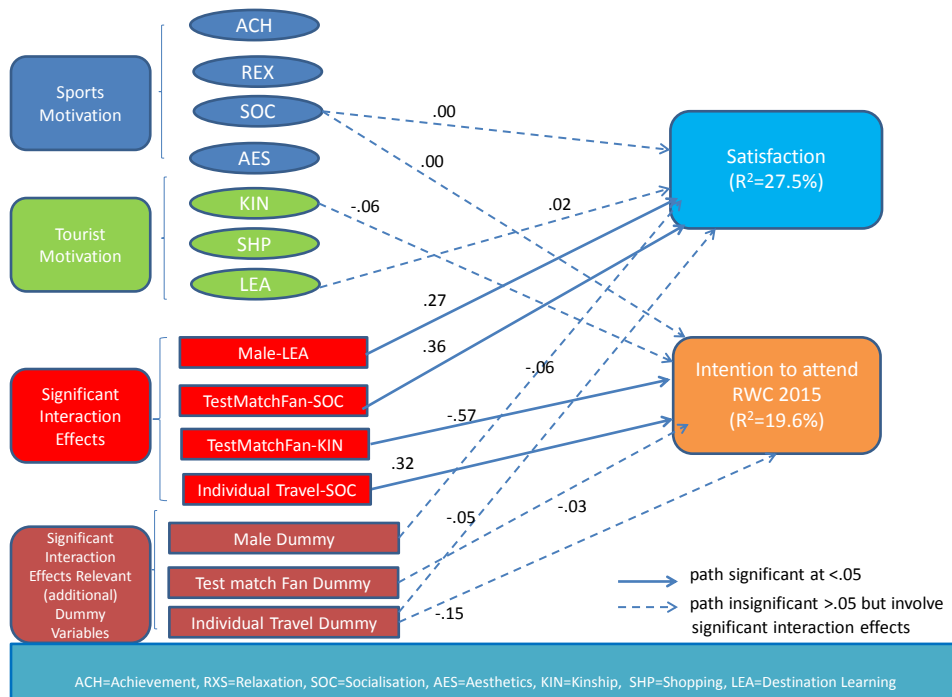


Figure 36 A model of the factors that impact on actual Rugby World Cup (2011) fans' satisfaction and intention to attend the Rugby World Cup 2015 (overall final model)

For the overall final model, I added relevant dummy variables to the overall model and analysed it. Bold lines indicate significant main effects, dummy variables and interaction effects, and dotted lines indicate insignificant interaction related variables (Figure 36). The data indicated a good fit to the model (Chi-Square = 24.703, $df = 17$, $p = .102$, GFI = .967, CFI = .986, RMSEA = .074 and AIC=262.703). The model explained 27.5% of variance in satisfaction and 19.6% variance in intention. No main factors and dummy variables had impact to the fans' satisfaction and intention. In terms of interaction variables, Male*LEA ($\beta = .27$) and TestMatchFan*Socialisation ($\beta = .36$) showed a significant impact on satisfaction and TestMatchFan*Kinship ($\beta = -.57$) and Individual Travel*Socialisation ($\beta = .32$) showed significant impact on the intention to attend the RWC 2015.

6.4.4 Significant Interaction Effects Cases (Rugby World Cup 2011 actual fan)

The Overall Final Model (Figure 36) indicates four significant interaction effects. These are: 1. Male*Destination Learning, 2. TestMatchFan*Socialisation, 3. TestMatchFan*Kinship, and 4. IndividualTravel*Socialisation.

1. Male*Destination Learning Interaction Effect There was no significant effect of the Destination Learning factor ($\beta = .02, p > .05$). or of the Male dummy ($\beta = -.06, p > .05$) on satisfaction. However, there is a significant interaction effect between Destination Learning and the Male dummy ($\beta = .27, p < .05$). To understand what this interaction means, I show in Figure 37 the interaction effect between the Destination Learning factor and the Male dummy on satisfaction. For females, there is a positive yet insignificant effect of Destination Learning on satisfaction (solid line). However, for males (dashed line), the Destination Learning factor impact on satisfaction is positive. This result means that for males, Destination Learning drives their satisfaction level, whereas it is not the case for females. Male fans are more interested in New Zealand tourist spots or culture than females are.

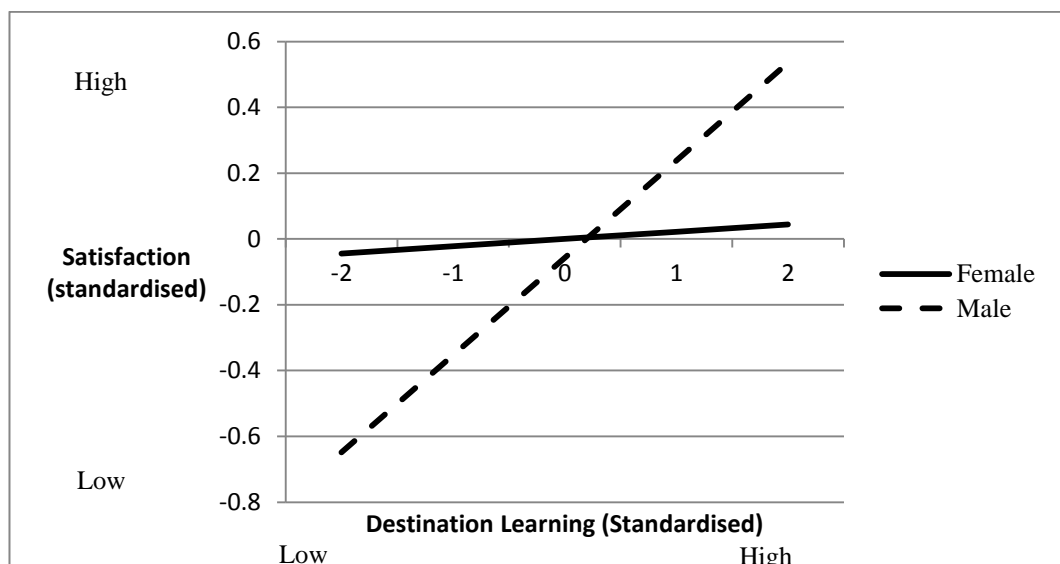


Figure 37 Effect of “Destination Learning Factor” on satisfaction, by gender

2. TestMatchFan*Socialisation Interaction Effect As with the previous factor, there is no significant effect of the Socialisation factor ($\beta = .004, p > .05$), or of the Test Match Game dummy ($\beta = -.05, p > .05$) on satisfaction, but a significant interaction effect between Socialisation and the Test Match dummy ($\beta = .36, p < .05$) was seen. Figure 38 indicates the interaction effect between the Socialisation factor and the Test Match dummy on satisfaction. For fans who do not attend Test matches in Japan, there is a positive yet insignificant effect of Socialisation on satisfaction (solid line). However, for those fans who do attend a Test Match (dashed line), the effect of Socialisation on satisfaction is positive. For these people, socialisation drives their satisfaction level. They want to share satisfaction with other fans.

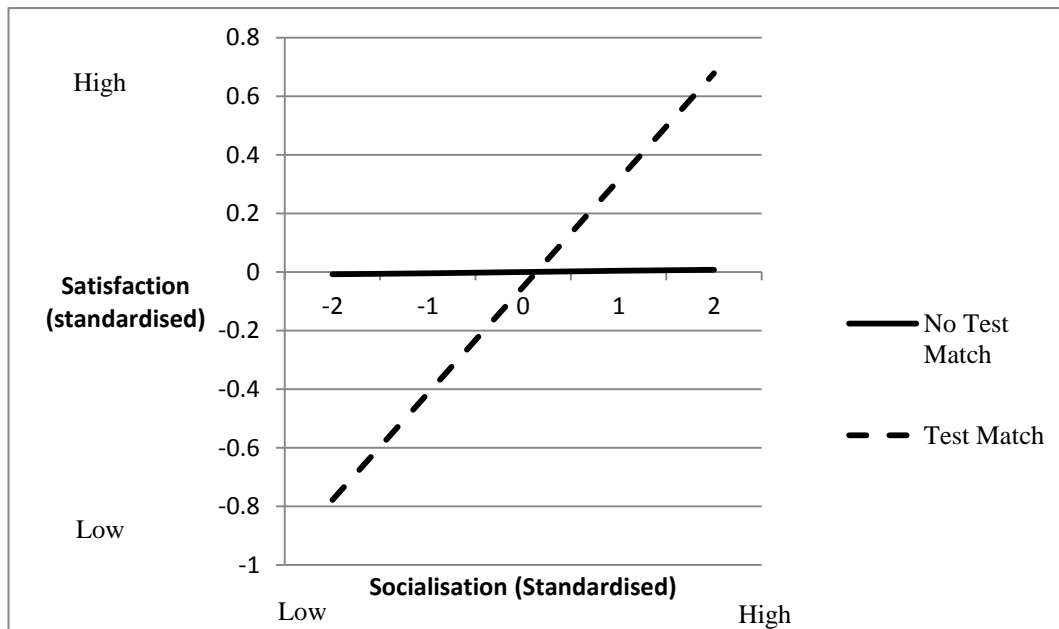


Figure 38 Effect of “Socialisation Factor” on satisfaction, by attendance at Test Match in Japan

3. Test Match Fan * Kinship Interaction Effect The Kinship factor ($\beta = -.06, p > .05$) and the Test Match dummy ($\beta = -.03, p > .05$) had no significant effect on Intention, but there was a significant interaction effect between Kinship and the Test Match attendance dummy ($\beta = -.57, p < .05$). Figure 39 shows the interaction effect between the Kinship factor and the Test Match dummy on intention. For people who do not attend the Japanese games, there is a negative yet insignificant effect of Kinship on satisfaction (solid line). However, for people who do attend a Test Match (dashed line), the effect of Kinship on intention is negative. This result means that Kinship is not an important issue for Rugby World Cup fans.

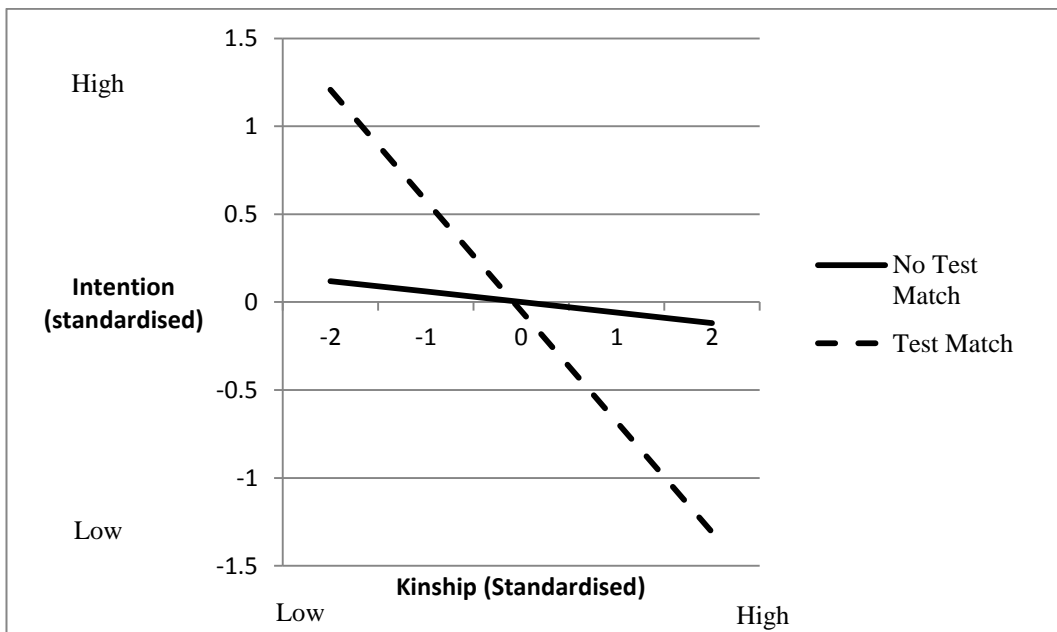


Figure 39 Effect of “Kinship Factor” on intention to attend Rugby World Cup 2015, by attendance at Test Match in Japan

4. IndividualTravel*Socialisation For these factors there was a significant effect of both the Socialisation factor on intention ($\beta = -.001$, $p > .05$) and a significant interaction effect between this factor and the Individual Travel dummy ($\beta = .32$, $p < .05$) but an insignificant main effect of the Individual travel dummy ($\beta = -.15$, $p > .05$). Figure 40 shows the interaction effect between the Socialisation factor and the Individual Travel dummy on intention. For package tour fans, there is a negative yet insignificant effect of Socialisation on intention (solid line). However, for independent tourists (dashed line), the effect of Socialisation on intention is positive. This result means that for independent travellers, Socialisation drives their intention level. For independent tourist fan, Socialisation drives their intention level. Compared to package tour fans, independent tourist fans want to share satisfaction with other fans.

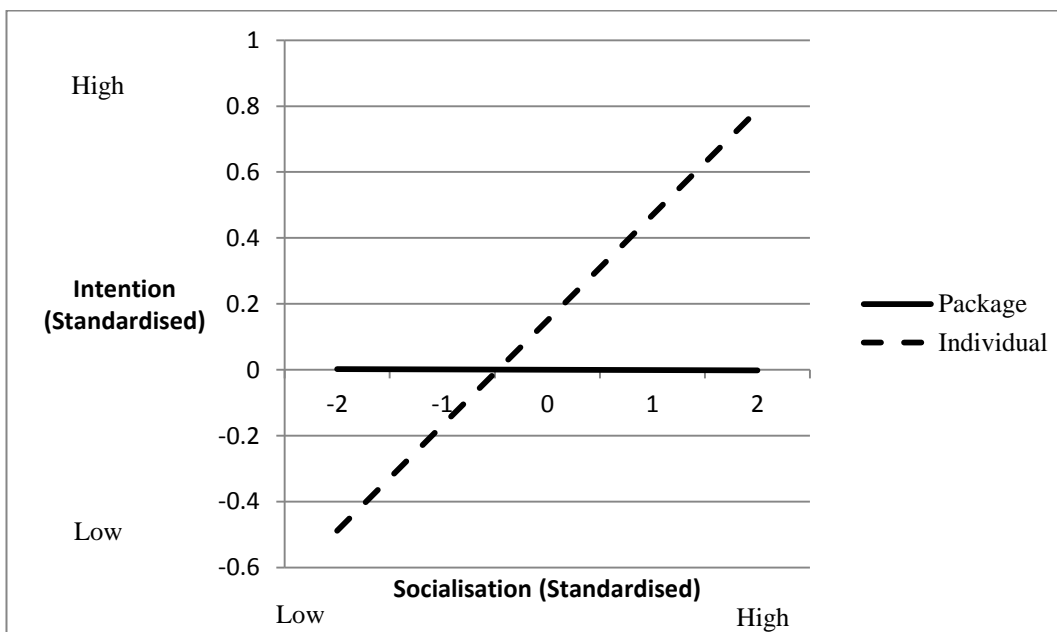


Figure 40 Effect of “Socialisation Factor” on intention to attend Rugby World Cup 2015, by attendance at Japanese representative games

6.4.5 Potential Rugby World Cup (2011) Fan Base Model (Phase 1)

In the overall model of Study 3, the same independent variables were used. The base model was constructed in order to analyse the impact of each potential Rugby World Cup's constraints with regard to fans' intention to attend the Rugby World Cup 2011. In the base model of potential Rugby World Cup fans, six constraints factors acted as independent variables and their intention level for the RWC 2011. These were employed as the dependent variables in the same way as in Study 2.

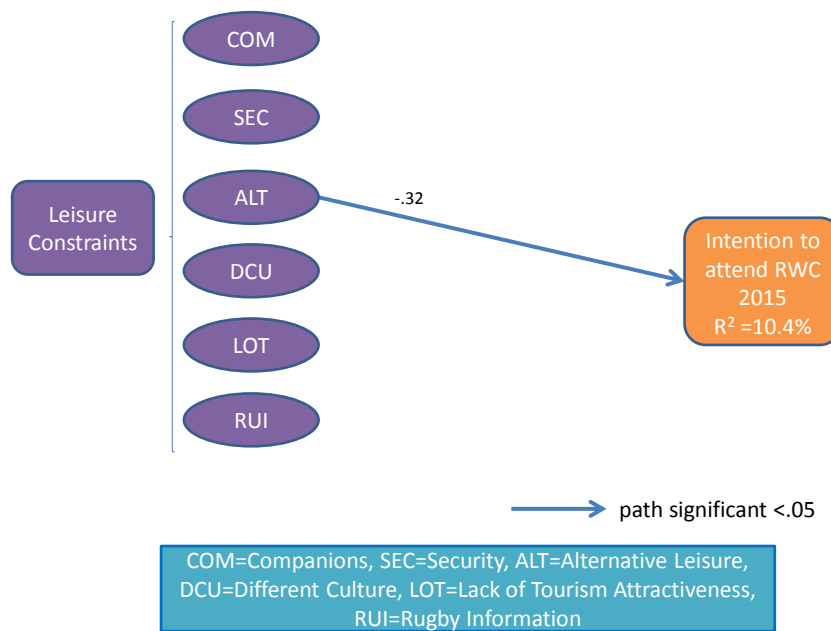


Figure 41 A model of the factors that impact on potential Rugby World Cup (2011) fans intention to attend Rugby World Cup 2015 (base model)

The base model was analysed with SEM using Amos. The results of this analysis are provided in Figure 41. The data indicated a good fit to the model (Chi-Square = 6.560, $df = 5$, $p = .255$, GFI = .984, CFI = .991, RMSEA = .052 and AIC=52.560). The model explained 10.4% of variance in intention levels. According to the path coefficients (β values), only Alternative Leisure ($\beta = -.32$) had a significant negative impact on intention. SEM results show that Hypothesis 3 was partially accepted.

6.4.6 Potential Rugby World Cup (2011) Fan Overall Preliminary Model (Phase 2)

In Study 3, I added one variable (previous Rugby World Cup 1987-2007 watched experienced) to independent variables of Study 2. To analyse the impact of the constraint factors on intention to attend the Rugby World Cup 2015 in depth, I used interaction effects.

First, I estimated potentially dummy variables and relevant interaction effects using two regression analyses: Stepwise Regression Analysis ($p < .05$) and Normal Linear Regression analysis ($p < .10$). These results are shown in Appendix 7-7 and Appendix 7-8. By two regression analyses, I selected five potential interaction effects named: 1. Japan*Rugby Information, 2. RWCEXperience*Companions, 3. Play*Alternative Leisure, 4. Age*Alterantive Leisure.

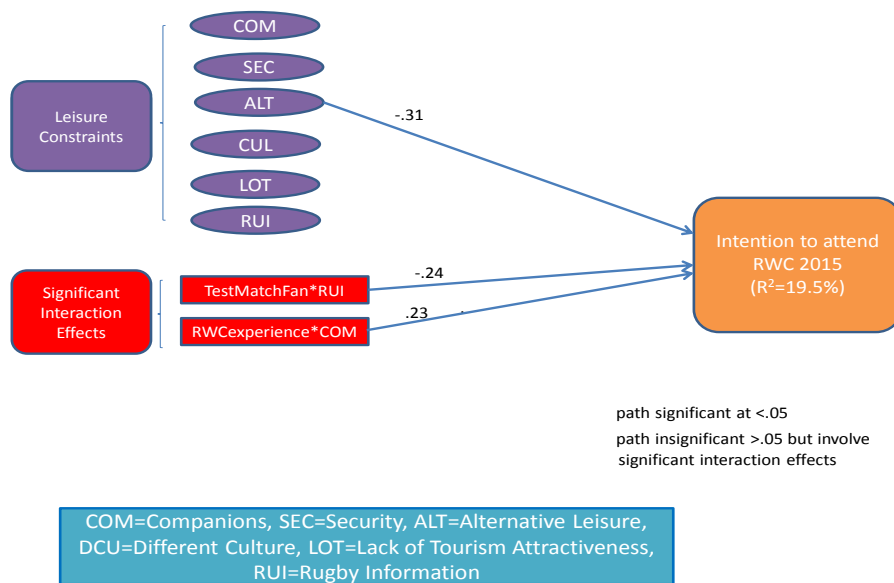


Figure 42 A model of the factors that impact on potential Rugby World Cup (2011) fans’ intention to attend Rugby World Cup 2015 (overall preliminary model)

Then, I analysed four potential interaction variables as independent variables in addition to the factors of the Base Model. In the process of SEM, I deleted two insignificant interaction variables. The result showed one significant main effect (Alternative Leisures) and two interaction effects (Japan*Rugby Information and RWCEXperience*Companions) in the overall preliminary model (Figure 42).

6.4.7 Potential Rugby World Cup (2011) Fan Overall Final Model (Phase 3)

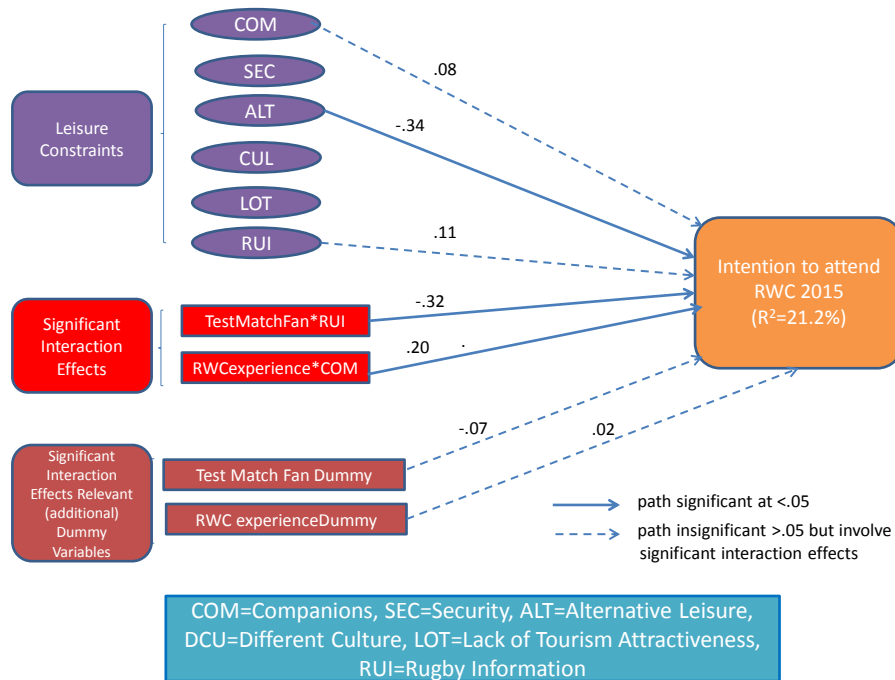


Figure 43 A model of the factors that impact on potential Rugby World Cup (2011) fans' intention to attend Rugby World Cup 2015 (overall final model)

I added relevant dummy variables (Test Match Fan Dummy and RWC experience Dummy) and analysed the result. The bold lines indicate significantly main effects and interaction effects and the dotted lines indicate interaction related variables even if these are insignificant (Figure 43). The data indicated a good fit to the model (Chi-Square = 3.002, $df = 3$, $p = .391$, GFI = .995, CFI = 1.000, RMSEA = .002 and AIC=129.002). The model explained 21.2% of variance in intention. According to path coefficients (β values), Alternative Leisure ($\beta = -.34$) had a negative significant impact on fans' intention. With regard to dummy variables, these created no significant impact on intention. In terms with interaction variables, TestMatchFan*Rugby Information ($\beta = -.32$) and RWCEXperience*Companions ($\beta = .20$) have a significant impact on the intention to go to the RWC 2015.

