

## 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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## INTRODUCTION

The changes experienced in the field of tourism have led to various developments. The desire to explore different cities and countries, curiosity about the historical background and culture of these regions, as well as the infrastructure and superstructure services of the cities, have an impact on national or international visits and travels. It is stated that the factors that affect individuals' travel make destination areas come into prominence (Gümüş & Onurlubaş, 2021: 1832). Moreover, the fact that different cities host different organizations in certain periods is considered very important within the context of destination image and investments made for the city (Yalçın, 2014: p.1). Mega sports events, which are among the hosted organizations, can be regarded as the events that contribute to attracting visitors and participants from many parts of the world to visit the destination in order to participate in or watch these events (Batuhan, 2022: 79). Mega-event strategies and their impact on the development of host cities have received increasing attention as they become a part of comprehensive city development strategies (Chen, Qu & Spaans, 2013). Cities and countries are in intense competition to host mega sports events since they are considered to improve their global image and make the destination more attractive for future tourists (Lee, Taylor, Lee & Lee, 2005: p.27). Hosting a mega-event, from the tourism perspective, is also believed to be beneficial against the growing skepticism towards the exclusion of tourism (Fourie, 2011: p.1369). The results of a study conducted by Zhang, Kim & Xing (2020) on the image congruity between the sports event and the host city and its impact on attitudes and behavioral intentions, showed that the image congruity between the sports event and the host city had a positive impact on the attitude of spectators towards the city and their intention to recommend the city. Similarly, in the study carried out by He & Chen (2022) to determine the effect of event prestige on the intention to participate in the event, the significant positive effect of event reputation on the image of the host city was examined and they stated that a good event reputation had a significant effect on the positive image of the host city. Another study by Yu, Jeong & Kim (2021) found that attractive sporting events supported sustainable urban growth.

One of the most challenging tasks faced by marketing managers in the tourism industry is to improve destination image due to its profound effect on satisfaction and recommendation intention (Jeong & Kim, 2019). Hosting recurring sports events can be a solution for sustainable tourism development that results in destination loyalty and higher levels of belonging (Kaplanidou, Jordan, Funk & Rindinger, 2012: p.237). While it is important for destination managers to consider behavioral intentions as a priority for future success, it is also noted that small local communities that cannot host large-scale sporting events should consider small-scale recurring sporting events as a cost-effective way of attracting tourists (Jeong, Kim & Yu, 2019). In a study conducted to measure event experience and behavioral outcomes in the context of a mega sports event, it was found that event experience and event satisfaction have positive effects on intentions to recommend and revisit the host destination (Sorrentino, Fu, Romano, Quintano & Risitano, 2020). Countries and cities have been competing to host international mega sports events, such as the Olympic Games, although there are huge costs involved. It is stated that the image of a country could be changed by hosting these events and that the dimensions of a country's image can be associated with product image and behavioral intentions related to product purchase and tourism (Gripsrud, Nes & Olsson, 2010: p.193). Moreover, it is accepted that destination image and past experiences regarding the destination significantly affect the intention to revisit the destination for sport tourism activities and intentions are an important predictor of revisit behavior for sport tourism activities (Kaplanidou & Vogt, 2007: p.183). Obviously, sports events constitute a popular reason for travel and can generate a large influx of visitors with numerous benefits for a destination (Skoric, Mikulic

& Barisic, 2021).

In order to strengthen solidarity in the field of sports, the Islamic Solidarity Sports Federation (ISSF) was established to meet the needs of Muslims in the field of sports. The Islamic Solidarity Games (ISG) event has aimed to strengthen the relations between countries with a Muslim majority (Sofyan, Saputra, Nurihsan & Kusmaedi, 2021: p.201). While emphasizing the impact of sporting activities on the protection of human health, Islam recommends and encourages sporting activities that provide individual physical strength and ability and benefit the society in general. It should not be forgotten that sport has the power to bring people of different thoughts, beliefs, and interests together and that sports activities not only benefit the human body but also socialize people (Oral, 2014: p.31).

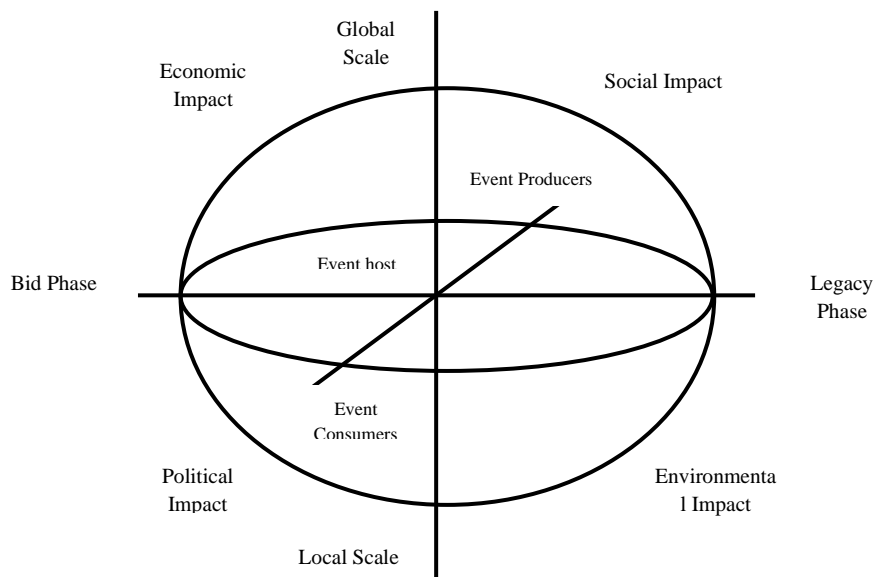
In this respect, not only the explanations about the concepts that are the subject of this study but also other studies conducted in this field have suggested that large-scale sporting events organized in countries and cities and the experience in the regions where the event takes place are related to the image perceptions of visitors about that destination and their visit and revisit intentions. Although there are many studies in the literature that examine the relationship between the relevant variables and the effects of variables on each other, the fact that this research is a study in which all variables are evaluated together is very important in terms of its contribution to the literature. Furthermore, the fact that the study was carried out on foreign participants who attended a mega sports event in Turkey is believed to add originality to the study considering the evaluation of event and destination experience, image perception, and behavioral intention from a different context and perspective. In addition to these, the limited number of domestic and foreign studies in the literature on the Islamic Solidarity Games, which is recognized as a mega sports event, makes this research important in terms of shedding light on potential future studies on the subject and providing ideas for future studies to be conducted on different regions and samples. In the light of the data and hypothesis results of the research, a number of implications have been made for future periods and researchers in terms of developing practices and surveys. In this sense, it is believed that the implications and evaluations presented in this research will have an effect on various future events, destination image, city experience, and behavioral intentions of the visitors. The primary purpose of this research is to examine the effect of mega sports events and host city experience on destination image and behavioral intention in the context of the 5th Islamic Solidarity Games.

