

The Relationships among Sustainability, City Marketing Assets and City Marketing Effectiveness in a Marine Sport Event

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Abstract

The purposes of study were to analyze the relationships among a marine sport event' perceived sustainability, city marketing assets and city marketing effectiveness and to provide fundamental information that helps establish sustainable marine sport event development strategies. For the purposes, this study attempted to employ survey methodology with a total of 300 visitors to an international marine sport event hosted in Busan Metropolitan City, Korea. Valid 293 questionnaires were analyzed using SPSS 22.0. The major findings of this study were as follows. First, Triple Bottom Line (TBL) factors have a significant effect on city image and environmental sustainability factor has the highest unique relation with the dependent variable. Second, TBL factors also have a significant effect on city attitude and environmental sustainability has the highest unique relation with city attitude. Third, TBL factors have a significant effect on city familiarity and social sustainability has the highest unique relation with city familiarity. Fourth, city marketing assets have a significant effect on intention to reside and city attitude has the highest unique relation with intention to reside. Finally, city marketing assets also have a significant effect on intention to revisit and city attitude has the highest unique relation with the dependent variable.

Key Words: Sustainability, City marketing, City marketing assets, City marketing effectiveness, Marine sport event

1. Introduction

Sport is beginning to emerge as an important tool for sustainable city development [1]. In particular, sport events have been recognized to have not only tangible but intangible effects, and city development and marketing cases by utilizing such events have been on the rise [2, 3]. Crompton [4] pointed out that effects of a sport event such as economic effects, publicity and image improvement, industrial development and strong feeling of regional pride are the marketing assets of the city holding the event. These efforts of city marketing with sport events are appearing in many countries. For example, Barcelona of Spain held the Olympics in 1992, thus creating a better city image and awareness than that of the capital, Madrid. In Korea, such an attempt to promote a local economy by holding a sport event has been a

national phenomenon all over the country. Particularly, autonomous local governments and cities adjacent to the sea have paid much attention to marine sport events that utilize natural environments, and have made a substantial investment to hold an event [5, 6].

As for a concept of sustainability, World Commission on Environment and Development (WCED) defined in 1987 sustainable development as “the development that meets the needs of the present without compromising the ability for future generation to meet their own needs” [7]. This concept of sustainability has been utilized in a lot of economic and industrial sectors and often applied in the tourism development field. City marketing, as “activities to create an element or asset that has the ability to enhance the values of the city” [8], can be defined as activities to develop a variety of resources a city has in order to manage and utilize strategically the city’s brand so that tangible and intangible effects can be created. City marketing effectiveness can be viewed from various perspectives. Yu et al. [9] presented as city marketing effectiveness the effects of city maintenance, tourism and leisure, economics, citizens’ integration, and so forth, and Hwang [8] pointed out it to be intention to revisit the city and intention to reside in the city.

While sport events have been utilized throughout the world as a means to develop a sustainable city or for city marketing, there has been virtually no empirical analysis, concerning the following questions: ‘Is a marine sport event sustainable?’ and ‘How the sustainability of a marine sport event relates to city marketing?’ The purpose of this study was, thus, to find out the relationship between sustainability of a marine sport event and city marketing by examining the relations among the marine sport event, city marketing assets and city marketing effectiveness.

Regarding the relationship between sustainability of marine sport events, city marketing assets, and city marketing effectiveness, Cucculelli and Goffi [10] said that sustainability of events has positive influences on city marketing assets and effectiveness, which can be a city’s competitive edge, and particularly social, cultural and economic sustainability of events strengthens the satisfaction of tourists and contributes to enhancing competitiveness of tourist destinations. Kaplanidou and Vogt [11], in a study on the relationship between sport events and city marketing, asserted that a sport event not only is a means for the city to create a distinctive image but has effects on one’s intention to revisit the city, which is a significant cause of consumption behavior. Park et al. [12] reported that city images and brand assets, formed through a sport event, influence positively the visitors’ intention to revisit the city. Based on this literature, this study formulated the following research hypotheses:

- Hypothesis 1: Sustainability of a marine sport event will have effects on city marketing assets.
- Hypothesis 2: Sustainability of a marine sport event will have effects on city marketing effectiveness.
- Hypothesis 3: City marketing assets generated through a marine sport event will have effects on city marketing effectiveness.

