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# THE DEVELOPMENT OF THE SPORTS TOURISM BEHAVIORAL INTENTION MODEL IN GUIZHOU, CHINA

LIU XUEXIN



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THE DEVELOPMENT OF THE SPORTS TOURISM BEHAVIORAL INTENTION  
MODEL IN GUIZHOU, CHINA

LIU XUEXIN

THESIS PRESENTED TO QUALIFY FOR A DOCTOR OF  
PHILOSOPHY

FACULTY OF SPORT SCIENCE AND COACHING  
SULTAN IDRIS EDUCATION UNIVERSITY  
2025



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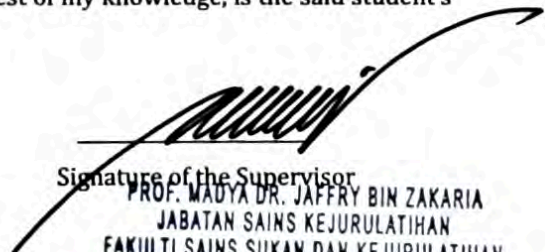
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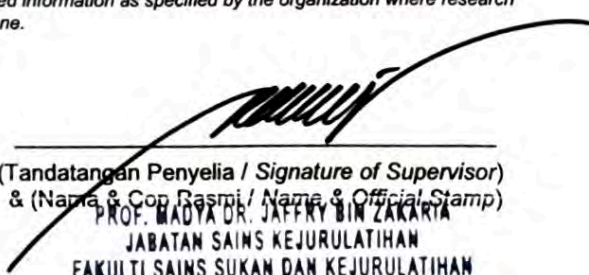
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## ABSTRACT

This study aims to develop a sports tourism behavioral intention model (STBIM) for Guizhou Province, China, by integrating the event-quality model (EQM) and the quality-loyalty model (QLM) with the theory of planned behavior (TPB) to examine tourists' behavioral intentions and loyalty in sports tourism. The STBIM offers a robust framework for understanding how event quality significantly influences tourists' revisit intentions and loyalty. Furthermore, it serves as a reference for local governments to implement effective strategies for attracting domestic and international tourists to sports tourism destinations. Using convenience and snowball sampling methods, we collected data from 350 domestic tourists who participated in the inaugural Guizhou 'Beautiful Village' Basketball League and the 2023 Guiyang Marathon. The data were analyzed using EFA and CFA, with measurement and structural models evaluated through SEM. The results demonstrate that the Chi-square/df=1.643, RMSEA=0.047, CFI > 0.9, GFI > 0.9, and the p-value is statistically significant, indicating that the STBIM shows a good fit. Additionally, subjective norms (H1:  $\beta=0.343$ ,  $p < 0.05$ ), attitudes (H2:  $\beta=0.427$ ,  $p < 0.05$ ), and event quality (H5:  $\beta=0.373$ ,  $p < 0.05$ ) have significant and positive direct effects on revisit intention. Attitudes (H4:  $\beta = 0.106$ ,  $p < 0.05$ ) and event quality (H6:  $\beta= 0.77$ ,  $p < 0.05$ ) also have significant direct effects on loyalty. However, subjective norms (H3:  $\beta=0.079$ ,  $p > 0.05$ ) and revisit intention (H7:  $\beta=0.079$ ,  $p > 0.05$ ) do not significantly affect loyalty, nor does revisit intention serve as a key mediating factor between attitude, subjective norms, and event quality. This study suggests that local governments should adopt sustainable tourism development strategies and provide personalized event quality for sports tourism, thereby attracting more tourists to visit Guizhou.





## PEMBANGUNAN MODEL NIAT TINGKAH LAKU PELANCONGAN SUKAN DI GUIZHOU, CHINA

### ABSTRAK

Tujuan kajian ini adalah untuk membangunkan Model Niat Tingkah Laku Pelancongan Sukan (STBIM) bagi Provinsi Guizhou, China, dengan mengintegrasikan Model Kualiti Acara (EQM) dan Model Kualiti-Kesetiaan (QLM) bersama Teori Tingkah Laku Terancang (TPB) bagi meneliti niat tingkah laku dan kesetiaan pelancong dalam pelancongan sukan. STBIM menyediakan kerangka kerja yang kukuh untuk memahami bagaimana kualiti acara mempengaruhi secara signifikan niat pelancong untuk melawat semula dan kesetiaan mereka. Selain itu, model ini juga boleh dijadikan rujukan bagi kerajaan tempatan untuk melaksanakan strategi efektif bagi menarik pelancong domestik dan antarabangsa ke destinasi pelancongan sukan. Dengan menggunakan kaedah persampelan mudah (convenience sampling) dan persampelan bola salji (snowball sampling), kami mengumpulkan data daripada 350 pelancong domestik yang menyertai Liga Bola Keranjang ‘Desa Indah’ Guizhou yang pertama dan Maraton Guiyang 2023. Data dianalisis menggunakan EFA dan CFA, dengan model pengukuran dan struktur dinilai melalui SEM. Keputusan menunjukkan bahawa  $\text{Chi-square/df} = 1.643$ ,  $\text{RMSEA} = 0.047$ ,  $\text{CFI} > 0.9$ ,  $\text{GFI} > 0.9$ , dan nilai-p adalah signifikan secara statistik, menunjukkan bahawa STBIM mempunyai kesesuaian yang baik. Selain itu, norma subjektif (H1:  $\beta = 0.343$ ,  $p < 0.05$ ), sikap (H2:  $\beta = 0.427$ ,  $p < 0.05$ ), dan kualiti acara (H5:  $\beta = 0.373$ ,  $p < 0.05$ ) mempunyai kesan langsung yang signifikan dan positif terhadap niat untuk melawat semula. Sikap (H4:  $\beta = 0.106$ ,  $p < 0.05$ ) dan kualiti acara (H6:  $\beta = 0.77$ ,  $p < 0.05$ ) juga mempunyai kesan langsung yang signifikan terhadap kesetiaan. Walau bagaimanapun, norma subjektif (H3:  $\beta = 0.079$ ,  $p > 0.05$ ) dan niat melawat semula (H7:  $\beta = 0.079$ ,  $p > 0.05$ ) tidak memberi kesan signifikan terhadap kesetiaan, dan niat melawat semula juga tidak berfungsi sebagai faktor pengantara utama antara sikap, norma subjektif, dan kualiti acara. Kajian ini mencadangkan agar kerajaan tempatan mengguna pakai strategi pembangunan pelancongan mampan dan menyediakan kualiti acara yang diperibadikan untuk pelancongan sukan, sekaligus menarik lebih banyak pelancong untuk melawat Guizhou.



