

## **Reciprocity between soccer events and visited destination in a border context**

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## **Reciprocity between soccer events and visited destination in a border context**

The study proposes a conceptual model based on hypothesized relationships among team fanship, satisfaction with the event and host city as antecedents of behavioral intentions in the US-Mexico border context. The analysis used data from 290 visitors who attended three soccer games of the Xoloitzcuintles team of Tijuana. The results revealed (1) the emotions felt at the visited destination had significant influences on fanship, satisfaction with event venue and intentional behavior (2) fanship and event satisfaction don't seem to influence the visitor's intentions to return and recommend the visited place (3) gender and duration of the stay showed significant moderating function.

Keywords: Fanship to the team; event satisfaction; satisfaction with destination; loyalty to visited place, US-Mexico border.

### **Introduction**

This study explores a set of structured relationships around fanship, satisfaction at event venue, satisfaction at host city, and intentional behavior of soccer game attendees. It involves national and international visitors who moved within the border region to attend Mexican first division league games of the soccer team Xoloitzcuintles of Tijuana in 2014.

Since their ascent to first division in 2011, this team quickly became a sports symbol to the city of Tijuana and an attraction for fans on both sides of the US-Mexico border. During the study period, 14,624 visitors were identified as non-residents of Tijuana which represented nearly 20% of the spectators (77.38 % from US border cities) who attended three different games. These games are the most attended permanent sports event for tourists and excursionists in the city (Observatorio Turístico de Baja California [OTBC], 2014).

Since the tourist flow generated by the attendance to soccer games is significant, this event becomes a favorable context for academic debate in the sports tourism field (Brown, Smith, & Assaker, 2016; Clemes, Brush, & Collins, 2011; Getz & Page, 2016; Gibson, 2006; Kim, Boo, & Kim, 2013; Shonk & Chelladural, 2008). In fact, considering the level of consumption and loyalty to the brand that generally characterize the fans at the event venue (Clemes et al., 2011; Pentecost & Andrews, 2010; Stevens & Rosenberger, 2012), this study inquires the feasibility of a similar behavior *vis a vis* the destination visited. Considering this assumption, a satisfactory experience at the destination may strengthen a fanship found by Clemes et al. (2011) and Stevens and Rosenberger (2012) incidental in the intention to return and recommend the event and visited place. In light of the variation caused by gender differences, the type of stay, and the nationality of visitors (Montgomery & Robinson, 2010; Kaplan & Langdon, 2012; Raya, 2012), how do these categories behave considering the previously listed assumptions?

Few studies in sports tourism marketing literature have explored the relationship between visited place and event venue from the visitor's satisfaction perspective (Kaplanidou, Jordan, Funk, & Rindinger, 2012; Shonk & Chelladural, 2008). This relationship was generally found conclusive, but contrary to the significant impact of satisfaction on intentional behavior usually documented by tourism marketing (Bigné, Sanchez & Sanchez, 2001; Chi & Qu, 2008; Cronin, Brady, & Hult, 2000; Kozak & Beaman, 2006; Oliver, 1997), the incidence of a satisfied visitor at the event venue was found not favorable to future consumption intentions at the destination (Brown et al., 2016; Kaplanidou & Vogt, 2007; Osti, Disegna, & Bridle, 2012).

Similarly, fanship which has characterized a manifestation of identity and/or attachment to the team (Hedlund, 2014; Madrigal, 1995; Wann, 2006), which are

favorable to consumption and brand (Clemes et al., 2011; Pentecost & Andrews, 2010; Stevens & Rosenberger, 2012), was not a reason to call attention on clarifying how it is influenced by satisfaction in the visited destination. In fact, except for some studies which have evaluated the influence of destination attachment on fanship (Heere, James, Yoshida, & Scremin, 2011; Heere & James, 2007; Yoshida et al., 2015), the impact of satisfaction at the visited destination on team attachment is still pending exploration. Additional validation is probably needed for these two great relationships structured around the influence of satisfaction with destination and event venue on fanship.

The study examines other relationships that have relatively more background. The focus is on the impact of fanship on intentional behavior (Clemes et al., 2011; Pentecost & Andrews, 2010; Stevens & Rosenberger, 2012), satisfaction with visited destination in attitudinal intentions (Brown et al, 2016, Neale, & Funk, 2006) and finally, satisfaction with event venue in visitor's future intentions (Brown et al, 2016; Kaplanidou & Vogt, 2007; Osti et al, 2012).