6.4.8 Significant Interaction Effects Cases (Rugby World Cup 2011 potential fans)

The Overall Final Model (Figure 43) shows two significant interaction effects (1. TestMatchFan*Rugby Information and 2. RWCEXperience*Companions).

1. TestMatchFan*Rugby Information Interaction Effect While there was no significant effect of the Rugby Information factor on intention ($\beta = .11, p > .05$) or of the Test Match dummy ($\beta = -.07, p > .05$), there was a significant interaction effect between this factor and the Test Match attendance dummy in terms of whether someone attends Test matches in Japan ($\beta = -.32, p < .05$). Figure 38 shows the interaction effect between the Rugby Information factor and the Test Match dummy on intention. For people who do not attend a Test Match in Japan, there is a positive yet insignificant effect of Rugby Information on intention (solid line). However, for people who do attend Test matches (dashed line), the effect of Rugby Information on intention is negative. This result means that for people who attend Test matches, the constraints of the Rugby Information factor negatively drive their intention level, whereas this is not the case for people who do not attend Test matches. International Rugby Information is a very important factor for people who do attend Test matches.

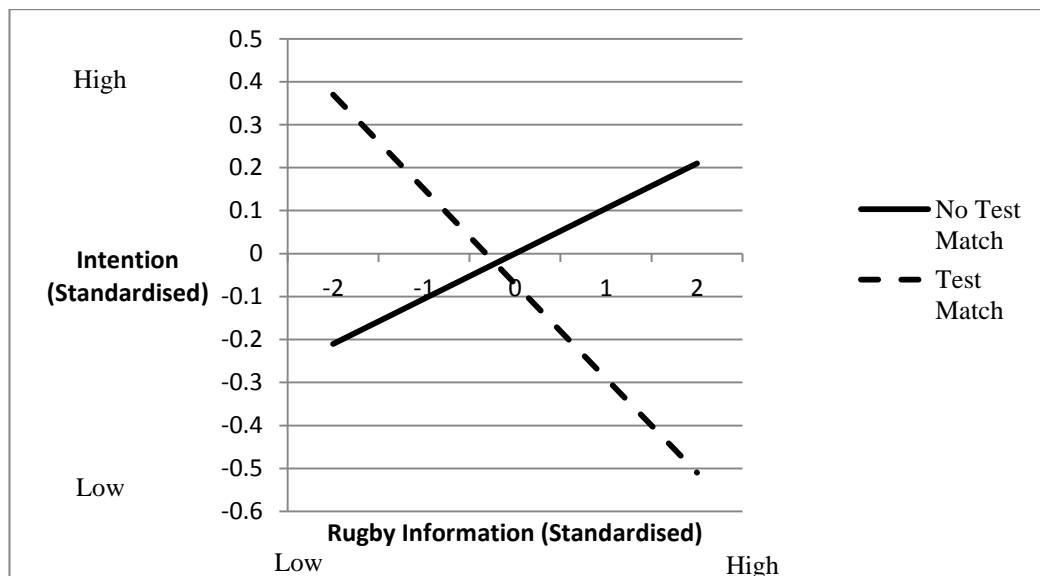


Figure 44 Effect of “Rugby Information Factor” on intention to attend Rugby World Cup 2015, by attendance at Japanese representative games

2. RWCExperience*Companions Interaction Effect The Overall Final Model shows no significant effect of the Companions factor on intention ($\beta = .08$, $p > .05$), or of the Repeater dummy ($\beta = .02$, $p > .05$), but a significant interaction effect between this factor and the Companions dummy ($\beta = .20$, $p < .05$) does emerge. Figure 45 indicates the interaction effect between the Companions factor and the Repeater dummy on intention. For those who had not been to a previous Rugby World Cup (no repeater), there is a positive yet insignificant effect of Companions on intention (solid line). However, for repeaters (dashed line), the effect of Companions on intention is significantly positive. This result means that, for repeaters, companions drive their intention level. Arrangements of companions are an important factor for the Potential fan who has been to a previous Rugby World Cup.

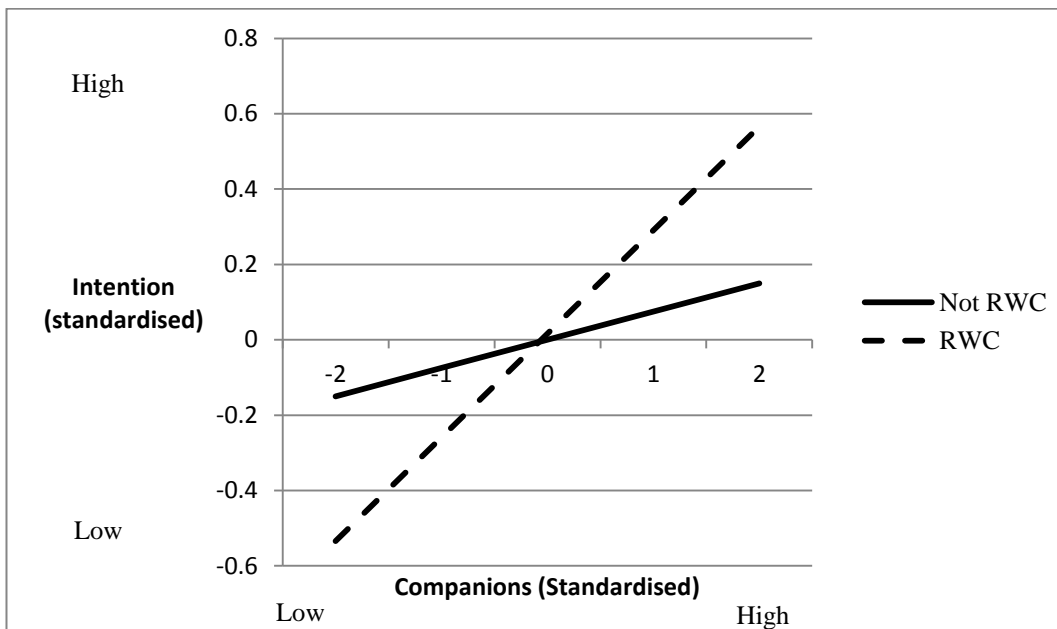


Figure 45 Effect of “Companions Factor” on intention to attend Rugby World Cup 2015, by Rugby World Cup repeater

6.5 Discussion of Rugby World Cup 2011 Fan Tourists (Study 3)

The focus of Study 3 is fourfold:

- 1) to investigate the demographics and past watching behaviour patterns
- 2) to apply the Rugby World Cup 2011 data to: 1. the Rugby World Cup fan tourist scale, 2. the Rugby World Cup tourist motivation scale, and 3. the Rugby World Cup constraints scale.
- 3) to compare the factors by demographic
- 4) to analyse the impact of the motivation factors on satisfaction and the intention to travel to the Rugby World Cup 2015, and to analyse the impact of the constraints factors on the intention to travel to the following Rugby World Cup 2015.

The demographics and past watching behaviour patterns

The first aim of this study was to investigate the demographics of Rugby World Cup 2011 tourists and their previous watching experience. The demographics of tourists to the Rugby World Cup 2011 are similar to those of Rugby World Cup 1987-2007 tourists. However, the ratio of actual female tourists (33.5%) in the Rugby World Cup 2011 group increased compared to that of the Rugby World Cup 1987-2007 female tourists (15.8%). This finding suggests that, compared to previous host destinations, New Zealand is a popular destination for female fan tourists.

The application of Rugby World Cup 2011 data to the scale

The second aim of this study was to apply the Rugby World Cup 2011 data to:

1. the Rugby World Cup fan tourist scale
2. the Rugby World Cup tourist motivation scale, and
3. the Rugby World Cup constraints scale.

I analysed the data I collected about the Rugby World Cup 2011 fan tourists, using the same scale as for Study 2. The CR, AVEs and Cronbach alpha indicated their convergent validity (Hair, 2005; Netemeyer et al., 2003). For actual fans, the motivation pattern is similar, although the score for 2011 fans is higher than for the 1987-2007 fans. The Relaxation factor (sports fan motivation) and the Kinship

factor (tourist motivation) showed a significant difference between the Rugby World Cup 1987-2007 fans and Rugby World Cup 2011 fans. This finding implies that New Zealand is a good location for Relaxation and to strengthen relationships with friends or family. For potential tourists, overall, only Security shows a significant difference between 1987-2007 Rugby World Cup fans and 2011 Rugby World Cup fans. This result suggests that potential RWC fans considered that New Zealand was safer than other host locations such as France, Australia, and Wales.

Factor Comparison by demographics

Actual Fans The third aim of this study was to compare motivation factors of actual Rugby World Cup 2011 tourists and constraint factors of potential Rugby World Cup 2011 tourists by demographic. As in Study 2, not many differences by demographic were found. For actual tourists, rugby players and repeat visitors score more highly in Relaxation (sports motivation). In contrast, nonrugby players and those attending a Rugby World Cup for the first time seek excitement in Watching the Game. On the other hand, rugby players and repeat visitors are strongly committed to the rugby events. They would like to relax in the atmosphere of the events.

Potential Fans For female fans, Companionship and Lack of Rugby Information are stronger constraints. Rugby is a physically intensive sport and is mainly played by males. As the demographic results show, the fans are mainly male. It is difficult for female fans to find Companionship. Lack of Rugby Information was a strong constraint factor for fans who had not attended a World Cup before. Providing destination information and international rugby information to nonrugby playing fans is useful.

The impact of the motivation factors on satisfaction and the intention to travel to the Rugby World Cup 2015, and to analyse the impact of the constraints factors on the intention to travel to the following Rugby World Cup 2015.

The fourth aim of this study was to analyse the impact of motivation factors on the satisfaction factor of the Rugby World Cup 2011 and intention to attend the

Rugby World Cup 2015, and to analyse the impact of constraints factors on the intention to attend the Rugby World Cup 2015.

Actual Fans Socialisation and Destination Learning had a significant positive impact on Satisfaction, and Shopping had a positive impact on Intention for 2011 fans, whereas all three factors had a positive impact on Satisfaction for the Rugby World Cup 1987-2007 fans, and Socialisation had a positive impact on Intention. Shopping is the key factor in the intention to revisit a destination (Hsu et al., 2010). Shopping is one of the important motivation factors for Japanese outbound tourists (Japan Travel Bureau Foundation, 2010). The Shopping motivation, which covers both souvenirs in New Zealand and Rugby World Cup 2011 official goods, is an important factor for Rugby World Cup fans, as in Study 2. My study results showed that Satisfaction had no significant positive impact on Intention to attend the Rugby World Cup 2015 England, while previous Rugby World Cup cases showed satisfaction had a significant impact on Rugby World Cup 2011. For male fans, learning about New Zealand is an important factor for satisfaction. A male rugby fan is more interested in New Zealand as a destination than is a female rugby fan. Test Match attendance is a key demographic interaction effect in Study 3. A test match fan has a stronger commitment to watch rugby than a non-test match fan. For a test match fan, Socialisation (a sports fan motivation factor) is more important than Kinship (a tourist motivation factor). Interest in the test match is a characteristic of the Rugby World Cup fan. Individual sports spectators are affected by friends who support a particular team (Kolbe & James, 2000; Wann, 1995). Test match fans want to communicate with other fans at the destination or stadium; on the other hand, non-test match fans want to strengthen relationships with family or friends during Rugby World Cup travel. As for previous Rugby World Cup (1987-2007) fans, the socialisation motivation is very important for individual fans.

Potential Fans The Base Model shows that only Alternative Leisure had a negative impact on Intention, as also shown in Study 2. Potential fans feel that the expense of Rugby World Cup travel is high. The economic factor is a common constraint issue for international sports fan tourists (Kim & Chalip, 2004). In terms of interaction effects, for fans who watch test match rugby, rugby

information is important in any decision to attend the Rugby World Cup 2015 in England. They need more international rugby information. The Companions constraint factor does not affect attending the Rugby World Cup 2015 in England for either Rugby World Cup experienced fans or not experienced fans.

6.6 Chapter Summary

This chapter analyses the results of Study 3. First, I profiled their sample and behavioural patterns. Secondly, I applied the Rugby World Cup 2011 data to:

1. the Rugby World Cup Sports Fan Motivation Scale
2. the Rugby World Cup Tourist Motivation Scale
3. the Rugby World Cup Constraints Scale.

Thirdly, I compared their scores according to the demographics and, fourthly, analysed the factors that impact upon satisfaction and intention to attend the Rugby World Cup 2015 in England. Fourthly, I discussed the situation with regard to the Rugby World Cup sports fan tourists. Finally, I discussed the results. Chapters 4, 5 and 6 have analysed the results and discussed Studies 1, 2 and 3 respectively. The next chapter provides an overall discussion and offers the conclusions with regard to this research.

7. Overall Discussion and Conclusion

Chapters 4, 5 and 6 presented the analytical results and discussed Studies 1, 2 and 3 respectively. This chapter provides an overall discussion and conclusions. First, this section of the study discusses the overall analytical results in terms of the actual sports fan motivations and potential sports fan constraints. Secondly, it explains two academic contributions made by the study. Thirdly, it discusses practical implications for marketing managers. Fourthly, it offers an overall conclusion. Finally, it indicates the limitations of the present research and makes suggestions with regard to further studies.

7.1 General discussion with regard to the three studies

This study examines the motivations and constraints of international sports fans (Study 1) and Rugby World Cup fans (Study 2 and 3). This section explains two aspects of the study: 7.1.1 deals with the actual fan tourists and 7.1.2 deals with the potential fan tourists as part of a general discussion of the three studies.

7.1.1 Actual sports fan tourists

Demographic Profile This study used two kinds of unique data: Japanese international sports fan tourists and Rugby World Cup fans. Japanese international sports fans ($N=338$) went overseas to watch more than 25 different sports and travelled to more than 20 destination countries around the world. The two major sports these fans follow are Major League Baseball (36.4%) and European Soccer (17.5%). Rugby (Oceania) comes in at seventh place with 2.1%. The gender demographic results in this study mirror the survey results. Almost half of all sports fan tourists indicated that they were full-time private company workers. On the other hand, Rugby World Cup fan data has some unique characteristics compared with international sports fans in general. First, the gender proportion is very different between international sports fans (males 56.8% and females 43.2%) and Rugby World Cup fans (1987-2007 Rugby World Cup fans were: males 84.2%/females 15.8%, and 2011 Rugby World Cup fans were males 66.5%/females 33.5%). Previous rugby fan studies (Davies & Williment, 2008;

Garland et al., 2004) show that the common characteristics of rugby fans were that they are predominantly male. There is a difference between Rugby World Cup 1987-2007 fans and Rugby World Cup 2011 fans. New Zealand as host nation is more popular with females than other host nations. Second, travel types are different. For Rugby World cup fans, 49.5% of those attending the 1987-2007 Rugby World Cup and 48.2% of the 2011 Rugby World Cup fans used a package tour. This percentage is higher than for international sports fans (14.8%). This finding implies that it is difficult to get tickets because the Rugby World Cup is a one-off event and the number of games is limited. Package tour companies arrange the tickets and accommodation. This arrangement is a characteristic of international sports events such as the Rugby World Cup (Davies & Williment, 2008).

Scale Development. I developed two sets of motivation scales for actual sports fan tourists. For the international sports fan study (Study 1), I developed an International Sports Fan Motivation Scale (Socialisation, Achievement, Relaxation, and Game) and an International Sports Fan Tourist Motivation Scale (Escape, Nature, Shopping, and Destination Learning). For Rugby World Cup fans (Studies 2 and 3), I developed a Rugby World Cup Sports Fan Motivation Scale (Socialisation, Achievement, Relaxation, and Aesthetics) and a Rugby World Cup Fan Tourist Motivation Scale (Shopping, Kinship, and Destination Learning). Table 93 compares the motivation scores of the three studies. Although sports motivation factors overlap, tourist motivation factors are different for International Sports fans and Rugby World Cup fans.

Table 93 Overall score comparison of the three studies

Study	Fan Category	Sports Motivation Factor						Tourist Motivation Factor						
		OSM	SOC	ACH	RXS	GAM	AES	OTM	ESC	NAT	SHP	GUR	KIN	LEA
1	International Sports Fan	4.44	4.14	4.22	4.26	5.11		5.03	5.03	5.11	4.68	5.29		
2	RWC (1987-2007) Fan	4.40	4.73	4.79	3.93		4.16	4.36			4.01		4.34	4.74
3	RWC (2011) Fan	4.70	5.13	4.92	4.48		4.28	4.74			4.23		4.88	5.11

RWC=Rugby World Cup, OSM=Overall Sports Motivation, SOC=Socialisation, ACH=Achievement, RXS=Relaxation
 GAM=Game, AES=Aesthetics, OTM=Overall Tourist Motivation, ESC=Escape, NAT=Nature, SHP=Shopping
 GUR=Gourmet, KIN=Kinship, LEA=Destination Learning

In terms of sports motivation factors, Socialisation, Achievement, and Relaxation are common factors which are associated with general international sports fans in terms of motivation factors. However, Aesthetics is a particular motivation factor

for Rugby World Cup fans. Rugby fans enjoy watching rugby as beauty and art. The “Enjoy High level of Games factor” was dropped from Rugby World Cup sports fan motivation factors. RWC fans are connoisseurs (Standeven & DeKnop, 1999) and are very keen fans for watching rugby games. The question items scores about “Enjoy high level of games” were quite high. These specific factors were dropped in the factor analysis process because of ceiling effects (i.e. most respondents gave strongly affirmative answers to these questions). Rugby World Cup fans rank relatively higher than international sports fans in terms of Socialisation and Achievement factors. In contrast to regular season sports, one-off mega events have a special atmosphere. Rugby World Cup fans want to feel achievement and share their satisfaction with other fans. With regard to tourist motivation factors, Shopping is the only common factor. The Rugby World Cup fan has the specific aim of watching games and enjoying events. The tourist activities of Rugby World Cup fans are simpler than those of general tourists. Overall, international sports fan tourists measure higher than Rugby World Cup fans in terms of tourist motivation. The aims of international sports fan tourists has been shown to be more diversified than those of Rugby World Cup fan tourists. Overall, sports motivation is higher for Rugby World Cup fans although international sports fans are higher in terms of tourist motivation.

Factor Score comparison by demographics

There are four common demographic factors for the three studies (gender, age, watching play experience, and travel type) with regard to international sports fan tourists (Study 1) and Rugby World Cup fan tourists (Study 2 and 3). Table 94 indicates the results of the demographic comparison. While the results show significant differences in terms of all four demographic factors with regard to international sports fan tourists, they do not show many significant differences with regard to Rugby World Cup fans. Compared to international general sports fan tourists, demographic differences were not observed because rugby fans are largely homogeneous, and have distinctive characteristics (Davies & Williment, 2008; Garland et al., 2004; Ritchie et al., 2002). In particular, for Rugby World Cup 2011 fans, they are more homogeneous characteristics (Davies & Williment, 2008).

Table 94 Demographic comparison matrix of actual sports tourists

		Sports Motivation					Tourist Motivation							
		OSM	SOC	ACH	RXS	GAM	AES	OTM	ESC	NAT	SHP	GUR	KIN	LEA
Gender	International Sports Fan							√	√		√			
	RWC (1987-2007) Fan						√							
	RWC (2011) Fan													
Age	International Sports Fan		√						√	√				
	RWC (1987-2007) Fan		√	√										
	RWC (2011) Fan													
Play Experience	International Sports Fan	√		√		√								
	RWC (1987-2007) Fan													
	RWC (2011) Fan				√									
Travel Type	International Sports Fan	√	√	√							√			
	RWC (1987-2007) Fan													√
	RWC (2011) Fan													

OSM=Overall Sports Motivation, SOC=Socialisation, ACH=Achievement, AES=Aesthetics
 OTM=Overall Tourist Motivation, ESC=Escape, NAT=Nature, SHP=Shopping, GUR=Gourmet, KIN=Kinship, LEA=Destination Learning
 √=significant, $p < .05$

Impact factors on satisfaction and intentions Table 95 shows a comparison of impact factors on satisfaction and future intentions between Rugby World Cup 1987-2007 fans and 2011 fans. Some differences were found between the 1987-2007 fans and the 2011 fans.

Table 95 Base model impact factor comparison between Rugby World Cup 1987-2007 and 2011 fan tourists

Independent Variables		Dependent Variables			
		Satisfaction		Intention	
		Study 2	Study 3	Study 2	Study 3
		RWC (1987-2007)	RWC 2011	RWC (1987-2007)	RWC 2011
Sports Motivation	Achievement				
	Relaxation				
	Socialisation	√	√	√	
	Aesthetics				
Tourist Motivation	Shopping	√			√
	Kinship				
	Destination Learning	√	√		
Satisfaction		√			

RWC=Rugby World Cup, √=significant, $p < .05$

Socialisation and Destination Learning had a significant positive impact on satisfaction, and Shopping had a positive impact on intention for the 2011 fans, whereas all three factors had a positive impact on satisfaction on the part of the Rugby World Cup 1987-2007 fans, and Socialisation had a positive impact on intentions (Biscaia et al., 2012; Matsuoka et al., 2003). The results show that satisfaction had no significant positive impact on intention to attend the Rugby World Cup 2015 in England, while previous Rugby World Cup cases showed that satisfaction had a significant impact on Rugby World Cup 2011 intentions. This

result indicates the difference between host countries. The results of the two studies indicate that the factors of Socialisation, Destination Learning, and Shopping including official goods purchasing are key driving factors for marketers to take note of.

7.1.2 Potential sports fan tourists

Demographics Profile. In previous studies, the sample was collected separately either from actual fans or potential fans. However, in this study, samples were collected from the same database not only from actual sports fan tourists but also from potential sports fan tourists. A national sports survey (Sasakawa Sports Foundation, 2010) showed that male sports fans are more numerous than female sports fans in terms of both live sport spectating and sports watching on TV. Both potential international sports fan tourists and Rugby World Cup fan demographics are similar to those of actual fans. For international sports fans, two major sports are European Soccer (34.1%) and Major League Baseball (33.2%). Potential international rugby fans constitute only one percent ($N=3$) of international sports fans, and rugby is not a major spectator sport in Japan. In terms of gender, more males than females are both international sports fan tourists and Rugby World Cup fan tourists. For potential Rugby World Cup fans, males are also dominant (RWC 1987-2007 male fans 87.2% and Rugby World Cup 2011 male fans 85.2%).

Scale Development. For this study, I developed two constraints scales. I developed an International Sports Fan Constraints Scale (Alternative Lesiure, Security, Lack of Tourist Attractiveness, Different Culture, Companions, and Distance) for potential International Fan Tourists and a Rugby World Cup Fan Constraints Scale (Alternative Lesiure, Security, Lack of Tourist Attractiveness, Different Culture, Companions, and Rugby Information) for Rugby World Cup fan tourists. Table 96 shows a comparison of the three studies in terms of constraints scores.

Table 96 Overall score comparison of the three studies

Study	Fan Category	Constraint Factor							RUI
		OCO	ALT	SEC	LOT	DCU	COM	DIS	
1	International Sports Fan	3.78	4.03	4.14	3.14	3.81	3.81	5.16	
2	RWC (1987-2007) Fan	2.54	2.15	2.65	1.94	2.29	3.34		2.87
3	RWC (2011) Fan	2.12	1.77	1.65	1.76	1.80	3.07		2.67

RWC=Rugby World Cup, OCO=Overall Constraints, ALT=Alternative Leisure, Lack of Tourist Attractiveness
 SEC=Security, Different Culture, Companions, DIS=Distance, RUI=Rugby Information

Five out of six constraint factors are common. The results show that there are common constraints factors with regard to both international general sports and event sports. Rugby Information is a particular factor of Rugby World Cup fans, while Distance is a constraint factor with regard to international sports fans. Distance is the highest scoring of all constraints factors. It takes a long time to go to the destination to watch sports and long distance is a strong constraint for potential sports fans. Rugby information is a particular factor of Rugby World Cup fan tourists. As a Japan Sports survey (Sasakawa Sports Foundation, 2010) shows, rugby fans are not a major group in Japan. If people want to watch, they have to have a contract with Sky TV and it is difficult for people to get international rugby information. Overall, Rugby World Cup fans have fewer constraints than international sports fans because the sample is taken from the rugby football fan circle and involved individuals who are strongly committed to rugby.

