

# The Role of Running as Sport and Intention to Participate in Tourism Running Event

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## ABSTRACT

In recent years, there are certain trend amongst sport enthusiast, to take part on sport events located outside their city of residence. Specifically, the trend is peaking up amongst runners, who take part in running races in various destinations. This study aims to identify the antecedents and outcomes variables of running involvement, strength of running event motivation, place attachment, city image, and running event satisfaction to determine how it affects the intention to participate in tourism running event. The authors conducted questionnaire research related to Borobudur Marathon running event, to 104 participants actively engage in running as sport. The study found out that strength of running event motivation, place attachment, and running event satisfaction give positive relations toward Intention to Participate in Tourism Running Event. While Magelang (with its Borobudur) lacks the important social role to attract sport tourist to visit, the act of creating annual sport tourism event like Borobudur Marathon will highly benefits both the organizer and the residents of the city to create a one-of-a-kind running race experience, exclusively to Borobudur area.

## Keywords

sport tourism, sport involvement, sport event, intention to participate, event satisfaction.

*Article Received: 10 August 2020, Revised: 25 October 2020, Accepted: 18 November 2020*

## Introduction

Sport tourism has been acknowledged as one of the sectors with fastest growing rate, scoring 6% increase per year (approximately USD 600 billion a year), and this industry also took 25% of the total revenue of tourism [1]. There is a chance to develop sport tourism as a tool to market specific destination, especially with the current trend of the lifestyle amongst Indonesian citizens which involves sports and travelling.

With the rise of the healthy lifestyle in Indonesia 58% of metro Indonesians wants to exercise more [2]. The need to see regular exercise as the one of the important factors of healthy lifestyle is adapted by 63% of Indonesian. To support this, various sport activities have been held to support the trend, while also promoting healthy lifestyle for a better future. On the latest survey conducted by Badan Pusat Statistik/Indonesian Statistical Bureau (BPS) in 2015, there were 27,61% people above 10 years old who actively do sports. This number has increased from the previous survey (conducted in 2012), which only show 24,99% of the same age category. With the younger generation being more aware to their health, this has opened a new opportunity for sport activities to grow. One of the popular sport activities among Indonesians is running, as mentioned by Sun Life

Financial Asia 2016 survey [3]. It has grown its own popularity on the past 5 years, and this attracted many events related to running happening in cities of Indonesia.

According to Sun Life Financial Asia 2016 survey [3], running is seen as one of the most attractive forms of sports. Chosen by 60% of survey participants, running comes in the top list, followed by cycling (55%) and swimming (45%). Especially in Indonesia, the popularity of running can also be seen through the many running races held not only in Jakarta, but also in other big cities. From the competitive ones with various distance (5K to full marathon), to recreational running events such as Color Run and Music Run, these events have encouraged more people to participate and compete in races.

Most millennial runners are keen to run in a new or unique environment [4]. To these millennial runners, the fun matters, the experience matters. It is essential to find the best strategy of sport marketing action, as it will act in a manner of exchange effort, where individual looks to satisfy needs while receiving benefits. In this case, the sport marketing activities are expected to fulfill the needs of sport products and services [5]. Thus, it is necessary to have a special attention towards

this specific topic, as an effort to increase the intention of participation towards sport events.

Sport tourism has risen as a considerable topic in the past 4 years. It is said that by organizing a sport event in specific destination, it could help the city grows its potential tourism attraction. As stated by Jago, Chalip, Brown, Mules, & Ali [6], Xing & Chalip [7], sport events have predominantly been identified as positive influences on the marketing of destinations. This opportunity is seized by the local government to create an integrated experience by combining the sport event with local tourist attraction. One of the variables to be considered when hosting a sport tourism event is the city image, especially when targeting younger runners. It is important to understand how the young runners' perceive a city's image, as it will affect how the people are attracted to visit the city, how investors will want to invest in the city, and how the city government will promote the local pride. The study about city image will be a good concern because a variety of experiences provide by place [8] and how the environment creates an enjoyable atmosphere [9] are considered as factors attracting people's visit. Previous studies have discussed the role of socio-psychological and cultural-education motivation to participate in sport tourism event [10], pointing out athletic goal achievement and accompanying performance satisfaction as the strong antecedents of overall event satisfaction on sports event [11], and the relation between destination image and sport tourists' consumption pattern on major sport events [12]. However, there is still very few research or studies that focus on the relationship between a specific category of sport and the intention to participate in the sport tourism events. To look further into this topic, this research will be broken down into following steps: First, the authors investigate how the running involvement may create more enthusiasm to participate in running tourism event. Second, the authors examine the strength of motivation to participate in the running tourism event, and lastly, the authors find out more about people's past experience on the running tourism event to see how the event satisfaction would influence the intention to participate in future running tourism event.

