

XIAOLONG ZHOU  
Paichai University, South Korea

MINGYUE ZHANG  
Paichai University, South Korea

## A Study of the Influence of ESG Performance, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value and Habit on Tourists' Behavioural Intentions towards Sports Complexes

**Abstract:** Objective: This study aims to determine the structural relationships between environmental, social and governance (ESG) performance in sports complexes, along with external factors and motivations (social influence, facilitating conditions, hedonic motivation, price value, habit), with tourists' behavioural intentions. Design/Method/Approach: To achieve this, a web-based survey was conducted, and after eliminating outliers, data from a total of 541 responses were analysed using the SPSS and AMOS statistical software packages. Findings: The research findings indicate a positive correlation between environmental and social performance in sports complexes, along with external factors and motivations (social influence, facilitating conditions, hedonic motivation, price value, habit), and tourists' behavioural intentions. Hedonic motivation and habit have been identified as the most crucial. Additionally, past experience moderates the impact of social influence, facilitating conditions, hedonic motivation, price value and habit on tourists' intentions. Conclusions/Recommendation: This study suggests that enhancing tourists' hedonic motivation and cultivating consumer habits are crucial for improving tourists' intentions to visit sports complexes. Furthermore, efforts should be directed towards improving sports complexes' environmental and social performance, enhancing the social environment and convenience, and increasing their cost-effectiveness to boost tourist intention. Originality/Value: This research represents a significant revision of the UTAUT2 model, expanding its applicability. Moreover, it is the first attempt to employ ESG theory to explain tourists' behavioural intentions in sports complexes.

**Keywords:** behavioural intention; ESG performance; revision of UTAUT2 model; structural equation modelling

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## INTRODUCTION

Tourism activities are fundamental economic growth drivers, significantly contributing to GDP, job creation and employment (Jeronimo Viana et al., 2021). A sports complex is a unique amalgamation of sport, tourism, culture, community development and other diverse elements, offering tourists an innovative experience. As a form of tourism, it not only bolsters local economic growth but also stimulates the progress of related industries. Despite these benefits, the escalating impacts of tourism have led to a spectrum of visible and potential issues, including environmental ones (Jiménez-García et al., 2020; Saarinen, 2006). The long-term adverse effects of tourism often outweigh its short-term advantages. Hence, it is paramount to pursue sustainable tourism development, seeking a balance between environmental, economic and societal objectives (Streimikiene et al., 2021). Corporate social responsibility (CSR) underscores the need for corporations to consider environmental, social and governance (ESG) performance while seeking economic profits. Numerous tourism entities have started incorporating CSR into their operations to achieve sustainable development goals.

The surge in tourism demand has fuelled the expansion of the tourism market, fostering growth and innovation in tourism-related enterprises (Guo, Tang, 2022). Consequently, tourism has become a highly competitive marketplace (Jang, Hsieh, 2021; Karanikola et al., 2020; Kim, S-B., Kim, K-Y., 2016). Although the influence of a company's ESG performance on tourist satisfaction is recognised (Chung et al., 2015; Mai, Cuong, 2021), its impact on tourist satisfaction remains unexplored. This study aims to probe the impact of corporate ESG performance, social influence, facilitating conditions, hedonic motivation, price value and habit on travel behaviour intentions. Empirical research on sports complexes in Korea uses the revised unified theory of acceptance and use of technology (UTAUT2) model. The objective is to provide valuable insights for tourism companies to enhance their competitiveness.

## LITERATURE REVIEW

### **Sports complexes**

The concept of sports complexes revolves around the distinct features of sports and health, encompassing a multifunctional spatial area or developmental platform integrating sports, health, tourism, leisure, elderly care, culture and 'liveability' (Wei, 2019; Zhang L., 2018). According to varying perspectives and criteria, sports complexes can be categorised into different types, such as professional, recreational and sports industries (Zhang Z., 2021). Professional sports complexes primarily aim to cultivate and develop professional athletes, housing training centres and sports schools. On the other hand, recreational sports complexes prioritise providing leisure sports facilities and activities to enhance residents' quality of life. Sports-industry complexes focus on developing sports-related industries, encompassing sports equipment manufacturing and sports tourism (Zhang L. et al., 2022). This research predominantly focuses on a sports-industry complex, primarily emphasising sports tourism.

As urban residents increasingly seek diverse lifestyles, the inevitability of suburbanisation and small-town development becomes apparent, driven by the desire to escape urban congestion, noise and recent urban smog issues (Zhang L. et al., 2022).

