

# Perception of Service Quality in Sports Tourism Events: the MIUT

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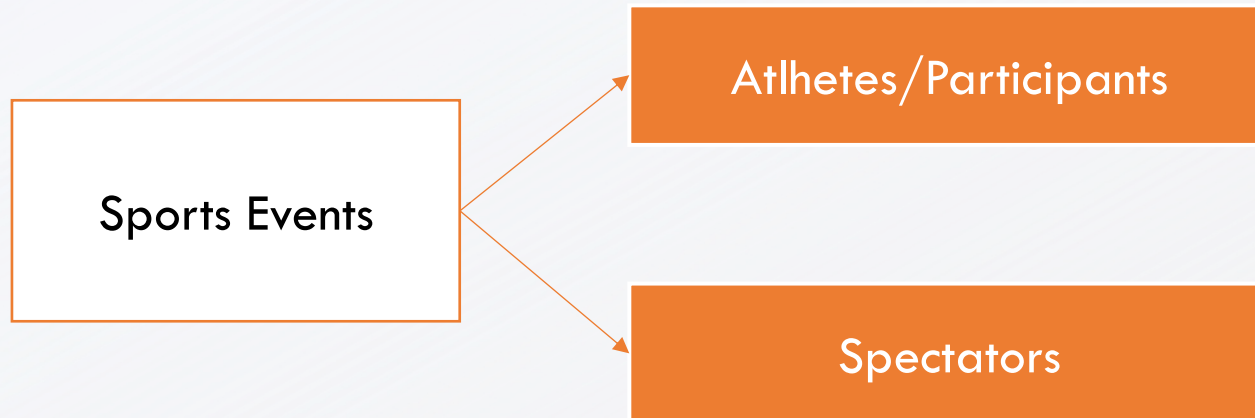
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# Introduction



CIED13  
València 2023



Economic

Social

Envornmental

Sporting

# Introduction



CIED13  
València 2023

- **Trail Running** have emerged in the United States in the eighties has increased its popularity around the world, so more and more events are held (Urbaneja & Farias, 2018; Voltes & Dorta, 2021).
- Madeira Island has unparalleled conditions for the exploration of the most diverse sports events in outdoor context and trail running assumes main prominence.





# Introduction



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# Introduction - objectives

1

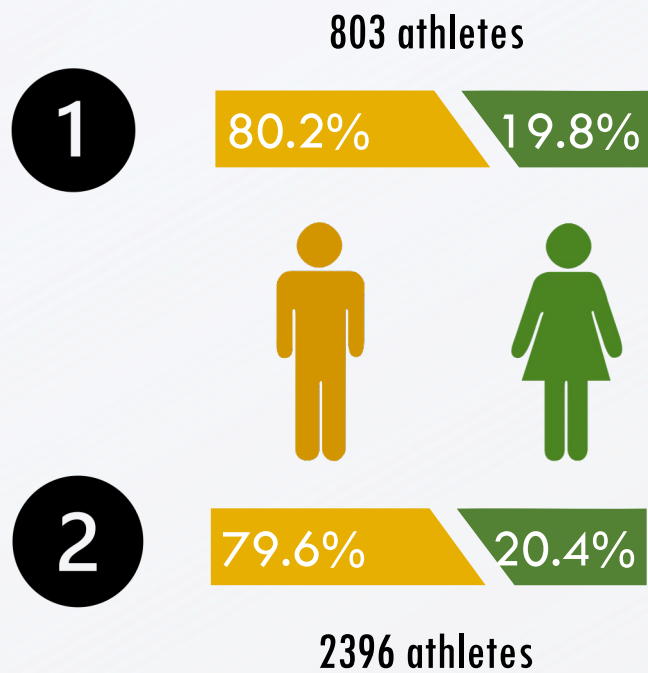
Develop a questionnaire to assess the quality perception of trail running events.

2

Identify the service quality of MIUT sport tourism event, according to the editions and place of residence.