Factor Score Comparison by demographics There are three common demographic factors – gender, age, and watching play experience – with regard to international sports fan tourists and Rugby World Cup fan tourists.

Table 97 Demographic comparison matrix of actual sports tourists

		Constraints							
		OCO	ALT	SEC	LOT	DCU	COM	DIS	RUI
Gender	International Sports Fan				√				
	RWC (1987-2007) Fan								
	RWC (2011) Fan	√		√		√			√
Age	International Sports Fan								
	RWC (1987-2007) Fan								
	RWC (2011) Fan								
Play Experience	International Sports Fan								
	RWC (1987-2007) Fan								√
	RWC (2011) Fan			√					

OCO=Overall Constraints, ALT=Alternative Leisure, SEC=Security, LOT=Lack of Tourist Attractiveness
 DCU=Different Culture, COM=Companions, DIS=Distance, RUI=Rugby Information
 √=significant, $p < .05$

Male international sports fans tourists exhibit stronger constraints for Attractiveness, while female Rugby World Cup fans exhibit constraints in terms of Security, Different Culture and Rugby Information. Overall, the results do not show many significant differences.

Impact Factors on intentions

Table 98 makes a comparison of the impact of constraint factors on intentions between Rugby World Cup 1987-2007 potential fans and 2011 potential fans.

Table 98 Base model impact factor comparison between Rugby World Cup 1987-2007 and 2011 fan tourists

<u>Independent Variables</u>		<u>Dependent Variable</u>	
		<u>Intention</u>	
		Study 2	Study 3
		RWC (1987-2007)	RWC 2011
Constraints	Companion	√	
	Security		
	Alternative Leisure	√	√
	Different Culture		
	Lack of Tourist Attractiveness		
	Rugby Information		

RWC=Rugby World Cup, √=significant, $p < .05$

Although the Companions factor showed a difference for Rugby World Cup 1987-2007 fans and 2011 fans, Alternative Lesiure is a common constraint factor for both types of fan tourists. Rugby World Cup travel is very expensive and costs are the highest barrier to attending future World Cups. This result indicates that financial issues are very important for potential Rugby World Cup fans. Companionship is a significant impact factor for RWC 1987-2007 fan tourists. For Study 2, the survey was held just before Rugby World Cup 2011, potential fans had constraints about companions; however, for Study 3, they did not have companion constraints because they still have 3 years before the start of the event.

7.2 Academic Contribution of this study

7.2.1 Scale Development

I developed scales with regard to international sports fan motivations and constraints. My findings are based on a unique dataset using international sports fan tourists and Rugby World Cup fans. This study analysed the motivation from two combined perspectives: both sports fan motivation and tourist motivation, whereas previous studies investigated either sports fan motivation or tourist motivation. Some studies have investigated international sports fans. Kim and Chalip (2004) analysed the 2002 FIFA World Cup tourist fans and Davies and Williment (2008) investigated the international rugby fan profile and team identification. However, they did not develop a motivation and constraints scale for international sports fans. Based on factor items, previous relevant studies, and items relating to Japanese outbound tourist characteristics, I developed original scales for Japanese international sports fan tourists and Rugby World Cup fans tourists. To construct a statistically durable scale, I employed a strict process scheme for scale development (Figure 6). Original question items were decreased largely because of strict statistical criteria. However, CFA results supported the factorial structure, and the CR, AVEs, and Cronbach Alpha demonstrated their convergent validity (Hair, 2005; Netemeyer et al., 2003). The CR and AVEs for all constructs which exceeded the minimum threshold demonstrated adequate convergent validity (Netemeyer et al., 2003). I developed six scales: 1. An International Sports Fan Motivation Scale, 2. An International Sports Fan Tourist Motivation Scale, and 3. An International Sports Fan Constraints Scale (used in Study 1). I also developed: 4. A Rugby World Cup Sports Fan Scale, 5. A Rugby World Cup Fan Motivation Scale, and 6. A Rugby World Cup Constraints Scale (used in Study 2). No specific study examined the motivation or constraints of international sports fan tourists and Rugby World Cup tourists. In particular, in terms of the motivation of actual sports fan tourists, no combined analysis of a sports fan motivation model and a tourist motivation model has been done. This study covered both perspectives: sports fan motivation and tourist motivation.

7.2.2 Interaction effects in SEM

I introduced the overall model for more detailed demographic motivation and constraint interaction effects. Interaction effects represent the effects of a combination of related independent variables. In assessing the values, a researcher may assign a unique value to specific combinations of independent values that run counter to the additive composition rule (Hair, 2005; Kahane, 2008). Analysis using interaction effects is widely employed in academic marketing fields. Previous SEM models in sports marketing studies (Taks et al., 2009; Wang et al., 2011) or tourist studies (Correia et al., 2007; Lee, 2009; Yoon & Uysal, 2005) merely indicated the relationship between motivation, satisfaction, and intention. In this study, I used all significant interaction effects (combined demographic factors and motivation for actual fan tourists and combined demographic factors and constraint factors for potential sports fan tourists). Some sports fan studies (Matsuoka et al., 2003; Wann et al., 1999) used interaction effects. These studies demonstrated that the interaction effect could be analysed using only one relationship between variables. However, the overall model in this study included all significant interaction effects. More detailed demographic impact factors on satisfaction and intention can be analysed and viewed using this one model.

For example, in Study 3 of Rugby World Cup 2011 actual fan tourists, out of 49 interaction effects, only 4 significant ones were selected.

Table 99 List of dummy variables and interaction effects variables, and significant interaction effects in Study 3

	Dummy	ACH	RXS	SOC	AES	KIN	SHP	LEA
Gender	Male	Male* ACH	Male* RXS	Male* SOC	Male* AES	Male* KIN	Male* SHP	Male* LEA
Rugby Play	Play	Play* ACH	Play* RXS	Play* SOC	Play* AES	Play* KIN	Play* SHP	Play* LEA
Test Match	TestMatch	Test* ACH	Test* RXS	Test* SOC	Test* AES	Test* KIN	Test* SHP	Test* LEA
Sky TV	SkyTV	SkyTV* ACH	SkyTV* RXS	SkyTV* SOC	SkyTV* AES	SkyTV* KIN	SkyTV* SHP	SkyTV* LEA
Repeater	Repeater	Repeat* ACH	Repeat* RXS	Repeat* SOC	Repeat* AES	Repeat* KIN	Repeat* SHP	Repeat* LEA
Travel Type	Individual	Individual *ACH	Individual *RXS	Individual *SOC	Individual *AES	Individual *KIN	Individual *SHP	Individual *LEA
Age	Age	Age* ACH	Age* RXS	Age* SOC	Age* AES	Age* KIN	Age* SHP	Age* LEA

As a result, the necessary information (in this case significant interaction effects) can be viewed in the Overall Final Model.

Application of the model for larger cases For marketing analysis, researchers have to deal with many demographic factors. In my study, the number of demographic factors and motivation or constraint factors are limited (See, for example, Table 99). This Overall Model can be used for the huge number of demographics and factors which are often involved. For example, in the case of demographics (...m), Motivation factors (1...n) and significant interactions (1...t), out of $n*m$, all significant interaction effects (t) are selected and all significant interactions are shown in one model. Moreover, even if dependent variables (1...r) increase, all information and relationships between significant interaction effects and all dependent variables can be viewed in one SEM model (Figure 46).

	Factor-1	Factor-2	Factor-3	-	-	-	Factor-n
Factor-1	1*1	1*2	1*3	-	-	-	1*n
Factor-2	2*1	2*2	2*3	-	-	-	2*n
Factor-3-	3*1	3*2	3*3	-	-	-	3*n
-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-
Factor-m	m*1	m*2	-	-	-	-	m*n

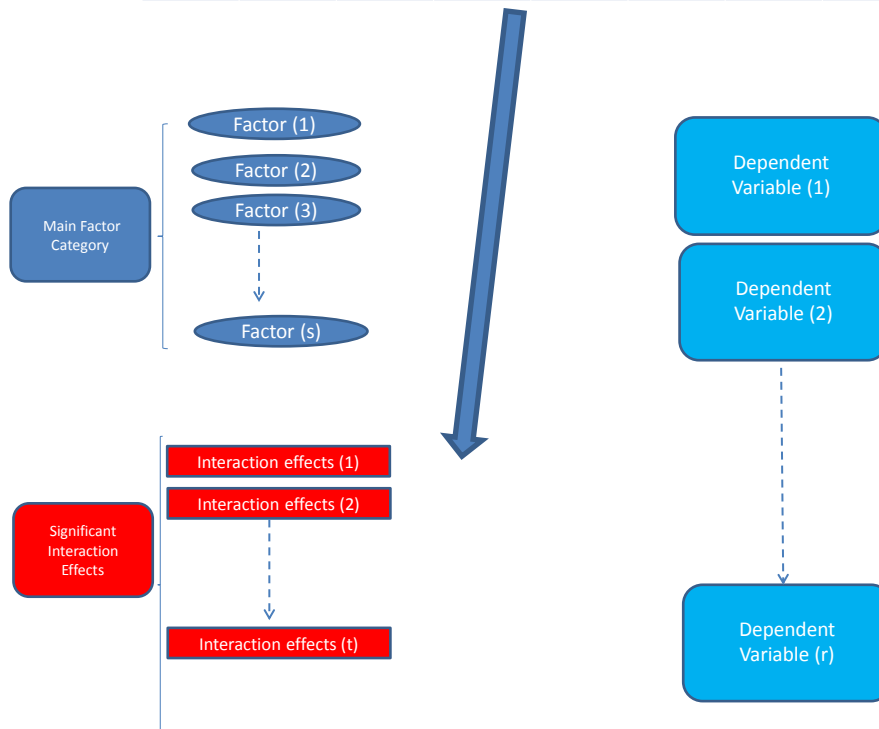


Figure 46 An example of a large set of data

The Overall Model can be used in analyses which have many different demographic factors. Moreover, many dependent variables can also be dealt with in this overall model. In terms of marketing studies, no sports marketing study has introduced interaction effects in an SEM model. This Overall Model can contribute to the academic sports marketing field.

7.3 Practical Contribution of this study

My findings have several practical implications for the international sports fan market and for the Rugby World Cup fan market.

7.3.1 International General Sports Fan Tourists

Actual Fans

For marketers, the results have the following practical implications. There are some differences in the motivation of sports tourists in terms of gender (Funk et al., 2007). Therefore, marketers should consider different strategies when targeting female and male fans. First, targeting female sports fan tourists should include promoting tourist activities. Female consumers in the sports fan tourist market prefer more tourist activities, while male sports fan consumers may be satisfied with watching sporting activities. When targeting women, an advertising strategy that stresses more tourist activities, in particular Escape activities, Gourmet activities and Shopping, is useful.

Second, people who are strongly committed to sports have more interest in watching sporting activities than people who are not. Game-oriented motivations, such as watching the game or celebrating achievement, are strong. Marketers should use different strategies in terms of fans who play or watch the sport and those who do not (Tokuyama & Greenwell, 2011). For the former, they should provide more detailed game or international player information. On the other hand, for those who do not play or watch sports, they should promote general information including alternative tourist activities.

Third, package tour sports fan tourists are more purpose-specific, while independent tourists expect more freedom (Japan Travel Bureau Foundation, 2010; Yamamoto & Gill, 1999). Marketers should focus on the games for package-tour tourists, whereas advertising activities that focus on Escape are more appropriate for the independent tourist.

Finally, the results also show a difference in terms of sports and destinations. European soccer fans may demand more game-specific activities and fewer constraints in terms of tourist activities than US baseball fans demand. For marketers targeting soccer fans, they may focus on more specific soccer information. The results also show that international sports fans are interested in many sports as well as the two major sports: US baseball and European soccer.

Potential Fans

First, potential male sports fan tourists have more interest in tourist attractiveness than do female potential fan tourists. Marketers should advertise tourist information about the destination in addition to sports teams or players information to male potential sports fan.

Second, for potential sports fan tourists travelling to Asia, security is a key constraining factor compared to European or North American destinations. Security is an important issue for sports events (Taylor & Toohey, 2006), and a sensitive issue for potential sports fans. Marketers should provide country and safety information with regard to Asian countries for potential sports fan tourists.

7.3.2 Rugby World Cup Fan Tourists

For Rugby World Cup event managers, rugby event organisation marketing managers, and travel companies, the results indicate some other practical implications.

Actual Fans

First, socialisation is a key factor when it comes to Rugby World Cup fans. The Rugby World Cup is a special event which has a particular atmosphere. Fans would like to enjoy communicating with other fans and people from the host country. Rugby World Cup fans want to enjoy watching the games, but also enjoy the atmosphere of a mega event. For Rugby World Cup fans who travel independently, in particular, communicating with other fans and with people of the host country is a motivation factor which drives the Future Intentions of those

following the World Cup. Marketers should provide opportunities for interactions with other fans and people in the host cities.

Second, Rugby World Cup fans are more purpose-specific when it comes to watching games. The differences in terms of demographics is not so great because the fan demographic is homogeneous (Davies & Williment, 2008), in that fans tend to be male, older, and full-time company workers. Few differences in terms of sports fan motivation were found compared to those for the general sports fan tourist. However, Destination Learning and Shopping are key tourist factors in terms of Satisfaction and Intentions with regard to tourism motivation. Marketers should provide not only rugby information but also more tourist information with regard to host cities and to shopping opportunities, including Rugby World Cup official goods sales.

Third, for male fans, Destination Learning is an important factor. This result is associated with the potential international fan tourist constraints. Male fans are more interested in culture, or the history of the host nation or locations. Marketers have to provide tourist information including the culture or heritage of the host city.

Fourth, the interaction effects analysis suggests interesting results for test match fans. For test match fans, Socialisation (in sports motivation) is important and Kinship (in tourist motivation) is not important. Marketers should provide an opportunity for rugby fans to exchange views about games with other fans. In addition, for non-test match fans, marketers could also offer a place for socialising with family or friends and also offer tourist information.

Potential Fans

First, in order to increase the number of Rugby World Cup fans, marketers should consider different strategies in terms of whether or not people are strongly committed to rugby. Rugby is a physically intensive sport and the number of people who have playing experience is relatively low. People who have experienced playing rugby are more interested in and relatively more knowledgeable about international rugby, compared to people who have not

played rugby. In order to increase the number of new fans, marketers should provide information about international rugby or players to people who have not played rugby or who are female fans.

Second, female potential Rugby World Cup fans have constraints with regard to companions. If female fans have an interest in rugby and consider going to the Rugby World Cup, it may be difficult to find companions to accompany them. Rugby fan tourists tend to be older, male (Garland et al., 2004), and largely homogeneous (Davies & Williment, 2008). For potential fans who have not been to the Rugby World Cup, lack of a companion is also a constraint. Marketers should consider group arrangements and stress the safety of the host country for female fans and people who have not been to the Rugby World Cup.

7.4 Conclusion

This study examined the motivations and constraints of international sports fans using two unique kinds of datasets: Japanese general international sports fans and Rugby World Cup fans. Due to the expansion of professional sports, international sports fans move globally. Many researchers have examined the motivation and constraints of sports fans and tourists. However, only a few studies (Davies & Williment, 2008; Kim & Chalip, 2004) have analysed the situation of international sports fans. This study has analysed the motivations and constraints of international sports fans as part of three studies. International sports fan tourists are not only sports fans but also international tourists. In terms of motivation, this study approached both perspectives with regard to sports fan motivation and tourist motivation, whereas previous studies analysed sports fan motivation and tourist motivation separately.

I began the study by profiling the demographics and behavioural patterns of international sports fans and Rugby World Cup fans. Secondly, I developed motivation and constraint scales for international sports fan tourists. Thirdly, I examined the motivational factors and the constraint factors in terms of demographics. Finally, I analysed the impact of motivational or constraint factors

on Satisfaction and Future Intentions. Moreover, I investigated the interaction effects of each demographic factor.

The analytical results provide both theoretical academic implications and practical implications. In terms of academic implications, first, I developed six scales: 1. International Sports Fan Motivational Scale; 2. International Sports Fan Tourist Motivation Scale; 3. International Sports Fan Constraints Scale; 4. Rugby World Cup Sports Fan Motivation Scale; 5. Rugby World Cup Fan Tourist Motivation Scale, and 6. Rugby World Cup Fan Constraints Scale. Secondly, I introduced an SEM model, including interaction effects. This procedure makes it possible for all significant interactive and continuous variables to be viewed in one model. With regard to practical implications, I indicated some approaches based on demographics, and these implications would be useful for stakeholders of international sports tourists and Rugby World Cup tourists.

7.5 Limitations and Further Study

This study provided a number of important contributions to marketing managers and to theory. However, it has several limitations, and suggests some fields for further study. First, the sampling method may limit our ability to generalise the results. In terms of international sports fans of world-class professional sports leagues or mega sports events, sports fan tourists come from a variety of countries from all over the world. However, my data was collected from one nationality (Japanese) only. Further studies are needed to determine whether or not the findings can be generalised to other nationalities. For example, to see whether or not the behavioural patterns of sports fans coming from European countries and Asian countries are similar. While Asian sports fan tourists have strong tourist motivations such as Shopping (Japan Travel Bureau Foundation, 2010), European sports fan tourists stay longer due to differences in culture and the labour environment. Comparison analysis of different nationalities in terms of different social backgrounds will provide more detailed marketing implications for both travel companies and sports organisations.

Secondly, with regards to the factor analysis process, I used strict statistical criteria to specific motivation or constraints factors of Japanese international sports fan tourists or RWC fan tourists. The discussion of EFA and CFA still remains. While CFA is sometimes too conservative, EFA is too liberal (Fabrigar, Wegener, MacCallum, & Strahan, 1999; Van Prooijen & Van Der Kloot, 2001). In this study, I used strictly statistical criteria to specify the characteristics of international sports fan tourists and RWC fan tourists. If EFA for two kinds of fans had been used without strict criteria, their factors would be different and more explanatory. These criteria may vary depending on the research purpose.

Thirdly, this study examined the impact of motivational and constraint factors on Satisfaction and Future Intention. However, the consumer behaviour of sports fan tourists is affected by marketing and advertising. I can watch advertisements for international sports leagues or mega sports events in the media. For example, with regard to the Rugby World Cup 2011, two marketing promotional events were held: The Giant Rugby Ball Event and the Bledisloe Cup Rugby Matches 2009 in Tokyo (Tourism New Zealand, 2010). These factors might possibly affect the intentions of Japanese fans with regard to the Rugby World Cup 2011, in addition to basic motivation. A further analysis of advertisement factors will provide further implications for marketing strategy. z

Finally, this study examined the motivation and constraints as they affect international sports fans. As Hall (1992) and Standeven and DeKnop (1999) indicated, the passive sports tourist market in terms of sports fan tourists is a small portion of the overall sports tourist market. Internationally, the active sports tourist market is much larger than the sports fan tourist market. Further studies should also attempt to determine the motivation and constraint factors of international active sports tourists. As with the international sports fan tourists study, a few studies (Funk & Bruun, 2007; Funk et al., 2007) have examined the motivation and constraints of international active sports tourists. These further studies have contributed academically and practically to the sports marketing and tourism fields.

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Appendix 1 Question Sheet

1-1 General International Sports Fan Survey

JTBF Survey

Survey was conducted in January 2011

Q1. Have you been to watch sports games or sports events in foreign countries?

1. Yes →(Go to Q5) 2. No →(Go to Q2)

Q2. Have you considered watching sports games or sports events in foreign countries?

1. Yes →(Go to Q3) 2. No →(Go to 12)

Q3. Which sports and in which countries have you considered watching? –Recent One-

Sports ()

Country ()

Q4. Have you played the sport which you considered watching?

1. Yes 2. No

Q5. How strongly are you constrained not to go to the Rugby World Cup?

Please rate each of the following items: where 7 = Strongly Agree, 1 = Strongly Disagree.

	Question Items	Strongly Agree					Strongly Disagree	
1	Cost of going to the event	7	6	5	4	3	2	1
2	Income in the future	7	6	5	4	3	2	1
3	Vacation schedule	7	6	5	4	3	2	1

4	Vacation schedule of companions	7	6	5	4	3	2	1
5	Difficult to find companions	7	6	5	4	3	2	1
6	Schedule of family	7	6	5	4	3	2	1
7	Distance to destinations	7	6	5	4	3	2	1
8	Have to fly for a long time	7	6	5	4	3	2	1
9	Different language	7	6	5	4	3	2	1
10	Different culture	7	6	5	4	3	2	1
11	Do alternative leisure	7	6	5	4	3	2	1
12	Spend money on alternative leisure	7	6	5	4	3	2	1
13	Security in host country	7	6	5	4	3	2	1
14	Politics in host country	7	6	5	4	3	2	1
15	Accessibility in host country	7	6	5	4	3	2	1
16	Not sure whether I can purchase the ticket	7	6	5	4	3	2	1
17	Do not know rugby in foreign country	7	6	5	4	3	2	1
18	Do not know players' names in foreign country	7	6	5	4	3	2	1
19	Not sure whether favourite team will win or not	7	6	5	4	3	2	1
20	Not sure whether favourite player will play or not	7	6	5	4	3	2	1
21	Friends are not interested in event	7	6	5	4	3	2	1
22	Family are not interested in event	7	6	5	4	3	2	1
23	Lack of tourist attractiveness	7	6	5	4	3	2	1
24	Not sure I can enjoy other activities	7	6	5	4	3	2	1

→ After completed Q4 (Go to Q14)

Q6. Which sports, and in which countries, did you go to watch? –Recent One-

Sports ()

Country ()

Q7. Have you played the sports you watched?

1. Yes

2. No

Q8. How did you travel?

1. Package tour from travel company

2. Free-plan tour from travel company

3. Individual

4. Other

Q9. How many days did you stay?

1. Less than 2 days

2. 3 days

3. 4-7 days

4. 8-10 days

5. 11-14 days

6. 15 days or more

Q10. What was the main constraint against going to watch sports games or sports events in foreign countries?

1. Economic issues

2. Vacation schedule

3. Schedule of companions

4. Language or cultural difference

5. Security or politics in destination countries

6. Alternative destination

7. Other

Q11. How did the attractiveness of the destination affect your travel?

Question Item	Strongly Agree				Strongly Disagree		
	7	6	5	4	3	2	1
The attractiveness of the destination affected my travel	7	6	5	4	3	2	1

Q12. How strongly motivated were you to watch the Rugby World Cup?

Please rate each of the following items about watching rugby, where Strongly Agree = 7, Strongly Disagree = 1.