The construction of distinctive complexes caters to the leisure and recreational needs of the populace, fostering urbanisation and contributing to environmental improvement (Deng, 2022). It is foreseeable that future interaction and collaboration between these two trends in practice will become the new norm.

### **Revision of the unified theory of acceptance and use of technology (UTAUT2) model**

The unified theory of acceptance and use of technology (UTAUT) is a prevalent theoretical framework for examining user acceptance and application of emergent technologies (El-safty, Boghdady, 2022; Vinerean et al., 2022). The UTAUT model postulates four central constructs: performance expectancy, effort expectancy, social influence and facilitating conditions to expound user acceptance and usage behaviour (Venkatesh et al., 2003). In addition to these constructs, gender, age, experience and voluntariness are considered moderating factors influencing these four primary constructs (Venkatesh et al., 2003). In 2012, Venkatesh, Thong and Xu introduced the UTAUT2 model, extending the applicability of UTAUT to consumer technology usage (Venkatesh et al., 2012). The UTAUT2 model incorporates three additional determinants influencing technology acceptance and usage: hedonic motivation, price value and habit. With enhanced predictive capabilities, this expanded model offers a more comprehensive framework for understanding consumer acceptance and use of technological products or services. The UTAUT2 model is currently being implemented in the tourism industry (Araújo Vila et al., 2021; Assaker et al., 2020). However, considering the aim of examining tourists' behavioural intentions, the decision was made to modify the original model. Previous research indicates that expected performance and effort performance have been significant in many technology adoption models (Alalwan et al., 2017; Bakri et al., 2023; Lin et al., 2020). Nevertheless, our research subjects are consumers whose decision-making processes may be more influenced by the company's environmental (Han et al., 2009), social (Rotaris et al., 2023) and governance (ESG) performance (Lee H-J., Rhee, 2023). As a result, the decision was made to eliminate the variables of expected performance and effort performance and introduce the variable of ESG performance.

### **ESG performance**

The concept of ESG, representing environment, social responsibility and governance, was first introduced in 2006 in the United Nations Principles for Responsible Investment (UNPRI) report (Hsiao et al., 2022). The environmental (E) dimension encapsulates the impact of enterprises on the natural environment, encompassing aspects such as resource consumption, waste discharge and ecological protection (Kim K-H., Kim Y-H., 2021; Zhou et al., 2023). The social (S) aspect involves activities that confer benefits to society or individuals, including social factors related to customer satisfaction, data protection and privacy, community relations, supply chain management, worker safety and others (Bae et al., 2023; Makhdalena et al., 2023; Rau, Yu, 2023). Lastly, governance (G) entails internal decision-making, distinguished from external activities, and has been identified as a critical component of ESG management (Bae et al., 2023; Masindi et al., 2023).

A growing belief holds that companies committed to sustainable development through ESG management can gain future competitiveness (Livoshko, 2023). This viewpoint was explicitly echoed in the 2020 annual letter from Larry Fink, Chairman of BlackRock, a leading global asset management firm. In his correspondence, Fink urged companies to disclose their strategic plans for achieving sustainable development, a criterion that has subsequently shaped BlackRock's investment strategy (Bae et al., 2023). Despite this, research on ESG remains limited, with much of the existing literature centring on financial and valuation scales (Mathur, 2020; Washburn, Plank, 2002). Investigations focused on consumer behaviour and perception in the context of tourism are relatively rare. Hence, this study explores how corporate ESG performance influences consumer behaviour.

## RESEARCH DESIGN

### Research Hypotheses

#### **The relationship between corporate ESG performance and tourists' behavioural intentions**

In recent years, many tourism companies have acknowledged that enhancing ESG performance not only aids in improving their corporate image but also boosts operational efficiency, mitigates risk and creates new business opportunities (Xu, 2023). Consequently, the importance of corporate social responsibility and ESG performance in the tourism industry has grown noticeably. Previous research has indicated that environmental (E) and social (S) factors within ESG are crucial antecedent variables influencing word-of-mouth communication (Bae et al., 2023). Tang and Lee confirmed that ESG factors could impact brand trust and repurchase intentions directly or indirectly, using Starbucks as a case study (Moon et al., 2022). Another study discovered a significant association between perceived CSR and purchase intentions (Arachchi, Mendis, 2021). Sen and Bhattacharya (2001) also confirmed that the level of CSR directly influences consumers' purchase intentions. Based on the literature mentioned above, the following hypotheses are proposed:

- H1: Environmental performance positively influences tourists' behavioural intentions
- H2: Social performance positively influences tourists' behavioural intentions
- H3: Governance performance positively influences tourists' behavioural intentions

#### **The relationship between social influence, facilitating conditions, hedonic motivation, price value and habit on tourists' behavioural intentions**

The elements of social influence, facilitating conditions, hedonic motivation, price value and habit have been substantiated to significantly affect visitors' behavioural intention (Araújo Vila et al., 2021). Multiple factors within the social environment, including suggestions from friends or family and social media reviews, can significantly influence tourists' travel decisions and behavioural intentions (Chuang et al., 2018). Concurrently, when tourists perceive that a destination or service is well-promoted, they are more likely to engage with that destination or service (Araújo Vila et al., 2021).

