

# EXPLORING RESEARCH STREAMS IN SPORT TOURISM MANAGEMENT: A DESCRIPTIVE META-ANALYSIS OF DESTINATION IMAGE, EVENT QUALITY, TOURIST SATISFACTION, AND FUTURE INTENTIONS

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## Abstract

This study explores research streams in sport tourism management, synthesizing insights from two complementary sources: the Journal of Travel and Tourism Marketing (JTTM), which offers a broad perspective on general tourism research, and 31 empirical studies specifically focused on sport tourism using Structural Equation Modeling (SEM), sourced through a comprehensive literature search. By integrating these sources, the study identifies key constructs—destination image, event quality, tourist satisfaction, and behavioral intentions—synthesizing their interrelationships to propose potential themes and comprehensive frameworks.

The analysis reveals that destination image consistently acts as a foundational driver of tourist perceptions, shaping satisfaction and loyalty intentions. Event quality enhances the on-site experience, while tourist satisfaction mediates the impact of these factors, converting positive perceptions into future behavioral intentions such as revisit intentions and intentions to recommend. The study also highlights thematic overlaps between general tourism and sport tourism, including sustainability, psychological motivations, and methodological innovations.

By bridging general and specialized tourism insights, the findings advance theoretical understanding and offer actionable frameworks for policymakers and destination managers to optimize sport tourism strategies. The integration of JTTM's broader tourism perspectives with focused sport tourism studies paves the way for a nuanced approach to future research in this dynamic field.

**Keywords:** Descriptive Meta-Analysis, Sport Tourism, Structural Equation Modeling, Potential Research Streams.

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## **1. INTRODUCTION**

The intersection of sports and tourism has become a dynamic and rapidly growing field, underscored by the ability of sport events to serve as powerful tourism attractions and catalysts for regional development. As both participants and spectators increasingly incorporate sports into their travel experiences, sport tourism emerges as a pivotal area for scholarly inquiry and practical application (Chiu et al., 2023). With tourism economies adapting to evolving traveler preferences, sport tourism offers unique opportunities to enhance destination competitiveness, community engagement, and visitor satisfaction.

At the heart of tourism management, including sport tourism, are four key constructs—destination image, event quality, tourist satisfaction, and future behavioral intentions (see Table 7). Together, these factors shape the success of sport tourism destinations and events, influencing visitor loyalty, word-of-mouth recommendations, and sustainable growth. Destination image, as a holistic perception of a locale, serves as a primary driver of tourist decision-making, while event quality reflects the organizational and experiential aspects that ensure memorable and positive visitor experiences (Choi et al., 2023). Tourist satisfaction, a most-likely mediating construct, aligns visitor expectations with experiences, directly impacting their intentions to revisit or recommend a destination (Moon et al., 2023).

Despite significant advancements, the field of sport tourism research is marked by fragmentation and contextual variability. Studies span a wide range of contexts, from mega-events such as the Olympics to niche local competitions, with methodological approaches differing substantially. This diversity often results in findings that lack generalizability, making it challenging to derive actionable insights for destination managers and policymakers. Furthermore, while the *Journal of Travel and Tourism Marketing* (JTTM)—a leading publication in global tourism research—continues to emphasize studies that integrate marketing, consumer behavior, and advanced modeling techniques such as Structural Equation Modeling (SEM), there is limited clarity on how emerging sport tourism research aligns with these priorities. In this context, the current descriptive meta-analysis aims to evaluate the relevance and utility of key constructs commonly employed in general tourism studies, seeking not only to assess these constructs but also to explore other potentially significant factors, thereby contributing to the development of a robust framework for future sport tourism research.

Recognizing the growing interest in tourism-related studies (Boonrueng et al., 2022; Cheng & Fallon, 2023; Leruksa et al., 2023; Manosuthi, 2024; Manowaluilou, 2022; Nukulkam & Theppituck, 2023; Phumsathan et al., 2022; Prasongthan, 2023; Prawira et al., 2023; Rasmidatta, 2023; Rungroueng & Monpanthong, 2023a, 2023b; Sangthong & Soonsan, 2023; Sathatip et al., 2024; Tadawattanawit et al., 2023; Tassawa & Khumhome, 2023; Wattanawaraporn & Manosudhtikul, 2024) and sport-related studies (Khanngoen et al., 2023; Napontun et al., 2023; Satitsamitpong et al., 2024; Terason et al., 2022; Wattanawaraporn & Manosudhtikul, 2024) within the *ABAC Journal*, this study seeks to explore research streams in sport tourism management that not only align with the journal's strategic direction but also resonate with global scholarly trends. By bridging the findings from general tourism studies in the *JTTM* with empirical evidence from 31 SEM-based studies sourced through a literature search of major academic databases, this research synthesizes information, aiming to identify actionable and forward-looking research streams that advance the theoretical and practical understanding in sport tourism.

## **2. RESEARCH OBJECTIVE**

This study aims to analyze and recommend research streams in sport tourism management by synthesizing key constructs—destination image, event quality, tourist

satisfaction, and future intentions—using a descriptive meta-analysis of 31 SEM-based studies. Specifically, the objectives are to identify emerging trends in sport tourism research published in leading global journals, with a particular focus on the integration of SEM methodologies and to evaluate the alignment between the ABAC Journal’s growing interest in tourism research and the thematic priorities of the global tourism research community, particularly those reflected in the JTTM. Additionally, this study aims to explore potential integrative frameworks synthesizing the relationships among the key constructs—destination image, event quality, tourist satisfaction, and future intentions—to guide future sport tourism research.

By achieving these objectives, the study not only contributes to the existing body of knowledge but also positions the ABAC Journal as a strategic platform for advancing scholarly discourse in sport tourism management.

### **3. RESEARCH METHODOLOGY**

Descriptive meta-analysis was used to explore the collected prior literature and identify the current research streams in the field of sport tourism management. This exploration focused on the interplay between four key constructs, namely destination image, event quality, tourist satisfaction, and future intentions, within the scope of sport tourism marketing and structural equation modeling (SEM). This methodological approach allows for the synthesis of information from existing empirical studies, ultimately providing a narrative overview of the trends, patterns, and gaps present in the literature.

#### **3.1 Data Collection and Search Strategy**

The data collection process involved a systematic search of peer-reviewed articles indexed in the major academic databases Web of Science and Scopus. The search was conducted using specific combinations of keywords that aligned with the research focus, beginning with a broad search, which was consequently refined, as detailed below:

1. Broad Contextual Search:
  - Keywords: “sport tourism”
  - Result: 4,910 articles.
2. Focused Marketing Perspective:
  - Keywords: “sport tourism + marketing”
  - Result: 527 articles.
3. Incorporation of SEM:
  - Keywords: “sport tourism + marketing + structural equation modeling”
  - Result: 31 articles.
4. Key Constructs: The search function was then used to sub-divide the 31 articles based on the four specific constructs central to the study:
  - Destination Image: 9 articles.
  - Event Quality: 6 articles.
  - Satisfaction: 15 articles.
  - Intentions: 8 articles.

These keywords were chosen to ensure that the selected articles aligned with the study's focus on integrating marketing and SEM frameworks within sport tourism research. All searches included articles published in English, spanning all available years up to the present.

### **3.2 Inclusion and Exclusion Criteria**

To ensure relevance and quality, the following criteria were applied during the selection process:

- Inclusion Criteria:
  - Articles must be empirical studies.
  - Articles must explicitly employ SEM in their analysis.
  - Articles must address at least one of the key constructs: destination image, event quality, tourist satisfaction, or future intentions.
  - Articles must focus on the sport tourism context.
- Exclusion Criteria:
  - Conceptual papers, book chapters, and conference proceedings.
  - Articles not indexed in the selected academic databases.
  - Studies unrelated to sport tourism marketing.

### **3.3 Data Coding and Analysis**

The final set of 31 articles was systematically coded using a predefined schema to extract key information relevant to the research objectives. The coding framework included the following parameters:

- General Information: Author(s), year of publication, journal, and geographic focus.
- Methodological Details: Sample size, data collection methods, SEM techniques employed, and key findings.
- Key Constructs: Destination image, event quality, tourist satisfaction, and behavioral intentions.
- Theoretical Frameworks: Theories underpinning the studies, if specified.
- Practical Implications: Insights and recommendations for sport tourism marketing.

The coded data were analyzed qualitatively to identify patterns, trends, and gaps in the literature. The narrative synthesis focused on providing an integrative perspective of the key constructs within the scope of sport tourism marketing.

### **3.4 Rationale for Descriptive Meta-Analysis**

Descriptive meta-analysis was chosen due to the methodological and contextual heterogeneity among the included studies. Unlike quantitative meta-analysis, this approach allows for the synthesis of diverse findings without requiring statistical aggregation. The focus is on highlighting thematic commonalities, inconsistencies, and underexplored areas in the literature.

### **3.5 Output and Framework Development**

The analysis culminated in the development of an integrative framework that synthesizes the relationships among the key constructs. This framework serves as a foundation for understanding the dynamics of destination image, event quality, tourist satisfaction, and

future intentions in the sport tourism marketing context. The findings also provide a roadmap for future research, addressing identified gaps and proposing new directions for exploration.

#### 4. META FINDINGS OF RESEARCH TRENDS FROM JTTM

The papers from *JTTM* were analyzed separately for 2022, 2023, and 2024 to examine their focus and key findings. These findings (Tables 1–3) are synthesized to identify potential themes (Table 4) and develop potential frameworks, also utilizing the 31 selected articles related to sports.

**Table 1** JTTM Topics, Focus, and Findings (2022)

Study	Topic	Focus	Key Findings
1	Does a Virtual Trip Evoke Travelers' Nostalgia and Derive Intentions to Visit the Destination (Shin & Jeong, 2022)	This study explores how virtual trips create nostalgia, influencing travel intentions. It highlights the potential of virtual reality as a marketing tool for destination sustainability.	Virtual trips evoke nostalgia that increases intentions to revisit destinations. Travel personality moderates this relationship.
2	To Return or not to Return? Identifying VFR Travel Constraints During The Pandemic (P. M. C. Lin et al., 2022)	This study examines the constraints faced by "Visiting Friends and Relatives" (VFR) travelers during COVID-19.	Identifies 14 constraints categorized into individual, family, and community levels, across both tourist-generating and -receiving countries.
3	Self-Decisions Versus Other-Decisions in Adventure Tourism (W. Lin et al., 2022)	This study investigates decision-making differences between personal and proxy decisions in adventure tourism.	Self-decisions favor risk-taking, while other-decisions show risk aversion.
4	Traveling to Feel Connected: Origins and Outcomes of Potential Faith-Based Tourists' Emotional Solidarity (Joo & Woosnam, 2022)	This study explores how shared beliefs and behaviors create emotional solidarity among faith-based tourists.	Emotional solidarity predicts travel intentions, but shared religious behavior directly influences intentions without fostering emotional solidarity.
5	Exploring Travel Envy and Social Return in Domestic Travel: A Cross-Generational Analysis (Sharma et al., 2022)	This study examines the roles of social comparison, self-presentation, and tourism xenophilia in travel envy and social return.	Millennials exhibit stronger links between envy and travel behavior, while Baby Boomers emphasize social returns.
6	(Re)Visiting Game Of Thrones: Film-Induced Tourism and Television Fiction (Gómez-Morales et al., 2022)	This study investigates the influence of television fiction (Game of Thrones) on film-induced tourism.	Locations with higher narrative importance see increased tourist interest and social media activity.
7	Can the Amount of Information and Information Presentation Reduce Choice Overload? An Empirical Study of Online Hotel Booking	This study examines how choice size, information amount, and presentation, affect choice overload in online hotel booking.	Both the amount and presentation of information moderate choice overload, impacting satisfaction and decision-making.