The epistemological approach supporting this research involves assumptions that have not been published or have been structured differently in other antecedents granting theoretical and practical implications to the study. From a theoretical perspective, this research seeks to clarify the causal links between fanship, satisfaction and intentional behavior in an insufficiently explored context of reciprocity, between event venue and visited destination. This study focuses also on evaluating the differences that may arise from certain segmentation logics whose impact was revealed mainly by sports tourism literature (Jönsson & Devonish, 2008; Kaplanidou, & Kang, 2012; Montgomery & Robinson, 2010). This was motivated mainly by an interest to expand the existing horizon of referents over gender implications (Lera-López & Rapún-Garate, 2005; Montgomery & Robinson, 2010; Wan, 1995; Wann, Schrader, &

Wilson, 1999), length of the stay (Daniels & Norman, 2003; Gibson, Kaplanidou, & Kang, 2012; Raya, 2012) and country of residence (Kaplan & Langdon, 2012; Jönsson & Devonish, 2008; Zhang, Beatty, & Walsh, 2008). In addition, the positioning of this research in a small-scale event with visitors who move within the border area makes it a complementary reference for other research with similar interests (Brown et al., 2016; Heere & James, 2007; Kim et al., 2013; Rosenberger III, Yun, Rahman, Köcher, & de Oliveira, 2015, among others). From the tourism practice perspective, both the approach focused on the general population and its different segments enable the orientation of agents and destination management organizations (DMOs) to achieve a broader visitor's experience and generate greater future consumption at the destination as well as at the event venue.

## **Literature review and hypotheses**

### ***Fanship, satisfaction at destination and consumption intentions***

The fan-team relationship translated into fanship is set in the context of an emotional bond linked to attachment to the team, a concept different from an estimated simple attraction unable to induce this type of connections (Funk & James, 2006; Pentecost & Andrews, 2010). Fanship translates a mental relationship based on fan's identification with his/her team (Hedlund, 2014), manifesting itself in feelings and behaviors similar to those generated in an affective-cognitive link between consumer and brand (Vahdati, 2012; Wann, 2006). In fact, fanship manifestations are an important tool to consolidate brand, stimulate consumption and fans' future intentions (Clemes et al., 2011; Pentecost & Andrews, 2010; Stevens & Rosenberger, 2012).

It is precisely within the wide context of team identification and brand loyalty that fan motivation finds meaning when fans travel from other cities and countries to

attend sporting events as tourists (Getz & Page, 2016; Gibson, 2006). The sporting event becomes a generator of tourist stays because of the fans following their teams and idols (Brown et al., 2016; Getz & Page, 2016; Gibson, 2006), and also for those participating in the competition itself (Kaplanidou & Vogt, 2007; Yoshida & James, 2010).

From this perspective, this research poses an assumption of satisfaction with visited destination that could eventually influence the fanship for a team that reflects the sporting image of the visited place. In this conceptual context, except when satisfaction refers to image evaluation of the host city (Funk, Toohey, & Bruun, 2007), or destination attachment (Heere et al., 2011; Heere & James, 2007; Yoshida, Heere, & Gordon, (2015), the antecedents which explored the impact of the destination satisfaction on fanship have been virtually non-existent. In fact, the limited evidence available on this relationship comes from conceptual approaches, usually contextual, characterized by non-consistent findings (Funk et al., 2007; Heere & James, 2007; Heere et al., 2011; Yoshida et al., 2015). For Funk et al. (2007), destination image was found incidental in the involvement with running as a hobby while the impact of event city attachment in the team identification was not substantial in Heere and James (2007) and Yoshida et al. (2015), but it was found conclusive in Heere et al. (2011). The lack of studies explicitly focusing on the causality between satisfaction with visited destination and fanship to the team also characterizes the event venue satisfaction which was found conclusive in the few existing studies including Clemens (2011). In this sense, the relationship of fanship with the perception of value and experience both in the destination and in the event venue still needs sufficient validation for its understanding (Getz & Page, 2016). However, in order to focus on our study objectives, this study will

concentrate exclusively on the relationship between satisfaction with visited destination and fanship.

Contrary to the relationships previously presented which have limited research antecedents, the influence of fanship on fan's intentions to return and to the word-of-mouth have been a more documented issue (Clemes et al., 2011; Gibson et al., 2006; Kwon, Trail, & Anderson, 2005; Madrigal, 1995; Steven & Rosenberger, 2012; Yoshida & Heere, 2015). Yoshida and Heere (2015) found a significant identification impact in fan's attitudinal loyalty with football teams. The same relationship was also found significant when intentional behavior included the attitudinal and loyalty dimensions (Clemes et al., 2011; Steven & Rosenberger, 2012). Nonetheless, it has to be clarified that such links were addressed rather on an intentional behavior centered on team events, brand, and place of competition (Clemes et al., 2011; Kwon et al., 2005; Steven & Rosenberger, 2012; Yoshida & Heere, 2015). In fact, in addition to the existing evidence which seems to be insufficient, identification with the team were found incidental in visitor's intentional behavior (Chen, 2007; Fink, Trail, & Anderson, 2002a), meanwhile Ferrand and Pages (1996) and Mahony and Madrigal and Howard (2000) evidenced that this relationship was not always conclusive. At first glance, these discordant findings seem to indicate a sensitive relationship to the reaction induced by identification with the team that usually stimulates both the intentions of spending and the possibility of adding future fans and consumers (Kwon et al., 2005; Mahony et al., 2000; Yoshida & Heere, 2015). In this sense, the continued investigation of these issues allows a better understanding for the marketing behind this strategic relationship for consumption.

