The Verification of Spectators' Event Support Intention Model from the Traditional Martial Arts Festival

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Abstract: This study aims to construct a model of event support intention and validates the relationships among sport event image, destination image, event experience satisfaction, and event support intention. The event spectators at Neimen Song Jiang Battle Array event in Taiwan were targeted as main research sample. Out of 400 distributed survey questionnaires, 347 usable responses were returned with a high valid response rate of 86.8%. The results show that (1) event spectators' demographic variables do not reach significant explanatory power on their event support intention; instead, the strongest influences are from sport event image, destination image, and event experience satisfaction; (2) event spectators' sport event image has a direct positive effect on their event experience satisfaction, event support intention, and destination image; (3) event spectators' destination image has a direct positive effect on their event experience satisfaction and event support intention; and (4) event spectators' event experience satisfaction has a direct positive effect on their event support intention. The achieved findings can serve as useful reference for future studies.
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Keywords: sport event image; destination image; event experience satisfaction; event support intention

1. Introduction

In recent years, Taiwan has actively sought more opportunities to organize large-scale sport events such as the 2009 World Games in Kaohsiung and 2009 Deaflympics in Taipei, which up to the present have been considered to attract the largest numbers of tourists to Taiwan. Specifically, according to the 2009 Kaohsiung World Games statistical analysis, during eleven days of the sport event, 260,000 tourists have been attracted to come for watching the games, creating more than $NT2 billion of tourism output and achieved the total ticket revenue of more than $NT63.34 million, which hit Taiwan's temporary records.

Regarding social impact, many studies have suggested that the organized sport events' activities have significant impacts on the community, economy, and urban development. Although there remain several negative effects such as environmental destruction, noise, security issues, etc., instead of comparing the effectiveness brought about, a wide range of states' or cities' governments have been attempting to organize more large-scale sport events and used them as the main strategies for achieving greater benefits (Bull and Lovell, 2007; Chalip and McGuirty, 2004; Desbordes, 2007). Therefore, in the current era, the sector of sport events has become the fastest growing markets in tourism industry all over the world (McCartney, 2005).

In the extant literature, Gibson et al. (1998) defines sport event tourists as the ones whose travel purposes are for individual leisure or taking part in competitions; additionally, they must be the ones who leave their main places of residence to travel to the hosting sites to participate in or to watch the sport events. It has been perceived that sport event tourism can enhance the special interactions among people and hosting sites through organized activities, which in turn help create future awareness that benefits the image and attract more tourists (Dimanche, 2003). For these reasons, several counties and cities in Taiwan in recent years have begun to utilize sport events as an effective marketing tool with the hope to create higher local awareness to sport games, promote destination image, and increase tourism (Dimanche, 2003; Tu et al., 2011). Interestingly, it is suggested that in some non-tourist areas that lack of resources in the tourist attractions, the authorities can through sport events to attract more tourists, thereby gradually establishing that place's typical tourism attraction (Lin et al., 2010).

Song Jiang Battle Array in southern Taiwan is the most common folk art performance which is a form of traditional martial arts celebrations originated from Mainland China with performance scale including 36, 72, or 108 arrays. Nowadays, the most common performances often have up to 36 people using a variety of weapons including props as well as musical instruments and the currently best representative of this folk art performance is the Neimen Song Jiang Battle Array in Kaohsiung (Cai and Lan, 2006). Song Jiang Battle Array troupe performance with deafening sound percussion, being coupled with flexible arrays using various kinds of weapons to coordinate in the battle through which

their power and beauty are shown, are often the most focus point of the whole event and also the most typical performance full of cultural characteristics of Neimen (Hsu et al., 2013). Currently, this nine-day sport event is annually held during March and April, in which the competition for the most university creative troupes is considered the most brilliant and exciting part; hence, Neimen Song Jiang Battle Array has been considered not only a sport event but also an integration of tourism and school education development (Cai and Lan, 2006). As suggested by Hinch (1996), local celebration activities or events not only can help propagate the local culture but also can be able to attract a large number of tourists. Noteworthy, Fang et al. (2005) propose that Neimen Song Jiang Battle Array beneficially helps enhance local residents' attention to the traditional folk culture and promote the local culture, thereby effectively shape the country's overall image.