	Question Items	Strongly Agree				Strongly Disagree		
		7	6	5	4	3	2	1
1	Watch high level games	7	6	5	4	3	2	1
2	Watch a star player	7	6	5	4	3	2	1
3	Look for new star players	7	6	5	4	3	2	1
4	Participate in an international event	7	6	5	4	3	2	1
5	Provide stimulation	7	6	5	4	3	2	1
6	Enjoy the event as a festival	7	6	5	4	3	2	1
7	Feel achievement of my favourite team	7	6	5	4	3	2	1
8	Feel achievement of my favourite player	7	6	5	4	3	2	1
9	Feel proud of my favourite team	7	6	5	4	3	2	1
10	Enjoy the game as drama	7	6	5	4	3	2	1
11	Enjoy the game as art	7	6	5	4	3	2	1
12	Enjoy the game as beauty	7	6	5	4	3	2	1
13	Enjoy a high level of skill	7	6	5	4	3	2	1
14	Learn a lot from the games	7	6	5	4	3	2	1
15	Improve my coaching or playing by watching the games	7	6	5	4	3	2	1
16	To be distracted from daily life	7	6	5	4	3	2	1
17	Relax physically	7	6	5	4	3	2	1
18	Relax mentally	7	6	5	4	3	2	1
19	Meet other spectators	7	6	5	4	3	2	1
20	Enjoy social relationships	7	6	5	4	3	2	1
21	Share satisfaction with others	7	6	5	4	3	2	1

Q13. How strongly motivated were you to watch the Rugby World Cup? Please rate each of the following items about tourism, where Strongly Agree = 7 and Strongly Disagree = 1.

Question Items		Strongly Agree			Strongly Disagree			
1	Find new things	7	6	5	4	3	2	1
2	Get knowledge	7	6	5	4	3	2	1
3	Stimulate my life	7	6	5	4	3	2	1
4	Gain relief from daily life	7	6	5	4	3	2	1
5	Relax physically	7	6	5	4	3	2	1
6	Relax mentally	7	6	5	4	3	2	1
7	Meet different people	7	6	5	4	3	2	1
8	Experience a different culture	7	6	5	4	3	2	1
9	Have fun with people	7	6	5	4	3	2	1
10	Enjoy the food	7	6	5	4	3	2	1
11	Enjoy the food culture	7	6	5	4	3	2	1
12	Learn about the food culture	7	6	5	4	3	2	1
13	Review my life	7	6	5	4	3	2	1
14	Change my sense of values	7	6	5	4	3	2	1
15	Commune with nature	7	6	5	4	3	2	1
16	Enjoy nature	7	6	5	4	3	2	1
17	Strengthen relationship with friends or family	7	6	5	4	3	2	1
18	Relax with companions	7	6	5	4	3	2	1
19	Enjoy shopping	7	6	5	4	3	2	1
20	Purchase souvenirs	7	6	5	4	3	2	1

Q14. How satisfied were you with the following items about your travel to the Rugby World Cup, where Strongly Satisfied = 7, and Strongly Dissatisfied = 1?

Question Items		Strongly Satisfied			Strongly Dissatisfied		
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1	Overall Travel	7	6	5	4	3	2	1
2	Rugby Watching	7	6	5	4	3	2	1
3	Tourism	7	6	5	4	3	2	1

Q15. Are you

1. Male 2. Female

Q16. What is your age category?

1. Under 20
 2. 21-30
 3. 31-40
 4. 41-50
 5. 51-60
 6. Over 61

Q17. What is your job?

1. Private Company Worker 2. Public Employee 3. Self-employed
 4. Student 5. Housewife 6. No job
 7. Other

Q18. What is your marital status?

1. Unmarried 2. Married

Q19. Do you have any children?

1. No

2. Yes

1-2 Rugby World Cup Fan Survey (1987-2007)

**Rugby World Cup Fan Survey
(1987-2007)**

**Survey was conducted between
December 2010 and January 2011**

Q1. Have you been to the Rugby World Cup?

1. Yes →(Go to Q5) 2. No →(Go to Q2)

Q2. Have you considered watching the Rugby World Cup?

1. Yes →(Go to Q3) 2. No →(Go to Q14)

Q3. In which year did you consider watching the Rugby World Cup?

1. 2007 France 2. 2003 Australia 3. 1999 Wales
4. 1995 South Africa 5. 1991 England 6. 1987 New Zealand
and Australia

Q4. How strongly constrained do feel you from going to the Rugby World?

Please rate each of the following reasons: Strongly Agree = 7, and Strongly Disagree = 1.

	Question Items	Strongly Agree				Strongly Disagree		
1	Cost of going to the event	7	6	5	4	3	2	1
2	Income in the future	7	6	5	4	3	2	1
3	Vacation schedule	7	6	5	4	3	2	1
4	Vacation schedule of companions	7	6	5	4	3	2	1
5	Difficulty in finding companions	7	6	5	4	3	2	1
6	Schedule of family	7	6	5	4	3	2	1
7	Distance to destinations	7	6	5	4	3	2	1
8	Need to fly for a long time	7	6	5	4	3	2	1
9	Different language	7	6	5	4	3	2	1

10	Different culture	7	6	5	4	3	2	1
11	Do alternative leisure	7	6	5	4	3	2	1
12	Spend money on alternative leisure	7	6	5	4	3	2	1
13	Security in host countries	7	6	5	4	3	2	1
14	Politics in host countries	7	6	5	4	3	2	1
15	Accessibility in host country	7	6	5	4	3	2	1
16	Uncertainty over whether I can purchase a ticket/s	7	6	5	4	3	2	1
17	Do not know rugby in foreign countries	7	6	5	4	3	2	1
18	Do not know players' names in foreign countries	7	6	5	4	3	2	1
19	Not sure whether favourite team will win or not	7	6	5	4	3	2	1
20	Not sure whether favourite player will play or not	7	6	5	4	3	2	1
21	Friends are not interested in event	7	6	5	4	3	2	1
22	Family are not interested in event	7	6	5	4	3	2	1
23	Lack of tourist attractiveness	7	6	5	4	3	2	1
24	Not sure I can enjoy other activities	7	6	5	4	3	2	1
25	I have a pet in my house	7	6	5	4	3	2	1
26	Somebody needs care at home	7	6	5	4	3	2	1

→ After completing Q4 (Go to Q14)

Q5. Which Rugby World Cup did you go to?

1. 2007 France 2. 2003 Australia 3. 1999 Wales
 4. 1995 South Africa 5. England
 6. 1987 New Zealand and Australia

Q6. How did you travel?

1. Japan Rugby Football Club Members Tour
 2. Package tour from travel company

3. Free plan tour from travel company

4. Individual

5. Other

Q7. How many days did you stay?

1. Less than 2 days 2. 3 days 3. 4-7 days

4. 8-10 days 5. 11-14 days 6. 15 days or more

Q8. How did the attractiveness of the destination affect your travel?

Question Item	Strongly Agree				Strongly Disagree		
	7	6	5	4	3	2	1
The attractiveness of the destination affected my travel	7	6	5	4	3	2	1

Q9. How strongly motivated were you to watch the Rugby World Cup? Please rate each of the following items about watching rugby, where Strongly Agree = 7, and Strongly Disagree = 1.

	Question Items	Strongly Agree				Strongly Disagree		
		7	6	5	4	3	2	1
1	Watch high level games	7	6	5	4	3	2	1
2	Watch a star player	7	6	5	4	3	2	1
3	Look for new star players	7	6	5	4	3	2	1
4	Participate in the international event	7	6	5	4	3	2	1
5	Provide stimulation	7	6	5	4	3	2	1
6	Enjoy the event as a festival	7	6	5	4	3	2	1
7	Feel achievement of my favourite team	7	6	5	4	3	2	1

8	Feel achievement of my favourite player	7	6	5	4	3	2	1
9	Feel proud of my favourite team	7	6	5	4	3	2	1
10	Enjoy the game as drama	7	6	5	4	3	2	1
11	Enjoy the game as art	7	6	5	4	3	2	1
12	Enjoy the game as beauty	7	6	5	4	3	2	1
13	Enjoy the high level of skill	7	6	5	4	3	2	1
14	Learn a lot from the games	7	6	5	4	3	2	1
15	Improve my coaching or playing by watching the games	7	6	5	4	3	2	1
16	To be distracted from daily life	7	6	5	4	3	2	1
17	Relax physically	7	6	5	4	3	2	1
18	Relax mentally	7	6	5	4	3	2	1
19	Meet other spectators	7	6	5	4	3	2	1
20	Enjoy social relationships	7	6	5	4	3	2	1
21	Share satisfaction with others	7	6	5	4	3	2	1

Q10. How strongly motivated were you to watch the Rugby World Cup? Please rate each of the following items about tourism, where Strongly Agree = 7, and Strongly Disagree = 1.

Question Items		Strongly Agree					Strongly Disagree	
1	Find new things	7	6	5	4	3	2	1
2	Get knowledge	7	6	5	4	3	2	1
3	Learn a lot	7	6	5	4	3	2	1
4	To be relieved from daily life	7	6	5	4	3	2	1
5	Relax physically	7	6	5	4	3	2	1
6	Relax mentally	7	6	5	4	3	2	1
7	Meet different people	7	6	5	4	3	2	1
8	Experience a different culture	7	6	5	4	3	2	1
9	Have fun with people	7	6	5	4	3	2	1
10	Enjoy the food	7	6	5	4	3	2	1
11	Enjoy the food culture	7	6	5	4	3	2	1
12	Learn about the food culture	7	6	5	4	3	2	1

13	Strengthen the relationship with friends or family	7	6	5	4	3	2	1
14	Relax with friends or family	7	6	5	4	3	2	1
15	Have a good time with friends or family	7	6	5	4	3	2	1
16	Go to a museum	7	6	5	4	3	2	1
17	Learn culture or history	7	6	5	4	3	2	1
18	Learn music or art	7	6	5	4	3	2	1
19	Enjoy shopping	7	6	5	4	3	2	1
20	Purchase souvenirs	7	6	5	4	3	2	1
21	Enjoy window shopping	7	6	5	4	3	2	1
22	Change my view of life	7	6	5	4	3	2	1
23	Have good experiences for the future	7	6	5	4	3	2	1
24	Review my life	7	6	5	4	3	2	1

Q11. How satisfied were with the following items about your travel to the Rugby World Cup where Strongly Satisfied = 7, and Strongly Unsatisfied = 1?

Question Items		Strongly Agree					Strongly Disagree	
1	Overall Travel	7	6	5	4	3	2	1
2	Rugby Watching	7	6	5	4	3	2	1
3	Tourism	7	6	5	4	3	2	1

Q.12. What was your image of your destination in terms of the following items? Please rate each of the following aspects.

Good	1	2	3	4	5	6	7	Bad
Like	1	2	3	4	5	6	7	Dislike
Pleasant	1	2	3	4	5	6	7	Unpleasant
Friendly	1	2	3	4	5	6	7	Unfriendly
Warm	1	2	3	4	5	6	7	Cold
Relaxing	1	2	3	4	5	6	7	Busy
Bright	1	2	3	4	5	6	7	Dark

Cheerful	1	2	3	4	5	6	7	Gloomy
Safe	1	2	3	4	5	6	7	Dangerous
Rich	1	2	3	4	5	6	7	Poor
Sophisticated	1	2	3	4	5	6	7	Boorish
Healthy	1	2	3	4	5	6	7	Unhealthy
Calm	1	2	3	4	5	6	7	Intense
Clean	1	2	3	4	5	6	7	Unclean
Comfortable	1	2	3	4	5	6	7	Uncomfortable
Refined	1	2	3	4	5	6	7	Vulgar
Open	1	2	3	4	5	6	7	Closed
Beautiful	1	2	3	4	5	6	7	Dirty
Exciting	1	2	3	4	5	6	7	Plain
Modern	1	2	3	4	5	6	7	Traditional

Q13. Please comment about the Rugby World Cup you watched in the space below.

()

Q14. Are you

1. Male

2. Female

Q15. What is your age category?

1. Under 20

2. 21-30

3. 31-40

4. 41-50

5. 51-60

6. Over 61

Q16. What is your job?

1. Private Company Worker 2. Public Employee 3. Self-employee
4. Student 5. Housewife 6. No job
7. Other

Q17. What is your marital status?

1. Married 2. Unmarried or Divorced

Q18. Do you have children?

1. Yes →How many? () How old? ()
2. No

Q19. Have you played rugby?

1. Yes 2. No

Q20. How many times do you go to the top league games per season?

1. I do not go
2. 1
3. 2-3
4. 4-5
5. 6-7
6. 8-10

7. 11-15

8. 16+-

Q21. How many times do you go to university games per season?

1. I do not go

2. 1

3. 2-3

4. 4-5

5. 6-7

6. 8-10

7. 11+--

Q22. Did you have a contract with Sky Perfect TV in order to watch rugby games?

1. Yes

2. No

Q23. Did you go to the Bledisloe Cup, Tokyo in 2009?

1. Yes

2. No

Q24. Did you go to the Giantball Pavilion in 2009?

1. Yes

2. No

Q25. Did you go to the following test matches in 2010?

- 1. Watched both games at the stadium
- 2. Watched only Japan vs. Samoa at the stadium
- 3. Watched only Japan vs. Russia at the stadium
- 4. Did not watched either game at the stadium

Q26. How strong is your intention to watch the Rugby World Cup New Zealand 2011? Please rate each of the following items: where 7 = Strongly Agree, and 1 = Strongly Disagree.

Question Items		Strongly Agree			Strongly Disagree			
1	I want to watch the Rugby World Cup 2011 in New Zealand.	7	6	5	4	3	2	1
2	I want to watch the Rugby World Cup 2011 more than other sports.	7	6	5	4	3	2	1
3	I want to watch the Rugby World Cup 2011 more than other travel.	7	6	5	4	3	2	1
4	I want to travel to New Zealand more than another area.	7	6	5	4	3	2	1
5	I want to watch the Rugby World Cup 2011 more than other TV programmes.	7	6	5	4	3	2	1

1-3 Rugby World Cup Fan Survey (2011)

Rugby World Cup Fan Survey (2011)

**Survey was conducted between
December 2011 and January 2012**

Q1. Have you been to the Rugby World Cup?

1. Yes →(Go to Q6) 2. No →(Go to Q20)

Q2. You

1. Watched the Rugby World Cup 2011 on TV (Sky Perfect TV)
2. Watched the Rugby World Cup 2011 on TV (Nihon TV)
3. Did not watch the Rugby World Cup 2011 on TV

Q3. You have watched

1. Opening Game (All Blacks vs. Tonga)
2. Japan vs. France
3. Japan vs. All Blacks
4. Japan vs. Tonga
5. Japan vs. Canada
6. Quarter final
7. Semi final
8. Final
9. Others. Please name: ()

Q4. Have you considered watching the Rugby World Cup 2011?

1. Yes →(Go to Q5) 2. No →(Go to Q20)

Q5. How strong were the constraints which prevented your going to the Rugby World Cup?

Please rate each of the following items: where Strongly Agree =7, and Strongly Disagree = 1.

Question Items		Strongly Agree			Strongly Disagree			
1	Cost of going to the event	7	6	5	4	3	2	1
2	Income in the future	7	6	5	4	3	2	1
3	Vacation schedule	7	6	5	4	3	2	1
4	Vacation schedule of companions	7	6	5	4	3	2	1
5	Difficulty of finding companions	7	6	5	4	3	2	1
6	Schedule of family	7	6	5	4	3	2	1
7	Distance to destinations	7	6	5	4	3	2	1
8	Have to fly for a long time	7	6	5	4	3	2	1
9	Different language	7	6	5	4	3	2	1
10	Different culture	7	6	5	4	3	2	1
11	Do alternative leisure	7	6	5	4	3	2	1
12	Spend money for alternative leisure	7	6	5	4	3	2	1
13	Security in host countries	7	6	5	4	3	2	1
14	Politics in host countries	7	6	5	4	3	2	1
15	Accessibility in host country	7	6	5	4	3	2	1
16	Not sure whether I can purchase a ticket	7	6	5	4	3	2	1
17	Do not know rugby in foreign countries	7	6	5	4	3	2	1
18	Do not know players' names in foreign countries	7	6	5	4	3	2	1
19	Not sure whether favourite team will win or not	7	6	5	4	3	2	1
20	Not sure favourite player will play or not	7	6	5	4	3	2	1
21	Friends are not interested in event	7	6	5	4	3	2	1
22	Family are not interested in event	7	6	5	4	3	2	1
23	Lack of tourist attractiveness	7	6	5	4	3	2	1
24	Not sure I can enjoy other activities	7	6	5	4	3	2	1
25	I have a pet in my house	7	6	5	4	3	2	1
26	Somebody needs care at home	7	6	5	4	3	2	1
27	Do not intend to watch because of being affected by Tohoku earthquake in March 2011	7	6	5	4	3	2	1

28	Do not want to spend money because of being affected by the earthquake in March 2011	7	6	5	4	3	2	1
29	Worry about the earthquake in Christchurch in February 2011	7	6	5	4	3	2	1
30	Worry about an earthquake in Christchurch during the Rugby World Cup 2011	7	6	5	4	3	2	1

→ After completion, go to Q14.

Q6. How did you travel?

- 1. Japan Rugby Football Club Members Tour
- 2. Package tour from travel company
- 3. Free-plan tour from travel company
- 4. Individual
- 5. Other

Q7. How many days did you stay?

- 1. Less than 2 days
- 2. 3 days
- 3. 4-7 days
- 4. 8-10 days
- 5. 11-14 days
- 6. 15 days or more

Q8. Which games did you watch?

- 1. Opening Game (All Blacks vs. Tonga)
- 2. Japan vs. France
- 3. Japan vs. All Blacks
- 4. Japan vs. Tonga
- 5. Japan vs. Canada
- 6. Quarter final
- 7. Semi final

8. Final

9. Others. Please state: ()

Q9. Which tourist spots did you visit during the Rugby World Cup 2011?

1. Sky Tower

2. Waitomo Caves

3. Taupo

4. Rotorua

5. Kauri Forest

6. Milford Sound

7. Queenstown

8. Mt. Cook

9. Wellington City

10. Auckland City

11. Christchurch City

12. Others. Please state: ()

Q10. Which activities did you do during the Rugby World Cup 2011?

1. Visited Hot Spring

2. Horse Riding

3.

Golf

4. Bungee Jumping

5. Canoeing

6. Camping

7. Farm Stay

8. Skiing

9. Tramping

10. Whale Watching

11. Aquarium

12. Museum

visiting

13. Eco Tour

14. Others. Please state: ()

Q.11 How much did you spend for the whole trip (per person)?

1. Less than 150,000 Japanese Yen

2. 150,000-200,000 Japanese Yen

3. 200,000-300,000 Japanese Yen

4. 300,000-400,000 Japanese Yen

5. 400,000-600,000 Japanese Yen

6. 600,000-800,000 Japanese Yen

7. 800,000-1 million Japanese Yen

8. More than 1 million Japanese Yen

Q12. How did the attractiveness of the destination affect your travel, where Strongly Agree=7, and Strongly Disagree=1?

Question Item	Strongly Agree				Strongly Disagree		
The attractiveness of the destination affected my travel	7	6	5	4	3	2	1

Q13. How strongly motivated were you to watch the Rugby World Cup 2011? Please rate each of the following items about watching rugby, where Strongly Agree = 7, and Strongly Disagree = 1.

Question Items	Strongly Agree				Strongly Disagree		
1 Watch high level games	7	6	5	4	3	2	1
2 Watch a star player	7	6	5	4	3	2	1
3 Look for new star players	7	6	5	4	3	2	1
4 Participate in the international event	7	6	5	4	3	2	1
5 Provide stimulation	7	6	5	4	3	2	1
6 Enjoy the event as a festival	7	6	5	4	3	2	1
7 Feel achievement of my favourite team	7	6	5	4	3	2	1
8 Feel achievement of my favourite player	7	6	5	4	3	2	1
9 Feel proud of my favourite team	7	6	5	4	3	2	1
10 Enjoy the game as drama	7	6	5	4	3	2	1
11 Enjoy the game as art	7	6	5	4	3	2	1
12 Enjoy the game as beauty	7	6	5	4	3	2	1
13 Enjoy the high level of skill	7	6	5	4	3	2	1
14 Learn a lot from the games	7	6	5	4	3	2	1
15 Improve my coaching or playing by watching the games	7	6	5	4	3	2	1

16	To be distracted from daily life	7	6	5	4	3	2	1
17	Relax physically	7	6	5	4	3	2	1
18	Relax mentally	7	6	5	4	3	2	1
19	Meet other spectators	7	6	5	4	3	2	1
20	Enjoy social relationships	7	6	5	4	3	2	1
21	Share satisfaction with others	7	6	5	4	3	2	1

Q14. How strongly motivated were you to watch the Rugby World Cup? Please rate each of the following items about tourism, where Strongly Agree = 7, and Strongly Disagree = 1.

	Question Items	Strongly Agree			Strongly Disagree			
1	Find new things	7	6	5	4	3	2	1
2	Get knowledge	7	6	5	4	3	2	1
3	Learn a lot	7	6	5	4	3	2	1
4	To be relieved from daily life	7	6	5	4	3	2	1
5	Relax physically	7	6	5	4	3	2	1
6	Relax mentally	7	6	5	4	3	2	1
7	Meet different people	7	6	5	4	3	2	1
8	Experience a different culture	7	6	5	4	3	2	1
9	Have fun with people	7	6	5	4	3	2	1
10	Enjoy the food	7	6	5	4	3	2	1
11	Enjoy the food culture	7	6	5	4	3	2	1
12	Learn about the food culture	7	6	5	4	3	2	1
13	Strengthen the relationship with friends or family	7	6	5	4	3	2	1
14	Relax with friends or family	7	6	5	4	3	2	1
15	Have a good time with friends or family	7	6	5	4	3	2	1
16	Go to a museum	7	6	5	4	3	2	1
17	Learn culture or history	7	6	5	4	3	2	1
18	Learn music or art	7	6	5	4	3	2	1
19	Enjoy shopping	7	6	5	4	3	2	1
20	Purchase souvenirs	7	6	5	4	3	2	1

21	Enjoy window shopping	7	6	5	4	3	2	1
22	Change my view of life	7	6	5	4	3	2	1
23	Have good experiences for the future	7	6	5	4	3	2	1
24	Review my life	7	6	5	4	3	2	1
25	Commune with nature	7	6	5	4	3	2	1
26	Enjoy New Zealand outdoor activity	7	6	5	4	3	2	1
27	Enjoy nature relieved from daily life	7	6	5	4	3	2	1
28	Want to do something others cannot do	7	6	5	4	3	2	1
29	Make own memories	7	6	5	4	3	2	1
30	Want to experience something others cannot do	7	6	5	4	3	2	1

Q15. How satisfied were with the following items about your travel to the Rugby World Cup where Strongly Satisfied=7, and Strongly Unsatisfied=1?

Question Items		Strongly Agree					Strongly Disagree	
1	Overall Travel	7	6	5	4	3	2	1
2	Rugby watching	7	6	5	4	3	2	1
3	Tourism	7	6	5	4	3	2	1
4	Accommodation	7	6	5	4	3	2	1
5	Hospitality at stadium	7	6	5	4	3	2	1
6	Transportation	7	6	5	4	3	2	1
7	Tourism information (i-site)	7	6	5	4	3	2	1
8	Restaurant							

Q.16. What was your image of the destination? Please rate each of the following aspects?