Within the framework of this same dynamic of study, sports tourism literature has recently registered a significant upsurge, but it is still insufficient to cover most

research interests like the spending of fans who are tourists and excursionists (Getz & Page, 2016). By far, the available literature has focused on major events like the Olympics, and little coverage is given to small-scale events such as a soccer competition (Getz & Page, 2016; Kim et al., 2013). The same can also be said about fans' consumption where the dominating issues are centered on economic impact (Biscaia et al., 2015), motivation (Mahony, Nakazawa, Funk, James, & Gladden, 2002) and attachment and identification (Brown et al., 2016).

The literature that initially analyzed small scale sporting events has been scarce and with multiple approaches of interest as mentioned by Gibson et al. (2006). Subsequent studies showed, for athletes, the impact of experience and/or satisfaction in the intention of returning to the host city (Kaplanidou & Vogt, 2007). The same substantial impact was also observed in the intention to repeat the visit and the willingness to recommend the destination in the case of fans who travel to attend the games (Brown et al, 2016; Neale & Funk, 2006). In fact, these findings have been supported by extensive tourism marketing literature where the same concept of satisfaction has been used to characterize a visitor who feels pleased with visit experience and is more likely to show a positive intentional behavior *vis a vis* destination through the disposition to return and to the word-of-mouth intentions (Bigné et al., 2001; Chen & Chen, 2010; Chi & Qu, 2008; Cronin, Brady, & Hult, 2000; Kozak & Beaman, 2006; Oliver, 1997). Conceptually, this semantic reach of visitor's satisfaction is emphasized with an evaluation apart from satisfaction with the consumption components and the experience lived in both the event venue and destination visited (Clemes et al., 2011; Cronin et al., 2000; Greenwell, Fink, & Pastore, 2002; Yoshida & James, 2010)

Based on the reviewed literature, the following hypotheses will be tested:

H1: Satisfaction with the visit has a positive impact in fanship.

H2: Fanship has a positive impact in intentional behavior.

H3: Satisfaction with the visit has a positive impact in intentional behavior.

### ***Satisfaction at event venue and consumption intentions***

Satisfaction with venue services is a fundamental aspect for the formation of spectators' satisfaction with the sports event and the stimulation of future intentions (Clemes et al., 2011; Cronin et al., 2000; Greenwell et al., 2002; Trail et al., 2005; Yoshida & James, 2010). To evaluate these services, we identified three major categories rarely evaluated at the same time: interaction with event staff (Yoshida & James, 2010), event facilities, and perceived value by participants or spectators (Greenwell et al; 2002; Shonk & Chelladurai, 2008). However, the impact on satisfaction of these three dimensions is uneven, for Theodorakis, Alexandris, Tsigilis, & Karvounis (2013) it is the perceived value what has more weigh, while for Greenwell et al. (2002) peripheral services are the ones defining a satisfied participant. These differences seem to characterize a satisfaction subject to factors that tend to vary depending –among others- on the different contexts of the sport competition. (Getz & Page, 2016).

Satisfaction at a sporting event generally defines a complex perception that enables various types of approaches. In fact, the satisfaction of an athlete participating in competition is often different from that of a spectator who in turn could be perceived otherwise by a fan (Brown et al., 2016; Kaplanidou & Vogt, 2007; Shonk & Chelladurai, 2008; Yoshida & James, 2010). Another complementary approach may also be derived from satisfaction with the game and/or peripheral services at the event venue (Clemes et al., 2011; Trail, Anderson, & Fink, 2005; Yoshida et al, 2015).

From another perspective, satisfaction with visited destination as an incidental dimension in event satisfaction has been an issue not addressed enough in sports

tourism literature. For Kaplanidou et al. (2012) and Shonk and Chelladural, (2008), this relationship was identified as positive and significant in the same way that London's destination incidence affected spectators' satisfaction at the 2012 Olympic Games (Brown et al., 2016). However, despite the importance of these relationships, the impact of satisfaction with the event on intention to return to the visited destination was not found significant (Brown et al., 2016; Kaplanidou & Vogt, 2007; Osti et al., 2012). In the same vein, Yu (2010) found that visiting other historical and cultural sites offered at the destination was one of the main reasons to embark in an international trip and attend sporting events. Other reasons for the high travel incidence include participation in related activities, experience and socializing at the visited destination (Brown et al., 2016; Funk et al., 2007; Yu, 2010). In this sense, the few antecedents examining the influence of event satisfaction on visitor's intentional behavior are still insufficient evidence to conclude either way.

Taking into account the theoretical references mentioned above, the following hypotheses are proposed:

H4: Satisfaction with the visit has a positive impact on event venue's satisfaction.

H5: Satisfaction with the event venue impacts intentional behavior.

### ***Gender, country of residence and visitor type***

Currently, gender is identified as an emerging field in tourism events (Getz & Page, 2016), even when women's attendance and consumption are still lower than men's, the growth of women's segment is fulminating (Lera-López & Rapún-Gárate, 2005; Montgomery & Robinson, 2010). Lera-López, Ollo-López, and Rapún-Gárate (2012) found that men are more likely to spending in sporting events, but once women decide to do the same the expenditure is comparable in both cases. In the study conducted by

Fink et al. (2002b), there were significant differences favorable to men in the purchase during basketball events, although these authors underline the fact that women generally buy more because they also buy for the family.