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## LIST OF ABBREVIATIONS

AGFI	Adjusted Goodness of Fit Index
ATT	Attitudes
AVE	Average Variance Extracted
C.R.	Critical Ratio
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CR	Composite Reliability
EFA	Exploratory Factor Analysis
EQ	Event Quality
EQM	Event Quality Model
GFI	Goodness Fit Index
GOF	Goodness of Fit
GQ	Game Quality
HTMT	Heterotrait-Monotrait
INT	Intention Behavior
IQ	Interaction Quality
KMO	Kaiser-Meyer-Olkin
LOT	Loyalty



MANOVA	Multivariate Analysis of Variance
MGB	Model of Goal-Directed Behavior
MLR	Maximum Likelihood Estimator
NFI	Normed Fit Index
OQ	Outcome Quality
P	Probability
PAF	Principal Axis Factoring
PCA	Principal Component Analysis
PEQ	Physical Environment Quality
PRISMA	Preferred Reporting Items for Systematic Reviews and Meta-Analyses
QLM	quality loyalty model
RI	Revisit Intention
RMSEA	Root Mean Square Error of Approximation
S.E.	Standard Error
SD	Standard Deviation
SE	Sport Event
SEM	Structural Equation Modelling
SN	Subjective Norms
SRMR	Standardized Root Means Square Residual
SRW	Standardized Regression Weight
ST	Sport Tourism
STBIM	Sports Tourism Behavioral Intention Model
TAM	Technology Acceptance Model
TLI	Tucker Lewis Index
TPB	Theory of Planned Behavior



TRA	Theory of Reasoned Action
VBA	"Beautiful Village" Basketball League
VIF	Variance Inflation Factor
WOM	Word of Mouth
WoS	Web of Science
$\chi^2$	Chi-square Statistic





## APPENDIX LIST

- A SCOPUS Database Results in Search
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## CHAPTER 1

### INTRODUCTION

#### 1.1 Introduction

Sports tourism is one of the most popular alternative tourist sectors in the twenty-first century, and it has become a remarkable political, financial, cultural, and social wonder and issue. It enhances a location's appeal, attracting tourists and fostering economic growth (Vegara-Ferri, López-Gullón, Valantine, Díaz Suárez, & Angosto, 2020). Currently, sports tourism activities are gradually diversifying, not only being limited to competitive sports activities with world influence, such as football, basketball, volleyball, and tennis, but also leisure sports, such as outdoor rock climbing, mountain biking, safari, rafting and orienteering, with recreation, outdoor sports, and mountain sports flourishing. In order to better understand tourists' intention of revisiting sports tourism and cultivate tourists' loyalty to sports tourism destinations, we need to analyze related products and services provided by sports tourism destinations, provide event quality that meets tourists' actual needs, and enhance tourists' loyalty to sports tourism destinations. To recommend sports





destinations to friends and family, or give them the option of being able to revisit the sports travel destination next time.

A review of journals that published similar studies revealed that most were scientific journals in the fields of sports and tourism. These studies stand out due to their focus on contemporary issues in sports tourism, particularly exploring how external factors influence tourists' travel behavior and their loyalty to sports tourism destinations. This trend suggests that research on tourists' behavioral intentions is becoming increasingly popular in the tourism sector. Additionally, many of the studies' keywords were linked to the growth of sports tourism and sporting activities, indicating a growing interest in sporting events and the emergence of sports tourism as a key component of global tourism.



Sports tourism encompasses a diverse range of activities. One theoretical framework categorizes sports tourism into two primary types: complex sports tourism and soft sports tourism. Several scholars have defined the notion of sports tourism to aid in the study of the subject. One is complex sports tourism, which involves participating in or watching high-intensity, physically intensive events such as marathons, triathlons, and rock climb competitions. It appeals to a specific group that seeks stimulation and physical challenge (Rejón-Guardia, García-Sastre, & Alemany-Hormaeche, 2018). The substantial rise in demand for sports tourism activities underscores the critical need to delve deeper into the varied motivations and behaviors of these discerning sports travelers (Bui & Kiatkawsin, 2020). The other category is light sports tourism, which involves lighter, less physically demanding activities such as hiking, snorkeling, and cultural and sports events. This type of tourism meets the





needs of people who prefer to participate in sports activities in a relaxed, non-intensive way (Huddart & Stott, 2020). The broadening of the concept of light sports tourism is attracting a wider audience who are interested in experiential sports but do not require extensive physical preparation (Ooi, 2015). A clear definition of these two types of sports tourism facilitates the development of targeted marketing strategies and tourism products, thereby more effectively meeting the needs of tourists. Both play key roles in promoting the economic and social development of tourist destinations and enhancing their competitiveness and attractiveness (Lo, Chin, & Law, 2019).

Another perspective categorizes sports tourism into four distinct types: sports event tourism, celebrity nostalgia sports tourism, participation sports tourism, and international sports tourism (inbound and outbound). These segments are essential for enhancing the travel experience and stimulating the economic and cultural vitality of the destination countries. Sports event tourism encompasses watching or participating in sports competitions across all levels, ranging from local events to large-scale global competitions. This type of tourism attracts a significant number of visitors for consumption and entertainment, thereby vigorously promoting local business prosperity. It also enhances the international visibility of the region and plays a crucial role in the economic growth of host cities (Ratkowski & Ratkowska, 2018).

Secondly, celebrity sports tourism is driven by the influence of famous athletes and personalities, who attract fans and tourists to specific destinations or events. This form of tourism leverages the appeal of sports celebrities to enhance destination marketing and foster a deeper connection between tourists and the places





associated with their favorite stars (Chen, 2018). Nostalgia sports tourism, in contrast, centers on the emotional and historical connections that fans have with past sports events or iconic sports venues, thereby encouraging visits to sites with significant sports heritage (Vrondou, 2021).

Thirdly, active sports tourism is characterized by tourists who travel to participate in sports activities themselves. This segment includes individuals engaging in events such as marathons, cycling races, and adventure sports, which not only promote physical fitness but also encourage the exploration of new destinations through an active lifestyle (Gibson, Lamont, Kennelly, & Buning, 2018). Active sports tourism contributes significantly to local economies by increasing demand for accommodation, dining, and other tourism-related services.



Fourthly, inbound sports tourism refers to tourists coming from different regions or countries to a specific destination to attend sports events. This influx of visitors can have substantial economic benefits, including increased revenue from tourism-related activities and enhanced international visibility for the host destination. Effective management and marketing strategies are crucial to maximize the potential of inbound sports tourism (Nutan, Ghildyal, & Gangwar, 2023). On the other hand, outbound sports tourism involves residents traveling abroad to participate in or watch sports events. This type of tourism allows people to mix their love of athletics with the adventure of discovering other cultures and places. It also fosters international goodwill and cultural exchange, contributing to the global tourism industry's growth (Chen, Li, & Joo, 2021).





