



Harnessing the Power of Football:
Safety-risk perceptions of sport tourists at the 2013 Fédération
Internationale de Football Association Confederations Cup, Brazil.

International Student Conference in Tourism Research

David Jenkins



ISCONTOUR 2014

International Student Conference in Tourism Research
5th - 6th of May 2014 in Krems

Hosted by:
IMC - University of Applied Sciences Krems
Salzburg University of Applied Sciences



www.tourism-student-conference.com

The Power of Sport

Do you believe it can change the world?





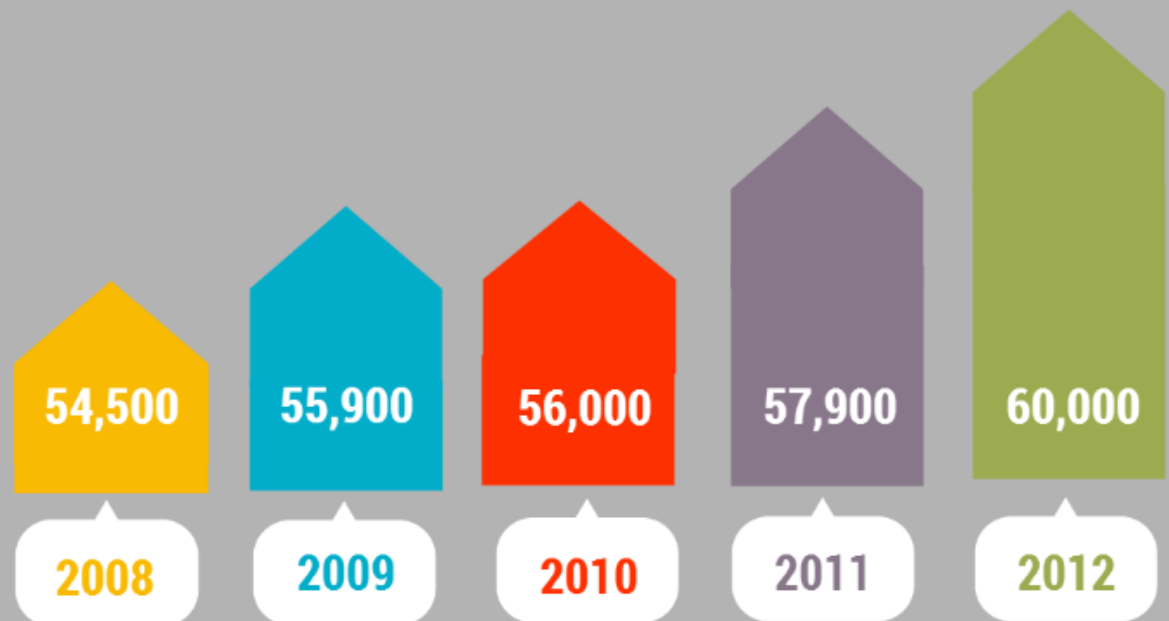
Social
Objectives

Economic
Objectives

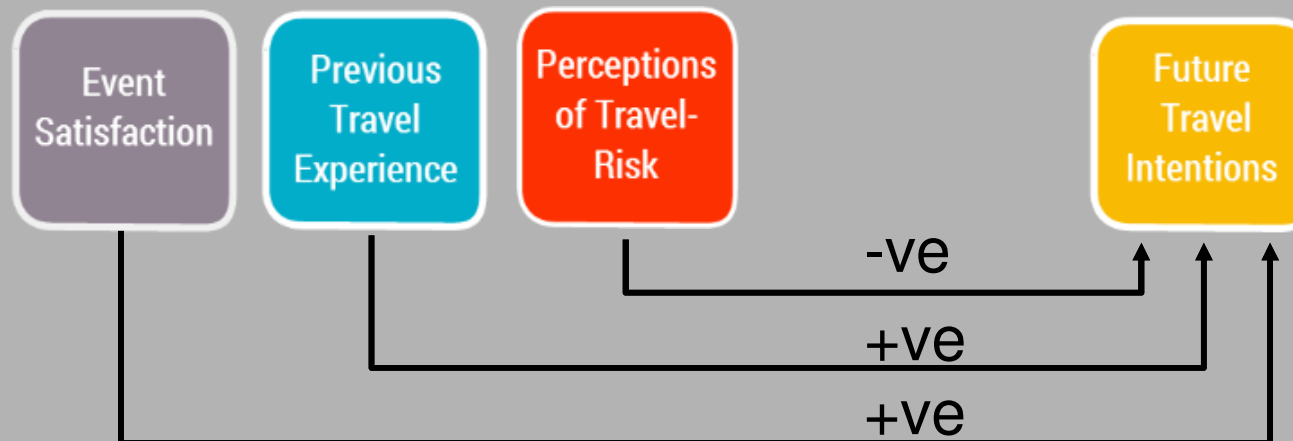
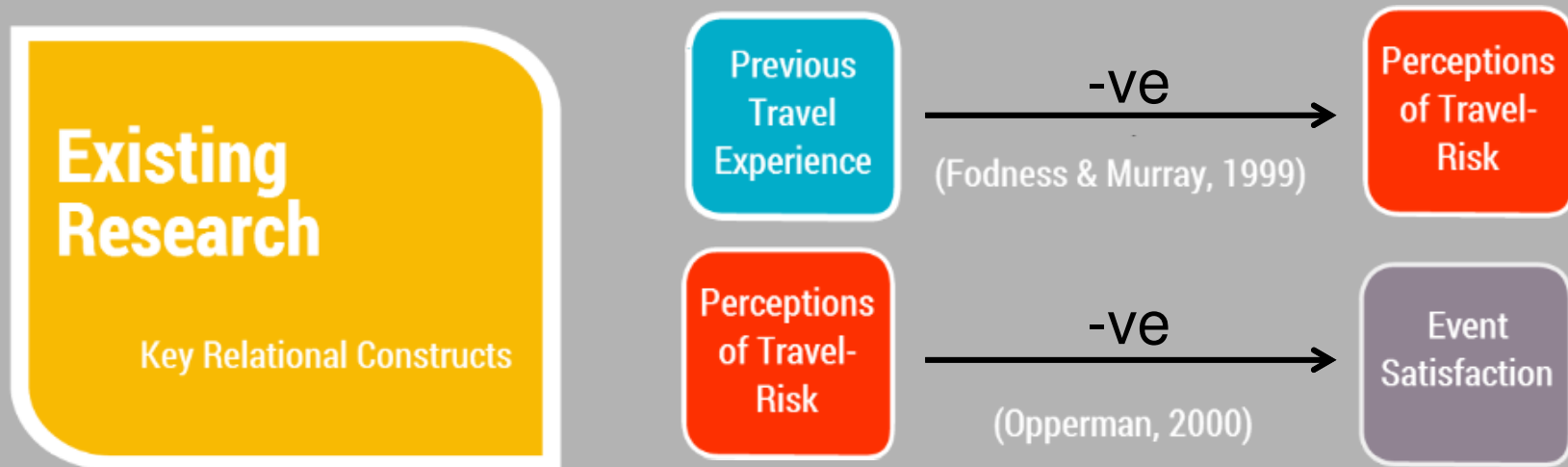
Development
Objectives