2. Materials and Methods

2.1 Subject of study

The subject of this study was those who visited the international yacht race held in B Metropolitan City, Korea in October 2014. A convenience sample method was used to select people to be questioned. The researcher and 3 assistants conducted a survey on 300 visitors willing to participate in the survey, who were residing in or outside the region, and then collected final valid 293 questionnaires from them.

2.2 Survey instrument and validity verification

This study used and altered appropriately the questionnaire that had been developed by Cho [5] to use in analyzing sustainability of marine sport events by referring to the triple bottom line (TBL) model suggested by Jennings [13] and Fairley et al. [14]. For questions on city marketing assets, the items of the Campbell and Keller [15] questionnaire were adapted into Korean and used for questions on city familiarity, and the items of the Goldsmith and Lafferty [16] questionnaire for questions on city attitude, and the items of the Walmsley and Young [17] for questions on city image. As for city marketing effectiveness, questions of Putrevu and Lord [18] were adapted into Korean and used for questions on intention to reside in the city, and the questionnaire developed and used by Hwang [8] was used for questions on intention to revisit the city. For its content validity, relevance and representativeness of the questions were verified by experts in marine sport events and marketing, and construct validity and reliability of the questions were verified using exploratory factor analysis and internal consistency analysis, respectively.

2.3 Data analysis

The 293 valid questionnaires collected in this study were analyzed using the SPSS 22.0 statistics program. The data were then analyzed using descriptive statistics, correlations, and

multiple regression analysis.

3. Results

3.1 Descriptive statistics and correlation analysis

In terms of the findings of descriptive statistics on the sustainability items of marine sport events, the mean value was relatively higher in contribution to tourism industry ($M = 3.84$) and space maintenance ($M = 3.82$), and most of the items were between 'neutral' and 'agree' in the 5-point scale. Regarding correlations between the study variables, environmental sustainability had the highest correlation with city image ($r = .538$) and city attitude ($r = .500$), and social sustainability had the highest correlation with city familiarity ($r = .399$); and environmental sustainability had the highest correlation with intention to reside and intention to support the event.

3.2 Multiple regression analysis

In terms of the effects of sustainability of the marine sport event on city marketing assets, the sustainability had statistically significant effects on all of the factors of city marketing assets. Sustainability of the marine sport event explained 35.4% of the variance of city image ($R^2 = .354$, $p < .001$), and environmental sustainability ($\beta = .321$, $p < .001$) had the highest relationship with city image. Sustainability of marine sport events had an explanatory power of 32.6% for the variance of city attitude ($R^2 = .326$, $p < .001$), and environmental sustainability ($\beta = .260$, $p < .001$) had a relatively higher relationship with city attitude. And the sustainability had an explanatory power of 20.3% for the variance of city familiarity ($R^2 = .203$, $p < .001$), and social sustainability ($\beta = .218$, $p < .001$) had a high relationship with city familiarity.

Regarding the effects of sustainability of the marine sport event on city marketing effectiveness, the sustainability had statistically significant effects on all the factors of city marketing effectiveness. Sustainability of the marine sport event explained 18.3% of the variance of intention to reside in the city ($R^2 = .183$, $p < .001$), and environmental sustainability had the highest relationship with the intention to reside ($\beta = .264$, $p < .001$). And sustainability of the marine sport event had an explanatory power of 36.1% for the variance of intention to revisit ($R^2 = .361$, $p < .001$), and environmental sustainability ($\beta = .306$, $p < .001$) and social sustainability ($\beta = .246$, $p < .001$) had a relatively higher relationship with intention to revisit.