In summary, sports event tourism, which encompasses celebrity and nostalgia tourism, active sports tourism, as well as inbound and outbound tourists, plays a crucial role in driving the growth of the global tourism sector. Each segment offers unique opportunities for economic development, cultural exchange, and enhanced destination marketing, thereby contributing to the vibrant and dynamic nature of sports tourism.

At present, according to its unique ecological resources, Guizhou has gradually built and formed a comprehensive sports tourism industry of "food, accommodation, transportation, tourism, shopping and entertainment" for natural landscapes, humanistic landscapes, historical sites, parks, and scenic spots, sports events and red tourism. The 2019 Guizhou Provincial Sports Bureau issued the Guizhou National Sports Tourism growth rate of 9%. In summary, it can be deduced that the total value of Guizhou's sports tourism business accounts for approximately 10% of the total value of the tourism industry and is likely to continue to grow rapidly over the next 5-10 years, making it the fastest growing tourism sector in the tourism market (Wang, Liu, & Hao, 2022).

Although tourism in Guizhou has good prospects for development, it still faces some problems. For example, in terms of cultural perceptions, Yang Juan (2017) argues through her research that the value of cultural perceptions is the most critical factor affecting satisfaction and that the cultural experience of participants should be strengthened, and more attention should be paid to culture in each project. In terms of tourists' perceptions, Shan Yanfang (2014) argues that there are few studies on tourism. They are basically qualitative studies, so it is necessary to explore them from





the perspective of tourists' behavioral perceptions, in which factors such as environment, service, food and beverage, transportation, rooms, prices, and entertainment are evaluated. The study found that the environment and ecology have been damaged, the level of service quality is relatively low, and the variety of food and drink options is limited, the location of the guest house is small, the room size is small, and the sound insulation is poor, the price fluctuates a lot, and the special entertainment items are lacking. Tian Yuanhao (2020) found that the scenic ambiance index of the tourism environment of Fanjingshan had a low score. This is because the beauty of various scenic spots in the scenic area is obscured by rain and fog, resulting in lower tourist satisfaction; meanwhile, Huangguoshu suffers from poor service to tourists due to the high flow of visitors in the scenic area. In terms of information acquisition, Wang et al. (2022) found through their research that Guizhou's sports tourism products do not have sufficient depth of cultural connotation and are not well integrated with the current trend of leisurely sports tourism, making it difficult to effectively attract the attention and interest of domestic and foreign tourists, resulting in the weak social influence of the project.

To advance the development of sports tourism in Guizhou, it is essential to gather and synthesize demographic data of tourists. This involves understanding the correlation between event quality and tourists' behavioral intentions as well as their loyalty towards sports tourism destinations. In this context, the collection and development of content related to the event quality of sports tourism in Guizhou are crucial. Such efforts will facilitate a comprehensive analysis of the relationship between event quality and tourists' behavioral intentions and loyalty. Through this investigation, it has been determined that the Theory of Planned Behavior (TPB) is





particularly effective in analyzing the influence of tourists' behavioral intentions and loyalty to sports tourism destinations (Su et al., 2021; Bianchi, Milberg, & Cúneo, 2017; Vegara-Ferri et al., 2020).

## 1.2 Background of the Research

In recent decades, the service sector has become a large portion of the global economy and has been the driving force of economic expansion in many nations ( Cho, Hussain, & Kang, 2023). Sports tourism did not gain recognition as a specialized form of tourism until the early 1990s. Since then, it has been acknowledged as a unique amalgamation of sports and tourism, both of which are significant economic sectors in numerous countries.



Currently, sports tourism is growing in popularity, driven by the organization of both significant events and smaller events (such as marathons and regional competitions). These events attract a large number of visitors and create substantial economic benefits for host cities and regions. For example, in areas such as Lake Toba in Indonesia, sports tourism events such as the F1 Motorboat Championship play an essential role in boosting the local economy by attracting domestic and foreign tourists, promoting other tourist destinations, and stimulating local businesses (Widianingsih et al., 2023). The integration of heritage sporting events in Poland shows that even small-scale sports events have a significant beneficial influence on tourism, local identity, and economic growth (Malchrowicz-Moško & Poczta, 2018). In India, hosting international sporting events has a positive impact on the country's





GDP by attracting tourists and boosting related sectors such as hospitality and transport. The economic benefits are significant, so there is a strong reason to continue investing in sports tourism infrastructure (Idrees, Bibi, Naveed, & Khan, 2021). In South Africa, while the 2010 FIFA World Cup had a substantial direct economic impact, local events such as the Marathon provide sustained economic benefits over time, supporting regional economic development more sustainably (Giampiccoli, Lee, Shawn & Nauright, 2015). It can be seen that most people in every country like sports, and they spend excessive amounts of money and time participating in or watching activities related to different sports every day, every month, or every year, which can also encourage the growth of the local economy and community.



Sports tourism has recently gained popularity in China. During the 1980s, Chinese people's leisure activities were limited. The main leisure activities were table tennis, morning exercises, and board games. However, recently, this has been happening in China due to the rising income levels of the local population and the strong interest in the growing sports tourism offer, especially among younger tourists who enjoy the novel, adventurous, and adventure sports tourism activities and realize their intrinsic needs in participating. As a result, new types of leisure activity have emerged, including outdoor recreation, travel, and sports. Sports tourism is one of these new kinds that have gained popularity in China.

Guizhou is situated on the Yunnan-Guizhou Plateau and is characterized by numerous mountain ranges, rugged terrain, and expansive landscapes. The province boasts abundant natural tourism resources, featuring diverse topography and a wide





variety of scenic attractions. Additionally, Guizhou is one of the birthplaces of ancient human civilization in China, with a rich historical and cultural heritage. The Yelang, Shuixi, Tusi, Yangming, and Red cultures have all left a profound imprint on the province's historical and cultural landscape (Wang et al., 2022). Furthermore, leveraging its unique ecological resources, Guizhou has developed a comprehensive sports tourism industry encompassing natural landscapes, cultural heritage sites, historical monuments, parks, scenic spots, sporting events, and red tourism (Wang et al., 2022).

At present, the socio-economy of Guizhou has entered a new phase of development, and the environment and the forms faced by the sports tourism industry are undergoing profound and significant changes. The reason for this is that national leaders pay high attention to the development of Guizhou's tourist sector. In particular, in June 2015, during his visit to Guizhou, the General Secretary pointed out that Guizhou was uniquely placed to develop tourism and should insist on making tourism industrialization stronger and more prominent; on the eve of the Chinese New Year in 2021, the General Secretary visited Guizhou and again instructed Guizhou to enrich the ecological and humanistic connotations of tourism and achieve high-quality development of tourism.