## **Conceptual Framework**

### **Mega Sports Event Experience**

Sports tourism is recognized as one of the fastest-growing segments of the market in the tourism industry and has attracted increasing attention thanks to its social, economic, and cultural impacts on host countries (Idrees, Bibi, Naveed & Khan, 2021: p.618). Social and technological developments experienced in the international arena have enabled people to participate in very large-scale events organized by public and private institutions. Mega-events are short-term activities organized for artistic, sporting, and cultural purposes that appeal to large masses and increase the attractiveness of the destination (Roche, 2000: p.1). They are also defined as major short-term events with high domestic and international participation and positive impacts on the destination (Gratton, Shibli & Coleman 2006: p.44). In addition, mega sports events can also be defined as sporting events of a certain duration that require significant investments to promote the economic and cultural aspects of the destination and the city or country (Wikarya, Widiasanti, Revindo, Siregar & Dewi, 2022: p.337). They have received increasing interest as a source of revenue and providing many economic benefits to host cities, regions, and countries (Lee, Koo & Chung, 2021).

It is stated that an impact assessment should be conducted to measure the possible positive and negative impacts of the event. The 360 Degree Impact Model concerning this assessment has been presented in Figure 1 (Theodoraki, 2016: p.175).



**Figure 1.** 360-Degree Impact Model (Theodoraki, 2016: p.175)

A mega sports event envisages a balanced impact that needs to be focused on the host city and event actors. The 360-Degree Impact Model provides a comprehensive analysis of the feasibility, duration, destination image, and event actors by examining the economic, cultural, and environmental impacts of the event. In this sense, the model contributes to the examination of positive and negative impacts (Theodoraki, 2016: p.174-175). There are many mega sports events organized globally that attract visitors to destinations. The Islamic Solidarity Games, which is the main subject of this research, is a sporting organization that takes place at four-year intervals and involves the member countries of the Organization of Islamic Cooperation. The 2nd Islamic Solidarity Games, the first of which was held in Jeddah, Arabia in 2005, was canceled in 2009-2010 due to political disputes between Iran and Arab countries ([www.dunyabulteni.net](http://www.dunyabulteni.net)). The 3rd Islamic Solidarity Games was organized in Palembang, Indonesia in 2013. The 4th Islamic Solidarity Games were held in Baku, Azerbaijan in 2017. The 5th Islamic Solidarity Games was planned to be held in 2021, but due to the Covid-19 Pandemic, it was held in Konya, Turkey on August 09-18, 2022 ([www.tr.wikipedia.com](http://www.tr.wikipedia.com)). A total of 56 countries, 6000 athletes, and foreign visitors participated in the games that were held in Konya. Athletes competed in 24 different sports branches ([www.olimpiyatkomitesi.org.tr](http://www.olimpiyatkomitesi.org.tr)). At the 5th Islamic Solidarity Games, the country with the most medals in the history of the games was Turkey with 341 medals ([www.trtspor.com.tr](http://www.trtspor.com.tr)).

**Host City Experience**

There are many games held globally and many organizations performed culturally and economically. The host city experience refers to the feelings and thoughts of visitors participating in sporting events regarding the destination (Karaca, 2012: p.43). These organizations also play an important role in making various investments in destinations, creating socio-cultural impacts and tourism mobility (Sun & Lin, 2010: p.134) by ensuring that visitors with positive feelings and opinions revisit and recommend the destination to their surroundings (Revindo et al. 2019: p.2). Besides providing economic resources to the destination, mega-events have impacts on politics and tourism, infrastructure

and superstructure projects, and socio-cultural opportunities (Lim, 2022: p.14). Furthermore, potential environmental problems can be prevented by the urban transformation in the destination through city infrastructure and superstructure projects (Essex & Chalkley, 1998: p.196-197). The possible socio-cultural impacts and promotional activities provided within the scope of the event contribute to the formation of an image belonging to the destination (Ramasamy, Wu & Yeung, 2022: p.2084). Mega sports events not only convey the positive characteristics of the host destination but also facilitate the development of weaknesses (Koutrou & Kohe, 2021: p.55). It is possible to say that the host city experience makes various contributions to the destination in terms of new investments, visitors, and socioeconomic benefits. However, contrary to this situation, it is argued that the host city experience with mega sports events can also result in negative situations such as a negative image, unemployment, and idle areas (Güven & Suna, 2022: p.697).

### **Destination Image**

Destination means the place to arrive ([www.sozluk.gov.tr](http://www.sozluk.gov.tr)). It should be ensured that destinations enter the market with a new face and vision by internalizing the historical texture and cultural values of the region (Yavuz, 2007: p.42). An effective presentation of the destination to the market is an important factor for the creation of a brand image (İpar, 2011: p.159). In order for destinations to differentiate from their rivals in the market, it is necessary to choose an appropriate image to make the right positioning and contribute to economic prosperity and environmental welfare (Tse & Tung, 2022: p.568). Destinations need to have a strong image in terms of affecting the tourists' perceptions of value (Gamon & Malee, 2022: p.52). In the service sector, where the customer-employee relationship is intense, applications aimed at creating value have begun to be used increasingly (Uslu & Ergün, 2021: p.149). Image is defined as the reflection of personal perceptions in the mind (Koroğlu & Güzel, 2007: p.701). As for destination image, it is expressed as the opinions that effectively manage feelings and thoughts about a place and lead to some behavioral intentions about that place (Taşçı, Uslu, Styliadis & Woosnam, 2022: p.3). Destination image, as an important factor for a tourist destination, becomes a critical factor for success or failure in tourism management (Lopes, 2011: p.312). Destination image consists of cognitive image and emotional image. Cognitive image refers to the knowledge that visitors have about the destination. In the measurement of the cognitive image, infrastructure and superstructure facilities, natural beauties, cultural elements and atmosphere of the destination are effective (Baloğlu & McCleary 1999: p.869). Emotional image, on the other hand, expresses the feelings of visitors about the destination. In the measurement of the emotional image, the positive and negative feelings about the destination are effective (Beerli & Martin, 2004: p.661). It is stated that a sustainable destination image is a critical factor in creating brand globalization and purchase intention for a brand bearing the name of that destination (Hatzithomas, Boutsouki, Theodorakioglou & Papadopoulou, 2021). It is also argued that in order to effectively plan the positioning strategy of a tourist destination, all the cognitive, emotional and associative components that make up the image must be understood (Styliadis & Cherifi, 2018: p.56). Destination image influences the perceptions and opinions of tourists about destinations and plays a crucial role in tourist behavior and travel purchase decisions (Chu, Bao & Sun, 2022). In this context, it is stated that hotel businesses, which are of great importance for the tourism sector, need brand management in order to gain competitive power by developing long-term relationships with their customers. It is pointed out that brand management requires understanding the value of the brand for target customers and evaluating the brand equity and customer relationship quality dimensions together (Uslu, Ergün & Karabulut, 2020: p.2264). It is reported that reliable and valid research conducted on the perceived brand image of a destination will help