Furthermore, the hedonic motivation of tourists significantly impacts their behavioural intentions (García-Milon et al., 2021), primarily reflected in the intrinsic desire

of tourists to seek enjoyment and entertainment, such as exploring new places and experiencing novelty (Lee et al., 2016). Tourism fundamentally constitutes a hedonic activity, so tourists' hedonic motivation directly influences their behavioural intentions (Wu et al., 2017). Within this framework, price value, the appraisal of the price tourists pay against the value they receive, is another crucial factor determining their intention to act (Kaewkitipong et al., 2021).

In tourism literature, habit significantly explains tourism demand (Tsui, 2017). Once tourists form a habit of visiting a specific destination, they are more likely to choose to re-visit. Hence, habits are perceived to influence tourists' behavioural intentions (Chuang et al., 2018).

Grounded on these findings, the following hypotheses are proposed to investigate the effects of social influence, facilitating conditions, hedonic motivation, price value and habit on tourists' behavioural intentions:

- H4: Social Influence positively influences tourists' behavioural intentions
- H5: Facilitating Conditions positively influence tourists' behavioural intentions
- H6: Hedonic Motivation positively influences tourists' behavioural intentions
- H7: Price Value positively influences tourists' behavioural intentions
- H8: Habit positively influences tourists' behavioural intentions

### **The moderating role of past experience**

Within tourism literature, consumers' previous visitation experiences have been identified as crucial determinants of consumer behaviour (Chen et al., 2019). These experiences contribute significantly, not merely by shaping visitors' expectations and perceptions but also by moderating the influence of various factors on visitors' behavioural intentions (Jiang et al., 2022). Specifically, past experiences can adjust the sensitivity and reaction to particular elements like social influences, facilitating conditions, hedonic motivation, price value and behavioural habits, thereby altering the influence of these factors on travel intentions (Chang et al., 2019; Hilal, Varela-Neira, 2022). Therefore, comprehensively understanding tourists' past experiences and their roles in tourism behavioural decision-making is pivotal.

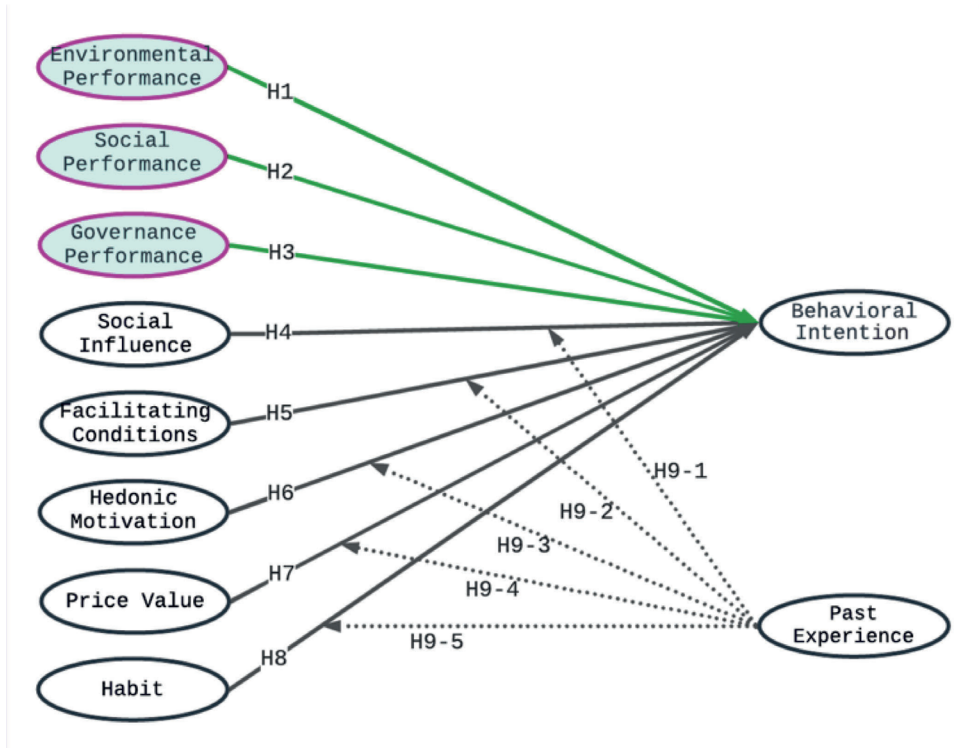
In light of this, the present study posits a set of hypotheses aiming to elucidate the moderating role of tourists' past experiences on the effects of various factors and their behavioural intentions:

- Hypothesis 9-1: Past experiences moderate the effect of social influence on tourists' behavioural intentions
- Hypothesis 9-2: Past experiences moderate the effect of facilitating conditions on tourists' behavioural intentions
- Hypothesis 9-3: Past experiences moderate the effect of hedonic motivation on tourists' behavioural intentions
- Hypothesis 9-4: Past experiences moderate the effect of price value on tourists' behavioural intentions
- Hypothesis 9-5: Past experiences moderate the effect of habitual behaviours on tourists' behavioural intentions

**Research model**

In the light of these considerations, the exclusion of effort performance and expected performance from the original UTAUT2 model is initiated. The remaining relationships within the original model are then delineated as constituting the fundamental UTAUT2 model. To enhance the investigation into tourists’ behavioural intentions, ESG performance is integrated into this model. Figure 1 serves to elucidate this modification.

Figure 1. Proposed research model



Source: Xiaolong Zhou

**Measurement items data collection**

In this study, visitors to sports complexes were chosen as the survey sample to examine the influence of ESG performance, social influence, facilitating conditions, hedonic motivation, price value and behavioural habits on their intentions. Our questionnaire consisted of eight parts: demographic characteristics, ESG performance, social influence, facilitating conditions, hedonic motivation, price value, habits and visitor behaviour intentions. The scale was designed and adjusted based on existing research results. Specifically, the ESG performance part of the tourism destination followed the dimensions proposed by Bae et al. (2023), Rau and Yu (2023) and Zhou et al. (2023), including 25 questions in three dimensions: environmental performance, corporate social responsibility and governance

performance. The social influence section referenced Hassan et al. (2023) and Vinerean et al. (2022), followed by facilitating conditions referencing Araújo Vila et al. (2021) and Hilal and Varela-Neira (2022), while hedonic motivation referenced Paulo et al. (2018). The price value section referenced Hilal, Varela-Neira (2022) and Lin et al. (2020), with the habit section referencing Rudhumbu (2022). Finally, the behavioural intention section referenced Jeronimo Viana et al. (2021) and Zhang L et al. (2022), including six revisit and recommendation intention items. Past experiences referenced by Rodríguez del Bosque et al. (2009) comprise three elements: experiential access, emotional state during the visit and overall satisfaction. Except for the demographic characteristic questions, all used a seven-point Likert scale.

## Data collection

The data were collected at Songam Sports Town in Chuncheon, South Korea. This 'sports town' complex is considered one of the most popular in the country, offering a variety of sports activities, including baseball, soccer, tennis, rock climbing, equestrianism and other well-received sports. Notably, Songam Sports Town actively implements the ESG management philosophy, earning numerous certification honours and making it an ideal location for data collection.

The survey was conducted with the support of the well-known South Korean data company Embrain. An online survey was administered, and a team of 20 trained survey members from Embrain randomly approached Sports Town visitors seeking their participation. Questionnaire links were distributed to those meeting the criteria and willing to participate. A total of 568 responses were received. After excluding incomplete or inconsistent questionnaires, 541 valid responses were obtained.

## EMPIRICAL ANALYSIS

### Sample overview

Upon examining the age distribution, the most significant proportion lies within the 30–39 age bracket, comprising 27.5% of the total. Regarding gender demographics, the surveyed sample indicates a nearly balanced male-to-female ratio, with each group representing approximately 50%. When considering education level, individuals who possess an academic degree constitute the most significant proportion, amounting to 40.7%. Concerning monthly income, the majority earn between 3,000,000 to 3,990,000 ₩, accounting for 17.7% of the total. The prevailing occupation is that of a white-collar worker, representing 16.6% of the sample. The married segment is the most prevalent for marital status, comprising 66.4%. Specific statistical information related to these demographics can be found in Table 1.