Looking at the attention given by the government towards the sport tourism industry in Indonesia, it is important for those in the industry to understand

how the marketing activities could trigger the consumers to decide whether they would participate in the sport event. By understanding this, both the event organizer and local government could explore another marketing activation and potential features of the event to be highlighted as part of the event promotion, in order to attract more participants to the sport events.

## Literature review

### *Sport Tourism*

Sport tourism can be described as involvement in sporting activity (both active and passive), as a form of casual participation for non-commercial reason, which require a travelling away from locality [13]. Moreover, Hinch & Higham [14] support the previous description of sport tourism by explaining it further as "*sport-based travel away from the home environment for a limited time, where sport is characterized by unique rule sets, competition related to physical prowess, and a playful nature*", while Weed & Bull [15] coming with a simpler terms of sport tourism as "*a social, economic, and cultural phenomenon arising from the unique interactions of activity, people, and place*".

Weed and Bull [15] described the five aspects of sport tourism are composed of: active sports content, passive sports content, sports events, luxury sport tourism, and sports training. While the active and passive sports content will be determined by the character of the sports related to the destination, sports events speaks more about traveling specific to watch sport events in local or global scale (World Cup, Olympic Games, Tour de France). Luxury sport tourism will include the kind of sports preferable by the upper class, while sports training involving amateur and professional athletes with specific sports program (sports camp, competition preparation).

Sport-related consumer behavior is all about experience, where people could take part (active) in the event or simply watching (passive). The consumer behavior of 'consuming' a form of experience shows the necessity to satisfy internal needs and receiving benefits through acquisition [16]. As a support, the tourism literature indicates three main components of sports event behavior: a) travel to participate in sport event activity; b) travel to watch a sport event; and c) visiting sport attraction [17].

Moreover, Sirakaya and Woodside [18] suggested that a travel decision is influenced by four interrelated factors: a) internal variables, which covers attitudes, values, lifestyles, images, motivation, beliefs, intention, personality, and information search behavior; b) external variables, consisting of pull factors of a destination, influences of family and reference groups, culture and social class; c) nature of intended trip (technical matters regarding distance, time, duration of trip); and d) trip experiences, which related to mood and feeling during the trip, including the post-purchase evaluation.

Researchers consider to focus on examining the intention to participate in sport tourism and put running event as the context study. To keep the focus on this research, the authors have chosen to investigate several factors that may affect the consumer's intention in participating the sport event.

#### *Intention to Participate in Running Event*

People are motivated by mass activity in sports activities like racing and biking to be more physically active [19], [20]. Ajzen [21] defined intention as the indication of a person's willingness to act a given behavior and is considered to be the immediate antecedent to the actual behavior. Collective literature has been using the theory of reasoned action as a model in predicting behavioral intentions in the area of sporting events and tourism context [22], [23], [24]. According to the theory of reasoned action [25], [26], behavioral intention is influenced by two antecedents: subjective norm, refers to the perception of other important figures affecting decision-making; and the attitude towards certain behavior, which could be positive, negative, or neutral.

In this research, we use five variables, which will be explained further, to reflect the Intention to Participate in Running Event.

#### *Running Involvement*

Particular interest in sports may be shown by every individual [27], however it needs significant commitment and a level of participation in recreational entertainment to travel abroad and participate in ultra-fast activities, such as marathons or triathlons [28]. According to Havitz & Dimanche [29], involvement is described as “an unobservable state of motivation, arousal, or

*interest toward a recreational activity or associated product”.*

When it comes running, those with higher levels of running involvement were found to show an increase in the frequency of participation in running events, which also include the willingness to do overnight travel to the event. And those with greater participation levels were reported with an expanded frequency in running events, including overnight stays to running activities [30].