destination marketers in their marketing strategies, while academic research on brand image includes destination characteristics, perception of destination image, and factors affecting destination brand image (Coşkun, 2021: p.74). In a study conducted by Sanjaya, Wijaya & Yulasmi (2020: p.66), it is stated that destination image has a positive and significant effect on destination loyalty and tourist satisfaction and that destination image plays a key role in affecting destination loyalty through satisfaction dimensions such as overall satisfaction, satisfaction with basic amenities and fulfilled expectations. The results of the research conducted by Ergün, Keleş, Taşpınar, Gözen & Derman (2022: p.256) show that the brand value dimensions of destination brand awareness and destination loyalty have a significant effect on travel intention; In addition, it has been shown that tourists from Europe and Asia also play a moderating role in this effect.

### **Behavioral Intention**

The visitors, the image of the destination they want to visit, satisfaction, and visitor opinions are all included within the context of behavioral intention. Behavioral intention refers to visitors' intention to revisit or not to revisit the same destination in the later periods (Öztürk & Atasoy, 2022: p.414). In this regard, the concept of behavioral intention expresses the expectations of visitors about repurchasing a product or service after purchasing it (Anderson, Fornell & Lehmann, 1994: p.57). It is thought that with a modern marketing approach, new customers will be gained, the continuity of the acquired customers will be ensured, and the permanence of existing customers will also be ensured. It is stated that ensuring customer continuity is only possible if customers feel valued when/after purchasing the goods or services (Uslu & Ergün, 2021: p.149). Moreover, behavioral intention is also defined as a process that involves revisiting the destination after the visit, the visitor's transfer of experiences and satisfaction (Güven & Sarıışık, 2014: p.29). The results of a research conducted in a similar field have shown that hotel businesses should consider the concept of brand equity in all its dimensions in the process of ensuring customer loyalty, at the point of achieving customer trust and customer satisfaction (Uslu, Ergün & Karabulut, 2020: p.2276). Behavioral intention consists of two different dimensions. The first one is financial behavioral intention, which consists of intentions that will affect the economic structure of the destination, and the second one is the intention which consists of the behaviors that may affect the visitor behavior of destination officials and residents (Smith & Hannover, 2016). A study on behavioral intention showed that marketing relationship and the customer orientation of service employee had an important effect on customer satisfaction and behavioral intention (Ikhsan and Prabowo, 2018). Besides it has been stated that individuals' destination brand image may lead to changes in their attitudes and behaviors towards the destination (Ergün, Keleş, Taşpınar, Gözen & Derman, 2022: 258). Cao, DiPietro & Kock (2015) pointed out that their study confirmed the importance of tourist satisfaction on behavioral intention in the tourist context, especially for Small Island Tourism Economies.

### **Methodology**

#### **Research Model and Hypotheses**

The research was designed as a field research that consists of four variables. Within the context of the research, as data collection method, questionnaire technique was used. In the questionnaire form, there are four sections in addition to the first section including demographic questions and the question about the visitors' being in Konya province. In the first section of the questionnaire, which is a data collection tool concerning the scales, there are statements about "destination image" in the first section, "mega sports event experience" in the second section, "host

city experience" in the third section and "behavioral intention" in the last section. The statements in the questionnaire were prepared with reference to the 5-point Likert scale. The model created within the context of the scale questions and the hypotheses developed regarding the research are presented in Figure 2.

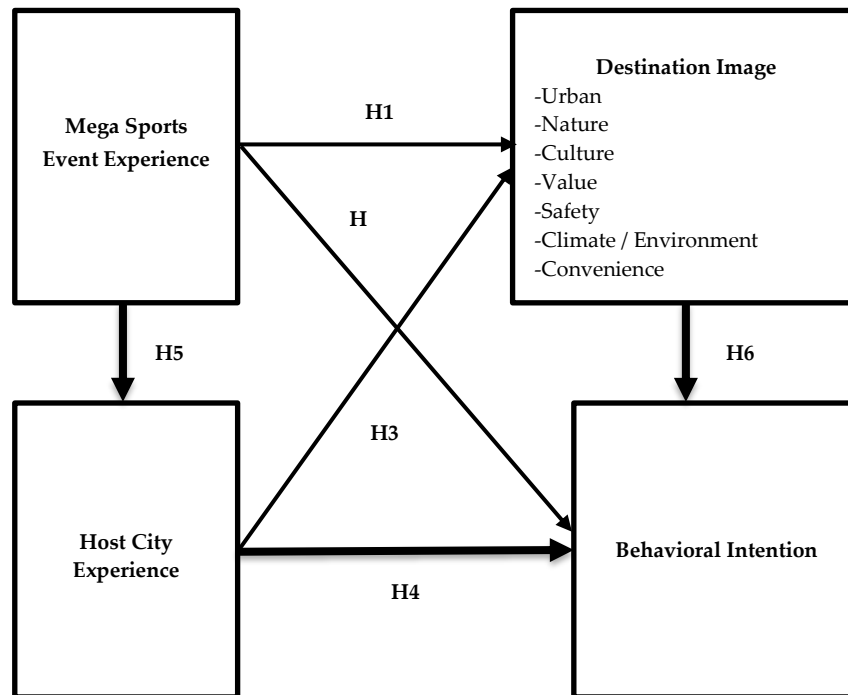


Figure 2. Research Model

This research, which aims to examine the impact of mega sports event experience and host city experience on destination image and behavioral intention in the context of the 5th Islamic Solidarity Games, is a study conducted using the general survey model and the correlational survey model based on quantitative data. General survey models are defined as survey models that are carried out on the whole population, a group, specimen, or sample selected from the population in order to make a general judgment about the population consisting of many elements. Correlational survey models are defined as research models which aim to determine the presence and/or degree of covariance between two or more variables (Karasar, 2000: p.79).