Crime in Brazil

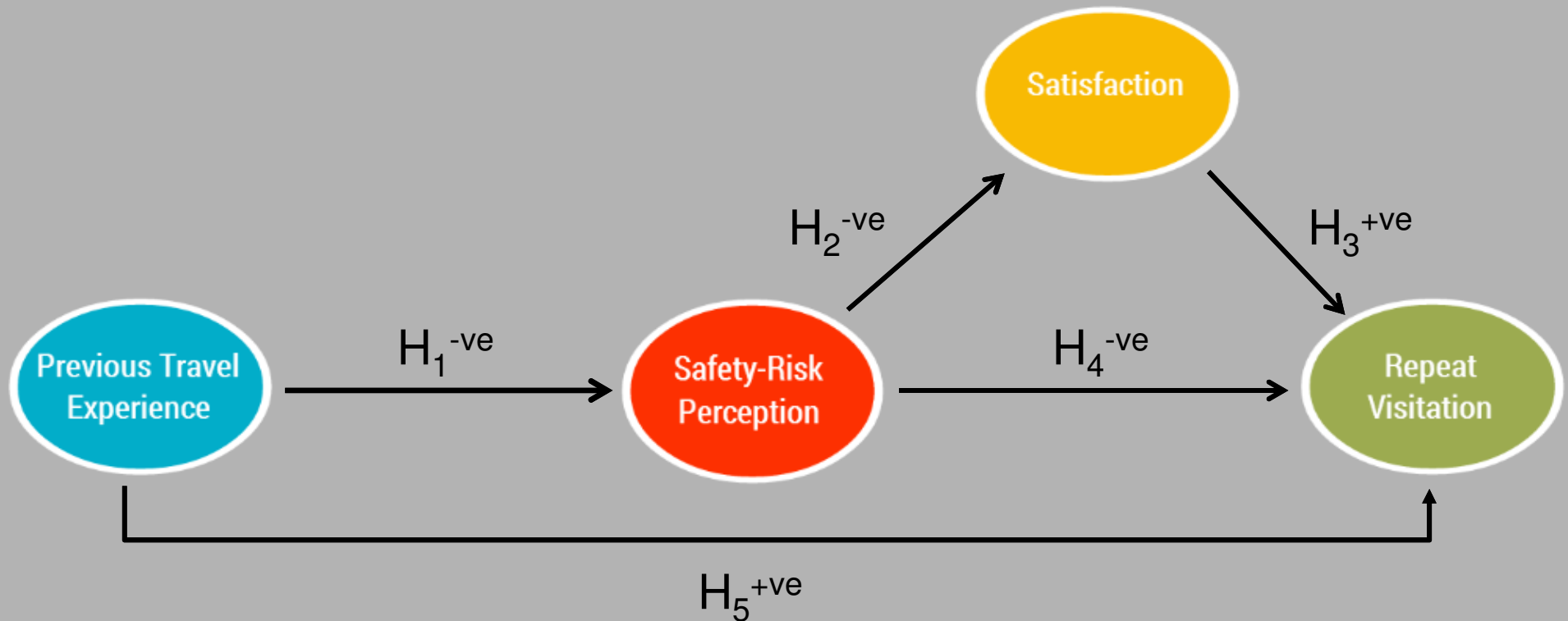
Total Number of
Reported Incidences



Source: <http://blogs.ft.com/ftdata/2013/02/04/an-olympic-scale-crime-challenge/>



Hypotheses



Methodology

- ▶ Sampling
- ▶ Data Collection
- ▶ Measurement and Scaling

Sample Target Population



Non-Probability Proportional Quota



Pertinent Research Data Collection

 187
Respondents

Self-Administered Questionnaire



Measurement & Scaling

Satisfaction

Summated

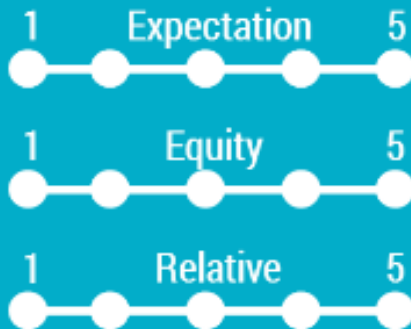
Safety-Risk

Summated

Repeat Visit

Summated

Satisfaction



Yoon & Uysal (2005)

Safety-Risk Perceptions



George & Mawby (2013).

