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Green practices as an antecedent of intention to attend again as a spectator: A case study at the Badminton World Championship

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Abstract: This research aims to test the effect that the implementation of green practices at a major sport tourism event, the Badminton World Championships in Huelva (Spain), has on the future intention of spectators to return to similar sport events. A total of 523 spectators who attended the event were randomly selected and self-administered in the presence of the interviewer. A confirmatory factor analysis of the model and a multi-group analysis were carried out. Sporting events have a great impact on the environment in which they are organised, mainly when they are linked to tourism, whether at an economic, social or environmental level. The results indicated that green practices indirectly influence spectators' future intentions through emotions and satisfaction, direct antecedents. In addition, green practices directly affect both image and trust, and indirectly affect satisfaction. In conclusion, green practices are a variable to be taken into account when planning the organisation of a sporting event that aims to consolidate itself in the tourism and sports services market.

Keywords: green practices; trust; city image; emotions; satisfaction; future intentions

1. Introduction

Both the sports and tourism industries have developed continuously and rapidly since the 1960s. When they intersected, they resulted in a new field, sports tourism, which integrates one of the most widespread social phenomena and one of the largest industries in the world (Chen et al., 2022). Sports tourism is understood as a phenomenon that relates the direct and indirect benefits of tourists travelling to actively participate in and/or attend a sporting event (Duglio and Beltramo, 2017). The dynamic nature of the tourism environment in general forces companies and organizers to better understand their customers (Kozak and Decrop, 2009). The emergence of new tourist profiles is a continuous process, resulting from the dynamics of changes in society (Tiago et al., 2016). In this sense, sustainability has become the dominant paradigm guiding development strategies in all spheres and sectors of production, including tourism (Han and Yoon, 2015; Lane, 2009). According to Bramwell and Lane (1993), sustainable tourism emerged, in part, as a reactive concept in response to numerous negative issues, such as environmental damage and severe impacts on society and traditional cultures. Sustainable tourism is linked to practices that enable the preservation of ecosystems, the promotion of human well-being, inter- and intra-generational equity and public participation in decision-making (Bramwell, 2015). The tourism industry must respond to growing environmental and social

awareness (Bergin-Seers and Mair, 2009; Jiang and Kim, 2015; Miller, 2003; Yusof et al., 2017).

"Green" or "eco-friendly" products/services are understood as those that do not pollute the earth and do not negatively affect natural resources and can be recycled or conserved (Kong et al., 2014; Paul et al., 2016; Yadav and Pathak, 2016, 2017). The primary reasons for their development in leisure services are twofold, financial benefits and consumer demand (Chen and Tung, 2014; Ham and Han, 2013; Han and Yoon, 2015; Hu et al., 2010; Kim et al., 2017; Lozano, 2015; Martínez and Rodríguez del Bosque, 2013; Molina-Azorín et al., 2009; Singal, 2014; Tzschentke et al., 2004). Nowadays, the main reason why they work is to gain competitive advantages in the market (Alonso-Almeida, 2012; Alonso-Almeida et al., 2017; Chan and Hawkins, 2010). "Green practices" are those activities or actions of a company or organization aimed at fostering respect for the environment with the objective of reducing pollution and environmental impact, and promoting and fostering recycling, conservation, and sustainability (Dang-Van et al., 2022; Moise et al., 2021; Paul et al., 2016; Rahman and Reynolds, 2016; Rahman et al., 2012; Yadav and Pathak, 2016, 2017). Green practices are born to respond to a new consumer profile, with new demands and needs, where environmental awareness and consumption take priority, as a result of the growing interest in knowing and understanding the consequences of their consumption (Chen et al., 2020; Hu et al., 2021; Teng and Wu, 2019). To meet this new demand, environmental sustainability has become a key component of companies' operational and marketing strategies, prompting them to move from creating economic value to considering environmental responsibility as a differentiating element, the benefit of which must be conditional on alleviating and mitigating the negative effects caused by the company itself and the consumer (Acuña et al., 2022; Chung, 2020; Hanaysha et al., 2022). As a result, applying green practices becomes a value-added business strategy, helping companies to improve their internal organizational processes and acquire a "greener" or ecological image, can significantly impact customer satisfaction, and facilitate customer loyalty (Abdou et al., 2020; McCullough and Cunningham, 2010; Merli et al., 2019; Moise et al., 2018, 2021; Tarabieh, 2021; Todaro et al., 2022; Trang et al., 2019; Yusof et al., 2017).

Another of the strategies contemplated in today's tourism industry is destination image. A positive destination image is strongly associated with travelers' future intentions, favors the intention to return to both the destination and the event, as well as their recommendation to others (Jeong and Kim, 2022; Vegara et al., 2020).

Image is the image that consumers form throughout their tourism experience (Gholamhosseinzadeh et al., 2021). It results from a mental representation that an individual has of a place, it is subjective in nature made up of attitudes, impressions, beliefs, general ideas and feelings (Andersson et al., 2021; Gholamhosseinzadeh et al., 2021; Jeong and Kim, 2022; Peng et al., 2022; Vegara-Ferri et al., 2021). Specifically, organizers of sport tourism events make enormous efforts to improve this image, as it is an indicator of future behavior, either for attending the event or for the destination (Jeong et al., 2020; Vegara et al., 2021). Because of this, the aim of many organizers of such events is to improve or change perceptions of the destination, before (pre-image) and after the visit, so that the likelihood of event visitors returning to this destination increases with the quality of sport events being a key antecedent, influencer

and precursor of destination image, which in turn influences satisfaction and this in turn influences future intentions (Andersson et al., 2021; Jeong and Kim, 2019; Malchrowicz-Mośko and Poczta, 2018; Vegara-Ferri et al., 2020).