In the extant literature, a wide range of studies have mainly focused on investigating organized large-scale sport events such as the 2009 World Games (Hsu et al., 2010), 2009 Deaflympics (Lin et al., 2010), Olympic Games (Kaplanidou and Chang, 2008), FIFA World Cup (Walker et al., 2013). It has been generally believed that the large-scale sport event once being held will spur sports and enhance sports atmosphere, additionally better increase the number of event spectators to visit local tourist attractions and thus promote local tourism development (Chang and Ciou, 2011) as well as change the destination image (Lin et al., 2010). However, there have been very few studies investigating small-scale sport event or traditional sport celebrations. Taking this point, this study aims to fill the missing research gap by targeting Neimen Song Jiang Battle Array as the main research subject to examine and understand event spectators' event support intention model. As put forward by Yang (2013), the establishment of event spectators' event support intention is considered extremely critical since the organizers never expect one-time consumer behavior; instead, they always hope that after the event the tourists will revisit future sport event organizations or return to join other sightseeing tours in the hosting sites. For this reason, the identification of influential factors on tourists' revisiting intention and the sufficient understanding of spectators' event support intention in order to maximize tourism benefits are perceived of great importance.

1.1 The relationship between sport event image and event experience satisfaction

Chang et al. (2009) define sport event image as tourists' establishment of feelings and images during watching or participating in the sport events. In line with this, Lee and Cho (2009) refer sport event image to the brand image in general, being judged by participants' emotion and cognition. In addition, Lin et al. (2009) consider sport event image as event spectators' impressions and opinions toward the sport events. Noteworthy, image has been widely perceived to be not immutable; instead, it will change according to the environment, individual involvement experience, and personal values and people will be based on these changes to make judgments and correction to their existing images, consequently affects their behaviors and attitude.

Satisfaction has been perceived as individuals' personal after-event real-life experience (Bigne et al., 2001). Based on this premise, event experience satisfaction has been defined as tourists' after-event experience and degree of perceived satisfaction, being conducted through their own overall evaluation of the whole recreation organization (Bigne et al., 2001). As such, in order to gain event experience satisfaction, participants must personally experience the sport event by themselves to obtain these feelings and experience (Chang et al., 2007). Noteworthy, Schmitt (1999) through presenting the concept of Experiential Marketing refers experience to individual's response to certain stimuli in isolated incidents, being usually obtained from direct observation or personal involvement. For instance, during the process of perceiving sport events or competitions as well as related facilities and services, event spectators will generate "Experiential Marketing" feelings; hence, the organizers can emphatically improve spectators' profound experience toward the sport events to effectively enhance their loyalty to the events (Gentile et al., 2007). On supporting this idea, Huang (2009) states that the event organizers can efficiently increase the event's exposure through various television advertising media and means of propaganda, which in turn benefits not only the event itself but also local exposure and advocacy as well as helps shaping positive tourists' destination image. Therefore, it has been widely perceived that the organizers through conducting event marketing planning can effectively promote tourists' destination image and thereby positively affecting their event experience satisfaction. For instance, Kaplanidou and Vogt (2007) on investigating the Bicycling Race Event organized in Michigan show that tourists' event image has a direct positive impact on their satisfaction evaluation. Based on these premises, this study proposes the following hypothesis:

H1: Event spectators' sport event image has a direct positive effect on event experience satisfaction.

1.2 The relationship between destination image and event experience satisfaction

Dadgostar and Isotalo (1992) present that destination image of individuals toward a specific location is reflected through their overall impression or attitude, in which overall impression is defined as tourists' perception toward the quality of related aspects of the tourist destinations. In addition, tourists' destination image has been considered to play an important role on their satisfaction toward the overall system and positively influence their revisiting willingness (Bigne et al., 2001). Further elaborating, destination image has been referred to as tourists' overall impressions toward the host destination (or host country), being produced throughout their participation in the international sports events; however, it does not include sport event impression assessments (Lin et al., 2010). Noteworthy, Bigne et al. (2001) argue that how tourists treat their destination image strongly affects their degrees of participation and satisfaction. Therefore, better destination image has been widely expected to increase satisfaction (Danaher and Arweiler, 1996; Hsu, 2003). Consequently, this study proposes the following hypothesis:

H2: Event spectators' destination image has a direct positive effect on event experience satisfaction.