On the other hand, in order to further accelerate the upgrading the tourist business and ensuring that the strategic goal of tourism industrialization is achieved, the Guizhou administration has published thoughts on encouraging high-quality tourist development and accelerating tourism industrialization to build a colourful Guizhou Tourism Province in December 2020, and proposed to vigorously promote





tourism industrialization and build a modern service industry system with high quality development; in 2021, Guizhou set up a special group for tourism industrialization and held the In 2021, Guizhou set up a special group for the industrialization of tourism and held a conference to promote the industrialization of tourism in Guizhou Province, at which seven documents were issued, including Guizhou Province vigorously implements the action plan for the cultivation of tourism market subjects, proposing that concerted efforts should be made to enhance the quality of tourism and to catalyze its high-quality growth. This recommendation provides a clear direction for the development of sports tourism.

In recent years, tourism has remained a pillar industry of Guizhou's economic and social development, relating to transportation, catering, accommodation, scenic spots, livelihood employment, commerce, trade, finance, infrastructure, and other political, economic, and social aspects, such as, travelers that visit underdeveloped nations spend money on transportation, housing, excursions, shopping, and food and drink (Rylance & Spenceley, 2017). Sports tourism will remain one of the primary industries for Guizhou's economic development in the future and become a driving force for social development. According to data published by the Guizhou provincial government department, Mao, Gan, and Xiao (2020) analyzed the economic development ratio of tourism in Guizhou province in 2019 and 2017 and concluded that Guizhou's gross regional product continued to grow, with tourism revenue increasing from 52.56% in 2017 to a maximum ratio of 73.48% in 2019. Additionally, the province's focus on sustainable tourism practices has attracted both domestic and international visitors, further boosting revenue.





At the same time, Guizhou now has 106 boutique sports tourism routes, cultivates seven golden sports tourism routes, has built 104 ecological sports parks, 100 car camping bases, more than 500 sports and leisure sports bases, 50 provincial sports demonstration bases, 32 national auto self-driving sports camps, 95 national sports tourism boutique projects. For example, Guizhou has now built nine Ski Resorts, including Liupanshui Yushe National Forest Park Ski Resort, Liupanshui Meihuashan National Ski Resort and Panzhou Yunhai Paradise Ski Resort, which have planned ecological elements such as skiing, summer vacation, sports, and recreation into the construction and development of Guizhou's tourism and sports industry (Wang et al, 2022; Fang & Jiang, 2022). Meanwhile, there are 672 travel agencies and 233 star-rated hotels in the province, including six five-star hotels and 66 four-star hotels.



While Guizhou has made full use of its natural, geographical, and human resources advantages to develop sports tourism projects according to local conditions, attracting a considerable number of regional and foreign tourists to participate and play, such as the China-Guizhou Rock Climbing Series, the Tour de Fanjingshan International Road Cycling Tournament, the China-Guizhou Highbridge Extreme Sports Series and the Guizhou "Beautiful Village" Basketball League (VBA), which are internationally renowned sports tourism boutiques with mountainous characteristics. In order to further improve the quality of Guizhou's sports tourism destination events, vendors are urged to deliver quality services that match the behavioral demands of visitors and enhance their satisfaction and loyalty to sports tourism destinations and sports events, thus boosting the rise of Guizhou's sports tourist business earnings.





In international sports tourism research, a significant number of scholars have started to focus on the TPB to examine the emerging phenomena associated with the development of sports tourism, as this theory is a highly complex process influenced by psychological (attitude) and social (subjective normative) factors (Bianchi et al., 2017; Erul, Woosnam, & McIntosh, 2020; Soliman, 2021). For instance, high-quality events play a pivotal role in shaping a visitor's overall experience and satisfaction. These factors, in turn, significantly influence their intention and loyalty to revisit the destination. High-quality event presentations can encourage visitors to reconsider their intention and loyalty to sports destinations. Well-arranged activities, excellent services, and facilities directly increase tourist satisfaction, which is a key indicator of increased willingness to revisit and destination loyalty (Kusumah & Wahyudin, 2024).



Destination image, as another core factor affecting return visit decision and loyalty, can strengthen the emotional bond and enhance the willingness to visit again through excellent event execution and positive experience of tourists (Jeong & Kim, 2020). Furthermore, when tourists perceive their experience as highly valuable, they are more likely to form a deep emotional connection to the destination, which is manifested in promoting the place to others and planning future trips (Milovanovic et al., 2021). Event organizers and destination marketers should prioritize the improvement of event quality, enhancement of destination image, and assurance of high perceived value. By excelling in these areas, organizers and marketers can boost attendance, foster positive word-of-mouth, and strengthen the destination's reputation in a competitive tourism market. These strategies are essential in boosting tourist satisfaction and fostering long-term destination loyalty (Creswell, J. W., & Creswell, 2021).





At the same time, previous researchers suggested that changing TPB models by changing paths and incorporating additional key structures into specific environments generally helps to enhance understanding of the model's mechanics and improve the ability to predict the intent of an individual's behavior (Ajzen, 1991). One such additional structure can be added to subsequent work, using a model similar to ours, event quality. While the service quality has been demonstrated to significantly contribute to the TPB framework, the concept of event quality encompasses several dimensions. These include game quality, interaction quality, outcome quality, and physical environment quality. Physical environment quality (especially when taking into account dimensions of social connections) may enhance the total variability described by behavioral intentions that encourage tourist growth. Currently, a substantial number of researchers are concentrating on elucidating the interrelationships among service quality, tourist satisfaction, destination image, revisit intention, and loyalty (Vegara-Ferri et al., 2020; Soliman, 2021; Chen et al., 2021; Chen, Li, Wu, Wu, & Xin, 2023). However, empirical investigations into the causal mechanisms linking sports tourism event quality to post-experience behavioral outcomes (revisit intention and loyalty) remain limited.

Similarly, scholars in China mainly focus on cultivating core enterprises, improving venue operation capacity, developing sports tourism resources, and increasing support for quality sports tourism projects and for example, growing the main body of sports tourism supply (e.g., Lan & Chen, 2020; Li & Luo, 2019), fully tapping sports tourism resources, creating sports tourism products, increasing marketing strategies, and providing rich tourism products and reducing product transaction costs (e.g., Xian & Cheng, 2018). At the same time, local governments





should systematically upgrade weak links such as "shopping" and "entertainment" to build a supply system that matches demand (e.g., Wang & Shen, 2020), improving consumers' spending power.