Visitors' nationality is also a factor of behavior variation as well as tourism consumption. There were some identification differences with their respective teams between Chinese and American fans, and between Western and Eastern consumers in perception and tolerance levels of service quality (Kaplan & Langdon, 2012; Zhang et al., 2008). Jönsson, and Devonish (2008) examined the motivations from three tourists of different nationalities to undertake a journey to Barbados and found some differences related to culture, pleasure, relaxation and contact with nature, while the differences between genders were significant only because of cultural motivation and relaxation. In the case of Chinese, Brazilian, and German football fans, Rosenberger III et al, (2015) did not find any differences in the relationship between satisfaction and intentional behavior, but there were variations between fanship and attitudinal loyalty of Brazilians and Germans.

Fan characterization depending on duration of stay to attend a sports event was initially explored by Nogawa, Yamaguchi and Hagi (1996) who found a lower level of fanship in excursionists who stay less than a full day compared to tourists. This same observation was confirmed later by Gibson et al. (2006) where it was also found that a non-fan tourist is more likely to exhibit a tourist behavior compared to a local fan. Meanwhile Raya (2012) found that Triathlon participants are not affected in a similar way by the factors motivating the length of stay which is influenced by the activities offered surrounding the event so that visitors feel motivated to extend their sojourn at the destination (Daniels & Norman, 2003; Gibson et al., 2012). These aspects, among others, transform the length of the visit into a central objective for DMOs to increase

visitor's consumption and optimize economic impact of the tourism activity created around attendance or participation in sports events (Raya, 2012).

## **Data and research methodology**

### ***Sampling and data collection***

The information used in this research was generated by an existing survey conducted in the team's stadium during three successive home games from September 24 to October 17, 2014. This Survey was applied by Observatorio Turístico de Baja California (OTBC, 2014), includes spectators 15 and older who do not work or live in the city of Tijuana. The questionnaire used consists of 39 questions organized into five sections: (1) filter questions to focus on the target population, (2) socio-demographic profile and fanship, (3) characteristics of visit, (4) consumption during the stay, (5) satisfaction and intentional behavior.

The sampling process followed a simple random statistical design using 290 completed questionnaires that allowed to achieve 95% confidence level to be reached with a +/- 5.1% margin error in the universe of those attending the three games. The number of cases involved in the study satisfies the minimum sample size calculated with G\*Power software based on the latent construct with the highest number of predictors. The calculation process of the minimum sample size takes into consideration the power of the test and the size of the effect. In our case, the test was calibrated for social sciences (medium effect size: 0.15, power: 0.8 and significance level: 0.05) which yielded a minimum sample size of 77 cases, representing almost four times less the number of cases involved in our investigation (Marcoulides & Saunders, 2006).

**[Table 1 near here]**

### *Measuring variables and scales*

The research model proposed in our study (see Figure 1) is organized around four related latent variables and as indicated in Table 2, 12 manifest variables, which satisfactorily met the measurement assessment in a partial least squares (PLS) path modeling. The above mentioned, besides avoiding hard adaptations that would require another method such as Covariance-based SEM (CBSEM), allows to operate with data that lack a normal distribution and a theoretical background in construction stages (Henseler, Ringle & Sinkovics, 2009). In this context, the model and the causal relationships were estimated using three different moderate variables: gender of visitors (male/female), duration of visit (excursionist/tourist), and country of residence (Mexico/USA).

#### **[Figure 1 near here]**

The items involved in the study, shown in Table 2, were measured with a variable scale ranging from zero which defines the lowest assessment level to ten which characterizes the highest level given to a specific item. The argumentation and measuring for the elected scale were adopted from Hedlund (2014).

The construct fanship to the team, as such, has been rarely used to reflect mainly the overall fanship expressed by one item (Clemes et al., 2011). In our case, this construct was defined by three items: fanship level (Clemes et al., 2011; Pentecost & Andrews, 2010), game attendance frequency (Biscaia et al., 2015; Hedlund, 2014; Theodorakis et al., 2013), and season ticket holders (Biscaia et al., 2015).

To assess satisfaction in the event venue, we initially considered the items related with evaluation of event staff, facilities, and perceived value (Greenwell et al; 2002; Shonk & Chelladurai, 2008; Yoshida & James, 2010). However, the items characterized by a low validity-reliability and strong cross-loadings were discarded

(Henseler et al., 2009; Nunnally & Bernstein, 1994). Finally, we were left with three items to define the construct: parking rating, food and beverages, and alcohol consumption taken from Clemes et al. (2011) and Larkin, Fink, and Trail (2015).

In our study, the construct satisfaction with the visited destination is shaped by three items: experience in destination, overall satisfaction with the visit, and price-quality assessment. The first two dimensions were adapted from Chen and Chen (2010) and Cronin et al. (2000), while the latter was used in the sporting event context with a single item concerning price-quality of the overall experience in Clemes et al. (2011) and as a benchmark for cost sacrifice of three items in Larking et al. (2015).

The references have been scarce for the tourist visit with attendance to a sporting event context. In Brown et al. (2016) three items were used, two focused on the event, and one on the visited destination. However, in a tourism sporting event, the structural modeling or the factorial approaches are rare as in Brown et al. (2016) and Yu (2010), and therefore, other perspectives prevail.