With this in mind, it is clearly interesting to see if running as a sport itself is being perceived as one of the factors that determine people's intention to participate in the sport tourism events. The proposed hypothesis is as below:

**H1:** Running involvement will positively influence intention to participate in tourism running event

#### *Strength of Running Event Motivation*

To assess participation in organized running event, the authors try to examine the strength of motivation. People have different reasons for travelling to participate in sport events. Motivational factors in sport tourism is used in various academic literatures, reflecting a subjective moderator to measure the intensity of a person's behavior toward engaging in a specific activity (i.e., marathon event) [31]. Related to sport tourism event, strength of motivation is used to evaluate the motivational intensity of the individual for recreation [10]. McDonald, Milne and Hong [32] stated that “both spectators and participants are motivated by the chance to spend more time with family members, friends, and business associates”, while self-actualization is also found out to be one of the strong motivator. Other motivation involved increasing team identification among fans, which resulted in higher level of attendance and positive word-of-mouth [33]. Further, classified pleasure of risk taking, positive values development, enjoy the game and the feeling that people are part of a sports event are also considered as the motivational factors according to Milne, Sutton and McDonald [34].

To be concluded, there are many reasons that motivate people to participate, and strength of motivation plays an important role in assessing participation towards well-organized running event. To be consistent with theories and results

from previous studies, we intend to figure out the following hypothesis regarding the participant's motivation on intention to participate running event:

**H2:** Strength of running event motivation will positively influence intention to participate in tourism running event

#### *Place Attachment*

According to Williams, Patterson, Roggenbuck, & Watson [35], Tsai [36], and Mazumdar [37], the place attachment usually reflects the emotional relationship between a person and a specific location. Place attachment have concepts related to commitment and loyalty, that emphasizes personal and behavioral mechanism that bind individuals [38]. Considered as one of the social impacts of a sporting event [39], [40], place attachment is beneficial in increasing life satisfaction in own city through a stronger connection within the community [41]. This social impact is considered important, because attitude is described as the psychological tendencies expressed by the positive or negative evaluations of consumers when engaged in certain behavior [21], [42]. Through this behavior, emotional, and affect people could express and experience a psychological process in having bonds towards a place [43].

To understands this cognitive-emotional bonds that individuals develop towards a place, we try to evaluate the contribution of place attachment in influencing people's intention to participate in tourism running and propose this hypothesis:

**H3:** Place attachment will influence intention to participate in tourism running event positively

#### *City Image*

City image is defined as overall perception or a total set of impression about destination image. Kavaratzis [44] stated two aspects of city image: from the tourist's point of view and from the residents' point of view. This time, the authors will focus on the tourist's point of view, which in this case will be the young runner attending running event outside their city.

Although Turco, Riley, & Swart [45] stated that sport tourists' decision to travel to a particular destination is primarily driven by involvement with the sport, not the destination, but finally, a

thorough understanding of the complete participation of sport visitors with the destination is important if repeated visits are to be made. More important, Tavakkoli [46] stated that when it comes to sport tourist, city image plays an important social role to attract tourists in sporting events.

The quality of the tourism experience and perceptions of the destination is found to exert positive influence on satisfaction and behavioral intention [47], [48], [49], [50]. In addition to the immediate injection of economic and social benefits toward the host destination, an event can enhance the profile of the destination, resulting in improved long-term image and revisit among tourists [51].

Accordingly, perception about host city has contribution in attracting tourist to travel out of their city set as their destination. This introduces the third hypothesis within this research:

**H4:** City image will influence intention to participate in tourism running event

#### *Running Event Satisfaction*

Event satisfaction at participating sport events is an initiative by the consumer to reach an adequate level of athletic performance before and during the event. Consumer is required to expend a considerable effort in achieving a satisfactory level of athletic performance [52]. For example, when participants registered to the distance running event, they tend to prepare their body by increasing their physical activity levels. These effortful activities are kind of their preparation to have satisfying athletic performance. When people successfully complete a task through their own effort, they tend to place much more value on its outcome compared to when others achieve the same [11]. Additionally, if the participants fail to meet their athletic goals, their own athletic appearance and the general event are unlikely to satisfy them [53].

Other than personal athletic performance, the satisfaction of the running event will also include the implementation of the technical program, which covers the quality of service during the event.