Table 1. Demographic characteristics of the sample (N=541)

Variable	N (%)	Variable	N (%)
Age		3,000,000–3,990,000 ₩	96 (17.7)
Under 20 years old	13 (2.4)	4,000,000–4,990,000 ₩	87 (16.1)
20~29 years old	156 (28.8)	5,000,000–5,990,000 ₩	72 (13.3)

30~39 years old	149 (27.5)	6,000,000~6,990,000 ₩	67 (12.4)
40~49 years old	110 (20.3)	7,000,000~7,990,000 ₩	36 (6.7)
50~59 years old	60 (11.1)	Over 8,000,000 ₩	31 (5.7)
60 years old and above	53 (9.8)	Occupation	
Gender		Public Servant / Public Institution Employee	69 (12.8)
Male	261 (48.2)	Corporate Executive	90 (16.6)
Female	280 (51.8)	Freelancer	84 (15.5)
Education		White-collar worker	90 (16.6)
Junior High School or below	37 (6.8)	Blue-collar worker	79 (14.6)
High School/ Vocational School	179 (33.1)	Student	13 (2.4)
Lower Degree	220 (40.7)	Retired	39 (7.2)
Master's Degree or above	105 (19.4)	Others	77 (14.2)
Income		Marriage	
Below 1,000,000 ₩	22 (4.1)	Single	174 (32.2)
1,000,000~1,990,000 ₩	46 (8.5)	Married	359 (66.4)
2,000,000~2,990,000 ₩	84 (15.5)	Divorced	8 (1.5)

Source: Xiaolong Zhou

**Exploratory factor analysis**

An exploratory factor analysis was conducted on a dataset of nine variables using SPSS 21.0 before the hypothesis testing. The Kaiser-Meyer-Olkin (KMO) measure for sampling adequacy exhibited values of 0.811, 0.966, 0.936, 0.712, 0.820, 0.697, 0.716, 0.826, and 0.921 for environmental performance, social performance, governance performance, social influence, facilitating conditions, hedonic motivation, price value and habit, behaviour intentions respectively. Except for hedonic motivation, all other variables surpassed the 0.7 threshold. Bartlett’s sphericity test returned values, each with a significance level of 0.000, suggesting the data’s appropriateness for factor analysis. Given that the factor loadings for all problem items were above 0.5, they were retained for subsequent analysis. Principal component analysis was utilised to extract common factors, which were rotated using the varimax orthogonal rotation method. Each of the nine variables explained more than 55% of the variance, indicating their adequacy in representing the selected indicators. Concerning reliability, all variables exhibited a Cronbach’s alpha above 0.7, signifying their high internal consistency. Table 2 presents these details comprehensively.

Table 2. EFA by variable

Factor	Item	Factor loading	Common variance	Eigenvector	Percentage of explained variance(%)
Environmental Performance $\alpha=0.829$	EP1	0.830	0.689	2.647	66.181
	EP2	0.773	0.595		
	EP3	0.812	0.660		
	EP4	0.838	0.703		



Social Performance $\alpha=0.926$	SP1	0.745	0.555	6.613	55.110
	SP2	0.768	0.589		
	SP3	0.714	0.509		
	SP4	0.698	0.487		
	SP5	0.682	0.465		
	SP6	0.723	0.532		
	SP7	0.754	0.568		
	SP8	0.741	0.549		
	SP9	0.769	0.591		
	SP10	0.743	0.552		
	SP11	0.790	0.625		
	SP12	0.774	0.599		
Governance Performance $\alpha=0.910$	CG1	0.811	0.658	4.550	65.006
	CG2	0.790	0.625		
	CG3	0.768	0.589		
	CG4	0.836	0.700		
	CG5	0.814	0.662		
	CG6	0.825	0.680		
	CG7	0.797	0.636		
Social Influence $\alpha=0.804$	SI1	0.839	0.704	2.157	71.897
	SI2	0.849	0.720		
	SI3	0.856	0.733		
Facilitating Conditions $\alpha=0.843$	FC1	0.803	0.645	2.720	68.008
	FC2	0.839	0.704		
	FC3	0.826	0.682		
	FC4	0.830	0.689		
Hedonic Motivation $\alpha=0.762$	HM1	0.823	0.678	2.032	67.740
	HM2	0.828	0.685		
	HM3	0.818	0.670		
Price Value $\alpha=0.811$	PV1	0.853	0.727	2.179	72.624
	PV2	0.858	0.736		
	PV3	0.846	0.716		
Habit $\alpha=0.853$	HT1	0.838	0.702	2.788	69.438
	HT2	0.823	0.678		
	HT3	0.830	0.689		
	HT4	0.42	0.709		