Good	1	2	3	4	5	6	7	Bad
Like	1	2	3	4	5	6	7	Dislike
Pleasant	1	2	3	4	5	6	7	Unpleasant
Friendly	1	2	3	4	5	6	7	Unfriendly
Warm	1	2	3	4	5	6	7	Cold

Relaxing	1	2	3	4	5	6	7	Busy
Bright	1	2	3	4	5	6	7	Dark
Cheerful	1	2	3	4	5	6	7	Gloomy
Safe	1	2	3	4	5	6	7	Dangerous
Rich	1	2	3	4	5	6	7	Poor
Sophisticated	1	2	3	4	5	6	7	Boorish
Healthy	1	2	3	4	5	6	7	Unhealthy
Calm	1	2	3	4	5	6	7	Intense
Clean	1	2	3	4	5	6	7	Unclean
Comfortable	1	2	3	4	5	6	7	Uncomfortable
Refined	1	2	3	4	5	6	7	Vulgar
Open	1	2	3	4	5	6	7	Closed
Beautiful	1	2	3	4	5	6	7	Dirty
Exciting	1	2	3	4	5	6	7	Plain
Modern	1	2	3	4	5	6	7	Traditional

Q17. Please add any additional comments you have about the Rugby World Cup 2011?

()

Q18. Which company was in your opinion the most impressive sponsor of the Rugby World Cup 2011?

Please choose only one company.

()

Q19. Who were impressive sponsors of the Rugby World Cup 2011 in your opinion?

()

Q20. Are you

1. Male

2. Female

Q21. What is your age category?

1. Under 20

2. 21-30

3. 31-40

4. 41-50

5. 51-60

6. Over 61

Q22. What is your job?

1. Private Company Worker 2. Public Employee 3. Self-employed

4. Student

5. Housewife

6. No job

7. Other

Q23. What is your marital status?

1. Married

2. Unmarried or Divorced

Q24. Do you have children?

1. Yes →How old is your child? If you have more than two children, how old is your elder child ()

2. No

Q25. Have you played rugby?

1. Yes

2. No

Q26. How many times do you go to the top league games per season?

1. I do not go

2. 1

3. 2-3

4. 4-5

5. 6-7

6. 8-10

7. 11-15

8. 16+-

Q27. How many time do you go to university games per season?

1. I do not go

2. 1

3. 2-3

4. 4-5

5. 6-7

6. 8-10

7. 11+-

Q28. How many time do you go to the high school games per season?

- 1. I do not go
- 2. 1
- 3. 2-3
- 4. 4-5
- 5. 6-7
- 6. 8-10
- 7. 11-

Q29. Did you have a contract with Sky Perfect TV in order to watch rugby games?

- 1. Yes
- 2. No

Q30. Did you go to the Bledisloe Cup, Tokyo on 31st October 2009?

- 1. Yes
- 2. No

Q31. Did you go to the Giantball Pavilion between 29th October and 3rd November 2009?

- 1. Yes
- 2. No

Q32. Have you been to the following test matches in 2011?

- 1. Watched vs. Japan A at the stadium
- 2. Watched only Japan vs. Samoa at the stadium
- 3. Watched only Japan vs. USA at the stadium
- 4. Did not watched either games at the stadium

Q.33 How strong is your intention to watch the Rugby World Cup England 2015. where Strongly Satisfied=7, Strongly Unsatisfied=1.

Question Items	Strongly Agree				Strongly Disagree		
	7	6	5	4	3	2	1
1 I want to watch the Rugby World Cup 2015.	7	6	5	4	3	2	1
2 I want to watch the Rugby World Cup 2015 more than any other sports.	7	6	5	4	3	2	1
3 I want to go to watch the Rugby World Cup 2015 more than any other travel.	7	6	5	4	3	2	1
4 I want to travel to England more than to any other area.	7	6	5	4	3	2	1
5 I want to watch the Rugby World Cup 2015 more than other TV programmes.	7	6	5	4	3	2	1

Q34. Which Rugby World Cup did you go to, apart from the Rugby World Cup 2011?

1. None
 2. 2007 France
 3. 2003 Australia
 4. 1999 Wales
 5. 1995 South Africa
 6. 1991 England
 7. 1987 New Zealand and Australia

Q35. Which sports do you watch on TV?

1. Japanese Professional Baseball
 2. Major League Baseball
 3. J-League (Japanese Football)
 4. European Professional Soccer
 5. BJ League (Japanese Professional Basketball)
 6. NBA

- 7. Japanese American Football
- 8. NFL, AFL
- 9. Volleyball
- 10. Golf
- 11. Marathon, Ekiden
- 12. Others. Please state: ()

Q36. Which sports do you watch at a stadium or course?

- 1. Japanese Professional Baseball
- 2. J-League (Japanese Football)
- 3. BJ League (Japanese Professional Basketball)
- 4. Japanese American Football
- 5. Volleyball
- 6. Golf
- 7. Others. Please state: ()

Q37. Please add any comments or ideas you may have for increasing inbound tourist and rugby fan traffic for the Rugby World Cup 2019.

()

Appendix 2 Profile of Total Sample

2-1 JTBF Survey Total Sample Profile (N=3773)

Variables	Category	N	%
Gender	Male	1688	49.1
	Female	1747	50.9
Age	under 20 years	222	6.5
	21-30 years	487	14.2
	31-40 years	593	17.0
	41-50 years	521	15.2
	51-60 years	572	16.6
	61 years and over	1050	30.5
Marital Status	Married	2125	61.9
	Unmarried	1310	38.1
Children	Yes	1902	55.4
	No	1533	44.6
Profession	Company executive	76	2.2
	Private company	910	26.5
	Public worker	111	3.2
	Self-employed	231	6.7
	Freelance	80	2.3
	Temporary worker	124	3.6
	Part-time worker	336	9.8
	Housewife	704	20.6
	Student	313	9.1
	No job	550	16.0
	Total	3773	100.0

2-2 Rugby World Cup Fan (1987-2007) Survey Total Sample Profile (N=645)

Variables		<i>N</i>	%
Gender	Male	554	85.9
	Female	91	14.1
Age	under 20 years	5	0.8
	21-30 years	8	1.2
	31-40 years	93	14.4
	41-50 years	255	39.6
	51-60 years	174	27
	61 years and over	109	16.9
	(missing vales)	1	0.1
Marital Status	Married	486	75.3
	Unmarried	153	23.6
	(missing values)	6	0.9
Children	Yes	390	60.4
	No	248	38.5
	(missing values)	7	1.1
Profession	Private company	388	60.1
	Public Worker	68	10.6
	Self-employed	60	9.3
	Housewife	9	1.4
	Student	23	3.6
	No job	55	8.5
	Others	40	6.2
	(missing values)	2	0.3
Total		645	100.0

2-3 Rugby World Cup Fan (2011) Survey Total Sample Profile (N=417)

Variables		N	%
Gender	Male	345	82.7
	Female	72	17.3
Age	under 20 Years	3	0.7
	21-30 years	7	1.7
	31-40 years	77	18.5
	41-50 years	172	41.2
	51-60 years	108	25.9
	61 years and over	50	12.0
Maritus Status	Married	305	73.1
	Unmarried	110	26.4
	(missing values)	2	0.5
Children	Yes	187	44.8
	No	226	54.2
	(missing values)	4	1.0
Profession	Private company	268	64.3
	Public Worker	33	7.9
	Self-employed	38	9.1
	House wife	4	0.9
	Student	22	5.3
	No job	29	7.0
	Others	18	4.3
	(missing values)	5	1.2
Total		417	100.0

Appendix 3 Data Information

3-1 Study 1- Actual International Sports Fan Sports Motivation Item Pool

(N=338)

	Range	Min.	Max.	Mean		SD	Variance	Skewness		Kurtosis	
				M	SE			Sta.	SE	Sta.	SE
SM 1	6	1	7	5.30	.081	1.48	2.20	-.85	.13	.69	.26
SM 2	6	1	7	5.16	.084	1.55	2.41	-.77	.13	.31	.26
SM 3	6	1	7	3.82	.082	1.50	2.25	-.14	.13	-.14	.26
SM 4	6	1	7	3.56	.084	1.55	2.39	-.11	.13	-.39	.26
SM 5	6	1	7	4.55	.081	1.49	2.21	-.69	.13	.45	.26
SM 6	6	1	7	4.68	.077	1.42	2.00	-.73	.13	.88	.26
SM 7	6	1	7	4.28	.086	1.59	2.52	-.41	.13	-.10	.26
SM 8	6	1	7	4.36	.085	1.56	2.43	-.36	.13	-.02	.26
SM 9	6	1	7	4.04	.082	1.50	2.26	-.32	.13	.03	.26
SM 10	6	1	7	4.06	.082	1.51	2.27	-.35	.13	.01	.26
SM 11	6	1	7	3.80	.081	1.49	2.22	-.18	.13	-.11	.26
SM 12	6	1	7	4.25	.081	1.49	2.22	-.38	.13	.04	.26
SM 13	6	1	7	4.93	.079	1.46	2.13	-.74	.13	.67	.26
SM 14	6	1	7	4.36	.079	1.46	2.13	-.43	.13	.21	.26
SM 15	6	1	7	3.22	.088	1.62	2.62	.11	.13	-.64	.26
SM 16	6	1	7	4.45	.087	1.59	2.53	-.59	.13	.06	.26
SM 17	6	1	7	4.08	.083	1.52	2.32	-.28	.13	.02	.26
SM 18	6	1	7	4.44	.079	1.45	2.10	-.59	.13	.40	.26
SM 19	6	1	7	4.09	.082	1.51	2.29	-.38	.13	-.06	.26
SM 20	6	1	7	3.99	.080	1.46	2.15	-.38	.13	.02	.26
SM 21	6	1	7	4.35	.078	1.44	2.07	-.71	.13	.47	.26

SM=Sports Motivation

**3-2 Study 1- Actual International Sports Fan Tourist Motivation Item Pool
(N=338)**

	Range	Min.	Max.	Mean		SD	Variance	Skewness		Kurtosis	
				M	SE			Sta.	SE	Sta.	SE
TM 1	6	1	7	5.47	.07	1.32	1.75	-1.06	.13	1.81	.26
TM 2	6	1	7	5.22	.07	1.36	1.84	-.92	.13	1.25	.26
TM 3	6	1	7	5.18	.07	1.29	1.66	-.84	.13	1.32	.26
TM 4	6	1	7	5.17	.08	1.39	1.94	-.76	.13	.82	.26
TM 5	6	1	7	4.74	.08	1.40	1.95	-.46	.13	.28	.26
TM 6	6	1	7	5.02	.07	1.35	1.82	-.72	.13	.79	.26
TM 7	6	1	7	4.97	.07	1.34	1.80	-.65	.13	.76	.26
TM 8	6	1	7	4.59	.08	1.45	2.11	-.50	.13	.28	.26
TM 9	6	1	7	5.29	.07	1.32	1.74	-.86	.13	1.27	.26
TM 10	6	1	7	5.29	.07	1.30	1.69	-.83	.13	1.22	.26
TM 11	6	1	7	5.39	.07	1.33	1.76	-.97	.13	1.49	.26
TM 12	6	1	7	4.98	.07	1.38	1.90	-.68	.13	.79	.26
TM 13	6	1	7	4.36	.08	1.46	2.13	-.34	.13	.18	.26
TM 14	6	1	7	4.54	.08	1.43	2.05	-.33	.13	.34	.26
TM 15	6	1	7	5.09	.07	1.38	1.90	-.82	.13	1.10	.26
TM 16	6	1	7	5.12	.07	1.36	1.84	-.83	.13	1.24	.26
TM 17	6	1	7	4.21	.09	1.63	2.67	-.34	.13	-.21	.26
TM 18	6	1	7	4.48	.08	1.49	2.21	-.59	.13	.43	.26
TM 19	6	1	7	4.71	.08	1.46	2.14	-.72	.13	.48	.26
TM 20	6	1	7	4.65	.08	1.40	1.97	-.66	.13	.59	.26

TM=Tourism Motivation

3-3 Study 1- Potential International Sports Fan Constraint Item Pool (N=292)

	Range	Min.	Max.	Mean		SD	Variance	Skewness		Kurtosis	
				M	SE			Sta.	SE	Sta.	SE
CO 1	6	1	7	6.02	.08	1.29	1.66	-1.40	.14	1.88	.28
CO 2	6	1	7	5.25	.10	1.67	2.77	-.69	.14	-.24	.28
CO 3	6	1	7	4.99	.11	1.85	3.42	-.63	.14	-.53	.28
CO 4	6	1	7	4.80	.11	1.84	3.39	-.54	.14	-.53	.28
CO 5	6	1	7	4.43	.11	1.85	3.42	-.26	.14	-.78	.28
CO 6	6	1	7	4.43	.11	1.91	3.65	-.29	.14	-.81	.28
CO 7	6	1	7	5.28	.10	1.68	2.81	-.82	.14	.01	.28
CO 8	6	1	7	5.05	.10	1.78	3.18	-.64	.14	-.50	.28
CO 9	6	1	7	3.97	.11	1.80	3.23	.11	.14	-.92	.28
CO 10	6	1	7	3.64	.10	1.75	3.07	.29	.14	-.66	.28
CO 11	6	1	7	4.01	.08	1.44	2.08	.04	.14	.05	.28
CO 12	6	1	7	4.05	.09	1.50	2.26	-.08	.14	-.17	.28
CO 13	6	1	7	4.26	.10	1.77	3.15	-.14	.14	-.82	.28
CO 14	6	1	7	4.02	.10	1.73	3.01	.05	.14	-.77	.28
CO 15	6	1	7	4.67	.10	1.63	2.67	-.52	.14	-.40	.28
CO 16	6	1	7	4.83	.10	1.63	2.65	-.49	.14	-.38	.28
CO 17	6	1	7	4.28	.09	1.51	2.28	-.12	.14	-.22	.28
CO 18	6	1	7	3.65	.09	1.56	2.43	.05	.14	-.30	.28
CO 19	6	1	7	3.26	.09	1.48	2.19	.21	.14	-.08	.28
CO 20	6	1	7	3.39	.09	1.50	2.25	.05	.14	-.22	.28
CO 21	6	1	7	3.78	.09	1.60	2.55	.03	.14	-.30	.28
CO 22	6	1	7	3.84	.10	1.75	3.08	.06	.14	-.72	.28
CO 23	6	1	7	3.11	.08	1.40	1.95	.30	.14	.02	.28
CO 24	6	1	7	3.17	.09	1.53	2.34	.32	.14	-.36	.28

CO=Constraints

3-4 Study 2 - Actual Rugby World Cup Fan (1987-2007) Sports Motivation

Item Pool (N=101)

	Range	Min.	Max.	Mean		SD	Variance	Skewness		Kurtosis	
				M	SE			Sta.	SE	Sta.	SE
SM 1	5	2	7	6.27	.11	1.12	1.26	-1.63	.24	2.20	.48
SM 2	5	2	7	5.38	.15	1.49	2.22	-.54	.24	-.63	.48
SM 3	6	1	7	4.19	.16	1.57	2.45	-.19	.24	-.36	.48
SM 4	6	1	7	4.59	.20	1.97	3.88	-.47	.24	-.88	.48
SM 5	6	1	7	4.91	.18	1.81	3.28	-.83	.24	-.16	.48
SM 6	6	1	7	5.16	.16	1.60	2.57	-.89	.24	.28	.48
SM 7	6	1	7	4.83	.18	1.78	3.18	-.52	.24	-.57	.48
SM 8	6	1	7	4.70	.19	1.93	3.73	-.49	.24	-.79	.48
SM 9	6	1	7	4.84	.18	1.84	3.37	-.64	.24	-.42	.48
SM 10	6	1	7	4.47	.17	1.72	2.97	-.30	.24	-.62	.48
SM 11	6	1	7	3.72	.16	1.63	2.66	-.09	.24	-.72	.48
SM 12	6	1	7	4.59	.16	1.64	2.68	-.30	.24	-.54	.48
SM 13	6	1	7	6.07	.11	1.11	1.23	-1.63	.24	3.87	.48
SM 14	6	1	7	4.90	.16	1.56	2.43	-.49	.24	-.16	.48
SM 15	6	1	7	2.44	.17	1.67	2.79	.96	.24	.06	.48
SM 16	6	1	7	4.43	.19	1.94	3.77	-.45	.24	-.82	.48
SM 17	6	1	7	3.32	.17	1.71	2.92	.24	.24	-.68	.48
SM 18	6	1	7	4.05	.18	1.82	3.31	-.23	.24	-.83	.48
SM 19	6	1	7	4.54	.15	1.55	2.41	-.23	.24	-.58	.48
SM 20	6	1	7	4.24	.16	1.57	2.46	-.18	.24	-.37	.48
SM 21	6	1	7	4.91	.17	1.66	2.76	-.67	.24	-.19	.48

SM=Sports Motivation

**3-5 Study 2 - Actual Rugby World Cup Fan (1987-2007) Tourism Motivation
Item Pool (N=101)**

	Range	Min.	Max.	Mean		SD	Variance	Skewness		Kurtosis	
				M	SE			Sta.	SE	Sta.	SE
TM 1	6	1	7	5.31	.15	1.50	2.25	-.96	.24	.78	.48
TM 2	6	1	7	4.73	.15	1.55	2.40	-.53	.24	-.06	.48
TM 3	6	1	7	4.74	.16	1.56	2.43	-.43	.24	-.32	.48
TM 4	6	1	7	5.15	.18	1.84	3.37	-.99	.24	.02	.48
TM 5	6	1	7	4.31	.18	1.79	3.21	-.39	.24	-.69	.48
TM 6	6	1	7	5.01	.18	1.82	3.31	-.97	.24	.04	.48
TM 7	6	1	7	5.06	.14	1.41	1.98	-.66	.24	.65	.48
TM 8	6	1	7	5.79	.12	1.24	1.55	-1.15	.24	1.59	.48
TM 9	6	1	7	4.68	.17	1.75	3.08	-.58	.24	-.33	.48
TM 10	6	1	7	5.16	.15	1.51	2.29	-.77	.24	.16	.48
TM 11	6	1	7	5.03	.16	1.58	2.49	-.66	.24	-.25	.48
TM 12	6	1	7	4.15	.16	1.61	2.59	-.23	.24	-.53	.48
TM 13	6	1	7	4.34	.17	1.72	2.97	-.30	.24	-.67	.48
TM 14	6	1	7	4.15	.19	1.89	3.59	-.22	.24	-1.02	.48
TM 15	6	1	7	4.54	.19	1.89	3.57	-.42	.24	-.86	.48
TM 16	6	1	7	4.83	.17	1.71	2.92	-.74	.24	-.13	.48
TM 17	6	1	7	5.13	.15	1.53	2.33	-1.03	.24	.84	.48
TM 18	6	1	7	4.63	.16	1.60	2.55	-.80	.24	.13	.48
TM 19	6	1	7	4.37	.16	1.60	2.57	-.26	.24	-.51	.48
TM 20	6	1	7	4.13	.16	1.64	2.69	.00	.24	-.64	.48
TM 21	6	1	7	3.53	.17	1.71	2.91	.06	.24	-.88	.48
TM 22	6	1	7	3.50	.18	1.85	3.41	.25	.24	-.86	.48
TM 23	6	1	7	3.97	.17	1.73	3.01	.01	.24	-.70	.48
TM 24	6	1	7	3.32	.18	1.83	3.34	.39	.24	-.78	.48

TM=Tourism Motivation

3-6 Study 2 - Potential Rugby World Cup Fan (1987-2007) Constraint Item Pool (N=297)

	Range	Min.	Max.	Mean		SD	Variance	Skewness		Kurtosis	
				M	SE			Sta.	SE	Sta.	SE
CO 1	6	1	7	5.57	.10	1.77	3.13	-1.21	.14	.51	.28
CO 2	6	1	7	4.04	.12	2.08	4.33	-.04	.14	-1.25	.28
CO 3	6	1	7	5.79	.10	1.72	2.97	-1.46	.14	1.11	.28
CO 4	6	1	7	3.86	.12	2.14	4.59	-.01	.14	-1.33	.28
CO 5	6	1	7	3.38	.12	2.14	4.57	.34	.14	-1.28	.28
CO 6	6	1	7	3.72	.13	2.32	5.36	.17	.14	-1.49	.28
CO 7	6	1	7	4.20	.12	2.13	4.53	-.20	.14	-1.29	.28
CO 8	6	1	7	3.39	.12	2.12	4.48	.39	.14	-1.23	.28
CO 9	6	1	7	2.48	.10	1.77	3.12	1.13	.14	.18	.28
CO 10	6	1	7	2.10	.08	1.46	2.13	1.52	.14	1.94	.28
CO 11	6	1	7	2.08	.08	1.31	1.71	1.09	.14	.36	.28
CO 12	6	1	7	2.22	.08	1.40	1.97	.90	.14	-.22	.28
CO 13	6	1	7	2.72	.11	1.82	3.30	.79	.14	-.49	.28
CO 14	6	1	7	2.58	.10	1.76	3.08	.87	.14	-.32	.28
CO 15	6	1	7	3.58	.11	1.95	3.78	.15	.14	-1.18	.28
CO 16	6	1	7	4.52	.12	2.01	4.03	-.43	.14	-1.06	.28
CO 17	6	1	7	3.01	.10	1.71	2.93	.45	.14	-.75	.28
CO 18	6	1	7	2.74	.10	1.64	2.70	.73	.14	-.35	.28
CO 19	6	1	7	2.45	.10	1.79	3.19	1.16	.14	.37	.28
CO 20	6	1	7	2.15	.08	1.40	1.96	1.13	.14	.67	.28
CO 21	6	1	7	2.82	.11	1.88	3.52	.72	.14	-.73	.28
CO 22	6	1	7	2.92	.12	2.07	4.28	.71	.14	-.87	.28
CO 23	5	1	6	1.90	.07	1.13	1.27	1.15	.14	.62	.28
CO 24	6	1	7	1.98	.08	1.30	1.70	1.54	.14	2.24	.28
CO 25	6	1	7	1.86	.10	1.80	3.24	2.03	.14	2.73	.28
CO 26	6	1	7	1.78	.09	1.62	2.62	2.13	.14	3.42	.28

CO=Constraints

3-7 Study 2 - Actual Rugby World Cup Fan (1987-2007) Satisfaction and Item Pool (N=101)

	Range	Min.	Max.	Mean		SD	Variance	Skewness		Kurtosis	
				M	SE			Sta.	SE	Sta.	SE
Satisfaction 1	6	1	7	6.05	.10	1.04	1.09	-1.61	.24	4.44	.48
Satisfaction 2	5	2	7	6.39	.09	.93	.86	-2.00	.24	5.35	.48
Satisfaction 3	6	1	7	5.71	.11	1.15	1.33	-1.18	.24	2.36	.48

3-8 Study 2 - Actual & Potential Rugby World Cup (1987-2007) Fan

Intention Item Pool (N=645)

	Range	Min.	Max.	Mean		SD	Variance	Skewness		Kurtosis	
				M	SE			Sta.	SE	Sta.	SE
Intention 1	6	1	7	5.29	.08	2.03	4.14	-.92	.10	-.48	.19
Intention 2	6	1	7	6.19	.05	1.39	1.94	-2.00	.10	3.60	.19
Intention 3	6	1	7	5.50	.07	1.72	2.96	-.99	.10	.06	.19
Intention 4	6	1	7	5.54	.07	1.75	3.06	-1.17	.10	.47	.19
Intention 5	6	1	7	5.85	.06	1.65	2.71	-1.51	.10	1.47	.19

3-9 Study 3 - Actual Rugby World Cup Fan (2011) Sports Motivation Item

Pool (N=84)