In particular, overall event satisfaction was more strongly determined by performance satisfaction than service quality [53]. In addition, the achievement of athletic goals contributed to



higher level of participation and potential exercise intent through serial mediation result. This result was significant in two ways: potential exercise intention is correlated with supporting the safety and well-being participant [52], [54], and the intention to participate is directly linked to the quality and longevity of participant sporting activities [55].

**H5:** Running event satisfaction will positively influence intention to participate in tourism running event

## Methodology

### Conceptual Framework

With the hypotheses explained above, this research will be based on the conceptual framework designed below:

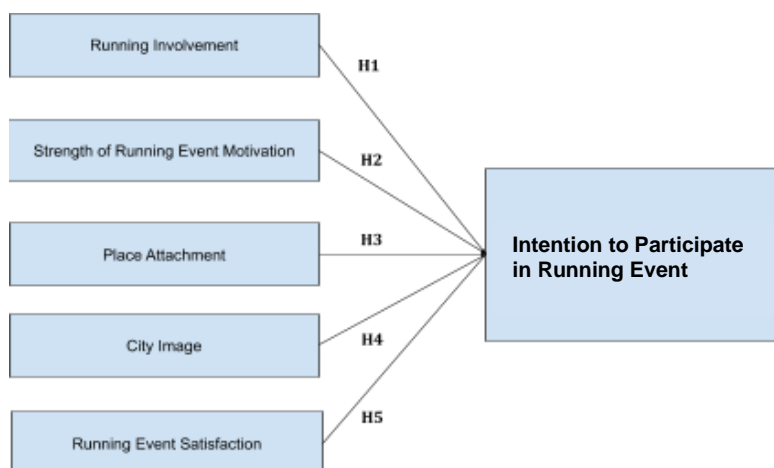


Figure 1. Conceptual Framework

### Context

The annual Borobudur Marathon would be set as the context for this study. The authors will focus on the 2018 event, which was held in the complex of Borobudur Temple in Magelang, Central Java. Held in collaboration between the local government of Central Java with Kompas Media Group, Borobudur Marathon is a national running event with international standard, attracting ten thousand runners from 30 countries on their last event in 2018. It attracted 8,000 participants in its event in 2017, and the number raised up to 10,000 participants on the event in 2018.

As one of the major sport events in Central Java, Borobudur Marathon combines the excitement of sport with Magelang tourism in a unique way, even attracting more people in every year it is held. Thus, Borobudur Marathon is deemed to be

appropriate to be used as the context for this study.

### Measurement

The authors conducted this research by using a quantitative approach with survey method to gather data from respondents. The research instrument was a close-ended questionnaire. Measuring will be done with a 5-Likert scale questionnaire to translate respondent's subjectivity to measurable objective reality and producing a validated and reliable manner through their agreement (from strongly disagree to strongly agree) with the given statement on a metric scale.

The authors use a scale adopted from the work of Beaton, Funk, Ridinger, and Jordan [56] to measure the level of involvement with running. In addition to that, the strength of motivation scale by Bruun and Funk [28] was used to measure the strength of motivation related to participation in running event. As for the running event satisfaction, a three-item construct is adapted from Oliver [57] to measure overall event satisfaction, and another three-item construct adapted from Lee [27] to examine the intention to participate in sport event. City image measurement items were adopted from Tavakkoli [46], while the place attachment was measured by adopting the two-dimensional place attachment measurement (place identity and place dependence) from Kyle, Graefe, Manning, and Bacon [38].

### Sampling and Data Collection Method

As Sekaran and Bougie [58] stated, purposive sampling method is found out to be effective for limited numbers of respondents, serving as primary data sources due to the nature of research design, aims, and objectives. The authors relied on their own judgment when choosing members of the population, with characteristics related to study objectivity and representing the behavior of participating in sport event. Based on the judgment, early adults in the range of age 20-35 years old [59] and have ever participated in sport tourism event are chosen as the study's respondents.

Those who were representatively suited to particular characters based on the authors' judgment could participate in this study. The authors aim to collect data from 200 respondents. The sample of this research is people in the age

range of 18-30 years old and screened with questions about their participation in sport event on the first part of the questionnaire, plus additional form focused on demographic data (age, gender, living location, working place), and past experience in sport tourism event. The respondents who reside and do their activities in Jakarta are considered as qualified respondents.