**Table 1** (Continued)

Study	Topic	Focus	Key Findings
	(Guo & H. Li, 2022)		
8	Exploring How Live Streaming Affects Immediate Buying Behavior and Continuous Watching Intention: A Multigroup Analysis (X. Lv et al., 2022)	This study explores the effects of live streaming features (informativity, entertainment, interactivity) on buying and viewing behaviors.	Immersion drives buying behavior and continuous watching intentions. Demographic and situational factors moderate these effects.
9	Restoration Path of Small Tourism Enterprise Managers' Confidence in the COVID-19 Period (Ruan et al., 2022)	This study examines how government crisis management influenced small tourism enterprise managers' confidence during COVID-19.	Effective communication enhances spiritual gain. Human resource development improves material gain. Environmental uncertainty had limited moderating effects.
10	Central Bank Digital Currency as a Payment Method for Tourists (Radic et al., 2022)	This study investigates the adoption of Central Bank Digital Currencies (CBDCs) as payment methods by tourists.	Mass media coverage and FOMO positively affect adoption. Perceived risks moderate these relationships.
11	Inspiration and Wellness Tourism: The Role of Cognitive Appraisal (B. Liu et al., 2022)	This study explores how cognitive appraisal influences inspiration in wellness tourism.	Goal relevance and congruence positively affect inspiration. Frequent visits diminish inspiration levels.
12	Thailand Tourism: A Systematic Review (Fakfare et al., 2022)	This study synthesizes research on Thailand's tourism industry using the TCCM (Theory, Context, Characteristics, and Methodology) framework.	Identifies themes such as sustainability, digital transformation, and post-COVID recovery. Highlights gaps in regional and community-focused studies.
13	Hotel Data Privacy: Strategies to Reduce Customers' Emotional Violations, Privacy Concerns, and Switching Intentions (J. Yu et al., 2022)	This study examines the impact of data privacy measures on customer satisfaction and loyalty in hotels.	Privacy concerns and emotional violations increase switching intentions. Strong data privacy strategies mitigate these effects.
14	Anthropomorphism and OTA Chatbot Adoption: A Mixed Methods Study (Cai et al., 2022)	This study investigates the role of anthropomorphism in shaping customers' intentions to use online travel agency (OTA) chatbots.	Emotional message cues strongly influence trust and usage intentions. Simple social presence

**Table 1** (Continued)

Study	Topic	Focus	Key Findings
			cues are insufficient for user engagement.
15	The Antecedents and Consequences of Brand Authenticity in the Restaurant Industry (Hwang et al., 2022)	This study compares the effects of robot and human service employees on brand authenticity in restaurants.	Utilitarian and hedonic values drive brand authenticity.  Robot services weaken the link between utilitarian value and authenticity.
16	Cruising Preferences Within and Across Cultures: The Roles of Past Experience and Trade-Offs (Hung et al., 2022)	This study investigates the influence of culture and past cruise experiences on travelers' preferences for cruise attributes.	Cultural differences and past experiences shape preferences for cruise attributes.  Trade-offs (e.g., price vs. amenities) are significant in decision-making.
17	Influencing Factors of Empty Nest Family Tourism Consumption (Dong et al., 2022)	This study analyzes the determinants of tourism consumption among empty-nest families in China.	Internet usage, family assets, and pension income significantly boost tourism spending.  Heterogeneity exists across age groups, regions, and urban vs. rural households.
18	What Makes Integrated Resorts Attractive? Exploring the Role of Experience Encounter Elements (Ji & Yang, 2022)	This study examines how experience elements at integrated resorts influence perceived attractiveness.	Both gaming and non-gaming elements (e.g., theme landscapes, security) contribute to perceived value and attractiveness.  Experience value mediates these relationships.
19	Longing for the Heritage Treasure: Reconnecting the Self and the Heritage Site Through Nostalgic Reminiscences and Psychological Ownership (Z. Lin et al., 2022)	This study explores how nostalgia in heritage tourism fosters self-place relationships and future travel intentions.	Nostalgic motivations enhance place identification and reminiscing enjoyment, fostering psychological ownership.  Self-continuity moderates these effects, influencing future travel behavior.
20	Analysis of Travel Mobility Under COVID-19: Application of Network Science(S. Park, Y. R. Kim, et al., 2022).	This study uses network science to analyze changes in domestic travel mobility during the COVID-19 pandemic in	Travel became more localized, focusing on outdoor and coastal areas.  Reduced spatial

**Table 1 (Continued)**

Study	Topic	Focus	Key Findings
		Jeju Island, Korea.	connectivity and diversity in travel flows were observed.
21	Identifying the Nature of Authentic and Fake Reviews in Restaurant Context (K. Lee et al., 2022)	This study differentiates between authentic and fake online reviews in the restaurant industry.	Authentic reviews reflect human-like personality traits, enhancing credibility.  Fake reviews follow identifiable patterns of deception, often promotional in nature.
22	Cultivating and Disseminating a Festival Image: The Case of the Qingdao International Beer Festival (Chi et al., 2022)	This study examines how festival image impacts loyalty intentions, with the Qingdao Beer Festival as a case study.	Cognitive and affective festival images significantly influence loyalty.  Community support and perceived risk of infection moderate these relationships.
23	Effects of Psychological Distance and Social Influence on Tourists' Hotel Booking Preferences (Ma & F. Li, 2022)	This study investigates the interaction between psychological distance, social influence, and hotel booking preferences using Construal-Level Theory (CLT).	Psychological distance affects reliance on high-level (abstract) vs. low-level (concrete) attributes.  Social influence moderates the relationship by enhancing perceived message quality.
24	Investigating Residents' Support for Muslim Tourism: The Application of IGSCA-SEM and FSQCA (Manosuthi et al., 2022)	This study explores factors influencing residents' support for Muslim tourism in non-Muslim countries.	Emotional solidarity, perceived benefits, and reduced Islamophobia enhance support.  Different configurations explain residents' attitudes toward sustainable tourism.
25	Understanding Seasonal and Diurnal Variations of Inter-City Tourism Destination Networks (S. Park, Zhong, et al., 2022)	This study analyzes temporal changes in tourism flows across 250 cities in Korea using network science and mobile data.	Destination networks exhibit significant seasonal and diurnal variations.  Morning and afternoon flows are denser, reflecting activity peaks.

**Table 1** (Continued)

Study	Topic	Focus	Key Findings
26	What Makes a Destination Smart? An Intelligence-Oriented Approach to Conceptualizing Destination Smartness (Au & Tsang, 2022)	This study develops a teleological framework to conceptualize destination smartness based on tourists' perceptions.	Identifies eight intelligences (e.g., technological, emotional) underlying destination smartness.  Proposes a hierarchical model distinguishing between active vs. passive and task- vs. interaction-oriented intelligences.
27	Green Hotels: The State of Green Hotel Research and Future Prospects (Chua & Han, 2022)	This study provides a critical review of green hotel research, exploring stakeholders' roles, sustainability efforts, and impacts.	Conservation and pollution management dominate research themes.  Significant gaps exist in macro-level analyses and post-pandemic sustainability strategies.
28	Destination Inspiration: Scale Development and Validation (Tsaour et al., 2022)	This study develops a scale to measure "destination inspiration" and its role in evoking tourists' motivational states.	Identifies "inspired-by" (activation) and "inspired-to" (intentionality) states as core components.  Demonstrates relationships between inspiration, well-being, and attachment to destinations.
29	How do Tourists' Memorable Local Gastronomy Experiences and Their Personal Gastronomic Traits Influence Destination Loyalty? (Badu-Baiden et al., 2022)	This study explores how memorable local food experiences and gastronomic personality traits affect loyalty.	Social interaction, neophilia, and hospitality enhance destination loyalty through positive food-related experiences.  Gastronomic personality traits significantly moderate these effects.
30	When Festivity Meets Heritage Site: Co-Developed Experience Through the Lens of Situated Cognition (Wen et al., 2022)	This study examines co-developed tourism experiences combining heritage sites and festivals.	Event and heritage site collaboration enhances emotional and loyalty outcomes.  Situational involvement moderates tourists' co-developed experiences and responses.
31	Customer Views on Comprehensive Green Hotel Selection Attributes and	This study explores green hotel selection attributes and their impact on	Green hotel attributes significantly influence emotional well-being

**Table 1 (Continued)**

Study	Topic	Focus	Key Findings
	Analysis of Importance-Performance (Quan et al., 2022)	customer emotional well-being and revisit intentions.	and willingness to revisit.  Gender and educational background moderate these effects.
32	Motivations Behind Posting Travel Pictures for Status: Developing and Testing the Conspicuous Consumption Posting Scale (CCPS) (Russell et al., 2022)	This study examines motivations for posting travel photos for social status using the Conspicuous Consumption Posting Scale (CCPS).	Social return, including likes and comments, is a key motivator.  Distinct motivations align with travelers' desires to fit in or stand out.
33	Apology or Gratitude? The Effect of Communication Recovery Strategies for Service Failures of AI Devices (L. Lv et al., 2022)	This study investigates how AI devices use apology and gratitude strategies to recover from service failures.	Gratitude is more effective in addressing rejection-related failures.  Apology works better for ignorance-related failures.
34	Salient Health Goal, Salient Restoration? A Transformative Model of Wellness Tourism (G. Wang et al., 2022).	This study investigates the process through which health-seeking tourists achieve perceived recovery in wellness tourism.	Health goal salience predicts perceived destination restorative qualities (PDRQs) and tourist engagement.  PDRQs and engagement jointly enhance recovery perceptions, moderated by resource uniqueness.
35	Rural Tourism Product Promotion: A Comparison of Message Framing Techniques (Tsang et al., 2022)	This study examines the effects of construal level and benefit type on rural tourism product promotions.	Low construal, self-benefit messages are most effective for promoting rural tourism products.  Temporal scenarios (long vs. short distance) influence framing effectiveness.
36	Taste Your Way Across the Globe: A Systematic Review of Gastronomy Tourism Literature (2000-2021) (Yong et al., 2022)	This study systematically reviewed 397 studies on gastronomy tourism, identifying trends, gaps, and future directions.	Gastronomy tourism drives economic development and cultural preservation.  Gaps include underexplored organizational theories and emerging markets.