In summary, the development of sports tourism is accorded high priority by countries worldwide. This is attributable to its dual benefits as an ecological economy and a catalyst for local income generation, thereby enhancing the quality of life for residents. Guizhou, recognized as a pivotal sports tourism destination in China, holds a significant position in the national tourism landscape and is instrumental in driving the high-quality development of the region. Consequently, this study endeavors to explore the nexus between event quality and tourists' revisit intention and loyalty to sports tourism destinations. By examining the behavior of sports tourism visitors in Guizhou, the research aims to enhance the event quality of sports tourism in the region, thereby augmenting tourists' revisit intention and loyalty to these destinations. This will encourage tourists to return to Guizhou's sports tourism sites and contribute to the rapid growth of the industry.

### 1.3 Problem Statement

In European and American countries, the research and application of TPB have become relatively mature. A large number of scholars use TPB to predict tourists' behaviors intention. For instance, Han, Meng, and Kim (2017) explored emerging bicycle tourism using TPB. Qi, Tian, and Ploeger (2021) integrated the TPB with the technology acceptance model (TAM) to analyze the impacts of the COVID-19 pandemic on consumers' intentions to use bicycles in the post-pandemic period.





Similarly, Juschten, Jiricka-Pürerer, Unbehaun, and Hössinger (2019) extended the TPB model to understand metropolitan residents' intentions to visit nearby alpine destinations in summer. Yim and Byon (2021) validated the sports fan model of goal-directed behavior, comparing it with TPB.

Additionally, studies have focused on tourist destination attractions (Han et al., 2017; Wang, Yeh, Chen, & Huan, 2022), green hotels or accommodations (Meng & Cui, 2020; Tajeddini, Mostafa Rasoolimanesh, Chathurika Gamage, & Martin, 2021), and general tourist behavior (Japutra, Loureiro, Molinillo, & Ekinci, 2019). This growing body of literature demonstrates the versatility and applicability of TPB in predicting and analyzing the diverse behaviors of tourists, underscoring its increasing relevance in the field of tourism research. Many other scholars (Bergel, Frank, & Brock, 2019; Chiu, Kim, & Won, 2018) emphasize that customers' previous experiences at a destination or event significantly influence travelers' revisit intention in the future and their overall loyalty to the destination, which in turn increases their willingness to purchase in the future.

In addition, we searched keywords on "CNKI" and found 97 papers related to "Guizhou Sports Tourism." Among them, there are 58 papers related to "Guizhou tourism satisfaction," 3 papers related to "Guizhou planning behavior theory," 12 papers related to "Guizhou tourism destination image," and zero papers related to "Guizhou sports tourism event quality." Most researchers are qualitative studies, mainly focusing on tourists' satisfaction with tourism, such as service quality level, catering variety, environment, guest rooms, price fluctuations, and featured entertainment programs (e.g., Wang & Shen, 2020; Xiao & Cheng, 2018; Yan, 2014),





while the research on tourists' revisit focuses on entertainment experience, shopping and dining experience, and consumption motivation (e.g., Nanting, 2022).

This study reveals several issues regarding TPB in the field of sports tourism. Firstly, although the event quality model (EQM) and the TPB have been widely used in predicting tourist behavior intention, it has been found that there are few studies combining these two models, and even fewer studies combining them with the quality loyalty model (QLM) in the tourism environment.

Secondly, there are relatively few researchers studying TPB in China, resulting in a lack of theoretical application outcomes. At the same time, researchers focus on service quality research and neglect the study of activity quality.



Thirdly, many researchers focus on large-scale sports events while ignoring the importance of small-scale sports events (Wong & Tang, 2016). Meanwhile, there are relatively few researchers studying sports tourism in Guizhou Province. Most existing studies focus on ordinary tourism in Guizhou and are clearly insufficient in specialized research on sports tourism.

Fourthly, although TPB is renowned for its predictive ability in various behavioral contexts and can effectively be applied to understanding tourists' intentions in specific industries, some scholars have suggested adding variables to the original TPB model to enhance its predictive power (e.g., Erul et al., 2020; Liu, Shi, Li, & Amin, 2021; Soliman, 2021).





To address these issues, this study combines EQM and QLM with TPB, which can lead to a more robust model for predicting loyalty behavior. Then, the extended TPB is utilized to predict tourists' behavioral intentions and loyalty. Since EQM is used to evaluate event quality and its impact on customer experience, and QLM is used to assess the influence of service quality on tourists' loyalty, they complement the systematic exploration of the decision-making process by TPB, emphasizing the perception of quality that leads to behavioral intentions and loyalty. In summary, this study aims to fill the gaps in existing research by examining the application of the extended TPB in Guizhou sports tourism, and to explore this topic.

#### 1.4 Purpose of the Study



- i. To develop a new model of sports tourism in Guizhou, China.
- ii. To provide the existing sport tourism data in Guizhou China.
- iii. To help the government to enhance the sport tourism in Guizhou, China.
- iv. Measuring the relationship between attitudes, subjective norms, event quality, tourists' revisit intention, and destination loyalty in Guizhou, China.
- v. To look at how the predict tourist behavioral intention and the loyalty to sports tourism destination in Guizhou, China.

#### 1.5 Research Objective

The main objectives of the study are as follows:





RO1: To develop a new model of sports tourism in Guizhou, China.

RO2: To determine the validity of the Sports Tourism Behavioral Intention Model in Guizhou, China.

RO3: To determine the reliability of the Sports Tourism Behavioral Intention Model in Guizhou, China.

RO4: To investigate the relationship between attitudes, subjective norms, event quality, revisit intention, and loyalty in Guizhou, China.

RO5: To evaluate the mediating effect of revisit intention between subjective norms, event quality, attitudes and loyalty in Guizhou, China.

## 1.6 Research Questions



The research questions that this study seeks to address are:

RQ1: Is there any model of sports tourism in Guizhou, China?

RQ2: Is there any validity of the Sports Tourism Behavioral Intention Model in Guizhou, China?

RQ3: Is there any reliability of the Sports Tourism Behavioral Intention Model in Guizhou, China?

RQ4: Is there a relationship between attitudes, subjective norms, event quality, revisit intention, and loyalty in Guizhou, China?

RQ5: Is there a mediating effect between subjective norms, event quality, attitudes, and loyalty in Guizhou, China?





## 1.7 Hypotheses Development

According to the TPB model, subjective norms pertain to an individual's perception of the social pressures that influence their decision to engage in or abstain from a particular behavior. These pressures are often shaped by the expectations and opinions of significant others, such as family members, friends, and colleagues, who play a crucial role in shaping the individual's behavioral intentions (Ajzen, 1991; Tajeddini et al., 2021). People who have a close relationship with the individual have the most significant effect on whether or not an action is carried out. Subjective norms are also influenced by the level of motivation behind individual behavior (Ajzen & Fishbein, 2020).