# Methods - Sample

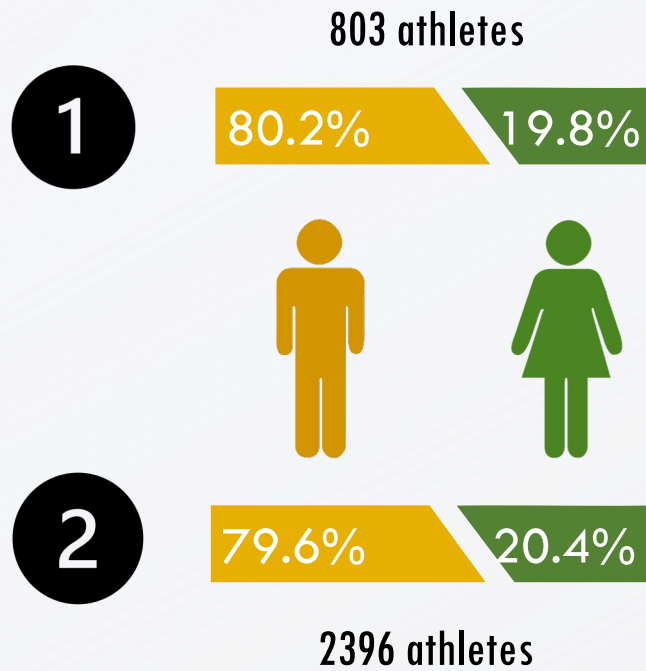




15.8%	23.7%	3%	19.4%	38.1%
16 km	42 km	60 km	85 km	115 km
15%	23.3%	4.3%	18.8%	38.6%





# Methods - Sample



	2018	2019	2021	2022
	15.8%	23.7%	3%	19.4%
	15%	23.3%	4.3%	18.8%
 Residents				738
 Non-residents				1658



# Methods - Measures



17 ítems; 5 dimensions

Scale of 1 (Very Dissatisfied) to 5 (Extremely Satisfied)