	Range	Min.	Max.	Mean		SD	Variance	Skewness		Kurtosis	
				M	SE			Sta.	SE	Sta.	SE
SM 1	4	3	7	6.50	.10	.95	.90	-2.11	.26	4.06	.52
SM 2	4	3	7	6.08	.13	1.17	1.38	-1.08	.26	.09	.52
SM 3	5	2	7	4.86	.17	1.53	2.34	-.11	.26	-.85	.52
SM 4	5	2	7	5.49	.16	1.43	2.04	-.79	.26	-.09	.52
SM 5	6	1	7	5.33	.18	1.66	2.76	-.87	.26	.06	.52
SM 6	6	1	7	5.65	.16	1.44	2.08	-1.12	.26	.84	.52
SM 7	6	1	7	5.06	.18	1.64	2.68	-.60	.26	-.25	.52
SM 8	6	1	7	4.87	.18	1.68	2.81	-.29	.26	-.78	.52
SM 9	6	1	7	4.82	.19	1.76	3.11	-.49	.26	-.65	.52
SM 10	6	1	7	4.65	.19	1.71	2.93	-.45	.26	-.65	.52
SM 11	6	1	7	3.96	.19	1.72	2.95	-.10	.26	-.81	.52
SM 12	6	1	7	4.60	.19	1.70	2.89	-.41	.26	-.66	.52
SM 13	6	1	7	6.07	.13	1.20	1.44	-1.77	.26	3.90	.52
SM 14	6	1	7	5.19	.15	1.41	1.99	-.56	.26	-.24	.52
SM 15	6	1	7	2.37	.18	1.68	2.84	1.07	.26	.08	.52
SM 16	6	1	7	5.05	.19	1.76	3.11	-.94	.26	.17	.52
SM 17	6	1	7	3.68	.22	2.04	4.15	.10	.26	-1.24	.52
SM 18	6	1	7	4.73	.22	2.01	4.03	-.59	.26	-.90	.52
SM 19	6	1	7	5.06	.18	1.67	2.80	-.85	.26	.08	.52
SM 19	6	1	7	4.67	.18	1.66	2.76	-.47	.26	-.39	.52
SM 21	6	1	7	5.19	.19	1.77	3.14	-1.00	.26	.30	.52

SM=Sports Motivation

3-10 Study 3 - Actual Rugby World Cup Fan (2011) Tourism Motivation

Item Pool (N=84)

	Range	Min.	Max.	Mean		SD	Variance	Skewness		Kurtosis	
				M	SE			Sta.	SE	Sta.	SE
TM 1	6	1	7	5.44	.15	1.39	1.94	-1.11	.26	1.06	.52
TM 2	6	1	7	4.99	.15	1.38	1.92	-.54	.26	.06	.52
TM 3	6	1	7	5.24	.15	1.39	1.94	-.85	.26	.80	.52
TM 4	6	1	7	5.68	.17	1.55	2.39	-1.49	.26	2.15	.52
TM 5	6	1	7	4.88	.20	1.86	3.46	-.70	.26	-.36	.52
TM 6	6	1	7	5.52	.17	1.58	2.49	-1.20	.26	1.29	.52
TM 7	6	1	7	5.36	.16	1.48	2.18	-1.24	.26	1.80	.52
TM 8	6	1	7	6.06	.13	1.24	1.53	-1.92	.26	4.37	.52
TM 9	6	1	7	5.01	.19	1.73	3.00	-.79	.26	-.04	.52
TM 10	6	1	7	5.46	.16	1.45	2.11	-1.17	.26	1.19	.52
TM 11	6	1	7	5.43	.15	1.36	1.86	-.85	.26	.55	.52
TM 12	6	1	7	4.58	.17	1.60	2.56	-.21	.26	-.46	.52
TM 13	6	1	7	4.83	.21	1.91	3.66	-.70	.26	-.48	.52
TM 14	6	1	7	4.71	.22	2.03	4.13	-.65	.26	-.78	.52
TM 15	6	1	7	5.11	.23	2.07	4.29	-.91	.26	-.51	.52
TM 16	6	1	7	4.44	.18	1.67	2.80	-.40	.26	-.36	.52
TM 17	6	1	7	5.02	.15	1.36	1.85	-.45	.26	.12	.52
TM 18	6	1	7	4.14	.17	1.56	2.44	-.22	.26	-.20	.52
TM 19	6	1	7	4.40	.19	1.73	2.99	-.24	.26	-.65	.52
TM 20	6	1	7	4.60	.19	1.75	3.06	-.46	.26	-.46	.52
TM 21	6	1	7	3.68	.20	1.80	3.26	.02	.26	-1.00	.52
TM 22	6	1	7	3.64	.21	1.90	3.61	.05	.26	-1.10	.52
TM 23	6	1	7	4.19	.20	1.80	3.24	-.31	.26	-.80	.52
TM 24	6	1	7	3.88	.21	1.90	3.62	-.04	.26	-1.05	.52

TM=Tourism Motivation

**3-11 Study 3 - Potential Rugby World Cup Fan (2011) Constraints Item Pool
(N=115)**

	Range	Min.	Max.	Mean		SD	Variance	Skewness		Kurtosis	
				M	SE			Sta.	SE	Sta.	SE
CO 1	6	1	7	5.16	.174	1.871	3.502	-.804	.226	-.371	.447
CO 2	6	1	7	3.92	.203	2.173	4.722	.154	.226	-1.379	.447
CO 3	6	1	7	4.97	.215	2.305	5.315	-.774	.226	-.972	.447
CO 4	6	1	7	3.13	.217	2.330	5.430	.593	.226	-1.192	.447
CO 5	6	1	7	3.12	.222	2.377	5.652	.542	.226	-1.334	.447
CO 6	6	1	7	3.46	.237	2.538	6.444	.320	.226	-1.641	.447
CO 7	6	1	7	3.70	.204	2.192	4.807	.131	.226	-1.324	.447
CO 8	6	1	7	2.71	.178	1.909	3.645	.859	.226	-.364	.447
CO 9	6	1	7	1.93	.128	1.368	1.872	1.507	.226	1.646	.447
CO 10	5	1	6	1.68	.102	1.097	1.203	1.727	.226	2.488	.447
CO 11	6	1	7	1.77	.116	1.245	1.550	1.985	.226	3.985	.447
CO 12	6	1	7	1.78	.116	1.241	1.540	1.797	.226	3.085	.447
CO 13	6	1	7	1.68	.111	1.189	1.413	2.244	.226	5.213	.447
CO 14	6	1	7	1.62	.111	1.189	1.414	2.536	.226	6.619	.447
CO 15	6	1	7	2.77	.175	1.873	3.510	.734	.226	-.691	.447
CO 16	6	1	7	3.83	.200	2.140	4.578	.038	.226	-1.344	.447
CO 17	6	1	7	2.79	.168	1.804	3.254	.765	.226	-.469	.447
CO 18	6	1	7	2.54	.166	1.778	3.163	1.030	.226	-.030	.447
CO 19	6	1	7	2.65	.192	2.061	4.246	.908	.226	-.599	.447
CO 20	6	1	7	1.97	.140	1.504	2.262	1.635	.226	1.963	.447
CO 21	6	1	7	2.92	.202	2.169	4.704	.675	.226	-1.034	.447
CO 22	6	1	7	2.72	.207	2.222	4.939	.900	.226	-.809	.447
CO 23	6	1	7	1.61	.113	1.212	1.468	2.420	.226	5.837	.447
CO 24	6	1	7	1.91	.146	1.570	2.466	1.723	.226	1.884	.447
CO 25	6	1	7	1.88	.179	1.920	3.687	1.977	.226	2.271	.447
CO 26	6	1	7	1.89	.169	1.810	3.277	1.941	.226	2.391	.447

CO=Constraints

3-12 Study 3 - Actual Rugby World Cup Fan (2011) Satisfaction Item Pool

(N=84)

	Range	Min.	Max.	Mean		SD	Variance	Skewness		Kurtosis	
				M	SE			Sta.	SE	Sta.	SE
Satisfaction 1	4	3	7	6.21	.102	.932	.869	-1.359	.263	2.038	.520
Satisfaction 2	4	3	7	6.21	.114	1.042	1.086	-1.426	.263	1.644	.520
Satisfaction 3	5	2	7	5.79	.139	1.271	1.616	-.883	.263	-.023	.520

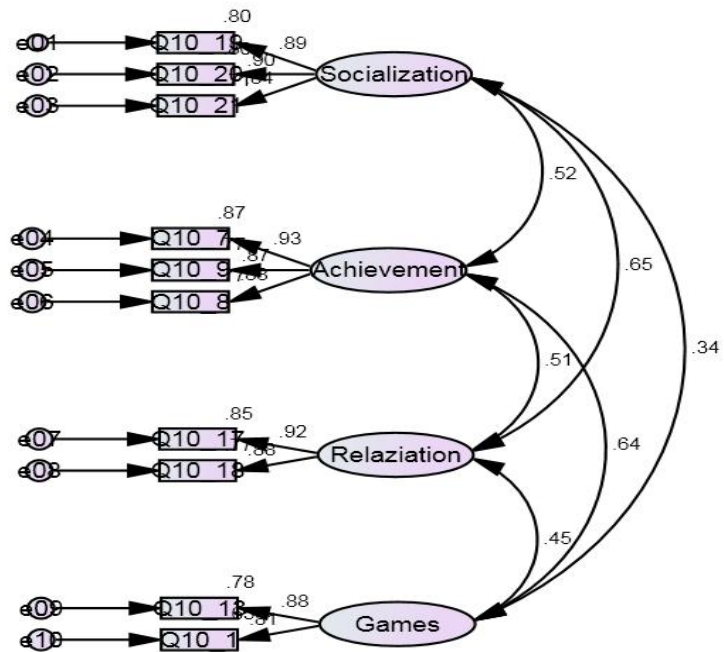
3-13 Study 3 - Actual & Potential Rugby World Cup (2011) Intention Fan

Intention Item Pool (N=417)

	Range	Min.	Max.	Mean		SD	Variance	Skewness		Kurtosis	
				M	SE			Sta.	SE	Sta.	SE
Intention 1	6	1	7	4.90	.107	2.175	4.729	-.622	.120	-1.037	.240
Intention 2	6	1	7	6.13	.071	1.433	2.052	-1.984	.120	3.580	.240
Intention 3	6	1	7	5.18	.090	1.827	3.336	-.777	.121	-.364	.241
Intention 4	6	1	7	4.97	.098	1.991	3.965	-.698	.121	-.693	.240
Intention 5	6	1	7	5.46	.093	1.886	3.558	-1.097	.121	.055	.241

Appendix 4 CFA Final Results

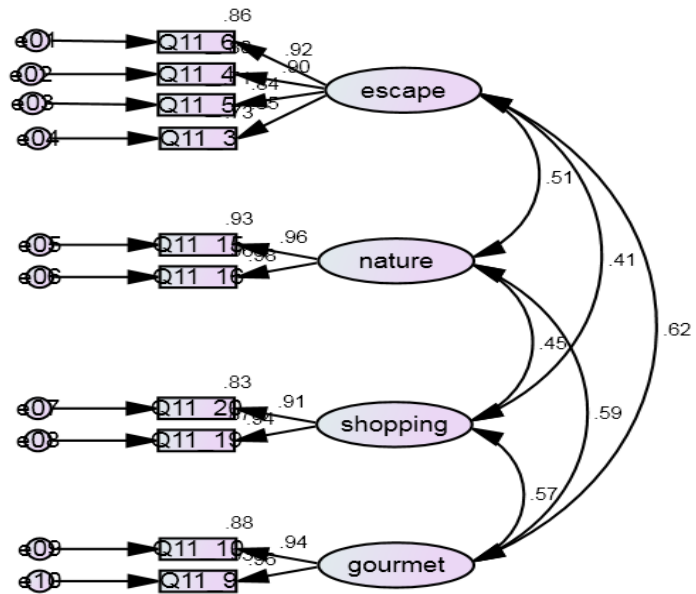
4-1. Study 1 Actual International Sports Fan Motivation Scale



Study 1 Actual International Sports Fan Sports Fan Motivation Scale

<i>Chi-Square</i>	89.483
<i>df</i>	29
<i>p</i>	.000
<i>GFI</i>	.948
<i>CFI</i>	.976
<i>RMSEA</i>	.079
<i>AIC</i>	141.483

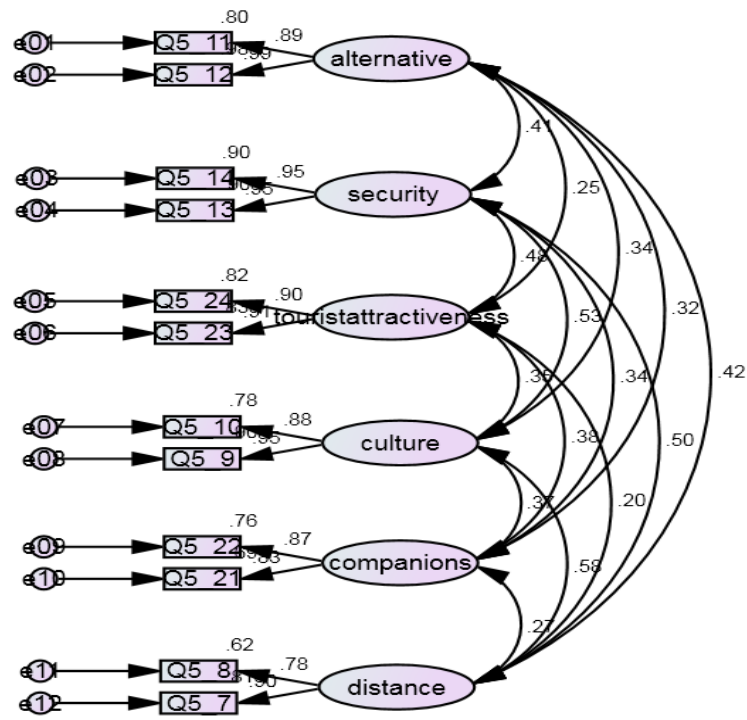
4-2. Study 1 Actual International Tourist Motivation Scale



Study 1 Actual International Sports Fan Tourist Motivation Scale

<i>Chi-Square</i>	107.179
<i>df</i>	29
<i>p</i>	.000
<i>GFI</i>	.938
<i>CFI</i>	.977
<i>RMSEA</i>	.089
<i>AIC</i>	159.179

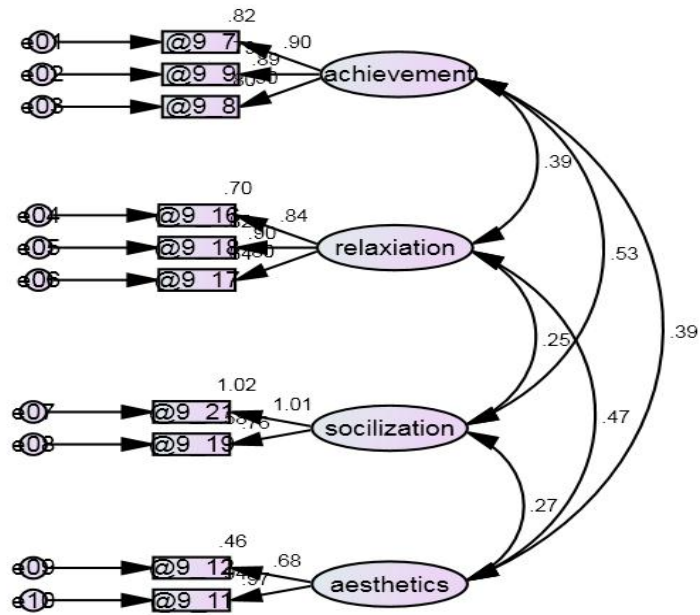
4-3. Study 1 Actual International Tourist Motivation Scale



Study 1 Potential International Sports Fan Constraints Scale

<i>Chi-Square</i>	93.576
<i>df</i>	39
<i>p</i>	.000
<i>GFI</i>	.950
<i>CFI</i>	.978
<i>RMSEA</i>	.069
<i>AIC</i>	171.576

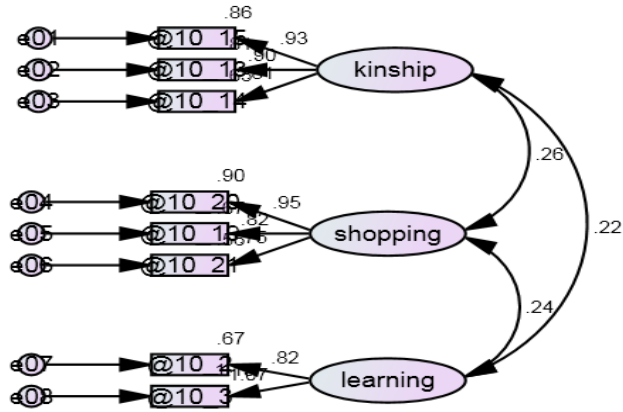
4-4 Study 2 Actual Rugby World Cup (1987-2007) Fan Sports Fan Motivation Scale



**Study 2 Actual Rugby World Cup (1987-2007)
Sports Fan Motivation Scale**

<i>Chi-Square</i>	47.757
<i>df</i>	29
<i>p</i>	.016
<i>GFI</i>	.918
<i>CFI</i>	.970
<i>RMSEA</i>	.080
<i>AIC</i>	99.757

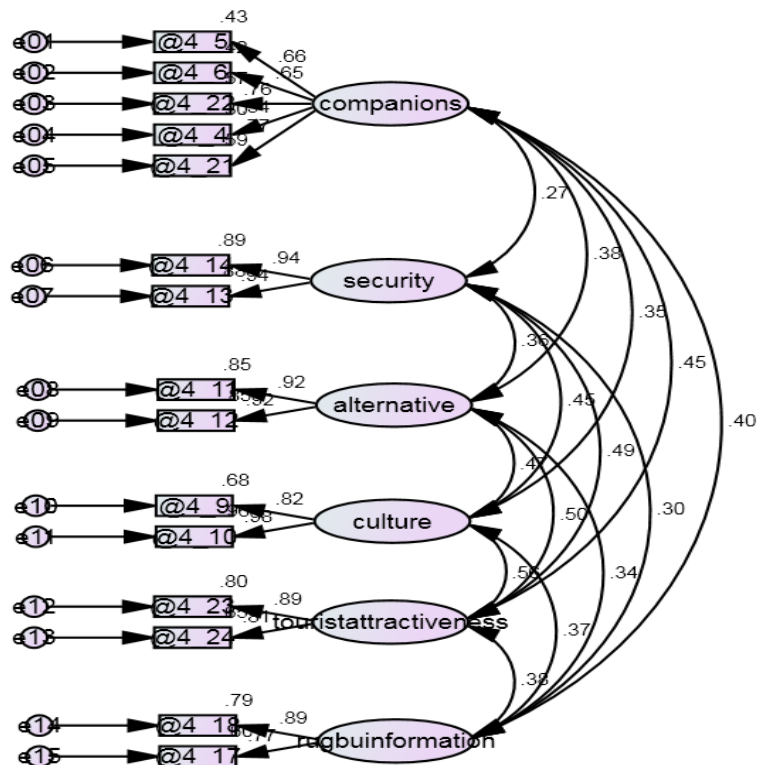
4-5 Study 2 Actual Rugby World Cup (1987-2007) Fan Tourist Motivation Scale



**Study 2 Actual Rugby World Cup (1987-2007)
Tourist Motivation Scale**

<i>Chi-Square</i>	25.719
<i>df</i>	17
<i>p</i>	.080
<i>GFI</i>	.942
<i>CFI</i>	.984
<i>RMSEA</i>	.072
<i>AIC</i>	63.719

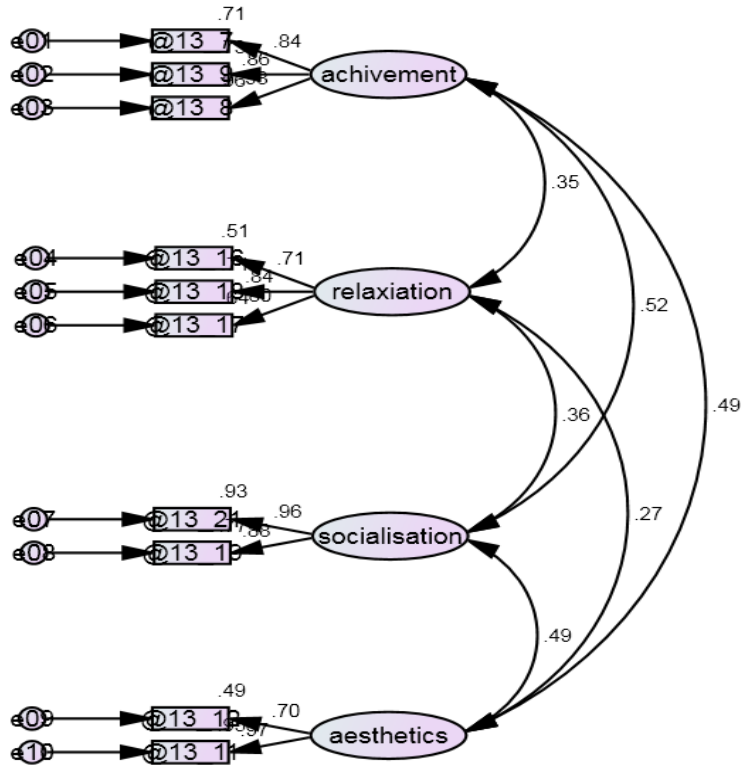
4-6 Study 2 Potential Rugby World Cup (1987-2007) Fan Constraints Scale



Study 2 Potential Rugby World Cup (1987-2007) Fan Constraints Scale

<i>Chi-Square</i>	184.143
<i>df</i>	75
<i>p</i>	.000
<i>GFI</i>	.924
<i>CFI</i>	.955
<i>RMSEA</i>	.070
<i>AIC</i>	274.143

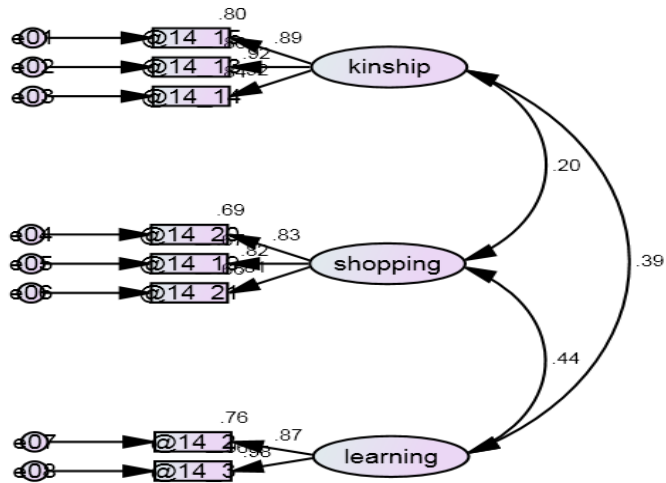
4-7 Study 3 Application of the Rugby World Cup 2011 data to the Rugby World Cup (1987-2007) Fan Sports Fan Motivation Scale



Study 3 Actual Rugby World Cup (2011) Fan Sports Motivation

<i>Chi-Square</i>	30.049
<i>df</i>	29
<i>p</i>	.412
<i>GFI</i>	.930
<i>CFI</i>	.998
<i>RMSEA</i>	.021
<i>AIC</i>	82.049