Behavioural Intention $\alpha=0.915$	BI1	0.907	0.823	4.220	70.328
	BI2	0.796	0.633		
	BI3	0.814	0.662		
	BI4	0.862	0.743		
	BI5	0.847	0.718		
	BI6	0.800	0.640		

Note: Environmental Performance Kaiser–Meyer–Olkin 0.811, Bartlett’s test of sphericity: 773.766,df: 6,sig=.000; Social Performance(Kaiser–Meyer–Olkin 0.966,Bartlett’s test of sphericity: 3297.937,df:6 6,sig=.000); Governance Performance (Kaiser–Meyer–Olkin 0.936,Bartlett’s test of sphericity: 2099.029,df: 21,sig=.000); Social Influence (Kaiser–Meyer–Olkin 0.712,Bartlett’s test of sphericity: 517.341,df: 3,sig=.000); Facilitating Conditions (Kaiser–Meyer–Olkin 0.820, Bartlett’s test of sphericity: 840.427,df: 6,sig=.000); Hedonic Motivation (Kaiser–Meyer–Olkin 0.697, Bartlett’s test of sphericity: 399.892,df: 3,sig=.000); Price Value(Kaiser–Meyer–Olkin 0.716,Bartlett’s test of sphericity: 539.546,df: 3,sig=.000); Habit (Kaiser–Meyer–Olkin 0.826,Bartlett’s test of sphericity: 900.884,df: 6,sig=.000); Behavioural Intention (Kaiser–Meyer–Olkin 0.921, Bartlett’s test of sphericity: 2092.618,df: 15,sig=.000).

Source: Xiaolong Zhou

**Hypothesis testing model**

To test our hypotheses, structural equation modelling (SEM) was employed for data analysis. The model demonstrated acceptable standards in terms of fit indices. Particularly, RMSEA=0.043, NFI=0.855, IFI=0.922, CFI=0.922, RFI=0.847,  $\chi^2/df=2.002$ , and PGFI=0.747, all indicating a satisfactory model fit. Therefore, the model is suitable for hypothesis testing. The details are outlined in Table 3.

Table 3. Model Fit

Indicator	Acceptance Criteria	Estimate	Result
RMSEA	<0.08	0.043	Acceptable
NFI	>0.8	0.855	Acceptable
IFI	>0.8	0.922	Acceptable
CFI	>0.8	0.922	Acceptable
RFI	>0.8	0.847	Acceptable
CMIN/DF	<3	2.002	Acceptable
PGFI	>0.5	0.747	Acceptable