**Table 2** JTTM Topics, Focus, and Findings (2023)

Study	Topic	Focus	Key Findings
1	Double Blades: Does A Sharing Platform Benefit From Integration to a Popular OTA Platform? (C. Li et al., 2023)	This study investigates the impact of meal-sharing platforms (e.g., EatWith) integrated with online travel agencies (OTAs) such as TripAdvisor.	Integration increases tourist numbers but results in decreased review ratings.  Highlights the trade-off between visibility and customer satisfaction in platform integration.
2	Bleisure Travel Experience: Scale Development and Validation (Tsaaur & Tsai, 2023)	This study develops and validates a scale to measure the experiences of travelers blending business and leisure (“bleisure”).	Bleisure experiences enhance work-life balance, cultural adaptation, and leisure satisfaction.
3	Internet Addiction Continuum and its Moderating Effect on Augmented Reality Application Experiences (Stangl et al., 2023)	This study explores how internet addiction impacts user experiences with augmented reality (AR) in tourism.	Digital natives experience reduced enjoyment from AR due to addiction levels, unlike older users.
4	Nature-Based Solution for State Park Travelers: Self-Rated Mental Health, Emotional Well-Being, and Life Satisfaction (Singh et al., 2023)	This article examines how state parks, as nature-based solutions (NBS), influence mental health, emotional well-being, and life satisfaction.	NBS positively influences well-being and life satisfaction, moderated by national culture.
5	A Patterns Perspective of Customers’ Brand Experiences with Robotics in Hospitality (Tung & Tse, 2023)	This study investigates how robotic services affect the sensory, affective, cognitive, and behavioral dimensions of brand experience.	Behavioral and cognitive experiences precede and influence emotional and sensory dimensions.
6	Satellite Fans’ Team Identification, Nostalgia, Customer Equity and Revisit Intention: Symmetric and Asymmetric Analysis (Chiu et al., 2023)	This study examines the factors influencing satellite sports fans’ revisit intentions to the home grounds of their favorite teams.	Team identification influences revisit intentions through nostalgia and customer equity.  Nostalgia as personal identity and value equity is a critical driver.
7	The Multi-Method Approach to Analyzing Motivations and Perceived Travel Risks: Impacts on Domestic Tourists’ Adaptive Behaviors and Destination Advocacy (Wattanacharoensil et al., 2023)	This study investigates how motivations and perceived travel risks affect adaptive behaviors and advocacy for domestic tourism during COVID-19.	Adaptive behaviors and destination advocacy are shaped by the complex interaction between motivations and risks.  Risk factors such as health safety

**Table 2 (Continued)**

Study	Topic	Focus	Key Findings
8	Research Hotspots, Future Trends and Influencing Factors of Tourism Carbon Footprint: A Bibliometric Analysis (S. Chen, Tan et al., 2023).	This study provides an overview of research trends and influencing factors related to tourism carbon footprints.	<p>significantly influence tourists' behaviors.</p> <p>Carbon footprint research has shifted towards sustainable tourism policies and quantitative methods.</p> <p>Key influencing factors include transportation, accommodation, and tourist behavior.</p>
9	Residents' Engagement in Developing Destination Mascots: A Cognitive Appraisal Theory-Based Perspective (J. Xu, Pratt, et al., 2023)	This study explores how residents perceive and engage with destination mascots, using cognitive appraisal theory (CAT).	<p>Mascots with local representation, cultural identity, and emotional appeal enhance community citizenship behavior.</p> <p>Place identity moderates residents' emotional and behavioral responses.</p>
10	Metaverse in Tourism: Drivers and Hindrances from Stakeholders' Perspective (S. Chen, Chan et al., 2023)	This study examines the drivers and barriers to adopting the metaverse in tourism from a stakeholder perspective.	<p>Drivers include economic opportunities, technological advancements, and stakeholder collaboration.</p> <p>Hindrances involve regulatory issues, lack of technical expertise, and cultural resistance.</p>
11	Exploring the Factors that Influence Customers' Willingness to Switch from Traditional Hotels to Green Hotels (L. Quan et al., 2023)	This study examines customer motivations and barriers in transitioning from traditional hotels to green hotels using the push-pull-mooring (PPM) framework.	<p>Environmental policy and personal norms are critical in driving green hotel adoption.</p> <p>High switching costs can deter customers despite positive attitudes toward green hotels.</p>
12	Emerging Armchair Travel: Investigation of Authentic Armchair Travel Experiences and Their Effect on Armchair Travel Stickiness (Chua et al., 2023)	This study explores how authentic armchair travel experiences, mediated by flow and functional experiences, foster engagement and loyalty.	<p>Flow and functional experiences enhance perceived authenticity.</p> <p>Engagement predicts stickiness, but overall value has a weaker effect.</p>
13	Well-Known or Well-Liked? The Effects of Brand Reputation on Customers' Responses to Service Failure (M. Liu & Xiong, 2023)	This study investigates how brand reputation dimensions (generalized favorability and familiarity) influence customer reactions to service	<p>Favorability serves as a buffer against service failure, mediated by service quality.</p>

**Table 2 (Continued)**

Study	Topic	Focus	Key Findings
		failures.	Familiarity has inconsistent effects, suggesting situational factors play a role.
14	The Power of Culture: How it Shapes Tourists' Online Engagement with Destinations (Yin et al., 2023)	This study explores the role of cultural atmosphere in driving online engagement behaviors, with mediators such as mystique and place distinctiveness.	Mystique and place distinctiveness mediate the relationship between cultural atmosphere and engagement.  Peer emotional contagion and crowding negatively moderate this relationship.
15	How to Enhance Behavioral Intentions in the Context of Indoor Smart Farm Restaurants: Focusing on Internal Environmental Locus of Control (Joo et al., 2023)	This study examines how internal environmental locus of control (INELOC) and product knowledge influence consumer attitudes and intentions toward indoor smart farm restaurants (ISFRs).	INELOC dimensions positively affect attitudes, which in turn drive usage and word-of-mouth intentions.  Product knowledge amplifies the influence of green consumers on attitudes.
16	A Cross-Cultural Multilevel Investigation on Memorable Destination Local Food Consumption Experience (Badu-Baiden et al., 2023)	This study explores how food personality traits (e.g., neophilia, neophobia) and cultural distance influence memorable local food experiences and their outcomes (e.g., destination loyalty).	Food neophilia enhances memorable food experiences, while neophobia diminishes them.  Cultural distance moderates the relationships between food traits and memorable experiences.
17	The Interaction Effect of Reward Type and Mindset on Online Travel Community Promotion Intention (F. Li & He, 2023)	This study investigates how material and emotional rewards, combined with user mindsets (fixed vs. growth), affect promotion intentions in online travel communities.	Fixed mindset users respond better to material rewards; growth mindset users prefer emotional rewards.  Identification and community commitment mediate the interaction effects.
18	How do Social Media Tourist Images Influence Destination	This study examines how social media tourist images and upward	Attractive travel selfies evoke both benign and

**Table 2 (Continued)**

Study	Topic	Focus	Key Findings
	Attitudes? Effects of Social Comparison and Envy (J. Xu, Wang et al., 2023)	social comparison affect destination attitudes.	malicious envy, influencing destination attitudes.  Self-image concerns amplify negative effects on potential travelers.
19	Impact of Green Brand Authenticity on Warm Glow, Green Satisfaction, and Willingness to Pay More (Moon et al., 2023)	This study explores the concept of green brand authenticity and its impact on customer satisfaction and willingness to pay a premium.	Green customer engagement and brand-self congruence are significant predictors of positive outcomes.  Brand commercialization moderates the relationships among variables.
20	Exploring a Pent-Up Travel: Constraint-Negotiation Model (K. Lee et al., 2023)	This study analyzes how travel constraints, negotiation strategies, and learned helplessness influence pent-up international travel intentions post-pandemic.	Desire to travel under pandemic conditions significantly predicts pent-up international travel intentions.  Subjective norms act as an additional constraint influencing travel behaviors.
21	Value Co-Destruction in Tourism and Hospitality: A Systematic Literature Review and Future Research (Sthapit et al., 2023)	This study systematically reviews the literature on value co-destruction (VCD) in tourism, examining causes, outcomes, and future research opportunities.	VCD occurs when interactions between service providers and customers result in resource losses (e.g., time, emotional well-being).  Predominantly qualitative studies, with insufficient focus on mixed methods or cross-cultural contexts.
22	Is ChatGPT the Right Technology for Service Individualization and Value Co-Creation? (Demir & Demir, 2023)	This study investigates the role of ChatGPT in enhancing service individualization and co-creation in the travel industry.	ChatGPT enhances service individualization, fostering better value co-creation.  The moderating effect of ChatGPT strengthens relationships between information internalization and service value.
23	Role of Physical Environment and Green Natural Environment of Pet-Accompanying Tourism Sites in Generating Pet Owners' Life Satisfaction (W. Quan et al., 2023)	This study explores how the physical and green environments of pet-accompanying tourism influence experiential satisfaction and life satisfaction.	Green environments and pet attachment significantly boost life satisfaction. Life stress moderates the relationship between green environments and well-being
24	Revenge Tourism After	This study analyzes	Negative emotions and risk

**Table 2 (Continued)**

Study	Topic	Focus	Key Findings
	the Lockdown: Based on the SOR Framework and Extended TPB Model (S. Zhao & Y. Liu, 2023)	revenge tourism behaviors post-lockdown, integrating emotional, behavioral, and social dimensions.	perceptions influence revenge tourism intentions.  Subjective norms and behavioral control mediate the relationships.
25	How Product Design Affects Repurchase Intention, eWOM, and Museum Visit Intention: Museum Mystery Boxes in China (F. Lin & Ryu, 2023)	This study examines the impact of museum product design (aesthetics and symbolism) on customer behaviors.	Aesthetics enhance enjoyment, satisfaction, and repurchase intentions.  Symbolism drives brand love and visit intentions through satisfaction and eWOM.
26	Solo Tourism: Exploration and Conceptualization – A Semi-Supervised Machine Learning Approach (Manthiou et al., 2023)	This study develops a framework for understanding solo tourism through semi-supervised machine learning applied to user-generated content.	Solo tourism is a three-stage journey of self-discovery involving escapism, novelty, and self-development.  Providers are unprepared to cater to this segment effectively.
27	Examining Cultural Differences in Airbnb Naming Convention and User Reception: An Eye-Tracking Study (W. C. H. Hong et al., 2023)	This study examines how Airbnb listing titles affect consumer behavior across high-context (China) and low-context (USA) cultures.	High-context cultures favor longer, more detailed titles; low-context cultures prefer concise, creative titles.  Informativeness impacts purchase decisions more in high-context cultures.
28	Human Values and Traveler Behaviors: Metaverse for Conferences and Meetings (Ariza-Montes et al., 2023)	This study investigates behavioral intentions to use the metaverse for conferences, moderated by human values, gender, and age.	Performance expectancy and social influence are critical predictors.  Openness to change enhances metaverse adoption intentions.
29	Consumer Protective Behaviors at Wellbeing Tourism Destinations: The Function of Norm Activation Model and Reasoned Action Theory (H. Han et al., 2023)	This study analyzes the factors driving protective behaviors among Chinese tourists at Thai wellness destinations during COVID-19.	Personal norms and perceived implementation of safety measures drive protective behaviors.  Perceived risk moderates intentions to adopt protective measures.