Last, in relation to the effects of city marketing assets on city marketing effectiveness, city marketing assets had statistically significant effects on all the factors of city marketing effectiveness. City marketing assets explained 41.9% of the variance of intention to reside in the city ($R^2 = .419, p < .001$), and had the highest effect on city attitude ($\beta = .363, p < .001$), followed by city image ($\beta = .276, p < .001$). And city marketing assets explained 52.4% of the variance of intention to revisit ($R^2 = .524, p < .001$), and had the highest effect on city image ($\beta = .370, p < .001$), followed by city attitude ($\beta = .322, p < .001$) and city familiarity ($\beta = .155, p < .001$).

4. Discussion

In terms of the sustainability of a marine sport event, this study showed that social sustainability was the highest and that environmental sustainability was found to be the lowest. These results can be a meaningful finding in that they revealed the level of environmental sustainability of marine sport events held in Korea and also showed us a desirable way to hold and operate international marine sport events in the future. The marine sport events held in Korea have not given sufficient consideration to economic, social and environmental indicators of sustainability. However, sustainability of a marine sport event was found by this study to have positive effects on city marketing assets, which supports the relationship between the two variables suggested in the preceding literature [6, 10, 19, 20]. Of the sustainability factors of marine sport events, environmental sustainability had effects on all the factors of city marketing assets. This result may have great implications for those who plan and operate such events as well as the city holding such events. Marine sport events, if failing to make a strategic effort to preserve and improve the marine space and environment, are highly likely to have negative effects on the marine environment. There have been, however, few efforts by marine sport events to enhance people's awareness of environment and to preserve the environment. And city familiarity of the city marketing assets was influenced most by social sustainability. The finding suggests that such events or programs that have been recently held by marine sport events to attract local residents and visitors will contribute to strengthening social sustainability and generating positive assets for the holding city.

In addition, sustainability of the marine sport event was found to have positive effects on city marketing effectiveness, which supports the findings in the preceding literature that examined event's sustainability and city marketing effectiveness [11, 21, 22]. In this study,

city marketing effectiveness was influenced most by environmental sustainability. During the period of a marine sport event, the surroundings of the event are given a lot of attention such as efforts to enhance and maintain the environment and marine space, and such efforts were found to have positive effects on city marketing effectiveness. And social sustainability of the marine sport event was found to have positive effects on all the factors of city marketing effectiveness. Thus, to enhance social sustainability of marine sport events, there should be efforts to increase the access to the venue for the event and to plan and operate such events that allow visitors themselves to participate in educational or other activity programs rather than simple ones.

Regarding the relationship between city marketing assets and city marketing effectiveness, city marketing assets had positive effects on city marketing effectiveness. To be specific, intention to reside among the city marketing effectiveness factors was found to be influenced most by city attitude. Since many cities are performing advertising activities and publicity relations for city marketing, whether the level of city attitude verified in this study was or was not generated by the marine sport event needs to be analyzed more thoroughly. This study, however, has implications from its finding that when city marketing effectiveness is to be created, city attitude functions as an important asset. A strategy to operate a marine sport event with the object of forming a positive city attitude through the event, thus, needs to be managed in an integrated way in terms of city marketing. In addition, intention to revisit among the city marketing effectiveness factors was influenced most by city image. Therefore, positive images created and expanded through a successful marine sport event are expected to contribute to promoting the tourism industry by improving the intention of outsiders to revisit the city.

5. Conclusions

This study has implications in that it pioneered the effects of sustainability of a marine sport event on city marketing assets and effectiveness. The limitations this study had in its methodology and design suggest necessities for further research as follows. First, sustainability of a marine sport event, city marketing assets and effectiveness were measured with both inside and outside visitors. This might lead to discrepancy between inside and outside visitors in awareness of sustainability of marine sport events and in the level of evaluating on city marketing factors. Further research is, thus, required to verify the causal relationship between sustainability of marine sport events and city marketing, using multi-

group analysis. Next, preceding studies show that sustainability of marine sport events is different depending on event types. For example, marine sport events of a festival type were evaluated to have the highest sustainability. Such studies have limitations by focusing mainly on economic sustainability. So it is significant to conduct analysis and comparison for each type of marine sport events, regarding the relationship between sustainability and city marketing.

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