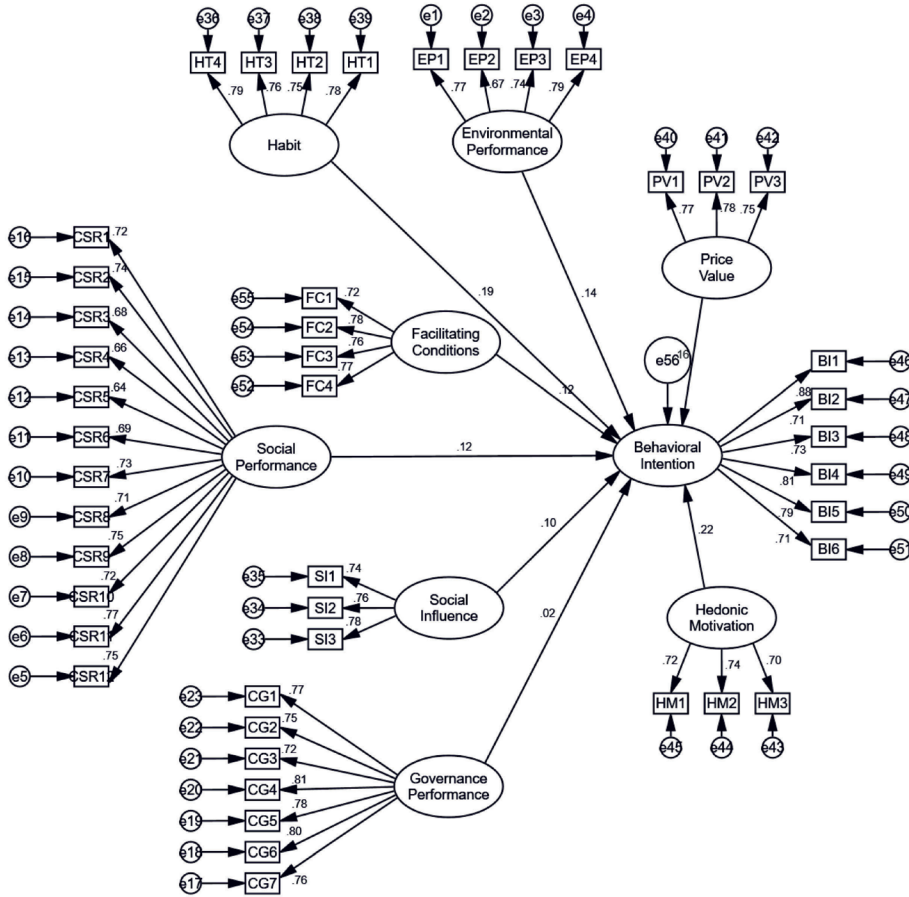
Source: Xiaolong Zhou

**Hypotheses Testing**

This study used Amos software to determine the significance of each hypothesis, the results of which are illustrated in Figure 2. The analysis indicated that Environmental Performance ( $\beta = 0.143, P < 0.01$ ), Social Performance ( $\beta = 0.117, P < 0.01$ ), Social Influence ( $\beta = 0.102, P < 0.05$ ), Facilitating Conditions ( $\beta = 0.120, P < 0.01$ ), Hedonic Motivation ( $\beta = 0.220, P < 0.001$ ), Price Value ( $\beta = 0.156, P < 0.001$ ), and Habit ( $\beta = 0.194, P < 0.001$ ) exerted significant influences on Behavioural Intention. In contrast, Governance Performance ( $\beta = 0.021,$

P=0.05) did not have a notable impact on Behavioural Intention. Consequently, hypotheses H1, H2, H4, H5, H6, H7, and H8 were confirmed, while hypothesis H3 was not supported.

Figure 2. Path analysis of the empirical model



Source: Xiaolong Zhou

### Validation of Moderating Effects

Three distinct models were constructed to examine the moderating impact of past experience. Model 1 incorporates independent variables exclusively. Building upon the foundation of Model 1, Model 2 introduces the moderating variable of past experience, and Model 3 further includes an interaction term, signifying the multiplication of the independent and moderating variables.

Model 1 primarily serves to discern the effect of the independent variables on the dependent variable, behavioural intention, in the absence of the moderating variable of past experience. It has been established previously that factors such as social influence,

facilitating conditions, hedonic motivation, price value and habit on behaviour intentions positively influence behavioural intention.

In contrast, Model 3 illustrates that the interaction terms between the independent variables (social influence, facilitating conditions, hedonic motivation, price value and habit) and the moderating variable of past experience are significantly represented with ( $\beta=0.120, p<0.05$ ), ( $\beta=0.150, p<0.05$ ), ( $\beta=0.099, p<0.05$ ), ( $\beta=0.121, p<0.05$ ), ( $\beta=0.110, p<0.05$ ).

This underscores that the moderating variable, past experience, moderates the influence of the independent variables (social influence, facilitating conditions, hedonic motivation, price value and habit) on the dependent variable of behavioural intention. Further details can be found in Table 4.

*Table 4. Moderating effect*

	Model 1		Model 2		Model 3	
	$\beta$	t	$\beta$	t	$\beta$	t
constant	2.87	16.443	2.24	9.069	4.575**	11.0314
SI	0.302	7.195	0.278	6.612	-0.130	-1.2974
PE			0.158	3.569	0.512**	-5.5473
SIxPE					0.120**	5.3403
constant	2.553**	14.025	1.886**	7.469	4.572**	6.7935
FC	0.379**	8.679	0.36**	8.278	0.348*	-2.0454
PE			0.162**	3.768	0.411**	-2.9360
FCxPE					0.150**	4.2946
constant	2.239**	10.547	1.485**	5.37	3.407**	4.4049
HM	0.427**	8.878	0.412**	8.686	0.054	-0.2980
PE			0.177**	4.166	0.232	-1.4513
HMxPE					0.099**	2.6585
constant	2.602**	14.852	1.744**	6.811	3.854**	6.3456
PV	0.367**	8.766	0.361**	8.77	0.195	-1.2890
PE			0.192**	4.524	0.267*	-2.0997
PVxPE					0.121**	3.8210
constant	2.486**	14.281	1.611**	6.328	3.639**	5.4942
HT	0.395**	9.514	0.391**	9.58	0.128	-0.7899
PE			0.195**	4.64	0.238	-1.7362
HTxPE					0.110**	3.3116

Dependent Variable: BI

\*  $p<0.05$  \*\*  $p<0.01$

Source: Xiaolong Zhou

## CONCLUSIONS

### Research Findings

This study extensively explores a sports complex, thoroughly investigating key factors influencing tourists' behavioural intentions. We observed that environmental performance, social performance, social influence, facilitating conditions, hedonic

motivation, price value, and habit behaviour significantly and positively impact tourists' behavioural intentions. Notably, hedonic motivation and habit emerged as the most critical factors.