1.3 The relationship between event experience satisfaction and event support intention

Guest (1995) argues that tourists' revisiting willingness is based on their knowledge from previous travel experience. Previous studies have suggested that once tourists' satisfaction is effectively improved, tourists' probability of revisiting willingness will be definitely enhanced (Wu, 2009). During interactions with the tourist destinations and things, the achieved physical experience will strongly affect tourists' experience satisfaction consciousness. Therefore, the event organizers should be more emphatically to provide a good environment, peripheral services, active services, and convenient means of transportation, etc., in order to better improve tourists' event experience satisfaction. For instance, Hsu and Lin (2010) through a study on the 2009 World Games in Kaohsiung find that spectators' positive event experience satisfaction has a positive impact on their loyalty. Similarly, Kaplanidou and Gibson (2010) point out that higher event experience satisfaction will help improve tourists' revisiting intention. On support, Hung (2003) claims that on organizing major sport event, the organizers sometimes did not well control the total amount of spectators and participants, which in turn further reduce spectators' event support intention. Finally, Chao et al. (2011) through studying the National High School Athletic Games state that spectators' higher event experience satisfaction leads to more positive event support intention. Therefore, event experience satisfaction has been considered one of the important assessment indicators to event support intention. Based on these premises, this study proposes:

H3: Event spectators' event experience satisfaction has a direct positive effect on their event support intention.

1.4 The relationship among sport event image, destination image and event support intention

Xing and Chalip (2006) indicate that media propaganda helps enhance the event's exposure and establish sport event image, which when being coupled with destination image will beneficially generate individuals' event support intention. In line with this, Kaplanidou and Vogt (2006) on exploring the impacts of sport event image and travel intention with destination image as the mediating variable find out that sport event image has a directly positive impact on tourists' revisiting intention, additionally exerts an indirect effects on their revisiting willingness through the mediator of destination image. Further elaborating, Kaplanidou and Vogt (2007) through investigating the Michigan Bicycling Race Event show that sport event image and destination image have significant influences on tourists' revisiting willingness. Similarly, Fan (2008) through analyzing Taiwan Bicycling Race Sport Event state that sport event image and destination image exert significant impacts on participants' revisiting willingness. Moreover, Kaplanidou and Chang (2008) through examining the 2004 Olympic Games in Athens have proven that sport event image and destination image have significant effects on tourists' behavioral intention. Furthermore, Lee et al. (2012) through investigating the 2009 World Games in Kaohsiung present that sport event image directly and positively influences destination image, destination image positively influences tourists' event loyalty, and sport event image through the mediating effect of destination image has a significant impact on tourists' event loyalty; hence, destination image has been concluded to have the mediating effect.

In sum, based on the extant literature on sport event image, destination image, and event support intention, this study proposes three hypotheses as follows:

H4: Event spectators' sport event image has a direct positive effect on event support intention.

H5: Event spectators' sport event image has a direct positive effect on destination image.

H6: Event spectators' destination image has a direct positive effect on their event support intention.

Based on the above literature and hypotheses, this study established a conceptual framework as shown in Fig. 1.