Intentional behavior was approached in Yoshida, James and Cronin (2013) by using three items focused on intention to return to other games and purchasing of team products. In our case, coinciding with tourism marketing literature, one item was destined to record destination loyalty and another to inquire visitors' disposition to recommend the visited place to friends and family (Chen & Chen, 2010; Chi & Qu, 2008). While the third item was used, as in Mahony et al. (2002) and Hedlund (2014) and Yoshida et al. (2013) to assess the intention to recommend the destination to attend games.

**[Table 2 near here]**

## **Results**

The border nature of the visited destination and the cultural proximity of the population

living and working on either side of the border stimulates a flow of people that is favorable to any human activity in general and to tourism in particular (Toudert & Bringas, 2015a, 2015b). These dynamics are also reflected in the levels of attendance to festivities and events such as soccer matches of the local team. In general terms, the target population visiting the city to attend these matches is mostly male, married, of diverse ages, employees, and the U.S. visitors with an average annual income 2.4 times higher than that of domestic attendees (see Table 1). A third of the visitors are tourists who spend the night at the destination, while the rest are excursionists who stay for just a few hours. Almost 8 out of 10 visitors live in California, United-States and crossed the border to attend the games. In this specific context of attendance to sporting events by tourist visitors, the verification of the research model's validity is also a mandatory step before presenting its results

### *Assessing measurement model*

The evaluation of the measuring model examines items loading, reliability and validity of the reflective constructs and their respective measuring indicators (Henseler et al., 2009). As to the loadings exhibited in Table 2, the items involved in the model showed values close or above 0.7 that set this rule of thumb at an acceptable level and their respective constructs to a communality above the satisfactory rate of 50% (Nunnally & Bernstein, 1994; Tenenhaus, Esposito, Chatelin & Lauro, 2005).

The reliability of the latent reflective variables determined by the composite reliability values (CR) from Table 3 exhibits numbers above 0.7 corresponding to an acceptable level at an initial research stage (Nunnally & Bernstein, 1994). In the same way, the average variance extracted (AVE) also reveals values above 50% of the variance that a construct obtains from its manifest variables, confirming an adequate compliance with the requirement of the convergent validity of the measuring model

(Tenenhaus *et al.*, 2005). The discriminant validity is also met satisfactorily and can be corroborated with the diagonal on Table 3, where the square root values of AVE are superior to the correlations of the rest of latent variables.

**[Table 3 near here]**

### *Assessing the structural model*

Once the assessment of the measurement model has been successfully completed, we proceed with the validation of the structural model starting with the significance levels of the hypotheses involved in the research model estimated with t of student values through the bootstrap technique with a resampling of 5000 (Kline, 1998; Tenenhaus *et al.*, 2005). These estimations show a very significant impact for H1, H3 and H4 hypotheses ( $P < 0.001$ ), while H2 and H5 were not conclusive (see Table 4). In the same way, the total effects of the conclusive hypotheses were the only significant ones exhibiting the highest value in H3 and immediately followed by H4 and H1 respectively.

**[Table 4 near here]**

In relation to the prediction quality of the model which was measured with the  $R^2$  of the exogenous constructs, the values in Table 3 show an acceptable rate of the explained variance which is superior to 20% in every case (Chin, 1998). Finally, the discriminatory level of the redundancy index calculated with the Stone-Geisser coefficient (Q2) exhibits values superior to zero expressing an acceptable prediction level in the calculation of the endogenous variables (Tenenhaus, 1999).

### *Multi-group analysis*

In order to validate the moderated effect induced by gender differences, length of stay,

and place of residence, a multi-group analysis was conducted by applying comparatives through a cross-frequency table and an X2 test. The gender differences were conclusive between satisfaction with the visit and intentional behavior (H3) which seem stronger for visiting women ( $\beta=1.262$ ) (see Table 5). The relationship between satisfaction in the event venue and intentional behavior (H5) resulted conclusive as well with a stronger incidence for men ( $\beta=0.536$ ). For the rest of the causal links, gender differences were not significant and therefore, their moderated effect is discarded.

All hypotheses were conclusive regarding differences generated as a consequence of length of stay except for H2 (relationship between fanship to the team and intentional behavior) which resulted as not significant; and the strongest links are associated to tourists in the case of H1 ( $\beta = 0.616$ ), H3 ( $\beta = 0.983$ ), H4 ( $\beta = 0.846$ ) and H5 ( $\beta = 0.443$ ). However, for the moderation motivated by attendees' place of residence, none of the relationships in the model was found significantly sensitive to such differences.

