عنوان مقاله:

The effect of the service quality on the extent of satisfaction and intention of returning to tourist resorts among tourist participants in Azarbayejan bicycling tour

محل انتشار:

نشریه پژوهش در مدیریت ورزش و روانشناسی, دوره 3, شماره 4 (سال: 1394)

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خلاصه مقاله:

Background: The sport tourism is a kind of service Industry and mainly is affected by the service quality which represents, moreover, it can be said that the service quality and tourists satisfaction are important subjects in tourism policy that taking care to these matters can cause the development of tourism and sport tourism, hence; the aim or purpose of this research was to verify the extent of influence of different dimensions of service quality of tourism on satisfaction and the intention of being in the Azarbayejan cycling tour. Materials and methods: The methodology of this research is based on descriptive and analytical form of correlation which has been done as field of research. The statistic sample of this research is based on 151 of people who were audiences, participating in this international race of Azarbayejan cycling tour. The tool used as gathering data in this research was Shank revised Questionnaire. The validity of this survey, accompany with sport management experts and sport tourism and construct validity using exploratory factor analysis was confirmed. The reliability of the questionnaire was also used by chronbach s alpha, with (97%) correlation. To analyze data, we used 16.5 software packages in order to perform descriptive statistics, and exploratory factor analysis. Lisrel software was used to analyze structural equation modeling. Results and Discussions: The results showed that among available quality variables with 290% effect correlation, the quality of sport complex with 390% effect correlation, and the quality of residency with 430% effect correlation, and the quality of the race with (%020) effect correlation, the influence of Residency quality was 3 times more than other variables. Conclusion: Therefore, we can say that, each dimensions of tourism service quality has special impact on tourists satisfaction which has to be carefully considered

کلمات کلیدی:

Service quality/ satisfaction,sport tourism, structural equation modeling, Azarbayejan bicycling tour evaluation