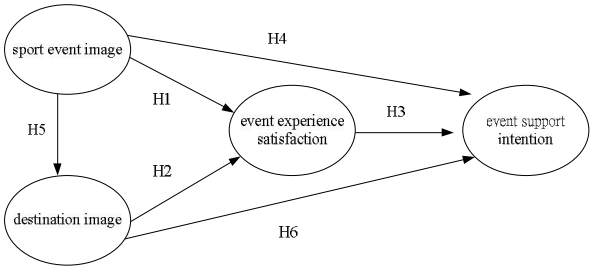

Fig. 1. The conceptual framework

2. Methods

2.1 Participants

Main research participants of this study were event spectators at Neimen Song Jiang Battle Array event in Taiwan. Out of 400 distributed survey questionnaires, 347 valid questionnaires were returned (86.8%). The demographic analysis results (Table 1) showed that 183 participants (52.7%) were male and 164 (47.3 %) were female. Concerning marital status, 246 participants (70.9%) were married and 101 (29.1%) were unmarried. In terms of educational background, 162 participants (46.7%) were under high school level, 128 (36.9%) graduated from universities, and 157 (16.4%) were graduates. Regarding age, 86 participants (24.8%) were less than 25 years old, 155 (44.7%) belonged to the 25-40 year-old group, 90 (25.9%) belonged to the 41-60 year-old group, and 16 (4.6%) were above 61 years old. Finally, 35.4% of participants earned an average monthly income below NT$20,000, 92 (26.5%) earned between NT$20,001 and NT$40,000, 81 (23.3%) earned between NT$40,001 and NT$80,000, and 51 (14.7%) earned more than NT$80,001.

2.2 Questionnaire design and measurements

The questionnaire was divided into five parts. The first part was sport event image scales, being developed and modified based on the sport event image scales of Kim and Petrick (2005), Schofield and Thompson (2007) and Chang et al. (2009). The scale included twelve items as indicators of three dimensions (i.e. event cognition, the importance of event, and event information), being measured by the 5-point Likert scale (5= "strongly agree", 1= "strongly disagree"). Then, the scale validity was examined using confirmatory factor analysis (CFA). The achieved results were $\chi^2(51) = 202.98$, GFI= .92, RMSEA= .08, SRMR= .05, NNFI= .97, CFI= .98, and PNFI= .75, confirming this model was acceptable. In addition, the Cronbach'α was .86, indicating high internal consistency and thus reliability for the overall scale.

Table 1. Event spectators' demographic analysis *(N=347)*

Variables		N	%
Gender	Male	183	52.7
	Female	164	47.3
Marital status	Married	246	70.9
	Unmarried	101	29.1
Educational background	Under high school level	162	46.7
	Undergraduate	128	36.9
	Graduate	57	16.4
Age	Less than 25 years old	86	24.8
	26- 40 years old	155	44.7
	41- 60 years old	90	25.9
	Above 61 years old	16	4.6
Average monthly income	Below NT$20,000	123	35.4
	Between NT$20,001 and $40,000	92	26.5
	Between NT$40,001 and $80,000	81	23.3
	Bore than NT$80,001	51	14.7

The second part was destination image scales which were adopted from Xing and Chalip (2006), Bigne et al. (2001), and Lin et al. (2010). The scale consisted of two dimensions which were cognition (4 items) and value (4 items), being measured by the 5-point Likert scale (5= "strongly agree", 1= "strongly disagree"). The CFA results were $\chi2_{(19)} = 76.93$, GFI= .95, RMSEA= .07, SRMR= .04, NNFI= .98, CFI= .98, and PNFI= .66, suggesting that this model was acceptable. The Cronbach'α was .85, indicating

internal consistency and thus reliability for the overall scale.

The third part was event experience satisfaction scales. A total of 5 items was developed based on the scales suggested by Schmitt (1999), Gentile et al. (2007), and Hsu and Lin (2010), being measured by the 5-point Likert scale (5= "strongly agree", 1= "strongly disagree"). The CFA results were $\chi^2_{(5)}$ = 22.45, GFI = .90, RMSEA = .09, SRMR = .05, NNFI = .91, CFI = .94, and PNFI = .57, suggesting that this model was acceptable. In addition, the obtained Cronbach'α was .81, indicating internal consistency and thus reliability for the overall scale.

The fourth part was event support intention scale. Based on the scales suggested by Lin et al. (2011), Kim and Petrick (2005), and Chao et al. (2011), a total of 4 questionnaire items were developed, including "I am willing to support future re-organization of Neimen Song Jiang Battle Array event", "I am proud of the organization of Neimen Song Jiang Battle Array event", I am willing to conduct propaganda for Song Jiang Battle Array event", and "I will attend the next Song Jiang Battle Array event". The scale was measured using the 5-point Likert scale (5= "strongly agree", 1= "strongly disagree"). The CFA results were $\chi^2_{(2)}$ = 3.61, GFI= 1.00, RMSEA= .05, SRMR= .01, NNFI= .99, CFI= 1.00, and PNFI= .53, claiming that this model was acceptable. In addition, the achieved Cronbach'α was .88, indicating high internal consistency and thus reliability for the overall scale.