**Mega Sports Event Experience:** In the study carried out by Lai (2018: p.162) to measure the impact of the Beijing 2008 Olympic Games on destination image, it was concluded that the Olympic Games are positively related to destination image and vary according to different levels and dimensions. Kaplanidou & Vogt (2007: p.174) conducted a study to examine the relationship between sport event and destination image with tourists' behavior and concluded that there is a positive and significant relationship between sport event and destination image variables. Nadeau, O'Reilly & Heslop (2011) found that there is a positive and significant relationship between destination image and mega sports event experience variables. Based on these results, the following hypothesis (H1) has been formed:

**H1:** Mega-sports event experience perception has a positive effect on destination image.

In the study conducted by Zhang, Byon, Xu & Huang (2020: p.497) on satisfaction and behavioral intentions of city residents before and after the Nanjing Youth Olympic Games, it was concluded that there is a positive and significant relationship between mega sports events and behavioral intention variables. Ayob, Wahid & Omar (2013:

p.178) stated that event experience perception had a positive and significant effect on behavioral intention. Based on these results, the following hypothesis (H2) has been proposed:

**H2:** Mega-sports event experience perception has a positive effect on behavioral intention.

The study carried out by Kim & Perick (2003: p.36) revealed that there is a positive and significant relationship between mega sports event experience and host city experience variables. Based on this result, the following hypothesis (H3) has been formed:

**H3:** Mega-sports event experience perception has a positive effect on the host city experience.

**Host City Experience:** In the study conducted by Lee, Taylor, Lee & Lee (2005), the effect of the host city experience on the destination image was discussed. Nadeau, O'Reilly & Heslop (2011: p.242) concluded that host city experience perception has an impact on the destination image perceptions of tourists. Considering these results, the following hypothesis (H4) has been proposed:

**H4:** Host city experience perception has a positive effect on the destination image.

In the study performed by Hosany & Gilbert (2010: p.522), it was found that there is a relationship between the emotional reactions of visitors to their experience in the host city and their satisfaction levels and behavioral intentions. Lee, Lee & Lee (2005) also examined the effect of host city experience on behavioral intention. Based on these results, the following hypothesis (H5) has been formed:

**H5:** Host city experience perception has a positive effect on behavioral intention.

**Destination Image:** In the study conducted by Kaplanidou & Gibson (2010: p.174), it was found that there was no direct effect between destination image and behavioral intention. The visitors who participated in the research confirmed that destination image did not directly affect the intention to re-attend the event next year. Afshardoost & Eshaghi (2020: p.5) reported a positive and significant relationship between destination image and behavioral intention. Sharma & Nayak (2018: p.49) concluded that there is a positive and significant relationship between destination image and revisit variables. According to these results, the following assumption (H6) has been hypothesized:

**H6:** Destination image perception has a positive effect on behavioral intention.

### **Population and Sample**

The population of the research, conducted within the context of the study, consists of the foreign visitors who attended the 5th Islamic Solidarity Games held in Konya between 9-18 August 2022. As of the period in which the research was done, a total of 6000 visitors participated in the organization. Due to the difficulty of reaching all of these 6000 people, the convenience sampling method was preferred as a method to determine the sample group that can represent the population. The convenience sampling method is explained as a technique based on the inclusion of all participants who responded to the statements in the questionnaire (Coşkun, Altunışık, Bayraktaroğlu & Yıldırım, 2017: p.148). In the stage of determining the representative power of the sample, the table prepared by



Yazıcıoğlu & Erdoğan (2004: p.50) and Sekaran (2003: p.294), which shows acceptable sample sizes for certain populations, was used. Depending on the main mass of the study, in case of a sampling error of  $\pm 0.05$  and a reliability value of 0.95 with  $p=0.05$  and  $q=0.05$ , 425 questionnaire forms are accepted sufficient considering the number of sample group determined for 6000 people. The research questionnaires were applied to the visitors face-to-face between 09.08.2022 and 18.08.2022.

### **Data Collection Tool**

SPSS 22.0 package program was used for data entry and the analysis of the data collected within the context of the research (Yazıcıoğlu & Erdoğan, 2004: p.50). As a consequence of the field research, 425 valid questionnaire forms were obtained. It can be stated that the number of sample has the power to represent the main mass (population). The statements used in the data collection tool were selected after a detailed literature review. Four different scales were used in the research. In the process of determining the scales, the other scales used in similar studies in the literature were also examined, and the scales that have been frequently used and reported to provide reliable results in the studies were selected.

In the research, open-ended questions were used to determine the demographic characteristics of the visitors. The open-ended questions were adapted to Turkish from Ladhari & Souiden (2020: p.460-478) and included in the data collection tool. There are different measurement tools concerning the "mega event experience" in the literature. One of the most well-known scales is the scale used by Ladhari & Souiden (2020: p.460-478) in their study titled "The role of mega-sports event experience and host city experience in explaining enjoyment, city image, and behavioral intentions" and adapted by Nadeau, O'Reilly & Heslop (2011). The mega-sports event scale has six items.

Another scale included in the study is the "host city experience" scale used in the study titled "The role of mega-sports event experience and host city experience in explaining enjoyment, city image, and behavioral intentions" by Ladhari & Souiden (2020: p.460-478) and adapted by Nadeau, O'Reilly & Heslop (2011), the reliability and validity of which have been tested in various studies. The host city experience scale consists of six items. The third scale used in the study is the "destination image" scale adapted from the study titled "The role of mega-sports event experience and host city experience in explaining enjoyment, city image, and behavioral intentions" by Ladhari & Souiden (2020: p.460-478). The scale was adapted by Kim, Kang & Kim (2014) and its reliability and validity have been tested in other studies. Destination image scale consists of seven different dimensions titled "urban, nature, culture, value, safety, climate and convenience" and a total of twenty items. The fourth and final scale used in the study is the "behavioral intention" scale used by Ladhari & Souiden (2020: p.460-478) in the study titled "The role of mega-sports event experience and host city experience in explaining enjoyment, city image, and behavioral intentions". It is stated that the scale was adapted from the studies of Jin, Lee & Lee (2013) and Munar & Jacobsen (2014). The behavioral intention scale consists of a total of eight items. Prior to the data collection phase, the necessary ethical approval was taken from Selçuk University Beyşehir Ali Akkanat Faculty of Business Administration Scientific Ethics Evaluation Board (Research Decision Number and Date: E.341567, 17.08.2022).

**Data Analysis**

**The Information Concerning the Participants**

The distribution of foreign participants according to their demographic characteristics has been presented below.

