

عنوان مقاله:

Providing a multidimensional measurement model for assessing quality of sport tourism services: Empirical evidence from sport conference as sport event tourism

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خلاصه مقاله:

This study aimed to empirically develop a reliable and valid model specifically for measuring service quality of sport conferences as sport event tourism. To assess the model which has been established based on the survey, data gathered from ۱۳۶ of attendees in sport conference. Finding of this study showed that participants form their service quality perceptions based on their evaluations of ۴ primary dimensions including: venue quality, conference quality, access quality and trip quality. Total variance of these dimensions explained %۵۳.۸۲ variance of services quality. Confirmatory factor analysis showed that each of the four factors influence on the services quality, and the fit indices confirmed the conceptual model that presented in this study (Chi-Square=۸۵.۴۵۶, df=۲۳, P=۰.۰۰۱, RMSEA=۰.۱۴۲). As a result, it is recommended to conference organizer and tourism managers, to considering these factors next to each other in order to increase and improve the service quality.

کلمات کلیدی:

Conference, Multidimensional scale, Service quality, Sport event, sport tourism

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