**Table 2 (Continued)**

Study	Topic	Focus	Key Findings
30	Green Rush in Phuket: Big-Data Evidence of Cannabis Commercialization in a Tourism-Centric Area (Phucharoen et al., 2023)	This study examines cannabis commercialization in Phuket after Thailand's cannabis decriminalization.	Strong correlation between cannabis stores and tourist accommodations.  Commercialization may shift the intended purpose of cannabis decriminalization from medicinal to recreational use.
31	Travel and Tourism Marketing in the Age of the Conscious Tourists: A Study on CSR and Tourist Brand Advocacy (Ahmad et al., 2023)	This study examines the role of Corporate Social Responsibility (CSR) in fostering brand advocacy among conscious tourists.	CSR initiatives enhance brand admiration and attitudes, leading to increased brand advocacy.  Altruistic values strengthen the relationship between CSR and brand advocacy.
32	Exploring the Role of Flow Experience and Telepresence in Virtual Reality (VR) Concerts (H. Kim et al., 2023)	This study investigates the influence of flow experience and telepresence on VR concert attendees' emotional and behavioral outcomes.	Flow experience and telepresence enhance positive emotions, subjective well-being, and post-event intentions.  Telepresence moderates the impact of flow experience on emotional outcomes.
33	Fear of Missing Out and Revenge Travelling: The Role of Contextual Trust, Experiential Risk, and Cognitive Image of Destination (Lim et al., 2023)	This study analyzes the psychological underpinnings of revenge travel behaviors post-COVID-19.	FOMO influences revenge travel through contextual trust and experiential risk.  The cognitive image of a destination moderates the relationship between experiential risk and revenge travel.
34	Psychological Dynamics in the Metaverse: Evaluating Perceived Values, Attitude, and Behavioral Intention in Metaverse Events (Choi et al., 2023)	This study explores psychological mechanisms influencing behavioral intentions in metaverse events.	Perceived values significantly impact attitudes and behavioral intentions.  Playfulness and psychological distance moderate the relationships between attitude and behavioral outcomes.
35	Multi-Method Investigations of the Impact of Lockdown Relaxation on Tourists'	This study examines spatial behavior of tourists and residents during lockdown	Tourists and residents display distinct mobility patterns; tourists prefer

**Table 2 (Continued)**

Study	Topic	Focus	Key Findings
	and Residents' Movements (Shin et al., 2023)	relaxation using GIS and experiments.	attractions, residents favor local services.  Lockdown relaxation reshapes these patterns significantly.
36	Influence of Vegan Attributes on Hotel Consumption Value, Perceived Advantages, and Word-of-Mouth (J. Yu et al., 2023)	This study explores how vegan attributes in hotels affect consumption value, perceived advantages, and behavioral intentions (word-of-mouth, revisit).	Six distinct vegan hotel attribute domains were identified (e.g., ethical focus, health benefits).  Perceived cost moderates the relationship between hotel attributes and revisit intentions.
37	Airline and Hotel Loyalty Programme Diversity and Choice: Effects of Personality, Cultural, and Socio-Demographic Factors (Su et al., 2023)	This study analyzes the diversity of loyalty program structures in airlines and hotels through psychological and cultural lenses.	Social comparison-driven programs are not universally preferred.  Personality traits and cultural values influence loyalty program preferences.
38	Message Framing Strategies in Promoting Tourists' Pro-Environmental Behavioral Intentions (X. Zhao et al., 2023)	This study investigates how gain/loss framing and emotional/rational appeals impact tourists' pro-environmental behaviors.	Effectiveness of message framing depends on tourists' perceived effort and social distance.  Green involvement moderates the influence of message framing strategies.
39	Effects of the Presentation of Destination Paradoxical Features on Tourists' Travel Intention (Yufan & Xiaoxuan, 2023)	This study examines how presenting paradoxical destination features impacts travel intentions.	Separately presented paradoxical features enhance destination personality clarity and originality.  Tourists' prior experiences moderate these relationships.
40	Pro-Environmental Behavior in Tourism and Hospitality: Science Mapping of Present and Future Trends (Fauzi et al., 2023)	This study maps research trends in pro-environmental behavior (PEB) in tourism and hospitality using bibliometric analysis.	Current trends focus on determinants of PEB (e.g., values, norms).

**Table 2 (Continued)**

Study	Topic	Focus	Key Findings
			Emerging streams explore links between PEB, satisfaction, and loyalty.
41	From Stage to a Sense of Place: The Power of Tourism Performing Arts Storytelling for Sustainable Tourism Growth (Luo et al., 2023)	This study explores the impact of tourism performing arts (TPA) on fostering a sense of place and support for sustainable tourism.	Storytelling enhances tourists' sense of place, mediating their support for tourism development.  Attributes such as narrative coherence and emotional resonance are crucial.
42	Is Tourism Live Streaming a Double-Edged Sword? (Q. Liu et al., 2023)	This study explores the paradoxical impacts of live streaming (positive inspiration vs. substitutability concerns).	Flow experiences from live streaming inspire travel but can reduce travel intentions by creating substitutes.  Destination reputation influences the effects.
43	From Live Streamer to Viewer: Exploring Travel Live Streamer Persuasive Linguistic Styles (M. Li et al., 2023)	This study examines how linguistic styles of live streamers influence travel intentions.	Identifies four dimensions of linguistic styles: emotional, logical, credible, and social.  The newly identified "social appeal" emphasizes connection-building with viewers.
44	Do You Trust ChatGPTs? Effects of Ethical and Quality Issues of Generative AI on Travel Decisions (J. H. Kim et al., 2023)	This study investigates the impact of ChatGPT's recommendation quality and ethical concerns on travelers' trust, satisfaction, and decision-making.	Ethical concerns and errors in recommendations significantly lower trust and satisfaction.  Message framing and perceived reliability moderate users' acceptance of AI-driven travel suggestions.
45	Impact of Customer Environmental Attitude-Behavior Gap (Y. Lin et al., 2023)	This study examines how inconsistencies between customers' environmental attitudes and behaviors affect hotel carbon emissions and profits.	Attitude-behavior gaps lead to higher emissions and lower profits in the off-season.  Customer segments with negative attitudes but high behavioral intentions offer varying impacts.
46	Effects of the Spatial Environment on Tourists' Willingness to Adopt Robot Services (R. Yu et al., 2023)	This study analyzes how spatial environments influence tourists' adoption of robot services in hospitality settings.	Spacious environments increase willingness to adopt robot services; compact settings reduce it.

**Table 2 (Continued)**

Study	Topic	Focus	Key Findings
			Illusion of control mediates the spatial effect.
47	Authenticity and Perceived Transformation of Pilgrimage Tourism (Tsaour & Y. S. Lin, 2023)	This study explores the serial mediating effects of mindfulness and spirituality on the relationship between authenticity and perceived transformation in pilgrimage tourism.	Authenticity fosters mindfulness, which enhances spirituality and transformation.  Pilgrimage tourism promotes self-discovery and emotional well-being.
48	How About Non-Human Tour Guides? Influence of AI Tour Guides' Dress and Conversation Style (Y. Wang et al., 2023)	This study examines the effects of AI tour guides' appearance and conversational style on user engagement and continued use.	Formal dress paired with competent style and informal dress with warm style maximize user intent.  Identity identification and para-social interaction partially mediate user decisions.
49	Perceived Risk in Hospitality and Tourism Scholarship: A Systematic Review (Yordam et al., 2023)	This study reviews the literature on perceived risk in tourism and hospitality, highlighting trends and gaps.	Risk perceptions are shaped by uncertainties such as pandemics and climate crises.  Emotional and cognitive dimensions of perceived risks remain underexplored.
50	The Interaction Effect of Endorser Type and Destination Stereotype on Destination Evaluation (F. Li & Z. Zhou, 2023)	This study examines how endorsers (avatars vs. humans) interact with destination stereotypes (competence vs. warmth) to influence evaluations.	Avatars are more effective for competence-dominated destinations; humans for warmth-dominated destinations.  Consumer mindset (fixed vs. growth) moderates these effects.
51	Unpacking the Power of User-Generated Videos in Hospitality and Tourism (Polat et al., 2023)	This study reviews the role of user-generated videos (UGVs) in shaping destination image, behavioral intentions, and crisis management.	UGVs effectively convey information, evoke emotions, and reduce perceived risks.  Research on UGVs is diverse but lacks theoretical depth.

**Table 3** JTTM Topics, Focus, and Findings (2024)

Study	Topic	Focus	Key Findings
1	The Industry-Academia Gap on Corporate Governance Issues in Tourism and Hospitality (Koh, 2024)	This study investigates disparities between industry and academic priorities in governance-related topics.	Industry focuses on executive compensation and board qualifications, while academia emphasizes firm performance and CSR.
2	ESG Themes in the Restaurant Industry: A Comparison Between Full-Service and Limited-Service Restaurants (S. Lee et al., 2024)	This study explores ESG reporting differences in full-service versus limited-service restaurants.	Full-service restaurants emphasize environmental impact, while limited-service outlets focus more on governance.
3	Effect of Customers' Skepticism Toward CSR Practices on Behavior in Luxury Service Contexts (Hyun et al., 2024)	This study examines how skepticism towards CSR impacts attitudes, trust, and willingness to pay for luxury services.	Skepticism reduces brand trust and willingness to pay, with stronger effects in luxury versus non-luxury contexts.
4	Effect of Customers' Subjective Knowledge on Accepting ESG Activities in Hospitality (Y. N. Park & Shin, 2024)	This study assesses how subjective knowledge influences customer acceptance of ESG initiatives.	Knowledge increases perceived ESG benefits, leading to higher visit intentions.
5	Emotional or Rational? Effective ESG Advertising Messages for Travel Enterprises (M. Choi & Y. Choi, 2024)	This study tests the effectiveness of emotional versus rational ESG advertising messages.	Emotional appeals resonate more with prevention-focused individuals, while rational appeals work better for promotion-focused ones.
6	When and Why Job-Insecure Flight Attendants Are Reluctant to Behave Pro-Environmentally (Hur et al., 2024)	Investigates the impact of job insecurity on pro-environmental behaviors among flight attendants.	Job insecurity indirectly reduces pro-environmental behavior through diminished work engagement.
7	Impact of Perceptions of ESG on Organization-Based Self-Esteem, Commitment, and Intention to Stay (J. Kim, Y. Park, et al., 2024)	This study explores how ESG perceptions influence employee attitudes and retention in integrated resorts.	Positive ESG perceptions enhance organizational commitment and self-esteem.
8	Exploring Global Trade Show Website Content Accessibility for Social Inclusion (Jung et al., 2024)	This study evaluates the accessibility of trade show websites for people with disabilities and alignment with SDGs.	Accessibility issues persist globally, hindering equitable participation in economic activities.
9	Sustainable Development Goals of Agenda 2030 in Tourism Organizations' Declarations and Aims (Berbeka et al., 2024)	This study analyzes how international tourism organizations incorporate SDGs into their missions and actions.	Most organizations declare SDG alignment, but actual integration in strategies varies.
10	Environmental, Social, and Governance (ESG) Measurement in the Tourism and Hospitality Industry (M. S. Lin et al., 2024)	This study explores ESG measurement approaches tailored for developing countries.	Existing ESG frameworks often overlook regional needs and resource constraints. Stakeholder theory

