

SPORT EVENT IMAGE AND INTENTION TO VISIT A DESTINATION: HOSPITALITY AND SPONSOR IMAGE AS MODERATORS

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This study makes important contributions to the literature in different ways. First, this study will attempt to empirically test the role of sport image on consumers' intention to visit a particular sport event destination. Second, this study will integrate the role of sport image into the context of sponsor's image and hospitality variables as moderators. Despite its potential significance for destination marketing, relatively limited research has addressed the extent to which sports event affects consumers' perceptions and intentions with regard to a tourist destination. To address this research gap, the present study seeks to contribute to the development of an integrative conceptual framework that incorporates sport image, two influencers as hospitality and sponsor image to intention to visit.

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