Interestingly, our research uncovered that governance performance did not significantly influence tourists' behavioural intentions. This discovery offers a unique perspective on understanding the driving factors behind behavioural intentions, challenging the traditional view of governance performance as crucial in this context.

Furthermore, we assert that the research findings on sports complex tourism can be applied to ordinary sightseeing tourism. Our study investigates leisure sports complexes, attracting tourists through establishing sports facilities, a process not fundamentally different from tourist attractions, drawing visitors by creating appealing scenic spots. This perspective provides theoretical support for the broader applicability of the research results.

Finally, our study delves into the moderating effect of past experiences on the relationship between factors such as social influence, facilitating conditions, hedonic motivation, price value and habit on tourists' behavioural intentions. Past experiences appear to fine-tune how these factors influence tourists' intentions, offering fascinating avenues for a more in-depth exploration of the intricate mechanisms underlying tourist behaviour.

### **Practical Implications**

This research provides salient strategic insights for stakeholders in the tourism industry. By focusing on enhancing environmental and social performance, businesses can stimulate more favourable behavioural intentions among tourists.

Emphasis on environmental performance, which embodies sustainable practices and resource conservation efforts, can resonate with the growing global concern for environmental preservation. Tourists today are increasingly inclined to favour companies that underscore environmental sustainability.

Likewise, advancements in social performance, encompassing community engagement, equitable employment practices, and active societal development participation, can positively influence tourists' behavioural intentions. Companies that positively contribute to society often earn tourists' appreciation, fostering goodwill and loyalty.

Concurrently, it is advantageous for enterprises to formulate strategies that cater to tourists' hedonic motivations. By curating unique and pleasurable experiences, they can encourage the pleasure-seeking behaviour of tourists, thereby promoting repeat patronage.

Furthermore, instilling habitual behaviour in tourists through the consistency of service quality, the institution of loyalty programs, or the creation of personalised experiences can aid in establishing a long-term clientele. Habitual behaviour frequently results in increased repurchase intentions, ensuring a consistent revenue stream for tourism businesses.

These practical implications present a strategic roadmap for tourism enterprises endeavouring to amplify their customer engagement and, consequently, achieve market success.

## Research Limitations and Future Research

This study contributes to our understanding of the factors influencing tourists' behavioural intentions. Nevertheless, it is imperative to acknowledge the limitations of this study, as doing so facilitates the identification of potential directions for future research.

The primary limitation lies in its exclusive focus on tourists' behavioural intentions without examining their actual behaviours. Future research to deepen our understanding of the influence of corporate ESG (environmental, social and governance) performance and other factors on the tourism market could benefit from exploring the intricacies of such behaviour.

The methodology primarily relies on questionnaires for data collection, which may introduce response bias. Future investigations could broaden their methodology to counteract this potential bias and enhance the reliability of the findings. A combination of data collection methods, including qualitative approaches such as in-depth interviews and observational techniques, could be employed.

Additionally, while important, the focus on the moderating effect of tourists' characteristics does not fully encapsulate all potential moderating variables. Future investigations could consider other potential moderators that might significantly impact the relationship between corporate ESG performance and tourists' behavioural intentions. These moderating variables could encompass cultural differences, distinct tourism demands and increasing environmental consciousness among tourists.

These identified limitations and recommendations for future research do not undermine the current study's contributions. Rather, they should be viewed as markers to guide future scholarly explorations in the dynamic field of tourism studies.

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**Zhou Xiaolong**, PhD, Paichai University, South Korea. His main research interests include leisure sports, sports marketing, and sports tourism.

ORCID: <https://orcid.org/0009-0006-2395-0457>

**Address:**

Paichai University  
South Korea  
155-40 Baejae-ro, Seo-gu, Daejeon  
e-mail: longyueshenhua@gmail.com

**Zhang Mingyue**, PhD, Paichai University, South Korea. Her primary research area encompasses regional economics.

ORCID: <https://orcid.org/0009-0005-1858-1901>

**Address:**

Paichai University  
South Korea  
155-40 Baejae-ro, Seo-gu, Daejeon  
e-mail: 912162330@qq.com

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