**Table 3** (Continued)

Study	Topic	Focus	Key Findings
			emphasizes aligning internal resources with external awareness to boost ESG compliance.
11	What Drives Impulsive Travel Intention in Tourism Live Streaming? (Liang et al., 2024)	This study explores how tourism live streaming (TLS) influences impulsive travel intentions using the SOR framework.	TLS features such as physical/social presence and flow experience significantly drive trust and impulsive intentions.
12	Compensatory Consumption and Unplanned Purchases in Tourism (J. Kim, E. Lee, et al., 2024)	This study investigates the role of decision framing in unplanned purchases and compensatory consumption.	Separate decision framing amplifies compensatory motives, especially after low prior spending.
13	Dynamic Trajectories of Destination Brand Hate Following Negative Experiences (Farhat & Chaney, 2024)	Explores the evolution of destination brand hate post-negative experiences.	Identifies trajectories like revenge, avoidance, forgiveness, and resilience in brand hate development.
14	Cultural Heritage Destination Digitalization and Tourists' Attitudes (Y. Li et al., 2024)	This study evaluates how digitalization enhances tourists' attitudes toward cultural heritage destinations.	Constructive authenticity and technology-destination fit mediate and moderate the digitalization process.
15	How New Technology Impacts Airport Service Quality and Behavioral Intentions (S. J. Hong et al., 2024)	This study examines how emerging technologies in airports affect service quality and passenger behaviors.	Autonomous technologies improve service quality, fostering revisit and recommendation intentions.
16	Leaders Exploiting Frontline Hospitality Employees and Service Sabotage (Z. Akram et al., 2024)	This study analyzes how exploitative leadership triggers distress and service sabotage in employees.	Organizational justice (procedural and distributive) mitigates sabotage by reducing distress.
17	Tourist Perceptions of Artificial Intelligence in Hotels (Manzoor et al., 2024)	This study investigates factors affecting tourist acceptance of AI devices in hotels using the AIDUA framework.	Anthropomorphism, performance expectancy, and hedonic motivation significantly influence acceptance.
18	Sensory Impressions and Revisit Intentions in Rural Tourism (Lu et al., 2024)	This study explores the influence of sensory impressions on tourists' revisit intentions.	Sensory impressions, mediated by satisfaction and immersion, significantly enhance revisit intentions.  User-generated content (UGC) is pivotal in shaping sensory perceptions.
19	Influencer Marketing Effectiveness	This study explores the impact of self-disclosure	Intimate content can reduce credibility due to perceived

**Table 3** (Continued)

Study	Topic	Focus	Key Findings
	(Leite et al., 2024)	on travel influencers' credibility.	incongruence with expertise. Competence need fulfillment moderates this effect.
20	Past, Present, and Future of Influencer Marketing in Hospitality (Polat et al., 2024)	This study reviews influencer marketing trends in hospitality using bibliometric analyses.	There is a shift from travel blogs to contemporary formats such as Instagram and TikTok.  There is an accompanying increase in focus on authenticity and influencer-follower trust.
21	Mental Health Issues and Revenge Tourism (S. Zhao & Y. Liu, 2024)	This study links pandemic-induced mental health issues to revenge tourism using compensatory consumption theory.	Stress and anxiety drive motivations such as escape and relationship strengthening.
22	Face Recognition Payment in Food Services (Joo et al., 2024)	This study examines cultural differences in adopting face recognition payment (FRP) systems.	Perceived usefulness and ease of use drive positive attitudes in both the U.S. and South Korea.  Cultural context moderates these effects.
23	Festival Brand Co-Creation (X. Chi, H. Zhou et al., 2024)	This study uses the Customer-Based Brand Equity model to study festival branding mechanisms.	Brand co-creation is enhanced by community involvement and perceived value.
24	Travel-Based Learning and Destination Curiosity (Davari & Jang, 2024)	This study develops a Destination Curiosity scale and links curiosity to international travel intentions.	Destination curiosity predicts learning-driven travel motivations.
25	Low-Rating Hotels with Promotions (Han et al., 2024)	This study uses prospect theory to study the effects of sales promotions on hotel choice.	Combined promotions (e.g., discount + gift) reduce the negative effects of low ratings.
26	The Netflix Effect on Destination Appeal (J. H. Kim et al., 2024)	This study examines how Netflix content influences travel intentions through the AIDA framework.	Positive content boosts destination appeal, while negative content diminishes it.
27	Roles of Green Marketing Tools in Green Purchase Intention (U. Akram et al., 2024)	Cross-cultural study on the effects of green advertising and eco-labeling on green purchase intentions.	Green marketing tools enhance green brand image and trust, which mediate green purchase intentions.  Brand experience strengthens these relationships.
28	Attributes Influencing Satisfaction in Green	Aspect-based sentiment analysis on TripAdvisor	Green attributes are significant after food, value,

**Table 3 (Continued)**

Study	Topic	Focus	Key Findings
	Restaurants (Shahhosseini & Khalili Nasr, 2024)	reviews of U.S. green restaurants.	and service.  Pet-friendly policies emerged as a unique subtopic.
29	Green Certification Influence on Guest Behavior (Wong & Lai, 2024)	This study examines how green certification logos and explicit messages influence hotel guests' water-saving behavior.	Explicit green messages are more effective in reducing water usage.
30	Systematic Review of Green Restaurant Research (Yong et al., 2024)	This study analyzes the evolution of green restaurant research from 2010 to 2023.	Green practices align with global sustainability goals but lack standardized frameworks.
31	Sustainable Supplier Management in Cruise Hotels (Yazdani et al., 2024)	Grey-based decision-making framework for sustainable supplier evaluation in cruise hotels.	Food and interior maintenance suppliers perform best; chemical cleaning material suppliers perform worst.
32	Cultural and Individual Values in Sustainable Tourism (Davari et al., 2024)	This study uses Hofstede's cultural dimensions to explore sustainable tourism behaviors of Chinese millennials.	Collectivism enhances pro-environmental behaviors, while high power distance reduces them.
33	The Greta Thunberg Effect on Hotel Preferences (Srivastava et al., 2024)	This study investigates environmental knowledge and activism's impact on eco-friendly hotel choice.	Pro-environmental attitudes, moderated by the Greta Effect, influence green hotel preferences.
34	Role of Restorative Natural Environments in Pro-Environmental Behavior (S. Choi & I. Kim, 2024)	This study examines how the restorative quality of nature trails affects hikers' pro-environmental behavior.	Place affect mediates the relationship between restorative quality and pro-environmental behavior.
35	Cross-Border Destination Image and Sustainable Development (Maldonado-López et al., 2024)	This study investigates the development of a sustainable cross-border tourism destination image.	Intangible heritage plays a key role in shaping cross-border destination identity.
36	Behavioral Formation in Green Tourism Selection (Manosuthi et al., 2024)	This study applies the fsQCA to explore pathways leading to green tourism behavior.	Intentions alone explain limited variance in behavior; equifinality observed in behavioral pathways.

**Table 4** Synthesized Themes from JTTM Based on Relative Importance

Year	JTTM Studies	Potential Themes
2022	(Au & Tsang, 2022; Badu-Baiden et al., 2022; Cai et al., 2022; Chi et al., 2022; Chua & Han, 2022; Dong et al., 2022; Fakfare et al., 2022; Gómez-Morales et al., 2022; Guo & H. Li, 2022; Hung et al., 2022; Hwang et al., 2022; Ji & Yang, 2022; Joo & Woosnam, 2022; K. Lee et al., 2022; P. M. C. Lin et al., 2022; W. Lin et al., 2022; Z. Lin et al., 2022; B. Liu et al., 2022; L. Lv et al., 2022; X. Lv et al., 2022; Ma & F. Li, 2022; Manosuthi et al., 2022; S. Park, Y. R. Kim, et al., 2022; S. Park, R. Zhong, et al., 2022; L. Quan et al., 2022; Radic et al., 2022; Ruan et al., 2022; Russell et al., 2022; Sharma et al., 2022; Shin & Jeong, 2022; Tsang et al., 2022; Tsaaur et al., 2022; Wang et al., 2022; Wen et al., 2022; Yong et al., 2022; J. Yu et al., 2022)	Advanced Analytics and Modeling (2/4) Technology and Digital Transformation in Tourism (3/9) Sustainability and ESG Practices (2/8) Consumer Behavior and Decision-Making (2/6) Authenticity and Cultural Tourism (1/4) Wellness and Psychological Benefits of Tourism (1/4) Branding and Marketing Innovations (1/5)
2023	(Ahmad et al., 2023; Ariza-Montes et al., 2023; Badu-Baiden et al., 2023; S. Chen, Chan, et al., 2023; S. Chen, Tan, et al., 2023; Chiu et al., 2023; Choi et al., 2023; Chua et al., 2023; Demir & Demir, 2023; Fauzi et al., 2023; Han et al., 2023; Hong et al., 2023; Joo et al., 2023; H. Kim et al., 2023; J. H. Kim et al., 2023; K. Lee et al., 2023; C. Li et al., 2023; F. Li & He, 2023; F. Li & Zhou, 2023; M. Li et al., 2023; Lim et al., 2023; F. Lin & Ryu, 2023; Y. Lin et al., 2023; M. Liu & Xiong, 2023; Q. Liu et al., 2023; Luo et al., 2023; Manthiou et al., 2023; Moon et al., 2023; Phucharoen et al., 2023; Polat et al., 2023; L. Quan et al., 2023; W. Quan et al., 2023; Shin et al., 2023; Singh et al., 2023; Stangl et al., 2023; Sthapit et al., 2023; Su et al., 2023; Tsaaur & Y. S. Lin, 2023; Tsaaur & Tsai, 2023; Tung & Tse, 2023; Wang et al., 2023; Wattanacharoensil et al., 2023; J. Xu, Pratt, et al., 2023; J. Xu, Wang, et al., 2023; Yin et al., 2023; Yordam Dağistan et al., 2023; J. Yu et al., 2023; R. Yu et al., 2023; Yufan & Xiaoxuan, 2023; S. Zhao & Y. Liu, 2023; X. Zhao et al., 2023)	Branding and Marketing Innovations (2/5) Technology and Digital Transformation in Tourism (3/9) Consumer Behavior and Decision-Making (2/6) Sustainability and ESG Practices (2/8) Authenticity and Cultural Tourism (1/4) Wellness and Psychological Benefits of Tourism (1/4) Advanced Analytics and Modeling (1/4)
2024	(Akar et al., 2024; U. Akram et al., 2024; Z. Akram et al., 2024; Bapiri et al., 2024; Berbeka et al., 2024; S. X. Chen et al., 2024; Chi, X. Cheng, et al., 2024; Chi, H. Zhou, et al., 2024; M. Choi & Y. Choi, 2024; S. Choi & Kim, 2024; Davari & Jang, 2024; Davari et al., 2024; Fakfare et al., 2024; Fang et al., 2024; Fang & C. H. Liu, 2024; Farhat & Chaney, 2024; Fu et al., 2024; Guo et al., 2024; Han et al., 2024; Hong et al., 2024; Hung et al., 2024; Hur et al., 2024; Hyun et al., 2024; Joo et al., 2024; Jung et al., 2024; J. Kim, E. Lee, et al., 2024; J. Kim, Y. Park, et al., 2024; J. H. Kim et al., 2024;	Sustainability and ESG Practices (4/8) Authenticity and Cultural Tourism (2/4) Wellness and Psychological Benefits of Tourism (2/4) Branding and Marketing Innovations (2/5) Technology and Digital Transformation in Tourism (3/9) Consumer Behavior and Decision-Making (2/6) Advanced Analytics and Modeling (1/4)