**Table 1.** The Demographic Characteristics of the Consumers Participating in the Study

<b>Characteristics</b>	<b>Sample= 425(%)</b>	
<b>Gender</b>	Woman	15,1
	Man	84,9
<b>Age</b>	18- 29	23,05
	30- 39	37,41
	40- 49	21,88
	50 and over	17,64
<b>Marital Status</b>	Single	81,41
	Married	18,58
<b>Education Status</b>	Primary education	-
	High School	3,52
	Associate Degree	34,35
	Bachelor's degree	46,11
	Post-Graduate	16
<b>Employment Status</b>	Retired	11,05
	Public Sector	8,94
	Private Sector	16,94
	Self-Employed	58,35
	Unemployed	4,70
<b>Income Status</b>	US\$2000 and less	-
	US\$ 2001- US\$ 2500	20,23
	US\$ 2501- US\$ 3000	7,29
	US\$ 3001- US\$ 3500	3,52
	US\$3501- US\$ 4000	2,11
	US\$ 4001- US\$ 4500	3,52
	US\$4501 and more	63,29
<b>How long have you been staying in Konya?</b>	Less than 1 week	3,29
	Between 1 to 2 weeks	89,64
	More than 2 weeks	7,05

In the survey, while women constitute 15.1% of the participants, 84.9% of them are men. 37.41% of them are between the ages of 30-39, 23.05% are between 18-29, 21.88% are between 40-49, and 17.64% are 50 and over. 81.41% of the participants are single and 18.58% are married. When the results about the employment status of the respondents have been analyzed, it is seen that 58.35% of the respondents are self-employed; 16.94% are in the private sector; 11.05% are retired; 8.94% are in the public sector categories; and 4.70% are not working. When the findings regarding the income status of the participants are analyzed; 63,29% of the participants have an income of US\$4501 and above; 20,23% of them have an income between US\$ 2001- US\$ 2500; 7,29% of them earn between US\$ 2501- US\$ 3000; 3,52% of them earn between US\$ 3001- US\$ 3500; 3,52% of them earn between US\$ 4001- US\$ 4500 and 2,11% of them earn between US\$3501- US\$ 4000 and there are no participants with an income of US\$2000 and less. When the answers given by the participants to the question about how long they have been staying in Konya have been evaluated; 89,64% of them have been staying between 1-2 weeks, 7,05% of them have been staying for more than 2 weeks and 3,29% of them have been staying for less than 1 week.

**Statistical Information on Scale Items**

The mega sports event experience, host city experience, destination image, and behavioral intention scales are

five-point Likert scales. The answers given to items in the scales were coded as "1=Completely Disagree, 2=Disagree, 3=Unstable, 4=Agree and 5= Completely Agree". The answers given to the statements were analyzed and the results related to their means and standard deviations were calculated. Table 2 shows the means and standard deviations, factor loadings, variance explained, and KMO values of the statements related to "Destination Image", "Mega Sport Event Experience", "Host City Experience" and "Behavioral Intention".

**Table 2.** Statistical Information on the Scales

Items			Factor Loads	Means	Std. Deviation
<b>Destination Image Scale (KMO:0,913; Eigenvalue: 4,059)</b>					
1	Urban	Konya has urbanized neighborhoods.	0,93	3,04	0,74
2		Konya has a developed business industry.	0,82	4,05	0,85
3		Konya has modern streets and buildings.	0,94	3,06	0,76
4	Nature	In Konya, there are many opportunities to enjoy nature.	0,94	2,07	0,66
5		Konya has beautiful natural scenery.	0,94	2,16	0,76
6		Konya has beautiful landscapes.	0,89	3,56	0,76
7	Culture	Konya has a rich cultural heritage.	0,91	4,06	0,86
8		Konya has a unique culture.	0,93	3,15	0,75
9		Konya has famous historical sites.	0,85	4,12	0,65
10	Value	Konya's traveling cost is reasonable.	0,95	3,13	0,73
11		Konya's accommodation cost is reasonable.	0,74	4,11	0,72
12		Konya's facility and attraction ticket prices are reasonable.	0,91	3,15	0,71
13	Safety	Konya is safe to travel.	0,90	3,13	0,71
14		Konya and its tourist sites are clean.	0,87	4,16	0,74
15		Konya is safe from epidemic disease.	0,83	3,62	0,76
16	Climate	Konya is a place to enjoy good weather.	0,79	4,06	0,64
17		Konya has pleasant weather.	0,92	3,60	0,56
18	Convenience	Konya's hotels and transportation are well-developed.	0,94	4,14	0,73
19		Konya has infrastructure for entertainment and leisure.	0,85	3,13	0,84
20		Konya provides good quality service.	0,80	4,14	0,63
<b>Mega Sports Event Experience Scale (KMO:0,848; Eigenvalue:4,164)</b>					
21	MSE Experience Perception	The 5th Islamic Solidarity Games were a memorable experience.	0,82	4,22	0,54
22		The 5th Islamic Solidarity Games were an original experience.	0,76	4,51	0,48
23		The 5th Islamic Solidarity Games were culturally interesting.	0,85	3,34	1,50
24		The 5th Islamic Solidarity Games offered attractive facilities.	0,68	3,87	0,88
25		The 5th Islamic Solidarity Games offered a variety of activities.	0,75	3,64	0,90
26		The 5th Islamic Solidarity Games offered entertainment and nightlife.	0,64	3,40	1,08
<b>Host City Experience Scale (KMO:0,802; Eigenvalue: 4,183)</b>					
27	Host City Experience Perception	My experience in Konya was memorable.	0,63	4,67	0,51
28		My experience in Konya was original.	0,47	4,43	0,92
29		My experience in Konya was culturally interesting.	0,64	4,09	0,80
30		Konya offered attractive facilities.	0,57	3,58	0,86
31		Konya offered a variety of activities.	0,69	3,87	1,30
32		Konya offered entertainment and nightlife.	0,74	4,78	0,65

**Table 2.** Statistical Information on the Scales (cont.)

<b>Behavioral Intention Scale (KMO:0,790; Eigenvalue:5,053)</b>					
33	<i>Behavioral Intentions</i>	I wish to go back to Konya.	0,87	3,96	0,68
34		I have recommended Konya to others.	0,86	3,95	0,66
35		I have said positive things about the host city to others.	0,54	3,67	0,55
36		I have shared information on social media (e.g., Facebook) about my experience in Konya.	0,87	4,25	0,56
37		I have shared memories (e.g., photos, stories) on social media about my experience in Konya.	0,82	4,49	0,56
38		I took many souvenir pictures.	0,75	3,80	0,48
39		I have purchased souvenir items from Konya.	0,79	3,88	0,42
40		I have added 5th Islamic Solidarity Games Facebook page to my fun pages.	0,78	3,17	0,64
<b>KMO: 0,883</b>					
<b>Total Variance Explained: 86,365</b>					
<b>Barlett Test: 947, 690 n: 425; p&lt;0,001</b>					

The total variance in the study is 947.690% and the factor loads are higher than 0.60. These results show that the validity and reliability of the research is high. The Cronbach's Alpha value of the total scale was 0.848. KMO (Kaiser, Mayer, Olkin) analysis was conducted to measure the suitability of the data for factor analysis. The KMO value is considered acceptable between 0.7-0.8 (İslamoğlu & Alnıaçık, 2014: p.403). These results indicate that visitors responded consistently to the scale employed in the study and that the validity of the scale is at an acceptable level.