The final part of the questionnaire aimed to collect event spectators' basic information including gender, marital status, age, educational background, and average monthly income.

2.3 Data analysis

The current study used SPSS for Windows 20.0 statistical software to analyze the data. The significant level of statistics test was based on α= 0.05. The adopted statistical methods included descriptive statistics, factor analysis, and hierarchical regression. Finally, this study utilized structural equation modeling (SEM) approach to analyze the influencing relationships proposed in the models. As such, LISREL version 8.80 was used to test the hypotheses and analyze the overall model. Based on Hair et al. (1998), standardized fit indicators were adopted to evaluate the overall model fit, including absolute fit measures (e.g., chi square (χ2), root mean square error of approximation (RMSEA), and standardized root mean square residual (SRMR)), relative fit measures (e.g., comparative fit index (CFI), non-normed fit index (NNFI)), parsimonious fit measures (e.g., parsimonious normed fit index (PNFI), parsimonious goodness of fit index (PGFI), and goodness of fit index (GFI).

3. Results

3.1 The impacts of event spectators' demographic variables, sport event image, destination image, and event experience satisfaction on their event support intention

In Table 2, the hierarchical regression analysis results divided independent variables into four blocks to respectively enter each model in order to explore their impacts on event spectators' event support intention. The results showed that in Model 1, event spectators' demographic variables (gender, marital status, age, educational background, and average monthly income) were all did not reach significant explanatory power on their event support intention (R^2 =.028, F =1.95, p>.05).

In Model 2, the results presented that event spectators' control demographic variables in involvement with sport event image all reached significant explanatory power on their event support intention (R^2 =.205, F =14.57, p<.05). As such, an increase in explanation power ($\triangle R^2$ =.177, $\triangle$ F =75.56, p<.05) proved that the involvement of sport event image could effectively promote the model's explanatory power with a sharp increase of 17.7%. Noteworthy, event spectators' sport event image was found to have a significantly positive impact on event support intention (β =.425, t =14.57, p<.05), indicating that event spectators with higher sport event image had higher event support intention.

In Model 3, the results stated that event spectators' control demographic variables and sport event image in involvement with destination image all reached significant explanatory power on their event support intention (R^2 =.276, F =18.85, p<.05). As such, an increase in explanation power ($\triangle R^2$ =.072, $\triangle$ F =33.64, p<.05) proved that the involvement of destination image could effectively promote the model's explanatory power with an increase of 7.2%. Noteworthy, event spectators' destination image was found to have a significantly positive impacts on their event support intention (β =.289, t =5.80, p<.05).

In Model 4, the results showed that event spectators' control demographic variables, sport event image, and destination image in involvement with event experience satisfaction all reached significant explanatory power on their event support intention of (R^2 =.303, F =18.36, p<.05). As such, an increase in explanation power ($\triangle R^2$ =.027, $\triangle$F =12.87, p<.05) proved that the involvement of event experience satisfaction could effectively promote the model's explanatory power with an increase of 2.7%.

Noteworthy, event spectators' event experience satisfaction was found to have a significantly positive impacts on event support intention of (β =.213, t =3.59, p<.05).

In sum, on exploring the impacts of event spectators' demographic variables, sport event image, destination image, and event experience satisfaction on their event support intention, the analysis results indicated the largest contributions were from the sport event image, destination image, and event experience satisfaction.

Table 2. Hierarchical regression analysis of event support intention of event spectator

自變項	Model 1			Model 2			Model 3			Model 4		
	Beta	t	p	Beta	t	p	Beta	t	p	Beta	t	p
gender	-.122	-2.27*	.024	-.083	-1.71	.089	-.064	-1.36	.174	-.071	-1.53	.126
marital status	-.073	-1.35	.178	-.060	-1.22	.222	-.067	-1.42	.156	-.061	-1.31	.190
age	-.048	-.88	.381	-.001	-.012	.985	.008	.17	.864	.007	.15	.879
educational background	-.084	-1.53	.128	-.048	-.95	.343	-.065	-1.35	.180	-.066	-1.39	.165
average monthly income	-.044	-.81	.419	-.041	-.84	.400	-.067	-1.43	.154	-.074	-1.59	.112
sport event image				.425	8.69*	.000	.325	6.52*	.000	.238	4.35*	.000
destination image							.289	5.80*	.000	.209	3.87*	.000
event experience satisfaction										.213	3.59*	.000
R^2	.028			.205			.276			.303		
F	1.95			14.57**			18.50**			18.36*		
P	.086			.000			.000			.000		
△R^2	.028			.177			.072			.027		
△F	1.95			75.56*			33.64*			12.87*		
△P	.086			.000			.000			.000		