**[Table 5 near here]**

## **Discussion and conclusions**

One of the most studied issues by tourism marketing literature has been the influence of a satisfying experience on consumer's future intentions and the willingness to recommend the visited destination to family and friends (Bigné et al., 2001; Chi & Qu, 2008; Cronin et al., 2000; Kozak & Beaman, 2006; Oliver, 1997). This incidence was found predominantly positive and significant, and in the repeat visitor context, it is even more intense as a consequence of the place attachment, among others (Kwon et al., 2005; Toudert & Bringas-Rábago, 2015b). In sports events tourism marketing, when there is similarity between achieving greater spending and intentions, generally what is at stake is reaching a favorable interaction and a mutual benefit between event and

visited destination (Brown et al., 2016; Gibson et al., 2006; Kaplanidou & Vogt, 2007). In this context, if fanship has been identified as a stimulant for consumption and intentions at the event venue (Clemes et al., 2011; Pentecost & Andrews, 2010; Stevens & Rosenberger, 2012), we wonder how to transfer the same behavior towards the visited destination. In our study, the intensification of team attachment does not affect an increasing loyalty and predisposition to recommend the visited destination. At the same time, the relationship between satisfaction at visited destination with fanship and intentional behavior were found positive and significant.

The lack of linkage between fanship and intentional behavior in the visited destination was also found in Ferrand and Pages (1996) and Manohy, Madrigal, and Howard, (2000), while for Chen, (2007) and Fink et al. (2002a) the relationship was conclusive. In contrast, the same relationship in the event venue context was found significant in a wide range of studies (see Clemes et al., 2011; Kwon et al., 2005; Steven & Rosenberger, 2012; Yoshida, Heere & Gordon, 2015 among others). From another perspective, Heere and James (2007) found a non-significant impact of city attachment in team identification with one fifth of the interviewed population from outside the visited place, possibly indicating that the transition from a satisfactory perception of destination to fanship does not obey an absolute trajectory.

Nevertheless, the influence of satisfaction with visited destination on fanship which in our study resulted as positive and significant was not explored as such in other works that corroborated the same result when a satisfactory destination image or place attachment was involved (Funk et al., 2007; Heere et al., 2011). This becomes more interesting if we consider that our study found that overall visit satisfaction impacts significantly on intentional behavior, a fact often evidenced by tourism marketing

literature (Bigné et al., 2001; Chen & Chen, 2010; Chi & Qu, 2008; Cronin et al., 2000; Kozak & Beaman, 2006; Oliver, 1997).

In this study, satisfaction with visited destination was also found with a positive and significant impact on satisfaction with event venue. The same finding is corroborated by Brown et al. (2016) and Kaplanidou et al. (2012) and Shonk and Chelladural (2008) who once again underline the importance of assessing the visited destination positively in order to shape a favorable perception of event venue. From an inverse perspective, satisfaction with event venue resulted without a significant effect on visitor's intentional behavior, a fact also confirmed by Brown et al. (2016) and Kaplanidou and Vogt (2007) and Osti et al. (2012). In this sense, event venue holds an uneven benefit relationship with visited destination which seems to enclose fans within the main reasons for the visit (Osti et al., 2012). Overall, for club managers, these findings define grounds for action to promote a positive perception of visited destination in conjunction with a constant improvement of services and physical facilities at event venue (Brown et al., 2016; Greenwell et al., 2002).

However, the impact of visit satisfaction on intentional behavior and satisfaction at event venue display for both relationships significant differences in gender favoring women in the first and men in the second. These findings confirm what was observed by Fink et al. (2002b) and Lera-López and Rapún-Gárate (2005) and Lera-López et al. (2012) and Montgomery and Robinson (2010) in relation to the predisposition of male fans to consumption and development of a favorable intentional behavior mainly at event venue. This leads us to recommend an offer segmentation of tourism activities which will allow women to improve the lived experience mainly at the event venue and for men at the visited destination.

It is precisely within tourism experience at the destination where the study found significant differences between visiting excursionists and tourists. In fact, except for the relationship between fanship and intentional behavior which did not show conclusive differences, they were significant and favorable to tourists in all others. These findings are confirmed by Gibson et al. (2006) and Nogawa et al. (1996) indicating a lack of incentives that allow excursionists to extend their stay, intensify consumption and intentions in the visited destination (Daniels & Norman, 2003; Gibson et al., 2012). Similarly to what previously had been observed in relation to gender segmentation, type of stay seems to structure another work task centered on the creation of conditions that allow the broadening of the lived experience at the event venue and at the visited destination.

The visitor segmentation by place of residence, United States or Mexico, which has been characterizing a local level for the dominant instrument in management and tourism promotion, resulted without a significant effect in the study. However, in other antecedents some differences were found propitiated by belonging to different countries, traveling motivations (Jönsson & Devonish, 2008), services appraisal (Kaplan & Langdon, 2012; Zhang et al., 2008), and in the influence of fanship on visitor loyalty, among others (Rosenberger III et al., 2015). In our context, the similarity that seems to characterize visiting fans probably comes from the particularities defining this border population. In fact, as stated in Toudert and Bringas (2015a, 2015b), furthermore to transborder mobility which implicates significant percentages of the population, the ethnic and cultural characteristics of the space shared grant a certain homogeneity. In this sense, it is more precise for tourism agents and DMOs to opt for a more efficient segmentation as in the case of gender and/or duration of the stay which showed significant differences in the study.