**Table 3.** Reliability Analysis Results of the Scales

Scales	Measurement Range	Number of Items	Cronbach Alpha Coefficient
Mega Sports Event Experience Scale	5-point scale (1 to 5)	6	0,86
Host City Experience Scale	5-point scale (1 to 5)	6	0,81
Destination Image Scale	5-point scale (1 to 5)	20	0,80
Behavioral Intention Scale	5-point scale (1 to 5)	8	0,79

As shown in Table 3, the Cronbach's Alpha Coefficients of Mega Sport Event Experience, Host City Experience, Destination Image, and Behavioral Intention scales have been determined as 0.868, 0.817, 0.803, and 0.791, respectively. According to these results, it can be stated that the reliability of the scales used in the study is high. When the reliability coefficient exceeds the 80% limit, it is considered that the reliability level is good (Sekaran, 2003: p.311). Reliability is explained as the degree to which a test or scale can consistently and steadily measure the concept it aims to measure (Karagöz, 2019: p.1001). Cronbach's Alpha Coefficient is used to determine the measurement degree. Cronbach's Alpha Coefficient takes a value between 0 (zero) and 1 (one); if it is determined as a value between 0 and 0.39, it is considered as not reliable; a value between 0.40 and 0.59 is considered as having low reliability; a value between 0.60 and 0.79 is considered as reliable and a value between 0.80 and 1 is regarded as having a high-reliability degree (Altunışık, Coşkun, Bayraktaroğlu & Yıldırım, 2012: p.126; İslamoğlu & Alnıaçık, 2016: p.156; Karagöz, 2019: p.1003).

**Table 4.** Correlation Coefficient of the Scales

Scales	Destination Image Scale	Mega Sports Event Experience Scale	Host City Experience Scale	Behavioral Intention Scale
Destination Image Scale	1			
Mega Sports Event Experience Scale	0,71**	1		
Host City Experience Scale	0,70*	0,73**	1	
Behavioral Intention Scale	0,69*	0,76**	0,74**	1

Not: \*\*p<0,001

As the correlation values of the scales approach 1, the relationship degree increases. In this respect, it is accepted that there is a weak correlation between 0.01 and 0.29, a medium correlation between 0.30 and 0.69, and a high correlation between 0.70 and 0.99 (İslamoğlu & Alınacı, 2014: 403). As presented in Table 4, as a consequence of the analysis, there is a positive moderate correlation (0.71) between the Mega Sport Event Experience and Destination Image scales; a positive moderate correlation (0.73) between the Host City Experience and Mega Sport Event Experience scales, and a positive moderate correlation (0.74) between Behavioral Intention and Host City Experience.

**Table 5.** The Effect of Mega-Sports Event Experience on Destination Image

Dependent Variable	$\Delta R^2$	Independent Variable	B	Std. Error	t	F
Destination Image	0,29	Constant Term	1,69	0,30	6,74*	71,70*
		Mega-Sports Event Experience	0,62	0,06	8,51*	

Not: \*p<0,001.

**Hypothesis 1:** Mega-sports event experience perception has a positive effect on the destination image.

Table 4 and Table 5 have been analyzed jointly to explain the relationship between mega-sports event experience and destination image. The explained variance percentage and regression significance level suggest that the mega-sports experience can be explained with destination image. In this context, according to Table 5, "Hypothesis 1: Mega-sports event experience perception has a positive effect on destination image." has been accepted.

**Table 6.** The Effect of The Mega-Sports Event Experience on Behavioral Intention

Dependent Variable	$\Delta R^2$	Independent Variable	B	Std. Error	t	F
Behavioral Intention	0,33	Constant Term	1,05	0,18	7,90*	85,68*
		Mega-Sports Event Experience	0,58	0,05	10,42*	

Not: \*p<0,001.

**Hypothesis 2:** Mega-sports event experience perception has a positive effect on behavioral intention.

In the research, Table 4 and Table 6 have been examined together to explain the relationship between The Mega-Sports Event Experience and Behavioral Intention. It can be said that the percentage of variance explained and the regression significance level indicate that the Mega-Sports Event Experience can be explained through Behavioral Intention. Therefore, according to Table 6, "Hypothesis 2: Mega-sports event experience perception has a positive effect on behavioral intention." has been accepted.

**Table 7.** The Effect of the Host City Experience Perception on Destination Image

Dependent Variable	$\Delta R^2$	Independent Variable	B	Std. Error	t	F
Destination Image	0,31	Constant Term	1,08	0,16	6,05*	108,63*
		Host City Experience	0,70	0,05	13,40*	

Not: \*p<0,001.

**Hypothesis 3:** The host city experience perception has a positive effect on the destination image.

In order to explain the relationship between Host City Experience Perception and Destination Image, Table 4 and Table 7 have been analyzed concurrently. It can be concluded that the percentage of variance explained and the

regression significance level reveal that Host City Experience Perception can be explained with Destination Image. In this context, according to Table 7 “Hypothesis 3: Host city experience perception has a positive effect on the destination image” has been accepted.

**Table 8.** The Effect of Host City Experience Perception on Behavioral Intention

Dependent Variable	ΔR <sup>2</sup>	Independent Variable	B	Std. Error	t	F
Behavioral Intention	0,33	Constant Term	2,38	1,13	3,56*	95,94*
		The Host City Experience Perception	0,89	0,03	25,68*	

Not: \*p<0,001.

**Hypothesis 4:** Host city experience perception has a positive effect on behavioral intention.

In the research, Table 4 and Table 8 have been jointly examined so as to explain the relationship between Host City Experience Perception and Behavioral Intention. As a result, it can be stated that the percentage of variance explained and the regression significance level show that Host City Experience Perception can be explained via Behavioral Intention. In this sense, according to Table 8, "Hypothesis 4: Host city experience perception has a positive effect on behavioral intention." has been accepted.

**Table 9.** The Effect of Mega-Sports Event Experience Perception on Host City Experience Perception

Dependent Variable	ΔR <sup>2</sup>	Independent Variable	B	Std. Error	t	F
Host City Experience	0,25	Constant Term	3,85	1,88	2,06*	52,34*
		The Mega-Sports Event Experience	0,50	0,03	32,68*	

Not: \*p<0,001.

**Hypothesis 5:** Mega sports event experience perception has a positive effect on host city experience perception.

In the study, Table 4 and Table 9 have been analyzed jointly to clarify the relationship between Mega-Sports Event Experience Perception and Host City Experience Perception. In terms of the percentage of variance explained and the regression significance level, it can be concluded that the Host City Experience Perception can be explained on the basis of Behavioral Intention. In this context, according to Table 9 “Hypothesis 5: Mega sports event experience perception has a positive effect on host city experience perception” has been accepted.

**Table 10.** The Effect of Destination Image Perception on Behavioral Intention

Dependent Variable	ΔR <sup>2</sup>	Independent Variable	B	Std. Error	t	F
Behavioral Intention	0,28	Constant Term	3,85	1,25	2,69*	86,54*
		The Destination Image	0,29	0,38	11,18*	

Not: \*p<0,001.

