Development of a scale measuring event sport tourism intention

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Sport tourism intention to Attend Events (Chalip, Green, & Hill, 2003, Lee, Lee, & Lee, 2005). A Likert 7-point scale was adopted (1 = Strongly Disagree to 7 = Strongly Agree). A content validity test was conducted by a panel of six experts. In addition, a pilot study involving 40 undergraduate students was conducted to examine the items' relevance, representativeness, and clarity. The preliminary scale was modified accordingly based on the experts' and students' feedbacks.

Using a systematic random sampling, the researchers selected 2,000 participants for this study from an inquiry list, provided by a local tourism bureau. A total of two surveys were conducted in which the researchers mailed to potential respondents a packet that included a questionnaire, a self-addressed and stamped envelope. A second mailing, which was a reminder postcard, was sent out to those who had not returned their initial survey in three weeks as a follow-up procedure (Dillman, 2000). As a result, 236 questionnaires were returned, of which 199 questionnaires were deemed usable for subsequent model tests. Data were found to have no violation of normality. Using a regression imputation, the missing data were imputed.

SPSS was utilized to examine descriptive statistics and normality of variables. AMOS 7.0 (Arbuckle, 2006) was used to examine psychometric properties of scale through a confirmatory factor analysis (CFA) employing the Maximum Likelihood (ML) estimation (Bollen, 1989). To examine overall model fit, several fit indexes were utilized, which consisted of â², â²/df, RMSEA, SRMR, ECVI, and CFI.

Tests of reliability included Cronbach's alpha, Construct Reliability (CR), and Average Variance Extracted (AVE). The recommended .70 cut-off value was adopted to determine internal consistency (â) and CR (Fornell & Larcker, 1981; Nunnally & Bernstein, 1994). A benchmark value for AVE was .50 suggested by Bagozzi and Yi (1988). A test of construct validity (i.e., convergent and discriminant) was also conducted. To evaluate construct validity, factor loadings and critical ratios were used. To establish discriminant validity, the researchers adopted two methods: (a) examination of the interfactor correlations; and (b) comparing squared correlation of any of two latent constructs with AVE value (Fornell & Larcker, 1981).

CFA revealed that overall model did not fit data well (â² = 265.31, p < .001, â²/df = 5.20, CFI = .91, ECVI = 1.76, RMSEA = .147, 90% CI = .130 - .164, and SRMR = .089), indicating a need for possible model respecification. Based on substantive theoretical and empirical considerations, revised model was respecified that included three factors with nine items...
and three items per subscale. Overall goodness of fit of the revised ESTIS fit the data superiorly well ($\chi^2 = 58.25$, $p < .001$, $\chi^2/df = 2.43$, RMSEA = .085, 90% CI = .057 - .113, SRMR = .042, ECVI = .60, and CFI = .98). Following a series of reliability tests, it was found that the ESTIS had robust reliability. Cronbach's alpha values were very high, ranging from .85 to .95. CR values were all well above the recommended cut-off criterion, ranging from .64 to .86. Various tests related to construct validity also supported robust factor structures of the revised ESTIS. All factor loadings were significant at $p < .001$ and were greater than the suggested standard (Anderson & Gerbing, 1988), ranging from .75 to .95. All critical ratio values indicated that the factors showed good convergent validity. For discriminant validity, it was found that none of the interfactor correlations were greater than the suggested threshold (i.e., > .85), indicating good discriminant validity. No squared correlations were greater than any of the AVE values in the ESTIS, indicating a strong discriminant validity of the scale.

Discussion: The ESTIS scale is a reliable and valid analytical tool to assess event sport tourism intentions. The scale has great potential for adoption because it contains only nine items. Moreover, the scale was developed through a solid conceptualization and rigorous analyses involving a national sample. Researchers and practitioners of sport tourism and event management may utilize the scale to examine the relevance of various marketing, service, and social psychology related variables and how they function together to enhance sport tourism behaviors.

Key Words: event sport tourism, confirmatory factor analysis, scale development

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