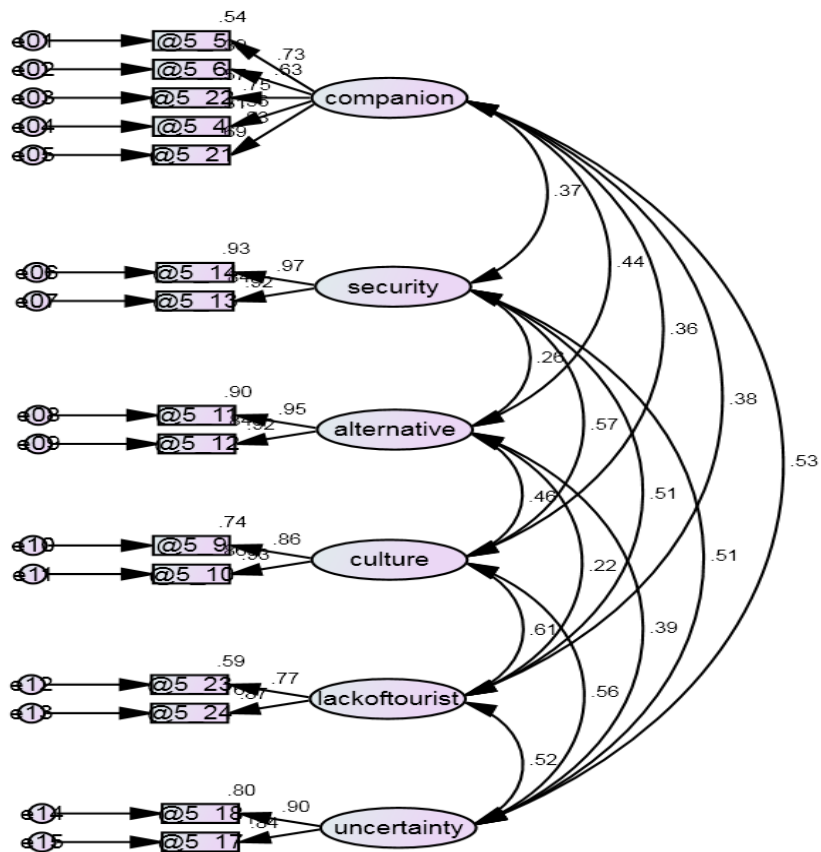
4-8 Study 3 Application of the Rugby World Cup 2011 data to the Rugby World Cup (1987-2007) Fan Tourist Motivation Scale



Study 3 Actual Rugby World Cup (2011) Fan Tourist Motivation Scale

<i>Chi-Square</i>	16.048
<i>df</i>	17
<i>p</i>	.520
<i>GFI</i>	.955
<i>CFI</i>	1.000
<i>RMSEA</i>	.000
<i>AIC</i>	54.048

4-9 Study 3 Application of the Rugby World Cup 2011 data to the Rugby World Cup (1987-2007) Fan Constraints Scale



Study 3 Potential Rugby World Cup (2011) Fan Constraints Scale

<i>Chi-Square</i>	151.786
<i>df</i>	75
<i>p</i>	.000
<i>GFI</i>	.856
<i>RMSEA</i>	.095
<i>AIC</i>	241.786

Appendix 5 Factor Analysis Procedure

Study 1 Sports Motivations (6 rotations)

Stage	Factor Loading	Rotation	Removed Items	CFA	CFA Result	Chi Square	df	p	GFI	CFI	RMSEA	AIC
One		1		CFA1	REJECT	1102.89	179	0	0.756	0.831	0.124	1206.89
Two	<.500	2	SM 10,11,12 & 14									
		3	SM 3&15									
Three	<.600	4	SM 4	CFA2	REJECT	267.534	67	0	0.898	0.944	0.094	343.534
		5	SM 5, 6 & 16	CFA3	REJECT	154.495	38	0	0.927	0.959	0.095	210.495
Four	<.650		No items									
Five	<.700	6	SM 2	CFA4	ACCEPT	89.483	29	0	0.948	0.976	0.079	141.483

Study 1 Tourists Motivations (4 rotations)

Stage	Factor Loading	Rotation	Removed Items	CFA	CFA Result	Chi Square	df	p	GFI	CFI	RMSEA	AIC
One		1		CFA1	REJECT	1670.118	164	0	0.697	0.766	0.465	1762.12
Two	<.500	2	TM 1,8,12,17 & 18									
		3	TM 2 & 7	CFA2	REJECT	645.294	59	0	0.795	0.868	0.172	709.294
Three	<.600	4	TM 11, 13 & 14	CFA3	ACCEPT	107.179	29	0	0.938	0.977	0.089	159.179

Study 1 Constraints (5 rotations)

Stage	Factor Loading	Rotation	Removed Items	CFA	CFA Result	Chi Square	df	p	GFI	CFI	RMSEA	AIC
One		1		CFA1	REJECT	912.389	231	0	0.808	0.836	0.101	1050.39
Two	<.500	2	CO 3,6,15,16,17,18,19,20									
		3	CO 4									
		4	CO 2&5									
		5	CO 1	CFA2	ACCEPT	93.576	39	0	0.95	0.978	0.069	171.576

Study 2 Sports Motivation (8 rotations)

Stage	Factor Loading	Rotation	Removed Items	CFA	CFA Result	Chi Square	df	p	GFI	CFI	RMSEA	AIC
One		1		CFA1	REJECT	308.276	174	0	0.79	0.878	0.088	422.276
Two	<.500	2	SM 15									
		3	SM 4,5,6 & 14									
		4	SM 13									
		5	SM 3	CFA2	REJECT	153.248	80	0	0.852	0.916	0.096	233.248
Three	<.600	6	SM 1 & 2	CFA3	REJECT	82.688	48	0.001	0.891	0.954	0.085	142.688
Four	<.650	7	SM 10	CFA4	REJECT	70.943	38	0.001	0.9	0.954	0.093	126.943
Five	<.700	8	SM 20	CFA5	ACCEPT	47.757	29	0.016	0.918	0.97	0.08	99.757

Study 2 Tourist Motivations (9 rotations)

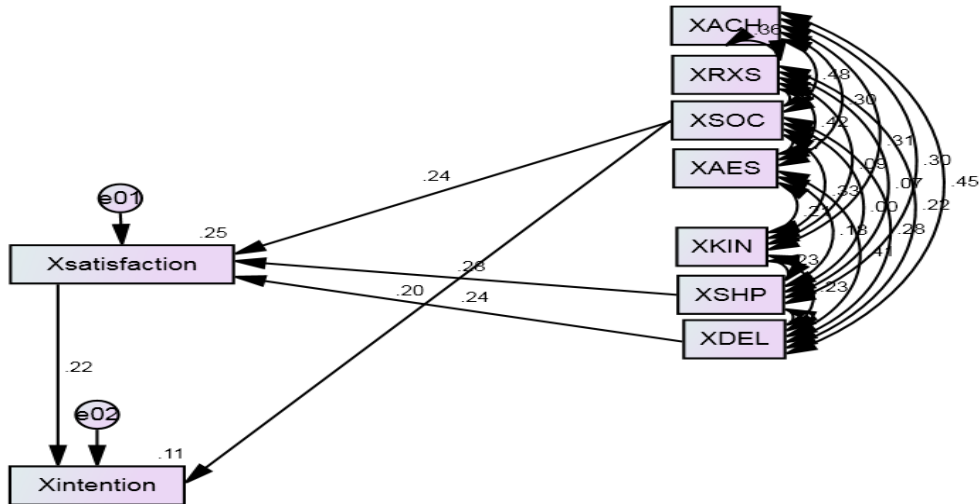
Stage	Factor Loading	Rotation	Removed Items	CFA	CFA Result	Chi Square	df	p	GFI	CFI	RMSEA	AIC
One		1		CFA1	REJECT	647.642	231	0	0.677	0.793	0.134	785.642
Two	<.500	2	TM 9									
		3	TM 4,5,6,7,10 & 22									
		4	TM 11	CFA2	REJECT	438.301	101	0	0.65	0.713	0.183	508.301
Three	<.600	5	TM 8,12 18 & 24									
		6	TM 16 & 23	CFA3	REJECT	44.414	24	0.007	0.914	0.968	0.092	86.414
Four	<.650	7	TM 17									
Five	<.700	8	No Items									
Six	>.700 Smallest FL item	9	TM 1	CFA4	ACCEPT	25.719	17	0.08	0.942	0.984	0.072	63.719

Study 2 Constraints (5 rotations)

Stage	Factor Loading	Rotation	Removed Items	CFA	CFA Result	Chi Square	df	p	GFI	CFI	RMSEA	AIC
One		1		CFA1	REJECT	661.008	271	0	0.852	0.888	0.07	821.008
Two	<.500	2	CO 3,7,15,16,25 & 26									
		3	CO 8	CFA2	REJECT	403.016	131	0	0.875	0.905	0.084	521.016
Three	<.600	4	CO 1,2 & 19									
		5	CO 20	CFA3	ACCEPT	184.143	75	0	0.924	0.955	0.07	274.143

Appendix 6 SEM Results

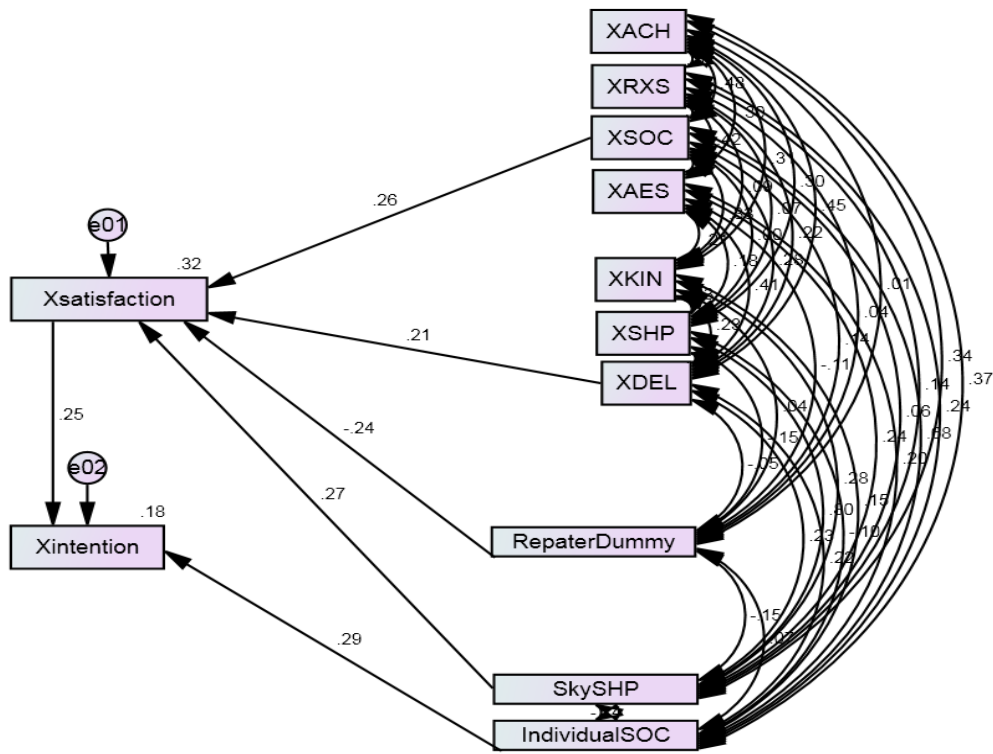
6-1 A model of the factors that impact actual Rugby World Cup (1987-2007) fans' satisfaction and intention (base model)



Study 2 Actual Rugby World Cup (1987-2007) Fan Base Model

<i>Chi Square</i>	4.109	Variance Explained (%)	
<i>df</i>	10	Satisfaction	24.7
<i>p</i>	.942	Intention	11.3
<i>GFI</i>	.991		
<i>CFI</i>	1.000		
<i>RMSEA</i>	.000		
<i>AIC</i>	74.109		

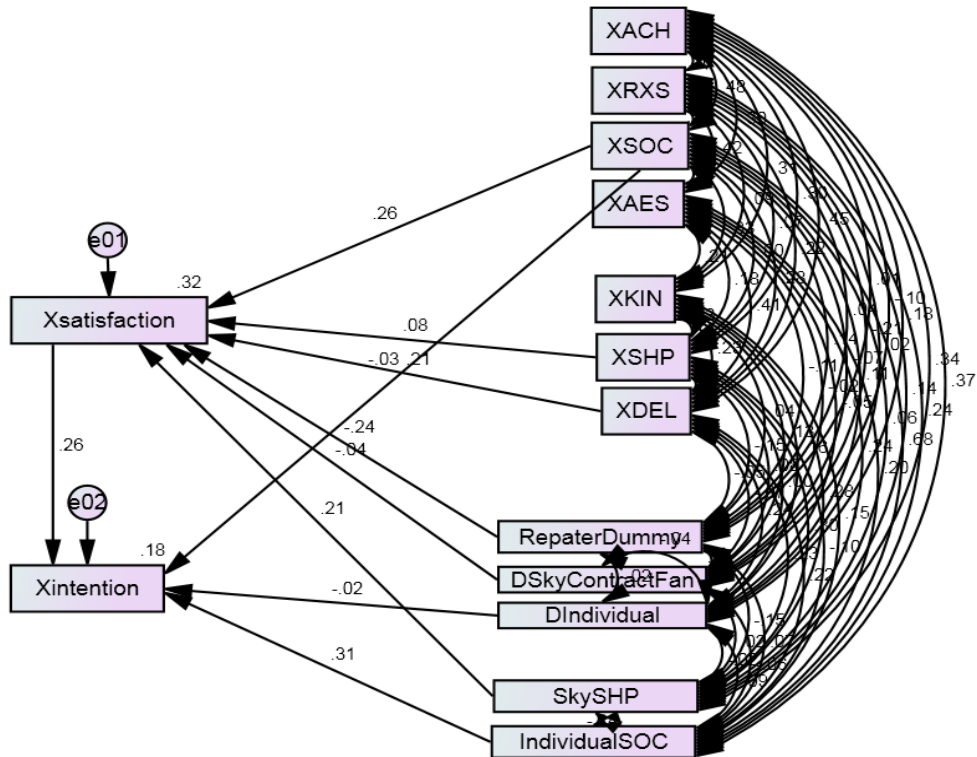
6-2 A model of the factors that impact actual Rugby World Cup (1987-2007) fans' satisfaction and intention (overall preliminary model)



Study 2 Actual Rugby World Cup (1987-2007) Fan Overall Preliminary Model

<i>Chi Square</i>	11.602	Variance Explained (%)	
<i>df</i>	15		
<i>p</i>	.709	Satisfaction	32.0
<i>GFI</i>	.982	Intention	17.6
<i>CFI</i>	1.000		
<i>RMSEA</i>	.000		
<i>AIC</i>	137.602		

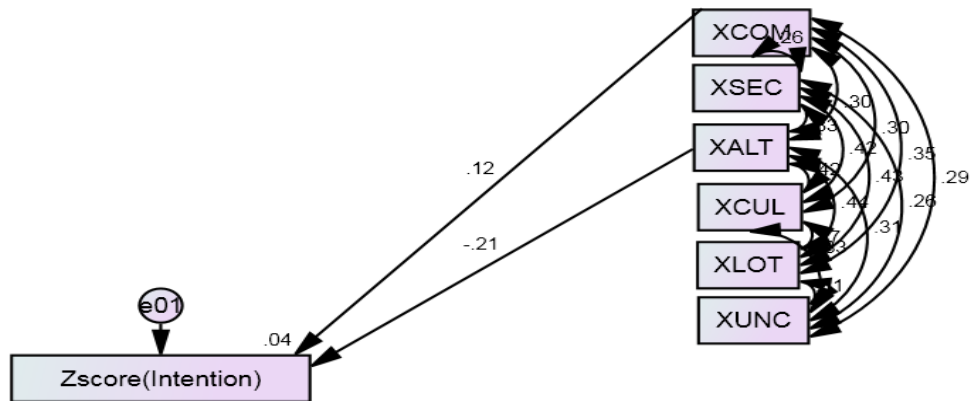
6-3 A model of the factors that impact actual Rugby World Cup (1987-2007) fans' satisfaction and intention (overall final model)



Study 2 Actual Rugby World Cup (1987-2007) Fan Overall Final Model

<i>Chi Square</i>	13.644	Variance Explained (%)	
<i>df</i>	15		
<i>p</i>	.553	Satisfaction	32.4
<i>GFI</i>	.982	Intention	17.9
<i>CFI</i>	1.000		
<i>RMSEA</i>	.000		
<i>AIC</i>	193.644		

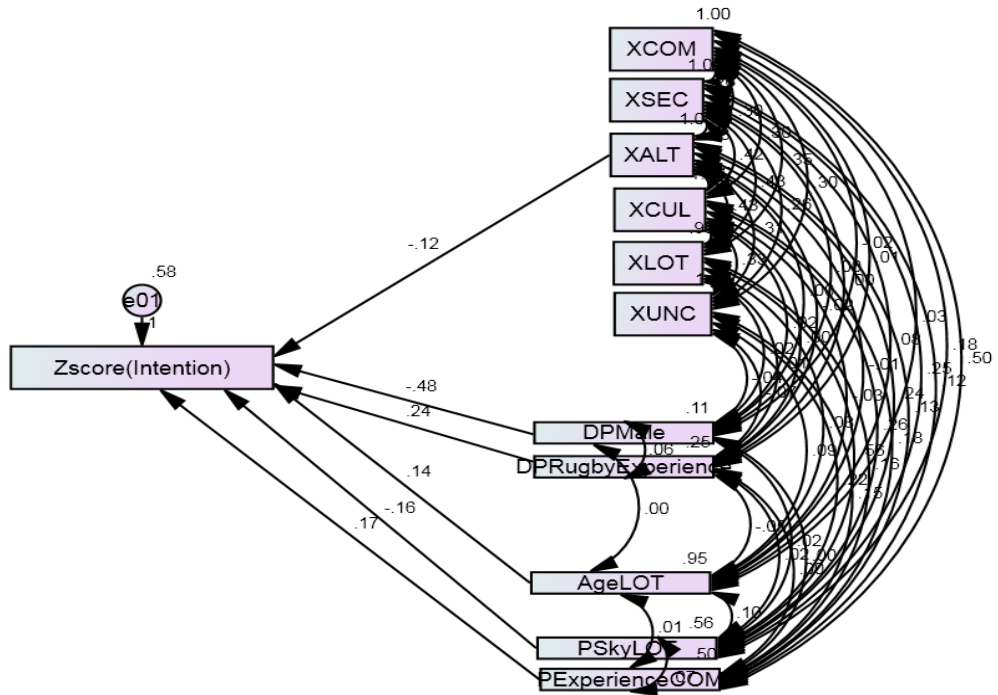
6-4 A model of the factors that impact potential Rugby World Cup (1987-2007) fans' intention (base model)



Study 2 Potential Rugby World Cup (1987-2007) Fan Base Model

<i>Chi Square</i>	3.620	Variance Explained (%)	
<i>df</i>	4	Intention	4.4
<i>p</i>	.460		
<i>GFI</i>	.997		
<i>CFI</i>	1.000		
<i>RMSEA</i>	.000		
<i>AIC</i>	51.620		

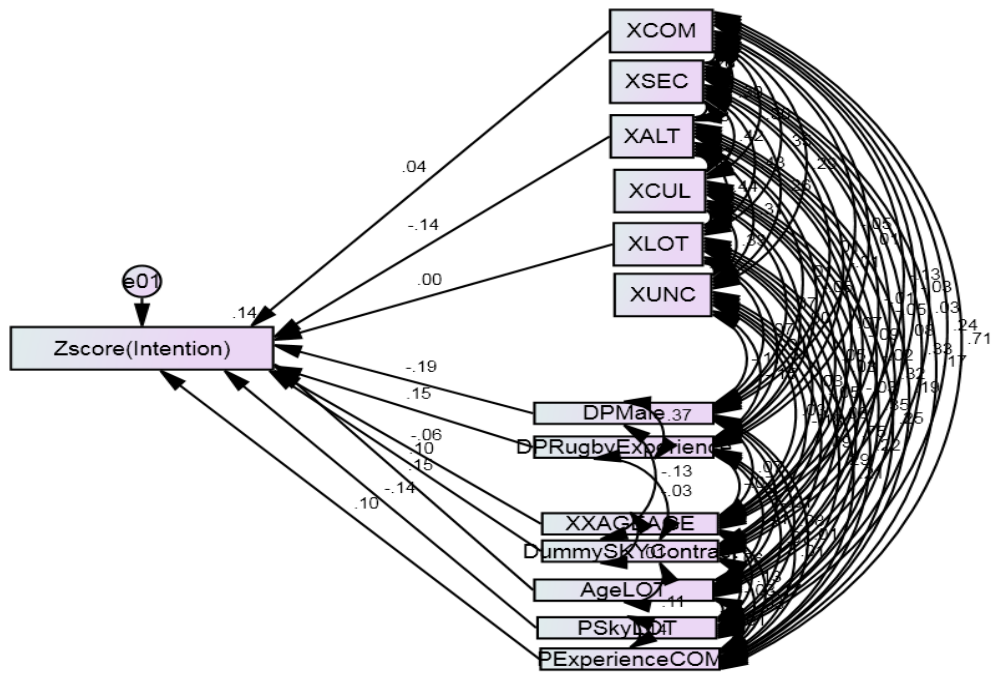
6-5 A model of the factors that impact potential Rugby World Cup (1987-2007) fans' intention (overall preliminary model)



Study 2 Potential Rugby World Cup (1987-2007) Fan Overall Preliminary Model

<i>Chi Square</i>	.783	Variance Explained (%)	
<i>df</i>	5		
<i>p</i>	.978	Intention	12.2
<i>GFI</i>	1.000		
<i>CFI</i>	1.000		
<i>RMSEA</i>	.000		
<i>AIC</i>	146.783		

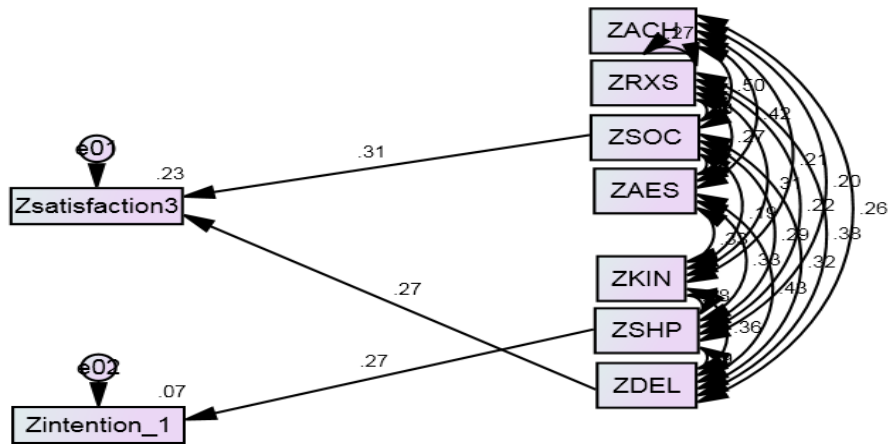
6-6 A model of the factors that impact potential Rugby World Cup (1987-2007) fans' intention (overall final model)



Study 2 Potential Rugby World Cup (1987-2007) Fan Overall Final Model

<i>Chi Square</i>	.295	Variance Explained (%)	
<i>df</i>	3		
<i>p</i>	.961	Intention	13.5
<i>GFI</i>	1.000		
<i>CFI</i>	1.000		
<i>RMSEA</i>	.000		
<i>AIC</i>	204.295		

