

UNIVERSITI TEKNOLOGI MARA

**UNDERSTANDING TOURIST
SATISFACTION AND REVISIT
INTENTION IN SPORTS TOURISM:
THE ROLE OF
EVENT ATTRIBUTES,
HOSTING DESTINATION
CHARACTERISTICS, AND
TRAVEL MOTIVES IN LANGKAWI**

**WAN SORAYA BINTI
WAN ABDUL GHANI**

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ABSTRACT

Sporting events have emerged as one of the fastest-growing industries in the tourism sector, generating significant economic impacts through direct tourist spending. Malaysia, with its numerous potential tourism destinations, stands to gain substantially from this trend. Among these, Langkawi Island, known for its breathtaking landscapes and well-established tourism infrastructure, has been identified as a key location for sport-based tourism. However, despite hosting several international sporting events annually, Langkawi has yet to establish itself as a premier sporting tourism hub in Malaysia. The reasons behind this underperformance remain largely unexplored. This study seeks to analyse the relationships between key variables, including the attributes of sporting tourism events, the characteristics of the hosting destination, and travel motives, in shaping tourists' revisit intentions, emphasising the mediating effects of sports tourist satisfaction to a more comprehensive result. Drawing on the Theory of Planned Behaviour and Leiper's Tourist Attraction System, a theoretical framework is constructed to bridge gaps in existing literature and enhance understanding of these dynamics. Data for the study were collected through an online survey from 302 sports tourists who attended events in Langkawi between 2020 to 2023. The data were analysed using SPSS version 28 and SmartPLS version 4.0 software. The findings indicate that scenic beauty, landscape diversity, and the recreational offerings during events significantly influence tourists' satisfaction, which in turn mediates the relationship between event attributes, destination characteristics, and travel motives in predicting revisit intentions. Specifically, β -values for satisfaction were found to be significant with revisit intention ($\beta = 0.424$, $p < 0.05$), and R^2 values for revisit intentions were 0.549, indicating moderate explanatory power. The study contributes methodologically by employing advanced modelling techniques to reveal the direct and indirect effects of various factors on revisit intentions. The implications for destination management and event organisers include the need for targeted strategies to enhance the characteristics of Langkawi's sporting events, such as improving event quality, marketing scenic attractions, and strengthening satisfaction drivers, in order to increase future tourist returns. These findings offer a clearer, data-driven approach for positioning Langkawi as a premier destination for sporting tourism.

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CHAPTER 1

INTRODUCTION

1.1 Preamble

The chapter begins with sporting tourism events and their fundamental role in the tourism industry. The chapter then transitions to outlining the problems to be addressed in this study. Following this, the chapter presents the objectives of the study, followed by the significance of the study. This chapter also sets out appropriate definitions of important concepts used in the study.

1.2 Background of the Study

Tourism has significantly contributed to the economic prosperity of host regions by attracting tourists to various destinations (Aldulaimi et al., 2023). Sports tourism has emerged as a particularly critical sub-sector within this broader sector, playing an increasingly vital role. This upward trend is evident in the growing number of tourists who plan their holidays around major sporting events, making sports tourism one of the fastest-growing global industries (UNWTO, 2020). Glyptis (1991) noted that tourism and sports operated as distinct sectors until the early 1990s. However, the dynamic relationship between these fields was formally acknowledged in 2001 by the World Tourism Organization (WTO), and the International Olympic Committee (IOC) (Weed & Bull, 2009). This recognition has led to increased attention toward sports tourism, where tourism and sports now support each other through various activities, such as sports conferences, camps, and events.

In addition to providing substantial economic benefits, sports tourism contributes to the 2030 Agenda for Sustainable Development, particularly through its alignment with the Sustainable Development Goals (SDGs) (Trupp & Dolezal, 2020). Sustainable development within the tourism sector gained prominence in 2015, when the United Nations were leading the debate on sustainability (Sharma et al., 2024). It results in the introduction of the 17 SDGs, each addressing specific planetary and societal needs, further reinforcing this agenda (Jiménez-García et al., 2020). In alignment with this agenda, sports tourism promotes sustainable tourism, confirming