Examining the Effect of Mega Sports Event and Host City Experience on Destination Image and Behavioral Intention in the Context of the 5th Islamic Solidarity Games

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Abstract
Mega sports events significantly contribute to the promotion, image, and economic development of the destinations in which they are held. It can be stated that mega sports events and host city experience can affect the behavioral intentions of visitors along with the destination image positively or negatively. The research was conducted on foreign visitors who participated in the 5th Islamic Solidarity Games held in Konya City from 9 to 18 August 2022, using the face-to-face survey method. In the research, the effects of mega sports event and host city experience on destination image and behavioral intention have been examined in the context of the 5th Islamic Solidarity Games. Six hypotheses were developed within the context of the research. Examining the data obtained as a consequence of the research, it has been concluded that mega sports event experience has a positive and significant effect on destination image and behavioral intention; host city experience has a positive and significant effect on destination image and behavioral intention; mega sports event experience has a positive and significant effect on host city experience; and destination image has a positive and significant effect on behavioral intention.

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