### ***Theoretical implications***

Contrary to what we know in marketing and tourism literature (Bigné et al., 2001; Chi & Qu, 2008; Kozak & Beaman, 2006; Oliver, 1997), in our study, the incidence of visitor satisfaction in intentional behavior does not seem to be a conclusive relationship in every context visited during the stay. In fact, the consumption logic in the event venue and visited destination are not articulated, and they exhibit non convergent evidence even within the visited contexts (Brown et al., 2016; Kaplanidou et al., 2012; Kaplanidou & Vogt, 2007; Osti et al., 2012; Shonk & Chelladural, 2008). Furthermore, these relationships seem prone to a cross moderation of gender and stay favoring tourists which corresponds to the attendance to this type of sporting events as a couple or with a group of friends (Fink et al., 2002b; Lera-López et al., 2012; Montgomery & Robinson, 2010). Under this perspective, everything seems to indicate that the reciprocity of consumption intentions between the event venue and the visited destination will have to be approached as a contextual reflection within the field of sports tourism.

The link between fanship and the predecessors of tourist consumption, in our case, exhibits a relationship based on their increment according to the increase of satisfaction with visit destination. However, this dynamic moderated by a time of stay favorable to the excursionists does not seem to translate into a significant strengthening of intentional behavior. Taking into consideration the scarce existing evidence in the visited destinations (Clemes et al., 2011; Pentecost & Andrews, 2010; Stevens & Rosenberger, 2012; Yu, 2010), it is possible to think that fanship will not have a significant impact in future intentions if the effect moderating the relationship is not dominated by tourists (Nogawa et al., 1996; Gibson et al., 2006). In fact, because of the border location of the visited place and the origin-destination short distance, visitors

being tourists rather than excursionists are more prone to repeat their consumption and to the word-of-mouth intentions (Toudert and Bringas, 2015a, 2015b).

The moderation of a visiting tourist resurfaces in the context of the conclusive link between the satisfaction in the visited destination and satisfaction in the event venue. This effect has seldom been observed in sports tourism literature, and its approach in the border region locates it in the excursionist and tourist dual context (Daniels & Norman, 2003; Gibson et al., 2006; Gibson et al., 2012; Nogawa et al., 1996). This allows the reaffirmation of the destination incidence in consumption predecessors in the event venue when the visitor enjoys a tourist experience in the visited place.

### ***Limitations and directions for future research***

The particularities of the Mexico-US border provided the ideal target population, among others, to conduct this research. However, we did not lose sight of the singularity of our study space, and therefore, some of the findings of this research can be considered as contextual. Under these conditions, it is advisable to replicate the research model in different contexts and in other sports that allow, among others, the moderation of the analyzed segments.

From the model structure perspective, the destination image approach in Funk et al., 2007 allowed to strengthen the evaluation of the satisfaction in the visited destination and in the event venue. Nevertheless, we consider pertinent to move towards a conceptualization of destination image which encompasses, as in Toudert and Bringas-Rábago (2015b), other contextual aspects of interest for tourists and excursionist (transportation, destination safety, hospitality of host population, among others)

Regardless of whether some of the links involved in the research model do not have enough evidence yet, starting to investigate the reasons that might tilt these causal relationships in one way or another may be profitable for the development of a comprehensive reflection. In this regard, examining the aspects that influence fanship and satisfaction in the event venue, so that later, they will not affect intentional behavior in the visited destination allows to improve the understanding of the connection logic of these relationships. In addition, this effort will support the DMOs in the elaboration of specific strategies that will increase tourist consumption in the event venue and the visited destination.

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Table 1. Summary statistics for overall sample.

<b>Gender</b>	<b>%</b>	<b>Marital status</b>	<b>%</b>
Male	79.31	Married	63.88
Female	20.69	Single	18.82
<b>Age ranking (years)</b>		Divorced/widower	9.13
Under 18 to 34	27.58	Other	8.17
35-44	27.41	<b>Visitor type</b>	
45-54	22.55	Excursionist	65.14
55 and more	22.46	Tourist	34.86
<b>Occupation</b>		<b>Country of residence</b>	
Entrepreneur	16.61	Mexico	22.62
Professional	9.69	USA	77.38
Employees	46.37	<b>Average annual income (dollars)</b>	
Unemployed	2.08	Mexico	18,809
Student	6.92	USA	45,044
Retired	2.77		
Other	15.57		

Table 2. Reliability of the involved items.

<b>Constructs and items</b>	<b>Items Loadings</b>	<b>Communality</b>
<b>Fanship to the team</b>		0.631
A1- Fanship level	0.793	
A2- Game attendance	0.878	
A3- Season ticket holder	0.702	
<b>Venue satisfaction</b>		0.628
B1- Parking rating	0.687	
B2- Food and Beverage rating	0.743	
B3- Alcoholic beverages rating	0.876	
<b>Visit Satisfaction</b>		0.597
C1- Satisfaction with price-quality	0.730	
C2- Overall satisfaction with visit	0.803	
C3- Experience at destination	0.841	
<b>Intentional Behavior</b>		0.659
D1- Willingness to return to destination	0.732	
D2- Recommend the destination to attend games	0.814	
D3- Recommend visiting destination	0.883	

Table 3. Convergent-discriminant validity and assessment of structural model.