**Hypothesis 6:** Destination image has a positive effect on behavioral intention.

Table 4 and Table 10 have been jointly examined in order to explain the relationship between Destination Image and Behavioral Intention in the study. It can be said that the percentage of variance explained and the regression significance level indicate that Destination Image can be explained through Behavioral Intention. In this regard, as Table 10 illustrates “Hypothesis 6: Destination image has a positive effect on behavioral intention” has been accepted.

$$\text{Behavioral Intention} = b_0 + b_1 \text{ Destination Image} + b_2 \text{ Host City Experience Perception} + b_3 \text{ Mega Sports Event Experience} + \epsilon$$

The results of multiple regression analysis of the study conducted to measure the impact of mega sports event experience and host city experience on destination image and behavioral intention have been presented in Table 11 below.

**Table 11.** Multiple Regression Analysis Results

Dependent Variable	ΔR <sup>2</sup>	Independent Variable	B	Std. Error	t	F	Dependent Variable
BI	0,46	0,31	TDI	0,30	0,29	8,42*	58,173*
			THCEP	0,43	0,11	10,68*	
			MSED	0,37	0,07	6,45*	

Not: \*p<0,001.

The significance and coefficients of the variables in the regression equation have been presented in Table 11. The F value indicating the significance level of the regression model is 58,173. The multiple regression determination coefficient is 0.46 and the F value is significant. The behavioral intentions of the participants can be explained with the dimensions of destination image, host city experience perception, and mega sports event experience. As a result, it can be stated that destination image, host city experience perception, and mega sports event experience perception have a positive effect on the behavioral intentions of visitors.

**Conclusion and Discussion**

Mega sports events are considered among the organizations that contribute to the visitation of the cities where these events are held. Many visitors can both participate in these events and visit the city and regions in which the event is held. The first mega sporting events that were held in the 1800s were organized for various purposes such as promoting peace and solidarity. Over time, these events have started to be organized with the idea that they will not only bring prestige and investments to the cities where they are organized but also enable the development of the city.

Mega sports events play an important role in the development of the host city (He & Chen, 2022). It has been reported in various studies that the biggest economic benefit of mega sports events for the host country comes from the expenditure made by tourists and other visitors during the sporting events or the increase in the number of tourist arrivals before and after the events. It has also been stated that mega sports events can be the main reason of the positive change in tourism demand in the long run (Idrees, Bibi, Naveed & Khan, 2021: p.618). The growing field of mega-event research has focused on the long-term social value of the results and the impact of their far-reaching benefits (Musikavanhu, Ladkin & Sadd, 2021: p.1832). Mega-events are global events with large impacts at various scales and have been recognized as the focus of a broad and growing field of academic research (Wolfe, Gogishvili, Chapelet & Müller, 2021: p.2079). It is suggested that mega sporting events have a significant impact on promoting the urbanization process, optimizing urban spatial structure, and improving the competitiveness of the host city (Fan et al. 2021). Large-scale sporting events, the main content of which is high-level competition, will have a profound effect on the host city at both economic and social levels (Zhao & Sun, 2022: p.1).

Destination image has become an important issue in tourism research (Bassols-Gardella & Coromina, 2022).

Image is a factor that directly influences the decision to visit a destination. The image of a destination is a subjective social interpretation since it is based on the visitors' perceptions regarding their emotions, feelings, thoughts, and experiences. Moreover, it is considered as one of the most effective dimensions for visitors to choose destinations for recreational activities, vacations, or days off and to get away from the mundaneness of daily life. Therefore, perceived image can determine the success or failure of a destination (Hernández-García, Delgado-Cruz & Palmas-Castrejón, 2022: p.2, 10). Seabra et al. (2020) stated that the results obtained from their study proved that the generational differences of tourists affected the way they formed the cognitive and emotional image of a particular destination. In this regard, Suherlan & Hidayah (2021: p.117) stated that in line with the studies conducted in this field, it could be concluded that destination image has a very vital role in the management of tourism destinations in recent times.

Recently, many countries, despite the unprecedented risks of the COVID-19 crisis, have sought to accelerate tourism recovery by revitalizing the sector. Remarkably, a lot of tourism destinations have experienced an impressive revival in both domestic and international tourist arrivals immediately after lifting all social distance restrictions (Duong et al. 2022: p.1). The results of the study by Hasan, Rudrendu & Neela (2021) on the behavioral intentions of tourists revealed that tourists' attitude towards visit behavior significantly mediates the relationship between destination image, perceived value, satisfaction, and behavioral intention.

Evaluating the results of the research conducted to measure the impact of mega sports event experience and host city experience on destination image and behavioral intention, the following comments can be made:

Several studies in the literature have examined the possible relationships between mega event experience, host city experience, destination image, and behavioral intention variables and their relationships with other variables, as well. In the researches carried out by Nadeau, O'Reilly & Heslop (2011: p.468) and Lee, Taylor, Lee & Lee (2005: p.42), it was stated that the Olympic Games experience has a positive and significant effect on destination image. The hypothesis stating that mega sports event experience positively and significantly affects destination image has been accepted. The majority of the participants reported that the experience they had at the mega sports event affected their destination perception. In this context, it is considered very important for the destination image that the possible deficiencies that may negatively affect the destination perception should be completed before holding the event in the city, besides, taking measures to eliminate the predicted problems or deficiencies related to the event is considered very important for the destination image.

There are many different studies in the literature to determine the effect of mega sports event experience on behavioral intention, which is also examined in this study. In the studies conducted by Ayob, Wahid & Omar (2013: p.178) and Oh, Fiore & Jeoung (2007: p.120), the researchers stated that event experience had a positive and significant effect on behavioral intention. Accordingly, the hypothesis suggesting that mega sports event experience has a positive and significant effect on behavioral intention has been accepted. A great majority of the participants stated that the experience they had in the mega sports event affected their behavioral intentions. It may be beneficial for the units responsible for different subjects within the event to organize different activities, both related to and outside of sports activities, especially during leisure time, in order for the participants to have positive experiences during the event. Providing the necessary information and guidance through these events, which will be organized for the purpose of having a pleasant time in terms of eating, drinking, sightseeing, transportation, cultural visits and



experiencing different experiences specific to the city, can be especially effective in creating the intention to visit the city again.