**Table 4 (Continued)**

Year	JTTM Studies	Potential Themes
	S.I. Kim, Al-Ansi et al., 2024; S. I. Kim, Gim et al., 2024; Koh, 2024; Ku, 2024; S. Lee et al., 2024; Leite et al., 2024; Y. Li et al., 2024; Liang et al., 2024; M. S. Lin et al., 2024; S. Liu & Hao, 2024; W. Liu et al., 2024; Lo et al., 2024; Lu et al., 2024; Maldonado-López et al., 2024; Manosuthi et al., 2024; Manzoor et al., 2024; Mun et al., 2024; Nakayama, 2024; Önder & Topsakal, 2024; H. Park et al., 2024; Y. N. Park & Shin, 2024; Polat et al., 2024; Quan et al., 2024; Ren & Pan, 2024; Russell & Boley, 2024; Shahhosseini & Khalili Nasr, 2024; Soldat et al., 2024; Srivastava et al., 2024; Stepchenkova et al., 2024; D. Wang et al., 2024; J. Wang, Y. Li et al., 2024; J. Wang, Y. Sun et al., 2024; Wong & Lai, 2024; Xia et al., 2024; Xie et al., 2024; F. Xu et al., 2024; H. Xu et al., 2024; Yan et al., 2024; Yazdani et al., 2024; Yong et al., 2024; J. Yu et al., 2024; R. Yu et al., 2024; S. Zhao & Y. Liu, 2024)	

*Note.* The values in parentheses (x/y) represent the relative importance, calculated as the ratio of the number of papers addressing specific issues in a given year to the total number of issues published that year.

## 5. META FINDINGS FROM SPORT TOURISM PAPERS

Table 5 provides an overview of the 31 relevant research articles from the literature search, summarizing their topics, focus, key findings, and potential themes. Findings from the previous section will be integrated with those from the 31 articles below.

**Table 5** Sport Tourism Topics, Focus, Findings, and Themes

Study	Topic	Focus	Key Findings	Theme
1	Sport Tourist Perceptions of Destination Image and Revisit Intentions: An Adaptation of Mehrabian-Russell’s Environmental Psychology Model (Duan & Wu, 2024)	This study examines the impact of small-scale sport events (SSEs) on destination image and revisit intentions, leveraging Mehrabian-Russell’s Environmental Psychology Model.	SSE environmental stimuli positively influence cognitive and affective dimensions of destination image, which, in turn, enhance revisit intentions.	Destination Image and Behavioral Intentions
			Structural Equation Modeling (SEM) is used to confirm the serial mediation effect of cognitive and affective destination image.	

**Table 5 (Continued)**

Study	Topic	Focus	Key Findings	Theme
			The article highlights the applicability of environmental psychology theories to the context of small-scale sport events.	
2	Influence of Selected Determinants on the Perception of Beaches as a Tourism Product (Magaš, 2022)	This study develops a cognitive-affective-conative model of satisfaction in beach tourism.	<p>Beach visitors' satisfaction with natural characteristics and facilities significantly affects overall satisfaction, revisit intentions, and recommendation intentions.</p> <p>Emotions (joy, love, and surprise) partially mediate the relationship between satisfaction and behavioral intentions.</p> <p>The study employs mixed methods (PLS-SEM and qualitative approaches) to create an integrative model for beach tourism management.</p>	Psychological and Motivational Constructs
3	The Key Antecedent and Consequences of Destination Image in a Mega Sporting Event (Jeong & S. K. Kim, 2019)	This study investigates the structural relationships between event quality, destination image, tourist satisfaction, and recommendation intentions, using the 2018 Pyeongchang Winter Olympics as a case study.	<p>Event quality is a critical antecedent of destination image.</p> <p>Destination image acts as an antecedent to tourist satisfaction and recommendation intentions, with tourist satisfaction partially mediating this relationship.</p> <p>Practical implications suggest leveraging mega-event legacies and social media to enhance destination image.</p>	<p>Destination Image and Behavioral Outcomes</p> <p>Event Quality and On-Site Experiences</p>
4	A Glimpse into	This study explores the	Key experiential	Behavioral

**Table 5 (Continued)**

Study	Topic	Focus	Key Findings	Theme
	the Experience of a Youth Sport Tourism Consumer: An Analysis of Parents vs. Coaches (Hungenberg et al., 2022)	consumer experience of youth sport tourists, analyzing the roles of parents and coaches in creating memorable sport tourism experiences.	<p>elements (lodging, tournament format, and destination amenities) influencing satisfaction, word-of-mouth, and repeat visits.</p> <p>The study highlights cocreation and community involvement as essential for event success.</p> <p>Structural Equation Modeling (SEM) reveals interrelations between service marketing mix elements and tourism outcomes.</p>	<p>Outcomes and Intentions</p> <p>Methodological Innovations</p>
5	A Study of Event Quality, Destination Image, Perceived Value, Tourist Satisfaction, and Destination Loyalty Among Sport Tourists (Jeong & S. Kim, 2020)	The study examines structural relationships between event quality, destination image, perceived value, tourist satisfaction, and destination loyalty, using SEM on small-scale sporting event data.	<p>Destination image and perceived value significantly influence tourist satisfaction, which mediates the impact of these variables on destination loyalty.</p> <p>Event quality influences destination image and perceived value, establishing its foundational role in shaping tourist perceptions.</p> <p>The study highlights the significance of integrating value and quality into destination image-loyalty frameworks.</p>	Event Quality and On-Site Experiences
6	Entrepreneurial Marketing and Airline-Cause Sponsorship Congruence: Passenger Sponsorship Response to US-Based Full-Service Airlines	The study investigates the role of entrepreneurial marketing in influencing sponsorship congruence and its impact on brand favorability and purchase intentions in the airline industry.	<p>Results highlight value creation and congruence as key drivers of consumer favorability toward brands.</p> <p>SEM reveals that congruence positively influences behavioral</p>	

**Table 5** (Continued)

Study	Topic	Focus	Key Findings	Theme
7	(J. J. Kim & I. Kim, 2018) Sport Tourists' Team Identification and Revisit Intention: Looking at the Relationship Through a Nostalgic Lens (Cho et al., 2020)	This study analyzes the relationships between team identification, sport nostalgia, and revisit intentions among sport tourists using SEM.	outcomes, including purchase intentions. Team identification influences revisit intentions indirectly through nostalgia, which acts as a mediator. Nostalgia and identification emerge as critical emotional and cognitive drivers for revisit intentions in sport tourism. Findings suggest that leveraging nostalgic elements can enhance loyalty and repeat visitations.	Psychological and Motivational Constructs
8	Image Perception of Surf Tourism Destination in Brazil (da Rosa et al., 2020)	The study explores the destination image of Praia do Rosa, a surf tourism location in Brazil, examining the relationship between destination image components and surfers' behavior.	Destination image comprises cognitive, affective, and conative components that influence surfer behavior and their travel decisions. SEM confirms the reliability of the measurement model but suggests expanding the sample for better fit indices. Practical implications for destination managers to market surf tourism effectively using destination image attributes.	Destination Image and Behavioral Outcomes
9	Will Destination Image Drive the Intention to Revisit and Recommend? Empirical Evidence from Golf Tourism (Cham et al., 2022)	The study investigates the impact of destination image on satisfaction and behavioral intentions in the context of Malaysian golf tourism.	Destination image significantly influences perceived service quality, value, satisfaction, and revisit intentions. Excitement moderates	Destination Image and Behavioral Outcomes

**Table 5 (Continued)**

Study	Topic	Focus	Key Findings	Theme
			the relationship between satisfaction and behavioral intentions.	
			Findings highlight the importance of country-related factors (e.g., safety, accessibility) in shaping destination image.	
10	Post-Event Visits as the Sources of Marketing Strategy Sustainability: A Conceptual Model Approach (H. Li et al., 2014)	The study examines how event image and satisfaction influence post-event visits in the context of non-repetitive events.	Event image positively impacts destination brand image and tourist satisfaction.  Long-term tourism effects are achievable through strategic post-event marketing that enhances destination image.	Destination Image and Behavioral Outcomes  Event Quality and On-Site Experiences
			SEM validates the conceptual model linking event and destination branding to long-term visitation.	
11	Sports Tourist's Perceptions Toward the 2009 Taipei Deaflympics: A Structural Equation Modeling Approach (K. C. Chen et al., 2011)	This study analyzes the relationship between participation motivation, satisfaction, and loyalty, among participants of the 2009 Taipei Deaflympics.	Participation motivation significantly influences satisfaction and loyalty.  Satisfaction mediates the relationship between attraction to the event and loyalty intentions.	Psychological and Motivational Constructs
			Findings emphasize the role of participation motivation in enhancing tourist experiences.	
12	The Role of Socio-Psychological and Culture-Education Motives in Marketing International Sport	This study investigates the dual socio-psychological and cultural-education motives driving	Socio-psychological motives (e.g., involvement) and cultural-education motives(e.g., novelty) influence	Methodological Innovations