Latent variables	AVE	CR	R <sup>2</sup>	Q <sup>2</sup>	A	B	C	D
A	0.631	0.836	0.218	0.128	0.794*			
B	0.659	0.852	0.567	0.336	0.368	0.812*		
C	0.597	0.815	0.308	0.163	0.306	0.430	0.773*	
D	0.628	0.835	-	-	0.467	0.753	0.555	0.793*

A: Fanship to the team, B: Intentional behavior, C: Satisfaction in the stadium, D: Overall satisfaction with the visit. \*AVE square root.

Table 4. Significance of the structural model relationships.

<b>Model hypothesis</b>	<b><math>\beta</math></b>	<b>t-test</b>	<b>Total effect</b>	<b>t-test</b>
H1	0.469	9.538***	0.469	9.538***
H2	0.020	0.434	0.020	0.434
H3	0.736	22.270***	0.757	28.049***
H4	0.556	9.060***	0.556	9.056***
H5	0.021	0.477	0.021	0.477

\*\*\*Significant at  $P < .001$ .

Table 5. Multi-group analysis. Test Results

<b>Model hypothesis</b>	<b><math>\beta^a</math></b>	<b><math>\beta^b</math></b>	<b>t-test</b>	<b><math>\beta^c</math></b>	<b><math>\beta^d</math></b>	<b>t-test</b>	<b><math>\beta^e</math></b>	<b><math>\beta^f</math></b>	<b>t-test</b>
H1	0.455	0.565	0.939	0.406	0.616	2.137*	0.438	0.378	0.534
H2	0.021	0.076	0.483	0.030	0.099	0.668	0.069	0.076	0.050
H3	0.712	1.262	6.218***	0.703	0.983	3.431**	0.699	0.676	0.270
H4	0.585	0.628	0.300	0.346	0.846	3.94**	0.578	0.524	0.543
H5	0.536	0.063	4.810**	0.188	0.443	3.098**	0.095	0.061	1.415

$\beta^a$ : Male,  $\beta^b$ : Female,  $\beta^c$ : Excursionists,  $\beta^d$ : Tourists,  $\beta^e$ : Mexico,  $\beta^f$ : USA. \*\*\*Significant at  $P < .001$ .

\*\*Significant at  $P < .01$ . \*Significant at  $P < .05$ .

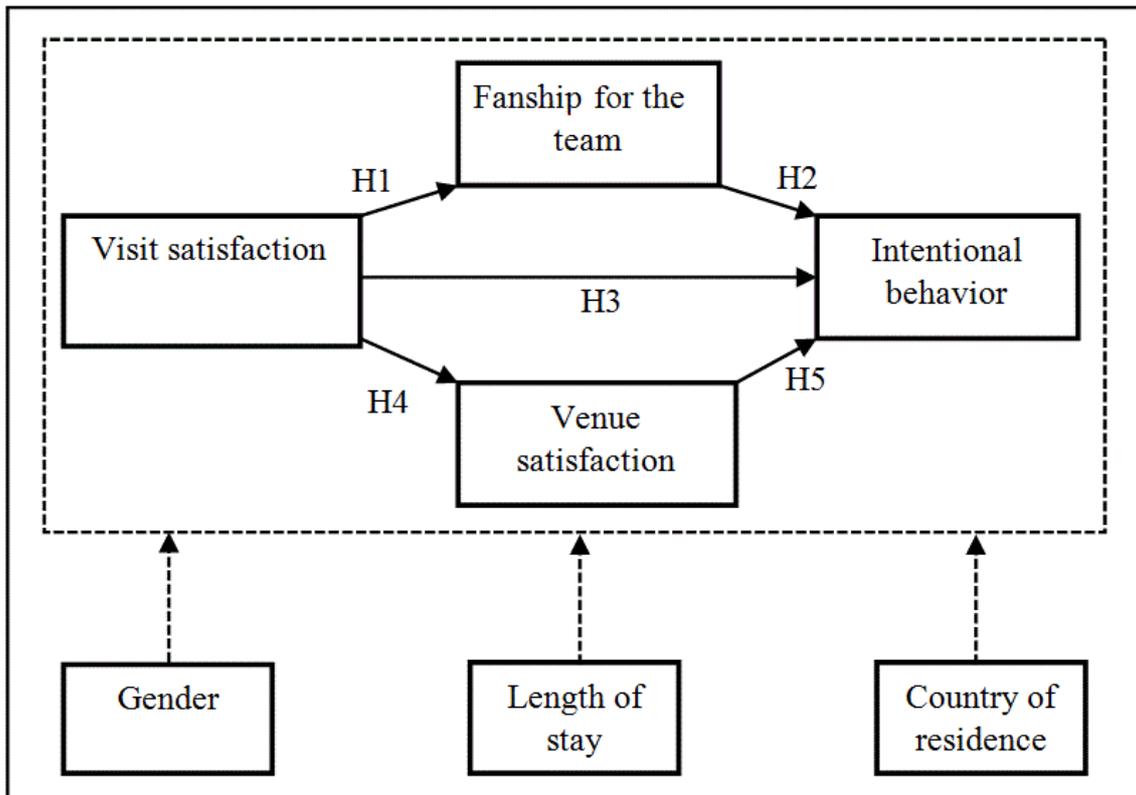


Figure 1. The proposed research model and hypotheses.