Access to the  
Organization

Trail

Safety

Support during  
the event

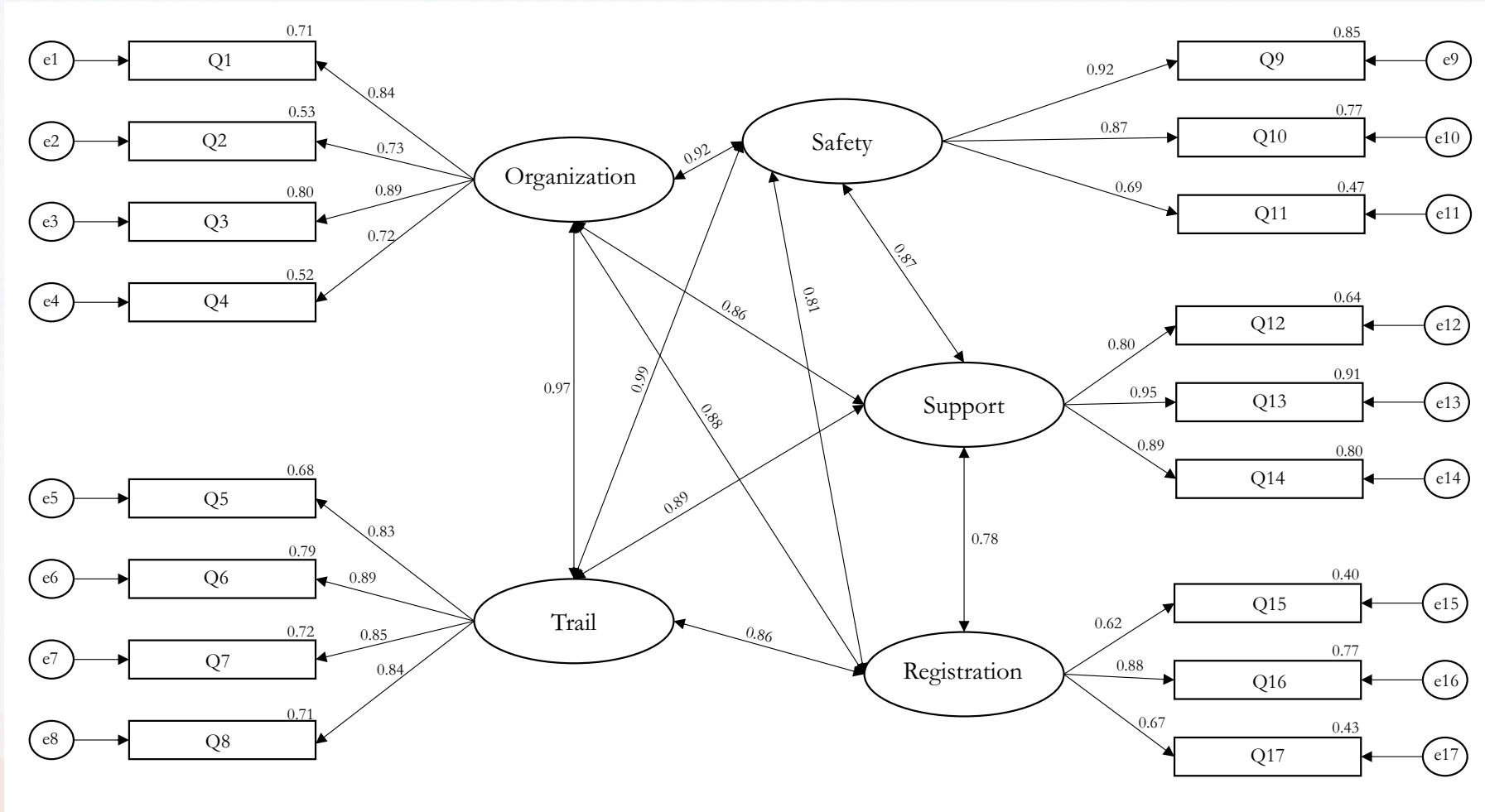
Registration



# Results



## Scale development and psychometric properties



20 items → 17 items

TLI = 0.93,  
CFI = 0.84  
RMSEA = 0.09

# Results



## Perception of service quality in MIUT different editions

Service Quality Dimensions	Mean	±SD	<i>p</i>
Access to Organization			
MIUT 2018	4.02	1.05	
MIUT 2019	4.40	0.63	<0.001
MIUT 2021	4.24	0.69	
MIUT 2022	4.16	0.76	
Trail			
MIUT 2018	4.21	1.09	
MIUT 2019	4.51	0.62	<0.001
MIUT 2021	4.32	0.73	
MIUT 2022	4.35	0.77	

# Results



## Perception of service quality in MIUT different editions

<b>Service Quality Dimensions</b>	<b>Mean</b>	<b>±SD</b>	<b><i>p</i></b>
Safety			
MIUT 2018	4.14	1.08	
MIUT 2019	4.40	0.64	<0.001
MIUT 2021	4.19	0.72	
MIUT 2022	4.16	0.76	
Support during the trail			
MIUT 2018	4.12	1.12	
MIUT 2019	4.42	0.71	<0.001
MIUT 2021	4.21	0.76	
MIUT 2022	4.07	0.84	





# Results

## Perception of service quality in MIUT different editions

Service Quality Dimensions	Mean	$\pm$ SD	<i>p</i>
Registration			
MIUT 2018	3.69	0.99	
MIUT 2019	3.87	0.74	<0.001
MIUT 2021	3.87	0.73	
MIUT 2022	3.58	0.79	

# Results



## Perception of service quality among residents and non-residents

<b>Dimensions</b>	<b>Residents</b> (n= 738) Mean (SD)	<b>Non-residents</b> (n=1658) Mean (SD)	<b>t-value</b>
Access to Organization	4.25 (0.80)	4.20 (0.83)	1.43
Trail	4.30 (0.81)	4.37 (0.84)	-1.90*
Safety	4.29 (0.84)	4.23 (0.82)	1.44
Support during the trail	4.26 (0.89)	4.23 (0.89)	0.27
Registration	3.69 (0.82)	3.80 (0.84)	-3.02*

# Conclusion



- The Registration dimension is the attribute of service quality that presents the lowest perception of satisfaction by the participants, regardless of the edition.
- Non-resident athletes have a higher perception of the quality of service in the Trail and Registration dimensions.
- The development of the scale that allows assessing the perception of service quality accreditation and ty, as well as the results assessed in this research, may help managers of this sporting event to develop more appropriate and effective strategies in future editions.



Muchas gracias por vuestra atención  
Thank you  
Obrigada

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