*p<.05

3.2 SEM model evaluation

The model fit analysis results showed that the absolute fit indicator $\chi^2_{(71)}$=187.28, p=0.00 reached the level of significance, implying that a discrepancy or deviation existed between the covariance matrix of this model and that of the empirical data. This result suggested the model should be rejected since it was easily affected by large samples. Conversely, the SRMR value (.04) and the RMSEA value (.07) were less than the minimum acceptance value (.08); therefore, the model was acceptable. Regarding relative fit measures, the NNFI value (.97) and CFI value (.97) were greater than the acceptance value (.90); therefore, the model was acceptable. In terms of parsimonious fit measures, the PNFI value (.75) and PGFI value (.63) were greater than the acceptance value (.50); therefore, the model was acceptable. Similarly, the GFI value (.93) was greater than acceptance value (.90), suggesting the model was acceptable. In sum, the results of all model fit indicators passed the fitness test, indicating the present model was acceptable for further analysis.

3.3 Estimation of parameters

A total of six research hypotheses were proposed in this study. Based on the achieved standardized parameter estimation values (as shown in Fig. 2), conclusions for hypothesis test were carried out as follows:

H1: Event spectators' sport event image has a direct positive effect on event experience satisfaction. The standardized coefficient of .48 (t = 7.00, p<.05) reaches the level of significance. Therefore, the hypothesis is supported.

H2: Event spectators' destination image has a direct positive effect on event experience satisfaction. The standardized coefficient of .41 (t = 6.24, p<.05) reaches the level of significance. Therefore, the hypothesis is supported.

H3: Event spectators' event experience satisfaction has a direct positive effect on their event support intention. The standardized coefficient of .19 (t=1.82, p>.05) do not achieve the level of significance. Hence, the hypothesis is not supported.

H4: Event spectators' sport event image has a direct positive effect on event support intention. The standardized coefficient of .33 (t=3.67, p<.05) reaches the level of significance. Therefore, the hypothesis is supported.

H5: Event spectators' sport event image has a direct positive effect on destination image. The standardized coefficient of .44 (t=6.63, p<.05)

reaches the level of significance. Therefore, the hypothesis is supported.

H6: Event spectators' destination image has a direct positive effect on their event support intention. The standardized coefficient of .24 ($t = 2.92$, $p<.05$) reaches the level of significance. Therefore, the hypothesis is supported.

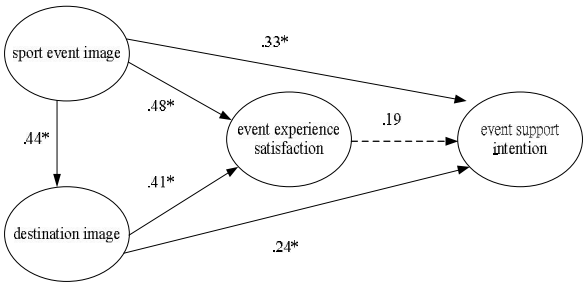

Fig.2. Standardized model parameters
Note: *p<.05

4. Discussions

Image refers to the phenomenon that individuals based on certain past feelings and experiences to construct their own cognitive and emotional attitudes toward certain things (Baloglu and McCleary, 1999). For instance, tourists with desire to travel and participate in an event's activities will proactively conduct assessment or understanding toward that event. At this time, tourists will initially recall previous experience or impressions and finally form personal inner conviction (Baloglu and McCleary, 1999). Importantly, Baloglu (1999) points out that the establishment of good feelings and pride in tourists' minds plays a critical role because these perceptions will strongly affect their positive attitudes and behaviors. In line with this, previous studies have widely considered destination image to be the driving force prompting visitors to take consequent actions as well as the important factor influencing tourists' very first decision-making processes (Gunn and Var, 2002). With the achieved results, this study supports this argument that sport event image and destination image positively influence spectators' event support intention, implying that how to establish event spectators' positive sport event image or destination image is a noteworthy development direction that needs to be emphatically focused.