Repeat Visitation



Adapted: George & Mawby (2013).

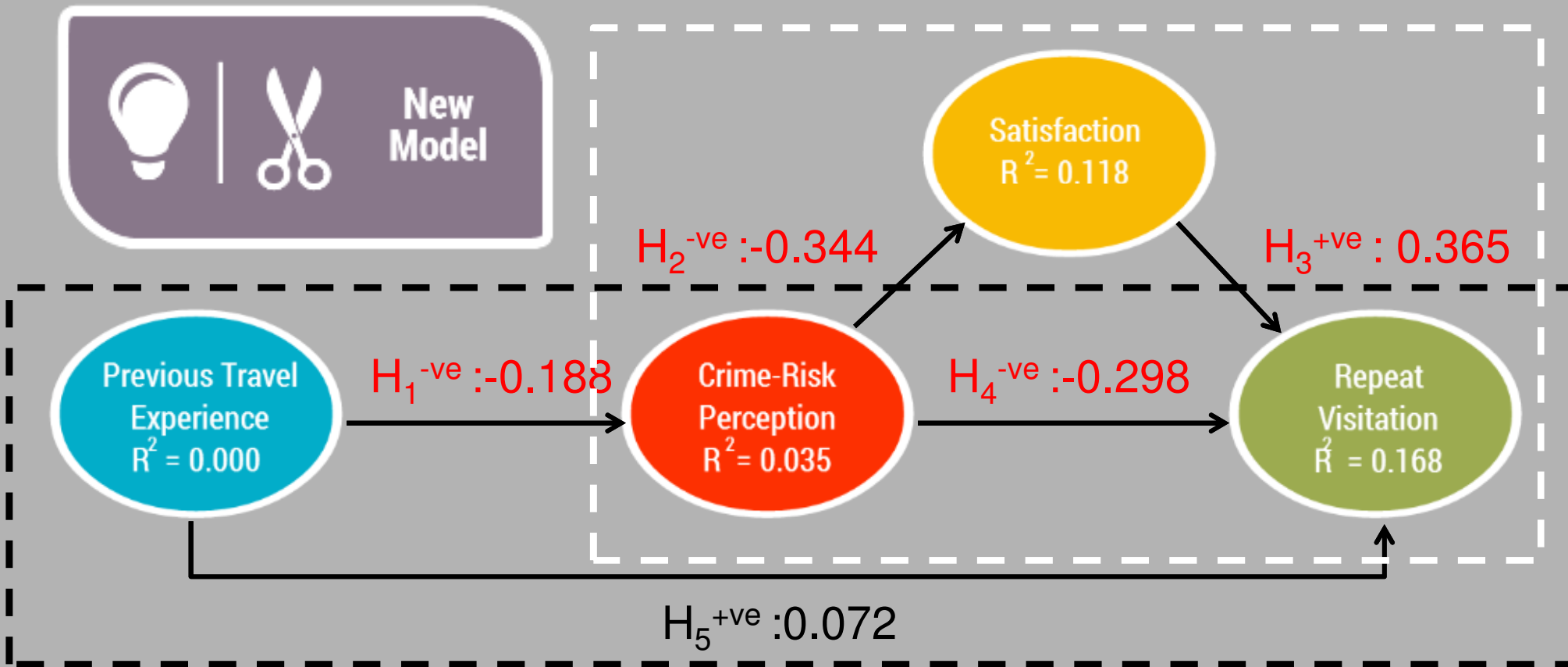
Previous Travel Experience

George & Mawby (2013).

Structural Model



New
Model



Managerial Implications

► Creating Tourism Value

Initial Facet: Invest



Supporting Facet: Communicate



Mediation Multiplier



Satisfaction vs. Profit



Additional Facet: Credibility



Limitations



16.8%

Proportion of
Variance Explained
by Model

**Future
Research**

Travel-Risk



Additional Construct



Additional Construct





Thank You...
Any Questions...?

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