Moreover, there are several studies in the literature that have been conducted to evaluate the impact of mega sports event experience on host city experience, which has also been examined in this study. In the studies conducted by Mendes, Do Valle & Guerreiro (2011) and Kim & Petrick, (2003: 36), it was reported that the Olympic Games organized within the context of a mega sports event contributed to host city experience. The hypothesis that has been formed in this research that the mega sports event experience has a positive and significant effect on host city experience has been accepted. Most of the participants stated that the mega sports event experience could affect their host city experience perception. Considering the fact that the participants are in the host city during the event, stay in certain regions and benefit from certain services related to the host city, it is of great importance that the various services offered by the host city meet the standards of the participants in the regions where they live. Thus, in order to ensure that the participants, who will visit the city from many different regions in an international context, will have a positive perception of the host city experience, it is important to consider the various habits associated with their daily lives, to make the necessary efforts for the provision of essential needs at a similar standard, and to provide the facilities offered in the most appropriate way.

In terms of examining the effect of host city experience on destination image, which is also a subject of this study, there are several studies in the literature, which provide an insight that these variables may have an effect on each other. Lee, Taylor, Lee & Lee (2005: p.42) and Florek, Breitbarth & Conejo (2008: p.208) found that host city experience had a positive and significant effect on destination image. The hypothesis suggesting that host city experience has a positive and significant effect on destination image has been accepted. It was stated by the majority of the participants that the event-related experience they had in the host city had an impact on destination image. In this respect, city managers should propose solutions to prevent potential problems that may negatively affect visitors' image perception. Furthermore, in order to improve the destination image positively, it is important to provide the necessary information and guidance both before and during the event in order to ensure that visitors do not have difficulties in transportation, accommodation, food and beverage, communication, and information and that they are satisfied with all these services provided by the city where the event is organized.

There are several studies in the literature examining the relationship between host city experience and behavioral intention, which has also been discussed within the scope of this study. In the studies conducted by Lee, Lee & Lee (2005: p.851) and Ayob, Wahid & Omar (2013: p.178), it was found that the experience of visitors during their stay in the host city had a positive and significant effect on behavioral intention. In this research, the hypothesis that host city experience has a positive and significant effect on behavioral intention has been accepted. In the study, most of the participants stated that the host city experience might have an impact on their behavioral intentions regarding the city where the mega sports event is held. In the light of this result, it can be concluded that positive or negative experiences with the host city, satisfaction or dissatisfaction, the perceived quality level of the services provided, hospitality, attitude towards foreign visitors, and the way of communication with visitors are highly influential on the intention of visitors to revisit or not to revisit the city, as well as to give positive or negative recommendations about the city to their close surroundings. In this sense, the fact that the experiences of the visitors about the city are pleasant and positive is considered to be very important for the duration of the visit and afterwards.

As for the evaluation of the effect of destination image on behavioral intention, which has been examined within the context of the study, different studies in the literature on these variables give an idea that there might be a relationship between the mentioned variables (Afshardoost & Eshaghi, 2020: p.5). In the studies conducted, consumers have stated that when they visit a destination for the first time, the image of the destination is very important to them (Baloğlu, 2000: p.84). The hypothesis that destination image has a positive and significant effect on behavioral intention, has been accepted. The participants stated that the destination image of the city can affect their intention to revisit the city, to share posts about the city on social media, or to recommend the city (destination) to other individuals. Based on this result, it is of great importance to increase the satisfaction of existing visitors in order to increase the visits to the city and visitor mobility. It can be stated that the efforts that can be made to ensure the satisfaction of existing visitors with the services related to the city and to have a positive image perception are important in terms of influencing other potential visitors through word-of-mouth marketing. In addition, it can be assumed that the encouragement of city administrators to make different investments in the city to strengthen the destination image may have an impact on the behavioral intentions of visitors.

The fact that the research was carried out on a sample of 425 participants within the context of the Konya 5th Islamic Solidarity Games and that it covers a certain period of time in terms of being conducted during the period when the event was in progress can be considered among the important limitations of the research. Conducting future studies in this field on a larger sample might be useful in terms of reaching different results on larger masses. By examining the relationship between mega sports event experience, host city experience, destination image, and behavioral intention variables, the effects of which are evaluated within the scope of the research, with further variables in different topics, the study will be able to fill the gaps in the literature.

The results obtained from this research have shown that the impact level of mega sports event experience and destination image on behavioral intention is very important. Moreover, it can be stated that the majority of the participants tend to prefer cities where they feel safe and can spend a reasonable level of money on their visit, which have a rich heritage in terms of cultural and natural beauties, in other words, the cities with a strong destination image. At the same time, it can be stated that the participants can also influence the thoughts and behaviors of potential visitors by sharing their experiences about the event and the destination in different channels and with different individuals during and after visiting cities that have a strong destination image. In this regard, cities need to make investments that will be effective in increasing the frequency of new events and especially visits so that old visitors who have visited the city before will revisit the city and new potential visitors will prefer the city as a priority. As a result, it can be concluded that all actual and potential events and visits are of great importance for the economic development of cities.

### **Declaration**

All authors of the article contribute equally to the article process. The authors have no conflict of interest to declare. Ethical approval for this study was obtained from Selçuk University Beyşehir Ali Akkanat Faculty of Business Administration Scientific Ethics Evaluation Board with approval no E.341567 dated 17.08.2022.

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**Appendix 1. Ethics Committee Permission**

Evrak Tarih ve Sayısı: 17.08.2022-E.341567

**T.C.**  
**SELUK ÜNİVERSİTESİ**  
**BEYŞEHİR ALİ AKKANAT İŞLETME FAKÜLTESİ**  
**BİLİMSEL ETİK DEĞERLENDİRME KURULU**  
**TOPLANTI VE KARAR TUTANAĞI**

**Toplantı Tarihi:**11.08.2022

**TOPLANTI GÜNDEMİ:** Dr. Öğr. Üyesi Emel CELEP ve Araştırmacı Halime Büşra İİL'in 09.08.2022 tarihli 93 sayılı dilekçesine istinaden Etik Kurul Kararı konulu yazısı.

**KARAR 2022/ 01:** Seluk Üniversitesi İktisadi ve İdari Bilimler Fakültesinde görev yapan Dr. Öğr. Üyesi Emel CELEP'in yürütücülüğünü yaptığı, Halime Büşra İİL'in sorumlu araştırmacı olduğu "Mega Spor Etkinlik Deneyimi ve Ev Sahibi Şehir Deneyiminin Destinasyon İmajı ve Davranışsal Niyet Üzerindeki Etkisinin 5. İslami Dayanışma Oyunları Bağlamında İncelenmesi / Investigation of the Effect of Mega – Sports Event Experience and Host City Experience on Destination Image and Behavioral Intention in the Context of 5. Islamic Solidarity Games" başlıklı çalışma bilimsel araştırma ve yayın etiği açısından **uygundur.**

**Gerekçe:** Etik değerlendirme kurulunun görüşleri doğrultusunda yapılan değerlendirmeye göre söz konusu çalışma bilimsel araştırma açısından etik şartları sağlamaktadır.