

Summary of Master Thesis

Research area: Sport management
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The study aims to examine the relationship of service quality on consumer loyalty in sports tourism and test the mediating role of destination Image.

The forthcoming 2022 Winter Olympics in China have ignited a remarkable surge in skiing interest, which stands out amidst the global downturn in skiing due to the COVID-19 pandemic. This upsurge underscores China's burgeoning enthusiasm for winter sports. As the initial fervor surrounding the Winter Olympics wanes, it becomes imperative for researchers in sports tourism to concentrate on enhancing service quality and comprehending consumer preferences to cultivate loyalty.

Jilin, the second most popular province for skiing in China, currently faces challenges, including limited market penetration, low conversion rates within the ski industry, and a lack of high-quality

ski products and services. According to Service-Dominant Logic, consumers and tourism suppliers must engage in service exchange as it highlights that the primary value lies in providing a satisfying consumer experience. Recent research suggests that delivering exceptional service at a destination can significantly enhance its reputation and positively influence visitor loyalty (Abbasi et al., 2021). Moreover, when customers are highly content with the level of service they receive, their commitment to the destination increases (Yoon & Uysal, 2005). By offering remarkable service quality and cultivating a positive image for Jilin as an esteemed skiing destination, repeat business and intangible benefits such as customer loyalty can be fostered. It should be emphasized that establishing a favorable perception of Jilin as a tourist destination significantly impacts travelers'

attitudes and future travel behavior. The importance of sustainable tourism is highlighted by UNWTO, which stresses that ensuring continuous satisfaction among tourists contributes to social sustainability while benefiting residents. Therefore, examining service quality is essential in promoting long-term development within winter sport tourism while generating economic advantages.

This research examines the relationship between service quality, consumer loyalty, and destination image in the context of winter sports tourism. Understanding these dynamics is crucial for destination management companies and local governments aiming to foster loyalty and create a positive, lasting impression on tourists. The study utilizes a cross-national survey design, collecting data from 299 respondents in China through an online platform. IBM SPSS 29.0 and AMOS are employed for data analysis.

The findings indicate that personnel service and convenience, as components of

service quality, positively impact destination image and consumer loyalty. Additionally, the study reveals that destination image significantly mediates the relationship between service quality and consumer loyalty.

These results highlight the correlation between service quality and customer loyalty, with personnel service emerging as a pivotal component. These findings provide strategic insights for future ski resort development by emphasizing the importance of enhancing service provision and cultivating a convenient recreational environment.