Meanwhile, attitude is defined as the positive or negative evaluation of an individual's desire to engage in interest-driven behavior (Ajzen, 1991). According to Schiffman and Kanuk (2004), attitude theoretically comprises three components: cognition, emotion, and behavioral intention. The emotional component represents a mental response that encompasses preferences, emotions, and feelings. An individual's attitude can be shaped by various factors, including personal experiences, family, friends, the internet, and the media. Over time, these attitudes tend to stabilize and remain consistent, demonstrating a predisposition to act in a specific manner in response to the influence of prior knowledge and experience (Lam & Hsu, 2006).

Grounded in these beliefs, Reza Jalilvand, Samiei, Dini, and Yaghoubi Manzari (2012) conducted experiments to determine whether tourists' sentiments about a place ranged from "very bad to very good," "very worthless to very valuable,"





and "very unpleasant to very pleasant." As evidenced, attitude significantly influences an individual's behavioral intentions. Within the realm of tourism, numerous studies have empirically demonstrated that travelers' perspectives shape their behavioral intentions. Specifically, close social ties such as family, friends, or colleagues exert a notable influence on their choices. Moreover, subjective norms have been shown to have a significant positive correlation with the intention to revisit a destination (Abbasi, Kumaravelu, Goh, & Dara Singh, 2021; Soliman, 2021; Tajeddini et al., 2021), and there is a considerable positive association between attitudes toward visiting a given destination and the intention to revisit it (Abbasi et al., 2021; Han et al., 2010). Consequently, we propose the following hypothesis:

**H1.** Subjective norms have significant and positive effects on revisit intention.

**H2.** Attitude has significant and positive effects on revisit intention.



According to the TPB model, subjective norms are defined as the perceived social pressure that an individual experiences to either perform or refrain from performing a specific behavior (Ajzen, 1991; Tajeddini et al., 2021). Belanche, Casaló and Flavián (2019) and Bianchi et al. (2017) found that an individual's subjective norms are influenced by important people in their life, including family, friends, and social groups. In the context of tourism, both subjective norms and attitudes within the TPB framework have significant effects on tourists' behavioral intentions. For example, studies have shown that subjective norms can influence tourists' intention to revisit the same destination, reflecting how social norms and expectations affect travel behavior and destination loyalty (Stylos & Bellou, 2019; Tajeddini et al., 2021).





Simultaneously, social pressure and recommendations from trusted sources can motivate tourists to revisit and emotionally connect with a destination, thereby reinforcing their loyalty (Stylos & Bellou, 2019). Within the tourism industry, positive destination evaluations serve as a key determinant of tourist behavioral intentions and loyalty. Empirical studies have demonstrated that tourists' attitudes toward a destination significantly impact their loyalty levels (Stylos & Bellou, 2019; Tajeddini et al., 2021). Based on these findings, we propose the following hypothesis:

**H3.** Subjective norms have significant and positive effects on loyalty.

**H4.** Attitude has significant and positive effects on loyalty.

Extant research has consistently established a positive relationship between event quality and destination revisit intention (Moon, Ko, Connaughton, & Lee, 2013).

Notably, Ko et al. (2023) developed the Scale of Event Quality in Spectator Sports - Single Item Measurement (SEQSS-SIM), a five-dimensional instrument that effectively predicts tourist revisit intentions. Complementing these findings, Jin et al. (2013) proposed a four-dimensional event quality framework, demonstrating that sporting events exert a particularly strong positive influence on tourists' behavioral intentions. This relationship persists because tourists perceive higher quality events as more significant and valuable, thereby increasing their propensity to revisit the host destination. Further supporting this connection, Jeong et al. (2019a) confirmed that event quality directly enhances revisit intentions in sports tourism contexts. Based on this empirical evidence, we propose the following hypothesis:

**H5.** Event quality has significant and positive effects on revisit intention.





While extensive research has examined the relationships between perceived quality (Vegara-Ferri et al., 2020), experience quality (Aliedan, Sobaih, & Elshaer, 2021; Vegara-Ferri et al., 2020), service quality (Al-Laymoun, Alsardia, & Albattat, 2020; Elfi Azhar, Andi Prayogi, & Sari, 2019) and tourism satisfaction, studies specifically investigating event quality remain comparatively scarce. Recently, Empirical evidence indicates that high-quality events significantly enhance satisfaction and foster loyalty, particularly when participants' expectations are met or surpassed (Ahrholdt et al., 2017; Yürük et al., 2017). Furthermore, research highlights that the social impacts of events, including community benefits and quality-of-life enhancements, serve as additional determinants of participant satisfaction and loyalty (Yürük et al., 2017).



The distinctive characteristics of an event, including its excitement, sophistication, competence, and sincerity, contribute significantly to enhancing the event's brand image and, consequently, strengthening participant loyalty (Lianopoulos, Theodorakis, Alexandris, & Papanikolaou, 2021). Within the context of sports tourism, empirical studies have consistently demonstrated that superior event quality plays a pivotal role in fostering deeper tourist loyalty to destinations (Alexandris, Theodorakis, Kaplanidou, & Papadimitriou, 2017; Chen et al., 2021). Notably, maintaining high event quality has been identified as a fundamental prerequisite for cultivating and sustaining participant loyalty (Chen et al., 2021). Building upon this established relationship between event quality and loyalty in the literature, we propose the following hypothesis:

**H6.** Event quality has significant and positive effects the loyalty.





Over the past decade, scholarly attention to sports tourism has grown significantly, with particular emphasis on examining the relationship between revisit intention and destination loyalty. A robust body of empirical evidence consistently confirms a strong positive association between these constructs. Research indicates that strengthened revisit intention directly contributes to enhanced tourist loyalty, particularly when the subsequent experience meets or surpasses initial expectations (Sari & Burhanudin, 2023). Furthermore, sustained quality experiences, encompassing consistent service delivery and high satisfaction levels, emerge as critical determinants in cultivating lasting destination loyalty (Cakici, Akgunduz, & Yildirim, 2019). The literature further establishes that revisit intention positively mediates the relationship between consumer satisfaction and destination loyalty, ultimately yielding stronger overall loyalty outcomes (Stylos & Bellou, 2019). These findings collectively underscore the fundamental role of positive revisit intentions in fostering enduring participant loyalty. Building upon this established relationship between event quality and loyalty, we propose the following hypothesis:

**H7.** Revisit intention has significant and positive effects the loyalty.

Existing tourism research has predominantly examined the direct relationships between subjective norms and both revisit intention and destination loyalty. However, the tripartite interaction among subjective norms, revisit intention, and loyalty remains underexplored. Stylos and Bellou's (2019) seminal work established revisit intention as a mediating variable between perceived price fairness, satisfaction, and loyalty, demonstrating complete mediation in the price fairness-loyalty relationship and partial mediation between satisfaction and loyalty. Subsequent studies by Hasan et al. (2023) and Morando and Platania (2022) have confirmed the direct effects of





subjective norms on both destination loyalty and revisit intention. Notably, the potential mediating role of revisit intention in the relationship between subjective norms and destination loyalty has not been empirically verified. To address this research gap, we advance the following hypothesis:

**H8a:** Revisit intention plays a mediate role between subjective norms and loyalty.

Empirical evidence consistently demonstrates that high-quality event activities significantly enhance visitors' revisit intentions, which in turn positively influence destination loyalty. Multiple studies (Jeong et al., 2019a; Ko et al., 2023) have established the direct positive effect of event quality on revisit intention. Tajeddini et al. (2021) further substantiated these findings, demonstrating that superior event quality not only strengthens revisit intention but also enhances loyalty toward both the activity and destination. Supporting this relationship, Cakici et al. (2019) confirmed the direct association between revisit intention and loyalty. While existing literature has not explicitly examined the mediating role of revisitz intention between attitudes and loyalty, the cumulative findings suggest a plausible mediation pathway. This implies that destination managers can cultivate tourist loyalty by improving revisit intention through the provision of high-quality activities. Based on this theoretical rationale, we propose the following hypothesis:

**H8b:** Revisit intention plays a mediate role between event quality and loyalty.

Empirical studies present nuanced findings regarding the attitude and revisit intention relationship. Hasan et al. (2020) established that tourists' destination attitudes exert a direct positive influence on revisit intentions for beach tourism, while





Wang et al. (2022) found that although statistically significant, attitude demonstrated the weakest predictive power among examined factors affecting travel intention. Although the potential mediating role of revisit intention between attitudes and loyalty remains unexplored in extant literature, existing research (Tajeddini et al., 2021; Cakici et al., 2019) suggests a plausible mediation pathway. This implies destination managers may enhance loyalty outcomes by first cultivating positive tourist attitudes that strengthen revisit intentions. Based on this theoretical foundation, we propose the following hypothesis:

**H8c:** Revisit intention plays a mediate role between attitudes and loyalty.

Ultimately, the research framework culminates in a comprehensive table (Table 1.1) that systematically aligns the study's problem statement, research objectives, research questions, and hypotheses. This integrative matrix serves three critical functions: first, it provides clear conceptual linkages among core research components; second, it enables efficient comparison of these relationships; and third, it establishes a cohesive foundation for subsequent investigation. As the study's conceptual centrepiece, the table ensures methodological coherence while accurately capturing the research scope in its entirety. The preceding discussion has methodically presented each component of this framework, demonstrating their logical connections and collective contribution to addressing the research focus.



**Table 1.1**

*A research summary of the relationship among research objectives, research questions, and research hypotheses*

NO.	Research Objectives	Research Questions	Research Hypotheses
1	RO1: To develop a new model of sports tourism in Guizhou, China.	RQ1: Is there any model of sports tourism in Guizhou, China?	/
2	RO2: To determine the structural validity of the Sports Tourism Behavioral Intention Model in Guizhou, China.	RQ2: Is there any construct validity of the Sports Tourism Behavioral Intention Model in Guizhou, China?	
3	RQ3: To determine the reliability of the Sports Tourism Behavioral Intention Model in Guizhou, China.	RQ3: Is there any reliability of the Sports Tourism Behavioral Intention Model in Guizhou, China?	/

NO.	Research Objectives	Research Questions	Research Hypotheses
4	RO4: To investigate the relationship between attitudes, subjective norms, event quality, revisit intention and destination loyalty in Guizhou, China.	RQ4: Is there a relationship between attitudes, subjective norm, event quality, revisit intention, and destination loyalty in Guizhou, China?	H1. Subjective norms have significant and positive effects on revisit intention. H2. Attitude has significant and positive effects on revisit intention. H3. Subjective norms have significant and positive effects on loyalty. H4. Attitude has significant and positive effects on loyalty. H5. Event quality has significant and positive effects on revisit intention. H6. Event quality has significant and positive effects the loyalty. H7. Revisit intention has significant and positive effects the loyalty.
5	RO5: To evaluate the mediating effect of revisit intention between subjective norms, event quality, attitudes and loyalty in Guizhou, China.	RQ5: Is there a mediating effect between subjective norms, event quality, attitudes, and loyalty in Guizhou, China?	H8a: Revisit intention plays a mediate role between subjective norms and loyalty. H8b: Revisit intention plays a mediate role between event quality and loyalty. H8c: Revisit intention plays a mediate role between attitudes and loyalty.



## 1.8 Significance of the Study

To precisely assess evolving patterns in tourist behavior and destination loyalty, this study employs a systematic examination of the relationships between event quality, behavioral intentions, and destination loyalty within the theoretical framework of the TPB. This approach enables a comprehensive understanding of how these critical factors interact to influence tourism outcomes.

- i. This study makes three key theoretical contributions to the TPB literature in sports tourism contexts: First, it advances understanding of the interrelationships between tourists' attitudes, subjective norms, and behavioral intentions by incorporating event quality as a critical contextual factor. Second, it elucidates the mediating mechanisms through which revisit intention connects antecedent factors to destination loyalty. Third, it addresses a significant gap in the literature by empirically testing these relationships in understudied sports tourism settings. These findings collectively enrich the TPB framework while providing new insights into destination loyalty formation.
- ii. This study carries important managerial implications for Guizhou's ongoing tourism industrialization initiative. Three strategic imperatives emerge from our findings: First, policymakers and destination management organizations must systematically evaluate critical success factors including (1) tourism behavioral intention, (2) event quality standards, and (3) loyalty development mechanisms. Second, these insights should inform evidence-based policy



frameworks and operational strategies to enhance destination competitiveness. Third, the implementation of scientifically-grounded tourism development plans can potentially stimulate sustainable industry growth while optimizing local economic benefits. Particularly for developing tourism economies like Guizhou, this approach enables more effective resource allocation and market positioning in line with regional development goals.

- iii. Suppliers within the sports tourism industry should enhance event quality in accordance with tourists' anticipated behavior, gain a competitive advantage in the market, satisfy tourists' needs, and foster loyalty toward the sports tourism destination, encouraging repeat visits and word-of-mouth recommendations to friends and relatives.

## 1.9 Limitations of the Study

While this research is theoretically grounded and the conclusions are derived from a sample of sports tourism visitors in Guizhou, several limitations are acknowledged.