**Table 5 (Continued)**

Study	Topic	Focus	Key Findings	Theme
	Tourism: A Cross-Cultural Perspective (Funk & Bruun, 2007)	international sport tourism.	<p>participation in international sport events.</p> <p>Cultural learning preferences differ across cultural clusters, suggesting the need for tailored marketing strategies.</p> <p>SEM reveals the importance of integrating cultural and psychological aspects into tourism marketing.</p>	
13	Does Self-Monitoring Influence Golfers? Analysis of Golf Tourism Using the Existence–Relatedness–Growth Theory (J. H. Lee et al., 2022)	This study examines how tourism needs and self-monitoring behaviors influence switching intentions among golfers during the COVID-19 pandemic.	<p>Tourism needs and self-monitoring significantly impact switching intentions.</p> <p>Relatedness and growth needs mediate the effects of self-monitoring on switching intentions.</p> <p>Authors suggest tailoring tourism content to evolving consumer needs for effective marketing.</p>	Psychological and Motivational Constructs
14	One Event, One City: Promoting the Loyalty of Marathon Runners to a Host City by Improving Event Service Quality (X. Chen et al., 2021)	This study analyzes the relationship between event service quality (ESQ), destination image (DI), satisfaction, and destination loyalty among marathon runners.	<p>Positive ESQ enhances DI and satisfaction, which collectively drive destination loyalty.</p> <p>Findings highlight the serial mediation effects of DI and satisfaction in fostering loyalty.</p> <p>The study provides strategic implications for city branding through sporting events.</p>	<p>Event Quality and On-Site Experiences</p> <p>Behavioral Outcomes and Intentions</p>
15	When Women	This study investigates	Positive emotions,	Psychological

**Table 5 (Continued)**

Study	Topic	Focus	Key Findings	Theme
	Embrace Snow-Sport Adventures: Unraveling the Influence of Memorable Travel Experiences on Well-Being (X. Wang et al., 2024)	the psychological mechanisms connecting memorable snow-sport experiences with life satisfaction through well-being domains (PERMA framework).	engagement, and relationships significantly influence life satisfaction.  Context-specific memorable experiences enhance both individual and collective well-being.  Snow-sport destinations should be promoted as empowering spaces for women.	and Motivational Constructs
16	Why Are College Sports Tourists Traveling Long Distance? Antecedents of Destination and Team Loyalty (Min et al., 2023)	This study examines the influence of personality traits, push/pull motivations, and satisfaction on destination and team loyalty among college sports tourists.	Socialization motivations significantly impact satisfaction, which drives both destination and team loyalty.  Push factors influence satisfaction indirectly through destination attributes.  Findings highlight the interplay of psychological and experiential factors in loyalty development.	Motivational and Psychological Dimensions
17	Modeling Information Use, Image, and Perceived Risk with Intentions to Travel to East Asia (Noh & Vogt, 2013)	This study explores how information use, destination image (cognitive and affective), and perceived risk influence travel intentions.	Cognitive and affective images significantly impact intentions, moderated by perceived risk.  Destination-specific marketing strategies can address image and risk perceptions.	Destination Image and Behavioral Outcomes
18	Relationship Between Prior Knowledge, Destination Reputation, and Loyalty Among	This study explores how prior knowledge and destination reputation shape loyalty in sport tourism.	Prior knowledge positively impacts destination reputation, which influences loyalty.	Destination Image and Behavioral Outcomes

**Table 5 (Continued)**

Study	Topic	Focus	Key Findings	Theme
	Sport Tourists (Yamashita & Takata, 2020)		Authors recommend enhancing destination awareness to attract and retain sport tourists.	Behavioral Outcomes and Intentions
19	Aspects Influencing the Commitment of Endurance Athletes: A Tourism Perspective (Myburgh et al., 2018)	This study examines lifestyle, event attributes, and travel behavior as predictors of commitment among endurance athletes.	Commitment is driven by lifestyle adjustments and specific event attributes.  Travel behavior mediates the relationship between event participation and long-term engagement.  Findings highlight the role of personal investment in fostering loyalty.	Lifestyle and Commitment
20	Insignificant but Essential: The Critical Role of Non-Significant Variables Through Necessity Logic in Sport Event Tourism Context (Wattanawaraporn & Manosudhtikul, 2024)	This study integrates Single Necessary Condition Analysis (NCA) with Structural Equation Modeling (SEM) to assess critical factors influencing sport event attendance.	Attitudes, subjective norms, and perceived behavioral control are necessary conditions for attendance intentions.  Necessity logic complements traditional additive models, offering a holistic view of consumer behaviors.	Methodological Innovations  Behavioral Intentions
21	A Research on Fethiye Babadag Commercial Tandem Paragliding Participants within the Scope of Experiential Tourism (Akbulut et al., 2024)	This study examines perceptions of paragliding participants regarding risk, satisfaction, trust, and future intentions in adventure and	Positive correlations between benefits and trust, satisfaction, and future intentions.  Risk perception	Adventure and Experiential Tourism

**Table 5 (Continued)**

Study	Topic	Focus	Key Findings	Theme
		experiential tourism.	does not negatively impact satisfaction, highlighting the adventurous nature of paragliding.  Findings emphasize the importance of transparency and quality services for enhancing trust and satisfaction.	
22	Rural Sports and Local Games: Missing Link Between Sports Tourism Development and Sustainability (Mousavi et al., 2022)	This study proposes a sustainable sports tourism model based on rural sports and local games (RSLG) in Iran.	The study identifies key factors influencing sustainable sports tourism: policy-making, marketing, infrastructure, management, and social participation.  Findings highlight the need for a balance between economic, social, and environmental goals.	Sustainability in Sport Tourism
23	Does it Matter Where to Run? Intention to Participate in Destination Marathon (Fam et al., 2020)	This study investigates factors influencing marathon participants' intentions to join destination marathons.	Perceived value mediates the relationship between service quality and intentions to participate.  Destination tourism features, such as cultural and natural appeal, enhance participation intentions.	Adventure and Experiential Tourism
24	The Effects of Motivation, Background, Attraction, and Loyalty in the 2010 International Swimming Event (Sun & Y. H. Lin, 2011)	This study examines the relationships between attraction, motivation, satisfaction, and loyalty in a large-scale swimming event.	Motivation and satisfaction significantly influence loyalty.  Attraction to the host city enhances participants' desire to join events.	Psychological and Motivational Constructs
25	A Re-Examination of Conspicuous Sport Consumption Theory on Golf and Skiing (Song et al., 2022)	This study explores how leisure involvement and conspicuous consumption affect subjective well-being in luxury sports.	Conspicuous consumption mediates the relationship between leisure involvement and well-being.  Participants' social status motivations	Motivation and Loyalty

**Table 5 (Continued)**

Study	Topic	Focus	Key Findings	Theme
26	Antecedents and Moderators of Golf Tourists' Behavioral Intentions (Mason & Moretti, 2015)	This study investigates the role of quality, perceived value, and satisfaction in predicting behavioral intentions among golf tourists.	drive engagement in luxury sports such as golf and skiing. Satisfaction is the strongest predictor of loyalty, followed by quality and perceived value. Age and experience moderate these relationships, emphasizing segmentation strategies.	Behavioral Outcomes and Intentions
27	Sustainable Marketing Activities, Event Image, Perceived Value, and Tourists' Behavioral Intentions in Sports Tourism (J. Wang & Butkouskaya, 2023)	This study examines the role of sustainable marketing activities (SMAs) in influencing event image, perceived value, and tourists' behavioral intentions (TBIs) within the context of sports tourism.	SMAs significantly enhance event image and perceived product value, which mediate the relationship with TBIs. Findings highlight the importance of sustainable marketing in creating favorable event images and driving repeat visits.	Sustainability in Sport Tourism Methodological Innovations
28	Event Attendance Motives, Host City Evaluation, and Behavioral Intentions: An Empirical Study of Rio 2016 (Jiang & N. Chen, 2019)	This study investigates the impact of event attendance motives on behavioral intentions (positive word-of-mouth and revisit intentions) via host city evaluation during the Rio 2016 Olympics.	Host city evaluation mediates the relationship between event attendance motives (e.g., esthetics and escape) and behavioral intentions. Gender differences affect motives such as social bond and escape, with women scoring higher.	Psychological and Motivational Constructs Methodological Innovations
29	Measuring Event Experience and Its Behavioral Consequences in the Context of a Sports Mega-Event (Sorrentino et al., 2020)	This study explores the impact of event experience (EE) on satisfaction and intentions to revisit or recommend a destination, using data from the America's Cup World Series.	Positive EE and satisfaction drive revisit intentions and recommendations. Moderators such as nationality and trip motivation influence the strength of these relationships.	Event Quality and On-Site Experiences
30	To Go or Stay Home and Watch: Exploring the	This study examines the balance between motives and perceived	Motives (e.g., cultural learning, event interest) positively influence attendance intentions,	Behavioral Outcomes and Intentions

**Table 5 (Continued)**

Study	Topic	Focus	Key Findings	Theme
	Balance Between Motives and Perceived Constraints for Major Events (Funk et al., 2009)	constraints in influencing behavioral intentions for mega-events, using the 2008 Beijing Olympics as a case study.	while constraints (e.g., structural, interpersonal) negatively impact intentions. Authors suggest strategies to reduce perceived constraints to boost attendance.	
31	A Comparison Study on the Behavioral Intention of Marathon Runners in the United States and China (Song et al., 2023)	This study compares the behavioral intentions of marathon runners in Chicago and Xiamen, focusing on event quality, image, and destination personality.	Event quality and image enhance destination personality, which mediates their effect on behavioral intentions. Highlights cross-cultural differences in runners' perceptions and preferences.	Destination Image and Behavioral Outcomes Event Quality and On-Site Experiences Behavioral Outcomes and Intentions Methodological Innovations

**Table 6 Suggested Research Streams and Frameworks**

Theme	Studies
Destination Image and Behavioral Outcomes	1, 3, 8, 9, 10, 17, 18, 31
Event Quality and On-Site Experiences	3, 5, 10, 14, 29, 31
Psychological and Motivational Constructs	2, 7, 11, 13, 15, 24, 28
Sustainability in Sport Tourism	22, 27
Behavioral Outcomes and Intentions	4, 14, 18, 26, 30
Methodological Innovations	4, 12, 20, 27, 28, 31

**Table 7 Potential Frameworks: Focus, Relevant Components, and Themes**

Framework	Primary Focus	Key Constructs	Mapped Themes
Destination image framework	Long-term loyalty, image impact	Destination image, satisfaction	Destination images, behavioral intentions
Event experience model	On-site experiences	Event quality, satisfaction	Event quality, behavioral outcomes
Psychological motivation framework	Motivation and constraints	Emotional engagement, constraints	Psychological constructs
Sustainability framework	Sustainability in tourism	Sustainable marketing, perceived value	Sustainability
Behavioral outcome model	Tourist behaviors and loyalty	Satisfaction, destination personality	Behavioral intentions
Methodological innovation	Research methods	Mixed methods, advance modeling	Methodological innovations

## **6. DISCUSSION**

The constructs of destination image, event quality, tourist satisfaction, and future intentions form the foundation of sport tourism research. These interrelated elements offer a holistic framework for understanding tourist behavior, enhancing destination appeal, and driving long-term loyalty. Future research can benefit from exploring synergistic opportunities across these constructs through comprehensive framework development, practical managerial applications, and addressing existing gaps in the literature.