The authors employ a self-administered questionnaire method. They used this method by utilizing an electronic questionnaire or online survey via Google Forms. They can gain data faster compare with others method [58]. The data is collected within 4 weeks, from the sample with criteria stated above.

#### *Data Analysis Method*

In order to get the result after collecting respondents' answer from the online survey, the authors use validity test to find out whether the items stated are valid for the respondents. This research used KMO (Kaiser-Meyer-Olkin) to measure how suited the data is for factor analysis.  $KMO \geq 0.5$  to see whether the variables are valid

or not [60]. According to Malhotra [60], the result is considered valid if the significant value is less than 0.05. Reliability is concerned with estimates of the degree to which a measurement is free of random or unstable error. To measure reliability, the authors used Cronbach's Alpha Coefficient. If the Cronbach's Alpha value is bigger than 0.7, meaning the data is reliable, otherwise the data is unreliable [61].

Because the conceptual model or research framework shows the situation where four independent variables are hypothesized to affect 1 dependent variable, the authors used multiple regression analysis for proposed data method [58]. From the research framework model showed to the authors that it could create only one equation of regression and calculate in program application of SPSS Statistics Version 22.

#### *Proposed Question Design*

Below is the questionnaire design, measure with the 5-point Likert-scale ranged from 1 (strongly disagree) to 5 (strongly agree).

Table 1. Questionnaire Design

Construct	Definition	Variable
<b>Running Involvement</b> [56]	The extent to measure how individuals' participation in a sport activity give both symbolic and hedonic value, and turn into their central component in life. [56]	"I really enjoy my running"
		"Running is my favorite sport"
		"I know a lot about running"
		"My interest in running says a lot about who I am"
		"Running helps others see me the way I want them to see me"
		"Running means I can really be myself"
		"A lot of my life is organized around running"
		"Many of my friends are interested in running"
<b>Strength of Running Motivation</b> [10]	A personal moderator that gauges the intensity of a person's attitude toward engaging in a specific activity [31], [10]	"I would be lost without running"
		"I regret when I am unable to participate in running events"
		"I feel that participating in running events is vitally important to me"
		"I am really interested in participating in running events"
		"I feel that spending time participating in running events is more worthwhile than spending time participating in other leisure activities"

<b>Running Event Satisfaction</b> [57]	The reference to respondents' outright satisfaction, happiness and general feelings about the decision to determine overall event satisfaction [57]	"I was satisfied with my decision to participate in this event"
		"I did the right thing by deciding to participate in this event"
		"I was happy that I decided to participate in this event"
<b>City Image</b> [46]	An important social role to attract tourists and promoting local civic pride [46]	<b>City / Convenience</b>
		"Road network adequate"
		"Urban area"
		"Busy city"
		"Roads well-maintained and repaired quickly"
		<b>Sports</b>
		"Many sporting events"
		"Adequate sports facilities"
		"Effective sports promotion"
		"Many sporting opportunities"
		<b>City Atmosphere</b>
		"Stylish"
		"Bright"
		"Fresh"
		"Fun"
		<b>Sightseeing / Leisure</b>
		"Many places for sightseeing"
		"Good restaurants and bars"
		"Wide choice in shopping"
		<b>Nature</b>
		"Natural wonders"
		"Good weather"
		"Access to outdoor recreational areas"
		<b>Business</b>
		"Good place to do business"
		"Local business appears to be thriving"
		"Business innovation"
<b>Place Attachment</b> [38]	A cognitive-emotional bond that individuals develop towards places [43]	"This place means a lot to me"
		"I am very attached to this place"
		"I feel like this place is a part of me"
		"No other place can compare with this place for travelling to attend a sport event"
		"I enjoy attending a sport event more than any other places"

		“Running a sport event is more important than running in any other place”
<b>Intention to Participate in Running Event</b> [27]	Attitude toward running event associated with future intention to participate [27]	“The event made me more likely to consider attending”
		“The event made me more likely to buy related products”
		“I am planning to attend the event next time”

findings

#### Validity Test

To solidify the tested constructs' validity in the conceptual framework in this study, the authors use exploratory factor analysis [62]. The result shown that the value of Kaiser-Meyer-Olkin (KMO) from all variable is above from 0.5. The significant value from all variable also  $> 0.05$ .