- i. The variables selected for this study were initially identified through a comprehensive literature review. However, due to the limited research on sports tourism, most variables were derived from the TPB in general tourism studies. This reliance on broader tourism literature may introduce some

inaccuracies, given the lack of specific research on behavioral intentions in sports tourism

- ii. Our sample was confined to visitors of sports tourism destinations in Guizhou, thereby reflecting the perspectives of a specific demographic. In future research, this study could be expanded to include additional countries or regions to examine the impact of sports tourism event quality on tourists' behavioral intentions and destination loyalty across different contexts.
- iii. The conceptual model of the TPB used in this paper may have overlooked some of the complex relationships between existing components and may have missed some more relevant variables. For instance, the conceptual model of urban planning utilized in this work may overlook specific intricate interactions between existing constructions, as well as some other essential elements. To gain a deeper understanding of the psychology and behavior of future tourists, it is important to examine the relationships between event quality, attitudes, subjective norms, tourists' revisit intentions, and loyalty, as well as the impact of the TPB on tourists' behavioral intentions. In the future, the TPB model can be expanded by incorporating these factors to more effectively predict tourists' behavioral intentions.

Although this study faces some limitations, for example, the selected sports tourism destinations are mainly in Guizhou, China, and the selected samples have specific regional characteristics. However, in the selection of research methods and standards, scientific rigor is always the core principle. By adopting research design



and statistical analysis methods recognized by the majority of scholars, potential deviations and errors are minimized so as to ensure the reliability and accuracy of research results.

## **1.10 Operational Definition**

### **1.10.1 Theory of Planned Behavior (TPB)**

The TPB is a psychological framework that elucidates the psychological mechanisms underlying human behavioral intentions (Ajzen, 1991). It is employed to analyze the internal relationships among subjective norms, attitudes, intentions, and behaviors (Juschten et al., 2019). The theory emphasizes the combined effect of these elements on individual intention, which in turn predicts actual action. Widely used in fields such as health science, environmental science, and social psychology, TPB effectively explains and predicts behavioral intentions and behaviors (Sussman & Gifford, 2019).

### **1.10.2 Attitude**

As a psychological concept, attitude reflects an individual's evaluation of people, things, and opinions. It is composed of three elements: cognition, emotion, and behavior, which work together to form an individual's specific reaction trend to the object of attitude. This concept involves individuals evaluating their tendency to engage in interest-based behavior, whether positive or negative (Ajzen, 1991).





Attitude is understood as an individual's emotional tendency to be associated with behavioral outcomes, which can be positive or negative (Bianchi et al., 2017). Its measurement is based on salient beliefs derived from secondary information, reasoning, or observational experience (Abbasi et al., 2020; Meng & Choi, 2019). Recent studies have emphasized the central role of attitude in predicting decision-making and behavior (Wolf et al., 2020; Briñol et al., 2019). In addition, current research focuses on the strength properties of attitudes, such as stability, resistance to degeneration, and their effects on behavior, as these characteristics determine the persistence of attitudes and their potential influence on individual actions (Dalege et al., 2019).

### 1.10.3 Subjective Norms



One of the core elements of the TPB is subjective norms, which pertain to individuals' perceptions of social normative beliefs that influence their behavior in a particular direction (Ajzen, 1991; Tajeddini et al., 2021). Specifically, subjective norms reflect an individual's perception of social pressures from significant others, such as close friends and colleagues, which can influence their behavioral intentions (Belanche et al. 2019; Bianchi et al., 2017). Research highlights that subjective norms significantly influence individuals' intentions and subsequent behaviors, particularly when these norms align with the social expectations that individuals strive to fulfill (Kim, Eys, Robertson-Wilson, Dunn, & Rellinger, 2019; La Barbera & Ajzen, 2020).





#### 1.10.4 Revisit Intention

Revisit intention is characterized as an individual's readiness or willingness to return to the same location (Tosun, Dedeoğlu, & Fyall, 2015). This notion is significant in tourist management and marketing since it is directly related to consumer loyalty and satisfaction. Several studies have found critical elements influencing revisit intention, including environmental quality, visitor satisfaction, and perceived value. (Fatmawati & Olga, 2023; Tran, 2022).

#### 1.10.5 Destination loyalty

Destination loyalty is described as a visitor's enthusiasm to return to a specific destination and promote it to others (Chi & Qu, 2008), highlighting a good and lasting relationship with that location. Researchers also use three ways to examine destination loyalty: behavioral, attitudinal, and compound loyalty (Zhang, Fu, Cai, & Lu, 2014). Factors including destination image, perceived service quality, tourist satisfaction, and memorable experiences significantly influence destination loyalty (Balza-Franco, Paternina-Arboleda, & Cardona-Arbeláez, 2019).

#### 1.10.6 Event Quality

Quality is a multifaceted concept that significantly influences tourist satisfaction, perceived value, and loyalty to a destination. It is often conceptualized as the





difference between perception (after the service experience) and expectation (before the service experience) (Sultan & Yin, 2010; Tajeddini et al., 2021). In this context, Ko et al. (2011) developed a comprehensive model and measurement scale for sports audience event quality based on service quality, encompassing five dimensions: competition quality, enhanced service quality, interaction quality, result quality, and physical environment quality. Jin et al. (2013) proposed a four-dimensional framework for event quality. Ensuring the event quality that contribute to a positive experience is essential, as it directly impacts participants' loyalty to the destination (Kusumah & Wahyudin, 2024). High-quality activities help develop a positive destination image, enhance tourists' perceptions, and increase the likelihood that they will return to or recommend the place to others (Jeong et al., 2019a).



### **1.10.7 Sports Tourism Behavioral Intention Model (STBIM)**

The STBIM is a new model developed by the author. It integrates EQM and QLM into the TPB framework to improve extended TPB and thereby predict the behavioral intentions of sports tourism tourists.

### **1.11 Effectiveness of Extend TPB**

The current research encompasses both theoretical and practical implications. Theoretically, this study may represent the first attempt to employ the TPB framework in conjunction with meaningful structures from the EQM and the QLM to





elucidate individual decision-making processes. In practice, the research results of this paper are helpful for tourism application developers to develop better marketing and service strategies by effectively improving the quality of sports tourism events to encourage tourists to go to sports tourism destinations again for consumption and promote local economic and social development.

### 1.12 Summary

In conclusion, employing the TPB to investigate the relationship between revisit intention and destination loyalty in Guizhou is essential. Additionally, the exploration of event quality structure and its relationship with revisit intention and loyalty will provide valuable references and guidelines for the sustainable growth of sports tourism in Guizhou. Therefore, the primary objective of this research is to better understand the interrelationships among tourists' attitudes, subjective norms, event quality, revisit intention, and loyalty, as well as the relationship between revisit intention and loyalty through the lens of TPB. By examining the relationship between event quality, revisit intention, and sports tourism destination loyalty, this study aims to predict tourists' revisit intention to Guizhou. This will enable sports tourism policymakers to formulate scientific and reasonable policies in response to market demand changes. Moreover, it will assist sports tourism destination providers in delivering high-quality sports tourism events, enhancing the quality of tourist experiences, and meeting consumer needs, thereby increasing tourist loyalty.