A primary opportunity lies in developing integrated models that link destination image, event quality, tourist satisfaction, and behavioral intentions (See Table 6 and 7). Such frameworks provide a comprehensive understanding of how these constructs interact and influence one another. For example, destination image serves as an antecedent, shaping initial perceptions of a destination or event, while event quality, encompassing both tangible (e.g., facilities) and intangible (e.g., service) factors, enhances the on-site experience. Meanwhile, tourist satisfaction acts as a mediating construct, translating positive perceptions into loyalty. Behavioral intentions, such as the intentions to revisit or to make a recommendation, represent the ultimate outcomes.

The development of models such as those described in the previous paragraph can enable researchers to map the causal pathways between constructs, offering insights into the mechanisms driving tourist behavior. Additionally, multi-group analyses can be employed to explore how demographic and cultural differences affect these relationships. For instance, cultural factors might influence the relative importance of cognitive versus affective components of destination image. Demographics, such as age and travel purpose, may moderate the relationship between event quality and satisfaction. By incorporating such variations, researchers can create robust, adaptable frameworks which address the diverse nature of sport tourism markets. Regarding the reviewed literature in this study, while it is clear that significant progress has been made in sport tourism research, several underexplored areas offer fertile ground for future investigations.

### **6.1 The Role of Destination Image in Shaping Sport Tourism**

Destination image significantly influences tourist perceptions and behavior, making it a critical construct in sport tourism. As a multidimensional concept, destination image encompasses cognitive and affective components, which shape how tourists evaluate a destination, through both knowledge and emotion. In the context of sport tourism, where tourists are influenced by both the events and the destinations in which they are happening, understanding destination image offers valuable insights for enhancing tourist satisfaction, loyalty, and revisit intentions.

#### **Tourist Behavior**

Tangible, knowledge-based perceptions of destination image, such as infrastructure quality, safety, and accessibility make up the cognitive aspect of this construct. Such tangible aspects of destination image are easier to quantify, improve, and market. For instance, destinations hosting mega-events such as the Olympics often promote their modern facilities and global connectivity to appeal to international tourists. On the other hand, affective components involve emotional responses, such as excitement or nostalgia, that tourists associate with a destination. These are influenced by tourists' cultural and experiential backgrounds, but can still be predicted. For example, sport tourists, might form an emotional connection to a destination based on the thrill of a game or the aesthetics of a venue.

Research has shown that these cognitive and affective components jointly influence

behavioral outcomes, such as revisit intentions and loyalty (See Tables 1-5). Future studies could delve deeper into how these dimensions interact to shape decision-making processes among sport tourists. Additionally, cultural and demographic factors have been shown to play a moderating role in these relationships (U. Akram et al., 2024). Variables such as age, nationality, and prior experience influence how tourists perceive a destination and the impact of this perception on their satisfaction. For instance, younger tourists may prioritize adventure and entertainment, while older tourists may prioritize accessibility and comfort. Meanwhile, cultural perspectives may determine whether historical or modern attractions are more appealing. Cross-cultural studies could provide valuable insights into these preferences, enabling destination managers to tailor their marketing strategies more effectively to different target customers.

### **Guiding Destination Branding**

Developing a comprehensive knowledge of the destination image concept is essential for effective destination branding. The interplay between destination image and event quality is particularly significant, where high-quality events not only enhance the immediate tourist experience but also contribute to a lasting positive image of the host destination (Jeong & S. Kim, 2020). For example, globally recognized events such as the FIFA World Cup often leave a legacy, boosting the host nation's reputation for years following the event.

The inclusion of real-time updates during events and subsequent post-event analyses in media coverage plays a pivotal role in shaping destination image. Social media platforms amplify the effect of social media by disseminating user-generated content, reviews, and testimonials to a global audience. Other researchers have indicated that the influence of social media and influencer marketing on destination image warrants further investigation (Akar et al., 2024). It is important to understand how promotional campaigns shape perceptions before an event and how tourist testimonials impact loyalty after an event in order to identify actionable insights for destination managers.

### **Emerging Contexts for Destination Image**

Like many global industries, the tourism industry is rapidly evolving, influenced by increased destination accessibility, virtual tourism, and the COVID-19 pandemic. It is essential that new research into destination image addresses emerging contexts, such as niche tourism markets and global disruptions. Niche markets, such as eco-tourism or adventure tourism, require destinations to align their image with specific market expectations. For instance, a remote island hosting a triathlon might emphasize its sustainability and natural beauty to attract environmentally conscious athletes. Research could explore how such niche markets interpret destination image and how these perceptions influence their travel decisions.

Health security, safety standards, and eco-friendly practices have become critical factors in evaluating destination image, made necessary by modern crises and global disruptions, such as the COVID-19 pandemic and climate change, which have shaped tourist expectations. Future studies could investigate how these factors influence tourist behavior and destination preferences in the post-pandemic era. Similarly, the rapidly growing importance of sustainability offers opportunities to examine how destinations can align their image with global environmental goals to attract environmentally-conscious travelers.

## **6.2 Event Quality**

Comprising both tangible and intangible elements, event quality is another complex factor fundamental to shaping participant and attendee satisfaction. Tangible elements, such as

facilities and logistics, and intangible factors, such as service quality and ambiance, together influence the overall perception of an event and its associated destination.

### **Improving Event Experiences**

Further research is necessary to build a stronger understanding of how tangible and intangible factors contribute to satisfaction. This should be a priority for future research, particularly regarding particular demographics such as marathon runners, or international tourists. For instance, a marathon held in a scenic location with excellent crowd support may evoke a sense of joy and accomplishment, enhancing satisfaction. Meanwhile, international tourists might prioritize cultural elements, in contrast to local participants who may value logistical convenience. Understanding these preferences allows for tailored event design that meets diverse expectations. Thus, future studies could assess cultural and demographic differences in quality expectations to support the design of more inclusive events.

### **Building Loyalty**

Event quality is another critical driver of loyalty. Research has shown that satisfaction and perceived value mediate the relationship between event quality and behavioral outcomes such as loyalty and word-of-mouth recommendations. Exploring these serial mediation effects could provide deeper insights into how event quality indirectly fosters repeat visitation and positive brand advocacy. Additionally, studying the long-term impacts of event quality on destination loyalty can reveal how one-time events contribute to sustained economic and reputational benefits for host destinations.

### **Innovative Methodologies**

Advances in analytical techniques, such as Structural Equation Modeling (SEM) and machine learning, offer opportunities to map the interrelations between event quality dimensions and their outcomes. Such methods can uncover nuanced relationships, providing actionable insights for event managers. Meanwhile, global tourism trends advocate for the integration of sustainability and accessibility considerations into event quality frameworks, in order to ensure inclusivity and demonstrate environmental responsibility.

## **6.3 Tourist Satisfaction: Measuring and Maximizing Experiences**

### **Psychological Insights**

Satisfaction is particularly influenced by emotional factors, such as nostalgia and joy, which play a pivotal role. Thinking of a football fan reliving their childhood memories at a stadium, or a runner feeling exhilaration at completing a marathon, highlights how emotions intertwine with satisfaction. Future research could examine such interactions to understand how emotional engagement enhances loyalty and word-of-mouth recommendations.

Additionally, satisfaction serves as a bridge in models involving motivation and destination image. For example, while motivation drives tourists to participate, their satisfaction ultimately determines whether they revisit or recommend the destination to friends and family. Studying satisfaction as a mediating factor could offer comprehensive insights into tourist behavior.

### **Cross-Sector Applications**

It is also necessary to compare satisfaction across different types of sport tourism, such as mega-events (e.g., the Olympics) and small-scale events (e.g., local marathons). This could reveal variations in visitor expectations and experiences, as well as differences in the factors most strongly affecting visitor satisfaction in these contrasting settings. Additionally,

satisfaction's economic implications, such as its correlation with visitor spending and willingness to pay for premium services, warrant further exploration. Such research could guide event managers in pricing and service delivery strategies.

### **Emerging Trends**

An emerging trend which presents new dimensions for satisfaction research is the rise of virtual and hybrid tourism experiences. Understanding how technology-enabled experiences compare to traditional ones can inform the design of future events. Moreover, integrating satisfaction with sustainable tourism practices will offer insights into how eco-friendly initiatives impact pro-environmental behavior and overall satisfaction.

## **6.4 Intentions: Predicting Future Long-Term Behavior**

### **Predictive Insights**

Research involving SEM analysis can support the development of predictive models using input factors such as satisfaction, destination image, and event quality. Such models can be used to forecast future behaviors. Such models could also incorporate external factors, such as economic downturns or political stability, to understand how the broader context can influence tourist decision making.

### **Longitudinal Studies**

Longitudinal research is essential to track how initial intentions translate into actual behavior over time. For instance, a tourist who expresses a strong intent to revisit after attending a high-quality event may or may not follow through. Studying the role of post-visit experiences, such as digital engagement or follow-up marketing, could shed light on factors that reinforce or weaken initial intentions.

### **Cross-Cultural Comparisons**

As mentioned earlier, cultural and demographic factors can significantly influence perceptions and satisfaction. This in turn influences intentions for future behavior. For example, international tourists might prioritize the prestige of a destination, while local visitors may focus on affordability. Cross-cultural studies can uncover variations between different target populations, enabling destinations to tailor their marketing and service strategies accordingly. Additionally, analyzing how perceptions of destination image and event quality differ internationally can reveal impacts on loyalty.

### **Emerging Technologies**

The integration of artificial intelligence (AI) and virtual reality (VR) into tourism experiences is reshaping how tourists engage with destinations and events. For instance, AI can personalize marketing messages based on individual preferences, enhancing the perceived destination image. Additionally, VR enables virtual pre-event experiences, allowing tourists to explore destinations and events remotely, which could influence satisfaction and intentions for future visits. Research into how these technologies may affect the key constructs can provide valuable insights for digital transformation in tourism.

### **Non-Traditional Markets**

Sport tourism in second-tier destinations or niche markets such as adventure sports remains underexplored. These markets offer unique opportunities to study how destination image and event quality shape satisfaction in contexts where traditional tourist resources and facilities (e.g., world-class infrastructure) may be limited. Investigating how tourists evaluate

smaller, less commercialized destinations could elucidate the role of authenticity and community involvement in shaping satisfaction and loyalty.

### Post-COVID Tourism Dynamics

The pandemic has shifted priorities for tourists, with increased emphasis on health security, crowd management, and outdoor activities. Exploring how these factors influence destination image, event quality, and satisfaction, could provide insights into evolving tourist expectations.

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