Table 2. Validity Test of Variables

Variables	Kaiser-Meyer-Olkin (KMO)	Sig (p value)
Running Involvement	0.896	0.000
Strength of Running Event Motivation	0.826	0.000
Running Event Satisfaction	0.743	0.000
City Image	0.874	0.000
Place Attachment	0.760	0.000
Intention to Participate in Running Event	0.664	0.000

In the general principle, the Cronbach's alpha value of more than 0.7 is considered acceptable and appropriate while the reliability of the items within the construct is measured [62], and this value will be used to ensure the stability and consistency for the adopted instruments.

Table 3. Reliability Test of Variables

Variables	Cronbach's
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Table 4. Regression Analysis Data

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	,563	,454		1,239	,218	-,338	1,464
Running_Involvement	-,077	,098	-,063	-,789	,432	-,271	,117

	Alpha
Running Involvement	0.862
Strength of Running Event Motivation	0.876
Running Event Satisfaction	0.881
City Image	0.910
Place Attachment	0.872
Intention to Participate in Running Event	0.777

As seen from Table 2 of reliability test of variables, the result has shown that the constructs' Cronbach's Alpha value were ranged from the lowest of 0.777 to the highest 0.918 which concluded that all constructs used in this study surpassed the preferred value of 0.70. This conveys that the constructs' measurement scale was consistent and stable in measuring constructs [62].

Data were collected from 104 respondents which consisted of 60.6% male and 39.4% female. 50% respondents were aged between 18 and 30 years old and 22.1% domiciled in south Jakarta. In additions, most respondents entered half marathon (48.1%) and 28.6% entered the full marathon event. Furthermore, they also join the running event outside the city between 1 and 3 times in a year. This data was processed using the regression analysis method. The numerical value from the data can be seen in the table below.



Strength_Of_Running_Event_Motivation	,332	,094	,359	3,527	,001	,145	,518
Running_Event_Satisfaction	,366	,102	,315	3,589	,001	,164	,568
City_Image	-,083	,128	-,056	-,648	,518	-,336	,171
Place_Attachment	,317	,093	,313	3,415	,001	,133	,501

### Regression Analysis

As presented above, Table 3 showed the conclusion of the regression analysis for all the five hypotheses. The p value of the Running Involvement ( $p=0.432$ ) is more than the alpha value of 0.05 as the result of the multiple regression analysis for the hypothesis 1. Its value of unstandardized beta coefficient is -0.077. So, Running Involvement has no relationship with the Intention to Participate in Running Event. Therefore, hypothesis 1 is not proven.

Hypothesis 2 showed p value of Strength of Running Event Motivation ( $p = 0.001$ ) is less than 0.05 and the value of unstandardized beta coefficient is 0.332. Based on the p value from analysis, there is a positive relationship between Strength of Running Event Motivation and the Intention to Participate in Running Event. Thus, hypothesis 2 is supported.

Furthermore, the p value from Running Event Satisfaction ( $p = 0.001$ ) is less than the alpha value if 0.05 and the value of unstandardized beta coefficient is 0.366. This shows that Running Event Satisfaction has positive relationship with Intention to Participate in Running Event. Thus, hypothesis 3 is supported.

The outcome of the analysis for the hypothesis 4, City Image p value ( $p = 0.518$ ) is more than the alpha value of 0.05. Unstandardized beta coefficient value is -0.083. Thus, it shows that there is no relationship between City Image and the Intention to Participate in Running Event. Thus, hypothesis 4 is not supported.

The result of the analysis for the hypothesis 5, Place Attachment p value ( $p=0.001$ ) is less than the alpha value of 0.05. Unstandardized beta coefficient value is 0.317. Thus, it shows that there is a positive relationship between Place Attachment and the Intention to Participate in Running Event. Thus, hypothesis 5 is supported.

To sum it up, unstandardized beta coefficient value ranged from the weakest relationship of -0.083 (between City Image and the Intention to

Participate in Running Event) to the strongest relationship of 0.366 (between Running Event Satisfaction and Intention to Participate in Running Event) for the significant independent variables tested in the hypotheses. It shows that Running Event Satisfaction is the strongest factor affecting the effectiveness of Intention to Participate in Running Event.