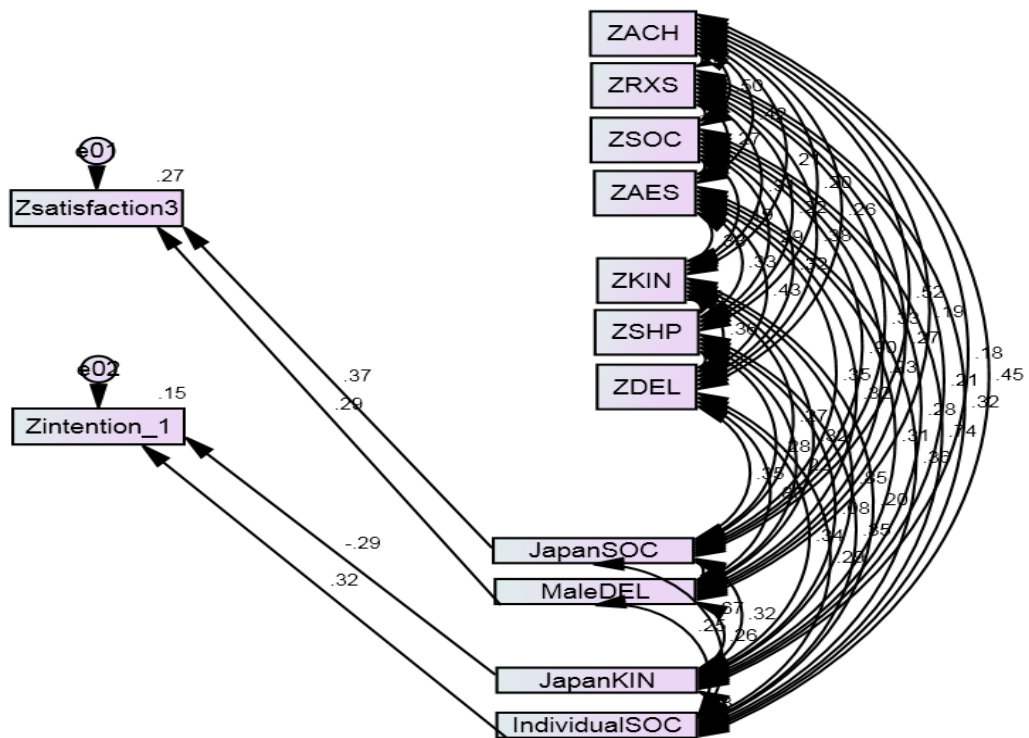
6-7 A model of the factors that impact actual Rugby World Cup (2011) fans' satisfaction and intention (base model)



**Study 3 Actual Rugby World Cup (2011)
Fan Base Model**

Statistic	Value	Category	Value
Chi Square	11.613	Variance Explained (%)	
df	12		
p	.477	Satisfaction	22.7
GFI	.971	Intention	7.2
CFI	1.000		
RMSEA	.000		
AIC	77.613		

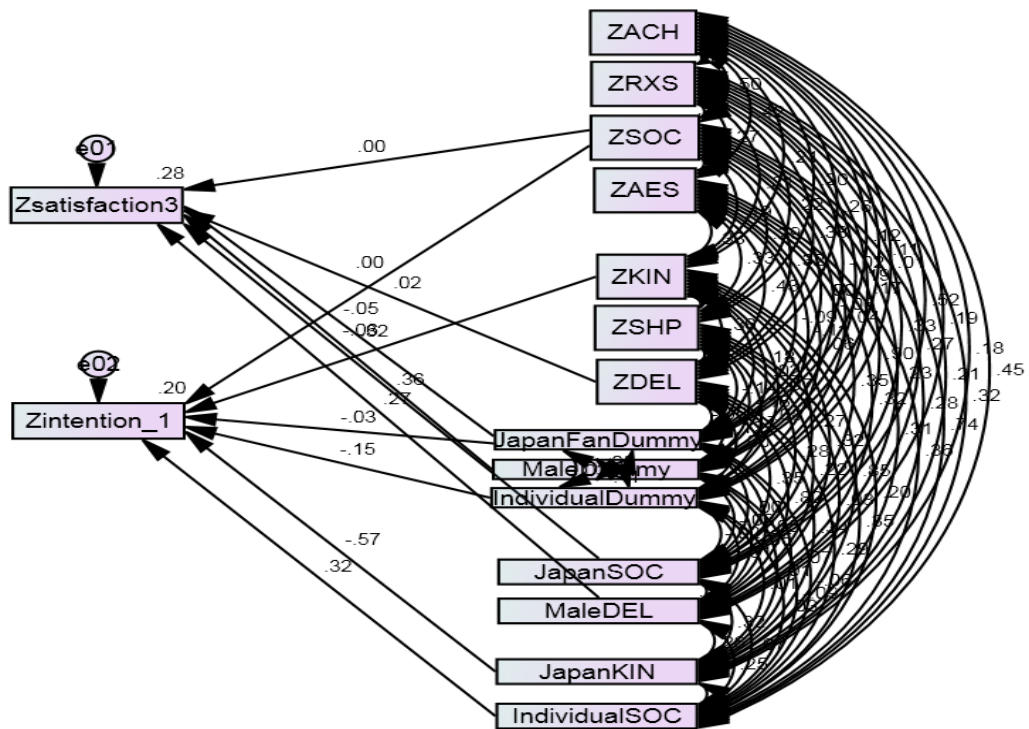
6-8 A model of the factors that impact actual Rugby World Cup (2011) fans' satisfaction and intention (overall preliminary model)



**Study 3 Actual Rugby World Cup (2011)
Fan Overall Preliminary Model**

<i>Chi Square</i>	21.265	Variance Explained (%)	
<i>df</i>	19		
<i>p</i>	.322	Satisfaction	27.0
<i>GFI</i>	.965	Intention	14.8
<i>CFI</i>	.996		
<i>RMSEA</i>	.038		
<i>AIC</i>	165.265		

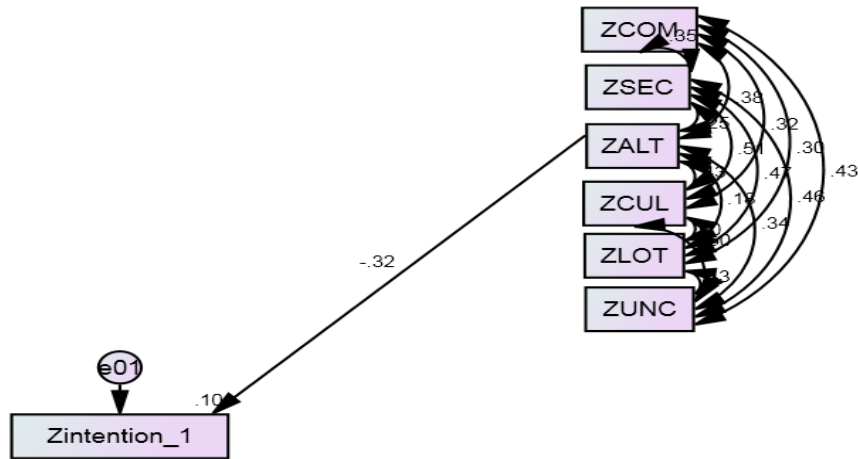
6-9 A model of the factors that impact actual Rugby World Cup (2011) fans' satisfaction and intention (overall final model)



**Study 3 Actual Rugby World Cup (2011)
Fan Overall Preliminary Model**

<i>Chi Square</i>	24.703	Variance Explained (%)	
<i>df</i>	17		
<i>p</i>	.102	Satisfaction	27.5
<i>GFI</i>	.967	Intention	19.6
<i>CFI</i>	.986		
<i>RMSEA</i>	.074		
<i>AIC</i>	262.703		

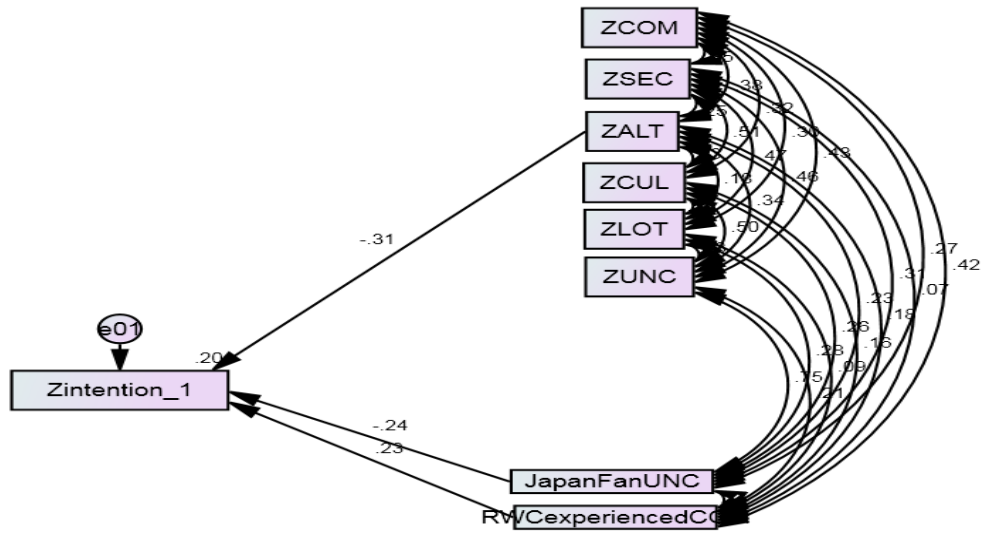
6-10 A model of the factors that impact potential Rugby World Cup (2011) fans' intention (base model)



Study 3 Potential Rugby World Cup (2011) Fan Base Model

<i>Chi Square</i>	6.560	Variance Explained (%)	
<i>df</i>	5		
<i>p</i>	.255	Intention	10.4
<i>GFI</i>	.984		
<i>CFI</i>	.991		
<i>RMSEA</i>	.052		
<i>AIC</i>	52.560		

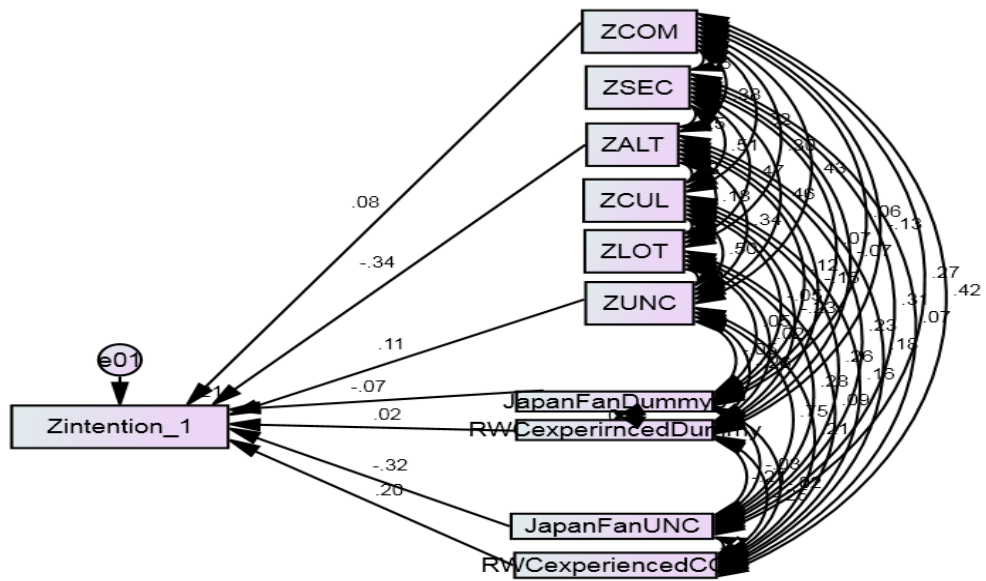
6-11 A model of the factors that impact potential Rugby World Cup (2011) fans' intention (overall preliminary model)



Study 3 Potential Rugby World Cup (2011) Fan Overall Preliminary Model

<i>Chi Square</i>	4.444	Variance Explained (%)	
<i>df</i>	5		
<i>p</i>	.487	Intention	19.5
<i>GFI</i>	.992		
<i>CFI</i>	1.000		
<i>RMSEA</i>	.000		
<i>AIC</i>	84.444		

6-12 A model of the factors that impact potential Rugby World Cup (2011) fans' intention (overall final model)



Study 3 Potential Rugby World Cup (2011) Fan Overall Final Model

<i>Chi Square</i>	3.002	Variance Explained (%)	
<i>df</i>	3		
<i>p</i>	.391	Intention	21.2
<i>GFI</i>	.995		
<i>CFI</i>	1.000		
<i>RMSEA</i>	.002		
<i>AIC</i>	129.002		

Appendix 7 The Results of Regression Analysis

7-1 Result of Stepwise Regression Analysis (Study 2 Actual Rugby World Cup 1987-2007 Fan)

Independent Variables	Dependent Variables		Independent Variables	Dependent Variables	
	Satisfaction			Intention	
	β	p		β	p
Repeat*SOC	.247	.004	Individual*SOC	.271	.005
Dummy Repeat	-.230	.007	Repeat*DEL	.231	.017
Sky*SHP	.218	.013			
Dummy	.178	.033			
PlayExperience					

7-2 Result of Linear Regression Analysis (Study 1 Actual Rugby World Cup 1987-2007 Fan)

Demographics	Independent Variables	Dependent Variables		Dependent Variables	
		Satisfaction		Intention	
		β	p	β	p
Dummy	Male	-.006	.973	-.215	.346
	Experience	.222	.151	-.022	.904
	Sky TV Contract	-.006	.971	.014	.940
	Test Match Fan	.103	.582	.008	.970
	Individual Travel	.079	.609	.012	.950
	Repeater	-.076	.607	-.060	.739
	Age	-.055	.680	.021	.894
Gender	Male*ACH	-.681	.321	.147	.859
	Male*RXS	.159	.788	.760	.293
	Male*SOC	.858	.130	-.377	.579
	Male*AES	.200	.743	-.525	.481
	Male*KIN	-1.165	.047 *	.190	.784
	Male*SHP	.676	.228	-.848	.213
	Male*DEL	.085	.906	.968	.275
Rugby Play Experience	Experience*ACH	-.219	.348	-.084	.767
	Experience*RXS	.053	.856	-.611	.091 *
	Experience*SOC	-.100	.680	.143	.627
	Experience*AES	.012	.963	.452	.163
	Experience*KIN	.049	.830	.007	.980
	Experience*SHP	.011	.955	-.042	.862
	Experience*DEL	-.047	.842	-.571	.052 *
Sky TV Contract	Sky*ACH	.144	.681	-.365	.393
	Sky*RXS	-.106	.810	-.722	.183
	Sky*SOC	-.159	.686	.348	.468
	Sky*KIN	.438	.242	-.038	.933
	Sky*SHP	-.111	.659	-.010	.975
	Sky*DEL	-.034	.905	-.035	.920
Test Match Fan	Japan*ACH	.238	.533	-.309	.506
	Japan*RXS	-.237	.400	.350	.307
	Japan*SOC	.162	.581	.211	.555
	Japan*AES	.315	.369	-.222	.602
	Japan*KIN	-.454	.118	-.501	.155
	Japan*SHP	-.157	.619	-.022	.954
Travel Type	Japan*DEL	-.288	.329	-.009	.979
	Individual*ACH	-.155	.638	-.401	.318
	Individual*RXS	.165	.480	-.006	.984
	Individual*SOC	-.142	.510	.455	.087 *
	Individual*AES	.101	.730	-.068	.848
	Individual*KIN	-.163	.543	-.175	.591
	Individual*SHP	-.044	.837	.253	.338
Repeater	Individual*DEL	.331	.181	-.001	.997
	Repeat*ACH	.111	.715	-.551	.141
	Repeat*RXS	.045	.873	.099	.775
	Repeat*SOC	.223	.368	-.095	.752
	Repeat*AES	-.158	.539	-.207	.507
	Repeat*KIN	-.307	.242	.116	.713
	Repeat*SHP	.256	.243	-.076	.773
Age	Repeat*DEL	.229	.409	.822	.018 *
	Age*ACH	.209	.365	-.207	.459
	Age*RXS	.049	.775	-.051	.805
	Age*SOC	-.082	.573	-.201	.260
	Age*AES	-.145	.493	.370	.155
	Age*KIN	.024	.878	-.005	.980
	Age*SHP	.058	.741	.095	.658
	Age*DEL	-.033	.882	.059	.825

$p < .10$

7-3 Result of Stepwise Regression Analysis (Study 2 Potential Rugby World Cup 1987-2007 Fan)

Independent Variables	Dependent Variables	
	Intention	
	β	p
Dummy Male	-3.185	.002
Age*LOT	.155	.006
Play*COM	.143	.011
Sky*LOT	-.148	.013
Dummy Play Experience	2.441	.015

7-4 Result of Linear Regression Analysis (Study 2 Potential Rugby World Cup 1987-2007 Fan)

Demographics	Independent Variables	Dependent Variables		
		Intention		
		β	p	
Dummy	Male	-2.186	.030	*
	Experience	2.304	.022	*
	Sky TV Contract	1.342	.181	
	Test Match Fan	.099	.922	
	Age	-.795	.427	
Gender	Male*COM	.066	.773	
	Male*SEC	.002	.993	
	Male*ALT	-.165	.459	
	Male*DCU	.198	.412	
	Male*LOT	-.362	.179	
	Male*RUI	.013	.948	
Rugby Play Experience	Play*COM	.028	.775	
	Play*SEC	-.086	.448	
	Play*ALT	.126	.252	
	Play*DCU	-.111	.320	
	Play*LOT	.305	.026	*
	Play*RUI	-.016	.878	
Sky TV Constract	Sky*COM	.069	.481	
	Sky*SEC	-.189	.065	*
	Sky*ALT	.127	.213	
	Sky*CUL	.097	.437	
	Sky*LOT	-.160	.157	
	Sky*RUI	-.117	.203	
Test Match Fan	Japan*COM	-.060	.515	
	Japan*SEC	-.120	.180	
	Japan*ALT	.005	.956	
	Japan*DCU	-.131	.166	
	Japan*LOT	.222	.025	*
	Japan*RUI	.064	.460	
Age	Age*COM	.001	.991	
	Age*SEC	-.014	.845	
	Age*ALT	.035	.641	
	Age*DCU	-.067	.340	
	Age*LOT	.198	.015	*
	Age*RUI	-.035	.607	

$p < .10$

7-5 Result of Stepwise Regression Analysis (Study 3 Actual Rugby World Cup 2011 Fan)

Independent Variables	Dependent Variables		Independent Variables	Dependent Variables	
	Satisfaction			Intention	
	β	p		β	p
Japan*SOC	.372	.000	Individual*SHP	.292	.005
Male*DEL	.290	.004	Japan*KIN	-.259	.012
			Dummy Play	.228	.026

7-6 Result of Linear Regression Analysis (Study 3 Actual Rugby World Cup 2011 Fan)

Demographics	Independent Variables	Dependent Variables		Dependent Variables		
		Satisfaction		Intention		
		β	p	β	p	
Dummy	Male	-.074	.828	-.346	.223	
	Play Experience	-.071	.814	-.073	.769	
	Sky TV Contract	.163	.589	.244	.333	
	Test Match Fan	.079	.736	.066	.733	
	Individual	.174	.609	-.101	.719	
	RWC Experience	-.130	.584	.227	.253	
	Age	-.164	.505	.353	.091	*
Gender	Male*ACH	-.292	.702	.216	.732	
	Male*RXS	-.408	.516	.139	.787	
	Male*SOC	.012	.982	.105	.806	
	Male*AES	.177	.781	-.377	.475	
	Male*KIN	-.273	.588	.492	.243	
	Male*SHP	-.082	.878	.866	.062	*
	Male*DEL	.884	.217	-1.105	.068	*
Rugby Play Experience	Play*ACH	.126	.757	.115	.734	
	Play*RXS	.520	.278	.284	.470	
	Play*AES	-.577	.227	-.250	.520	
	Play*KIN	.105	.791	-.109	.740	
	Play*SHP	-.010	.983	-.596	.151	
	Play*DEL	-.018	.961	.402	.195	
Sky TV Contract	Sky*ACH	.748	.456	.413	.616	
	Sky*RXS	.360	.724	2.009	.024	*
	Sky*SOC	-1.669	.117	-1.075	.216	
	Sky*AES	-.220	.813	-1.245	.115	
	Sky*KIN	.728	.329	.270	.658	
	Sky*SHP	-.549	.516	-.767	.275	
	Sky*DEL	.635	.590	-.327	.736	
Test Match Fan	Japan*ACH	-.110	.820	.736	.075	*
	Japan*RXS	.006	.992	.101	.840	
	Japan*SOC	-.118	.866	-.540	.354	
	Japan*AES	.253	.656	-.395	.402	
	Japan*KIN	-.046	.946	-.410	.471	
	Japan*SHP	.067	.887	.066	.864	
Travel Type	Japan*DEL	.031	.959	.207	.681	
	Individual*ACH	.225	.702	-1.209	.019	*
	Individual*RXS	-.087	.840	-.169	.637	
	Individual*SOC	.245	.640	.615	.094	*
	Individual*AES	-.179	.738	.326	.464	
	Individual*KIN	.483	.255	-.199	.566	
	Individual*SHP	.009	.986	.697	.115	
Previous RWC Experience	Individual*DEL	-.312	.552	-.188	.663	
	RWCexperienced*ACH	-.215	.650	.057	.884	
	RWCexperienced*RXS	.155	.727	.159	.665	
	RWCexperienced*SOC	.055	.918	.332	.449	
	RWCexperienced*AES	.717	.150	.424	.296	
	RWCexperienced*KIN	-.064	.899	-.058	.888	
	RWCexperienced*SHP	-.422	.422	-.755	.090	*
Age	RWCexperienced*DEL	-.420	.158	.025	.918	
	Age*ACH	-.123	.773	-.028	.936	
	Age*RXS	.136	.691	.030	.915	
	Age*SOC	.446	.158	.103	.685	
	Age*AES	-.066	.890	-.148	.709	
	Age*KIN	.115	.719	.027	.917	
	Age*SHP	-.079	.805	-.338	.212	
	Age*DEL	-.311	.422	.059	.852	

$p < .10$

7-7 Result of Stepwise Regression Analysis (Study 3 Potential Rugby World Cup 2011 Fan)

Independent Variables	Dependent Variables	
	Intention	
	β	p
JapanFan*RUI	-.239	.008
RWCexperienced*COM	.231	.009

7-8 Result of Linear Regression Analysis (Study 3 Potential Rugby World Cup 2011 Fan)

Demographics	Independent Variables	Dependent Variables	
		Intention	
		β	p
Dummy	Male	-.033	.837
	Play Experience	.034	.817
	Sky TV Contract	-.038	.762
	Test Match Fan	-.073	.626
	RWC Experience	-.168	.339
	Age	-.067	.636
	Gender	Male*COM	.134
Male*SEC		.311	.434
Male*ALT		.365	.376
Male*DUC		-.270	.429
Male*LOT		-.551	.311
Male*RUI		.489	.164
Rugby Play Experience		Play*COM	.086
	Play*SEC	-.168	.475
	Play*ALT	-.421	.076 *
	Play*DCU	.245	.382
	Play*LOT	.058	.775
	Play*RUI	-.056	.838
	Sky TV Contract	Sky*COM	.092
Sky*SEC		-.249	.501
Sky*ALT		.036	.894
Sky*DCU		.189	.646
Sky*LOT		-.025	.933
Sky*RUI		-.302	.254
Test Match Fan		JapanFan*COM	-.231
	JapanFan*SEC	.460	.230
	JapanFan*ALT	.391	.219
	JapanFan*CUL	-.262	.548
	JapanFan*LOT	.202	.505
	JapanFan*RUI	-.389	.230
	Previous RWC Experience	RWCexperienced*COM	.302
RWCexperienced*SEC		.122	.644
RWCexperienced*ALT		.062	.765
RWCexperienced*CUL		-.063	.832
RWCexperienced*LOT		.029	.867
RWCexperienced*UNC		-.297	.297
Age		Ag*eCOM	-.142
	Age*SEC	.240	.508
	Age*ALT	.569	.010 *
	Age*DCU	-.154	.618
	Age*LOT	.186	.532
	Age*RUI	-.198	.450

* $p < .10$