In the extant literature, Xing and Chalip (2006) suggest that on holding the sport events, the organizers can make use of various local resources and enhance the added value of event activities through different propaganda marketing methods; for instance, establishing the links among sport event activities with cultural characteristics and legends or with distinctive activities such as historic venue-related monument sight-seeing tours and local cuisine, etc. for better advocacy. However, the organizers should pay more attention to the destination advertising since featured activities and real sport event image or destination image that create tourists' impressions should be ensured to have consistency. Once these aspects are met, in association with perceived good service satisfaction, spectators' event brand building will be effectively established. Noteworthy, Cai (2002) and Hall (2002) claim that once spectators and the tourist spots are allowed to develop emotional connection in between through event activities, throughout this process tourists will achieve more different experience and hence form better tourism impressions. When event spectators have positive impressions toward the event organization, their event brand recognition patterns will be gradually formed. Once event brand building is established, this phenomenon represents that they exert a certain degree of recognition toward the activity or the destination. Further elaborating, Konecnik and Gartner (2007) note that in order to better carrying out destination brand building, the organizers can let tourists participate in various activities to enhance their willingness to visit the tourist spots and join sightseeing tours. For this reason, in recent years, a number of tourist destinations have emphatically attempted to solve issues of lacking of substitutability and differentiation. Therefore, in addition to strengthening sport event image or destination image creation, the organizers of Song Jiang Battle Array should be more active in event brand building by taking advantage of various local resources in order to enhance spectators' value-added participation in the event. Furthermore, Wilson et al. (2001) propose 10 success factors for events' effective overall development, namely (1) complete tour package, (2) good leadership, (3) local government support and participation, (4) sufficient funding for tourism development, (5) strategic planning, (6) industry coordination and cooperation with local people, (7) rural tourism coordination and cooperation, (8) tourism development, marketing information, and technical support, (9) good tourism agency, and (10) residents' support in holding sport event, which have beneficially provided the organizers of sport events with useful execution references.

5. Conclusions and Recommendations

This study finds that event spectators' demographic variables do not have significant impacts on their event support intention while sport event image and destination image exert positive

direct impacts; in addition, sport event image directly affect destination image. Noteworthy, event experience satisfaction has been proven not to have any mediating effect between the relationships. Therefore, once attempting to achieve sustainable development in future, the Song Jiang Battle Array should emphatically carry out these following suggestions:

- The organizers should not only focus on the event's success but need to integrate all resources through various marketing planning approaches, strengthen local tour-around planning, improve local food and propaganda information, encourage participation in event's value-added activities, etc. since these endeavors make the event activities more attractive, consequently make more people want to join.
- The Song Jiang Battle Array in southern Taiwan has been widely perceived as one kind of folk art performances and also a celebration of traditional martial arts. Therefore, the organizers should take advantage of this event to link typical cultural characteristics to event's activities in order to make the Song Jiang Battle Array the unique event.
- The organizers should establish good sport event image and destination image in order to allow participants to better support the event; hence, they will not look for other alternative activities. With more positive efforts to further develop supplementary activities, the organizers can bring about more certain value and image to spectators' minds, thus beneficially help them build better loyalty.
- Finally, this study suggests reconsidering the hosting site of the Song Jiang Battle Array since the current hosting site is located on Zi Zhu Si Temple's square, which just can accommodate 2,000 to 3,000 direct on-site spectators. Although the whole event is televised, a large number of on-site spectators but have no way to enter the activity venue will definitely feel extreme disappointed and dissatisfied, which in turn reduce their re-visiting intention toward this event's future organizations. Hence, the organizers should consider choosing another location with loading capacity of more than five thousand people since more on-site spectators will beneficially enhance greater positive impacts on local tourism. Generally, once attempting to achieve effective economic benefits under the on-going large scale of spectators, the organizers should be fully prepared to maintain good service quality and good activity organization level. Once the event spectators are satisfied, their event support intention will be definitely expressed.

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