### Discussion

There were many factors that influence people to have intention to participate in running event. The authors aimed to figure out those factors and find them out empirically through developing hypotheses from both related theory and previous study research. The variables that we might related to people's intention were Running Involvement, Strength of Running Event Motivation, Running Event Satisfaction, City Image, and Place Attachment.

The findings suggest that Running Involvement did not have significant influence to Intention to Participate in Running Event. This finding is contrast to the study conducted by Bruun and Funk [10] which showed that marathons as ultra-fast activities that needs significant commitment for people to participate and a level of participation in recreational entertainment to travel abroad. This finding is also contrary to study conducted by Beaton, Funk, Ridinger, and Jordan [56], which explained how runners with increasingly stronger psychological connections to the activity are more likely to engage in more types of behaviors related to running.

Strength of Motivation in Running Event that gauges the intensity of a person's attitude toward engaging in a marathon are in line with research finding and has influence significantly. Similar finding has also been stated on the previous study by Bruun and Funk [10], in which strength of motivation in running event is seen as one of the socio-psychological motives towards participation in running event and will likely lead to sport travel motivation.

Another variable which plays a significant role in the Intention to participate in Running Event is Running Event Satisfaction. As a reference to respondents' happiness and general feelings about the event to determine overall event satisfaction, this finding confirmed prior research [57] which revealed satisfaction as a function of disconfirmation, thus acting as primary determinant in affecting future participation probability amongst respondents. From this finding, the research shows that it is important for sport tourism event to be held professionally and giving a thorough experience to participants in order to encourage the satisfaction feeling, thus broadening the intention for future participation.

Other finding from this research did not aligned Tavakolli's [46] positive relationship between city image and sporting event. Hypothesis 4 is not supported, as the study did not find significant roles of City Image towards Intention to Participate in Running Event. From this result, we might conclude that Borobudur lacks of important social role to attract tourists in sporting events – and unable to incorporate the sport image into the city image.

Moreover, the relation between Place Attachment and Intention to Participate in Running Event is confirmed by the finding. Supporting prior finding on Kyle, Graefe, Manning, and Bacon [38], the positive relation is assumed to the increased attachment to recreation settings, which in this case seems fitting to the case of sport tourism in Borobudur Marathon. This finding is also relevant to prior research by Lee [27], which stated that future intentions to attend event activities is positively associated with their attitudes toward the event.

#### managerial implications

These findings offer new perspective for practitioners involve in the management of running events, especially when it is targeted as sport tourism event. The result shows that prior experience on the same event, in this case Borobudur Marathon 2018, takes a great part in the intention to re-participate in the next Borobudur Marathon event. Respondents also show the significance of the place in their intention to travel to particular place (in this case, Magelang) to specifically attends the sport event. Amongst all, the running event satisfaction variable has acted as the most significance variable to determine the intention to re-

participate in the running event. This shows that taking part in running event is important for the respondents, which has prior experience participating in running event, and not just limited to Borobudur Marathon.

With Borobudur Temple famously known as one of tourism destination, it is likely that the Borobudur Marathon is increasing the attachment due to the selection of venue. This can help the organizer to create an attractive marketing offer, combining the recreational side of the place with the sport event. While it comes in secondary, improving the city marketing effort can also help creating attraction towards the sport event. Creating a comprehensive tourism value, both from the cultural and sport activity sides, will increase the overall experience for the runners, thus will highly affect runners' decision to participate in the next event.

#### limitation for further research

The present study is limited to the case of Borobudur Marathon, where the city itself (Magelang) has been known as one of the tourism destinations for its famous Borobudur Temple, the largest Buddhist temple in Southeast Asia. With the existing tourism potential lies within Magelang, there are still many rooms for further explorations for further sport tourism research. Further exploration towards this study can be cultivated from the perspective of the sport tourism destination, the quality of the sport event based on prior experience from participants, or by using the perspective of the other variety of sports to be created as a tourism event.

The study also shows how sport event experience could play an important role for sport enthusiasts in determining their participation towards sport events. With the growing trend of sport events, it is important for practitioners in this field to consider participants' experience as one of their main concentration when managing future sport events. Scholars could also dive deeper for further research regarding participants' satisfaction level or expectation when it comes to participating in the sport events.

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