Similarly, the prediction of future intentions, such as revisiting and/or loyalty to the destination, are highly dependent on trust (Al-Ansi and Han, 2019; Jebbouri et al., 2022; Marinao et al., 2017). Trust, for tourism literature is the reliability and credibility of critical destination-related elements perceived by tourists, how destinations are perceived as reliable, risk-free, transparent, honest, benevolent and competent to perform advertised functions (Aktan et al., 2022; Jebbouri et al., 2022). Thus, tourists are more likely to visit destinations that they sense and perceive as trustworthy, being able to develop personal connections with the destination in the long term, which allows for the retention of tourists, since the tourist's trust will influence their commitment, as well as their emotional attachment to the destination (Jebbouri et al., 2022; Marinao et al., 2017).

Another of the variables to consider and that collaborate in the consolidation of the image and dependence on the place are emotions, as they influence the affective and cognitive components of the destination image (Godovykh and Tasci, 2021; Hosany et al., 2017). They are responses, evaluations, or positive or negative reactions that a person makes about something they are experiencing (Calabuig-Moreno et al., 2016; Godovykh and Tasci, 2021). They become a state of readiness arising from cognitive evaluations of events or thought and can vary throughout the tourism experience (Cabello-Manrique et al., 2021; Hosany et al., 2017). Positive emotions lead to approach while negative emotions lead to avoidance, therefore, emotional stimuli trigger predefined emotional responses that lead to specific behavioral intentions (Godovykh and Tasci, 2021). Positive or pleasant emotions such as joy, pleasure or surprise are predictors of satisfaction, while unpleasant emotions can negatively influence viewers' satisfaction and consequently behavioral intentions, such as recommending, revisiting, sharing experiences, as well as negative ones to change intention, complaints, another destination, etc. (Al-Msallam, 2020; Cabello-Manrique et al., 2021).

In this context, satisfaction is a concept that represents the actual experience as well as the impression of tourists, after having consumed the destination (Vegara et al., 2020). It results from favorable evaluations of consumption experiences. It could be defined as the consumer's feeling of satisfying some need, desire or goal in a pleasant way (Jeong and Kim, 2019). Thus, if the image of a tourist destination is very critical or negative, this perception has an impact on tourist satisfaction (Vegara et al., 2020). Those who have a positive image of the destination perceive a more positive experience, which in turn influences their satisfaction (Allameh et al., 2015; Amaro et al., 2020).

In this sense, during the visit, a tourist, taking into account the image, can add value to the event or destination and increase their satisfaction (Vegara-Ferri et al., 2020). Most studies have shown that a favorable destination image has a direct impact on satisfaction, both of which are associated with and predict revisiting tourist destinations (Allameh et al., 2015; Jeong and Kim, 2019; Padrón-Ávila et al., 2022). Consequently, satisfied tourists may recommend the destination to other tourists,

revisit it or have a positive attitude towards a destination, dissatisfied tourists may do the opposite (Allameh et al., 2015).

Thus, there are numerous studies that have examined the intentions of sports tourists to revisit destinations, considering some antecedents and their relationship, such as trust, satisfaction, emotions, destination image, etc. (Han et al., 2009; Han, Lee et al., 2019; Soliman, 2019; Um et al., 2006; Zhang et al., 2018).

However, the relationship of these variables with green practices, that are shown in **Figure 1**, has not been studied, therefore, the aim of this paper is to test the effect that the implementation of green practices in a major sport tourism event, Badminton World Championship, held in Huelva (Spain), has on the future intention of spectators to return to similar sport events.
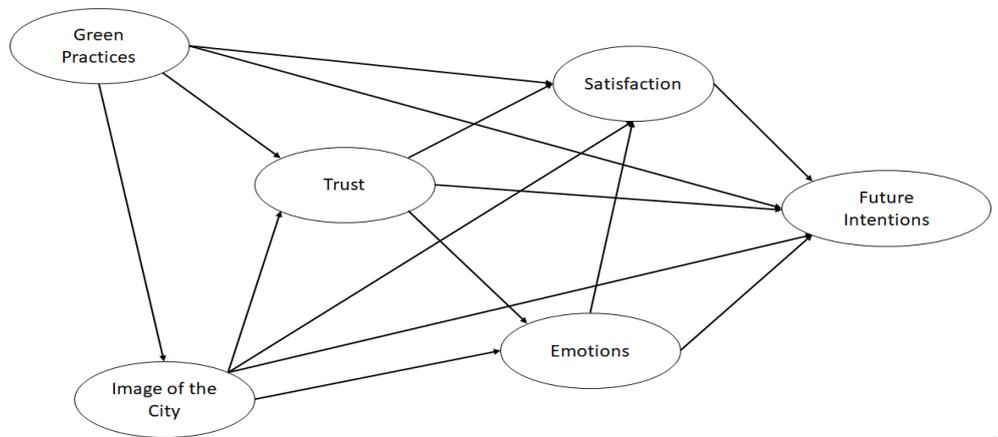
Figure 1. Proposed model for analysis.

2. Materials and methods

2.1. Participants

A total of 523 randomly selected spectators of the Badminton World Championships held in Huelva in 2021 participated in this study. The mean age of the spectators was 36.96 ± 15.22 years, female spectators accounted for 37.7% of the total and 51.8% of the total had a university education (**Table 1**).

Table 1. Description of the target population socio-demographic variables.

Category		Total	Man	Woman	Sig.
	Number	523 (100%)	326 (62.3%)	197 (37.7%)	
	Age	36.96±15.22	38.20±15.85	34.91±13.95	0.014
Residence	Local Spectator	49.7	62.7%	37.3%	n.s.
	Tourist Spectator	50.3	61.8%	38.2%	
Education	Primary Education	14.9	70.5%	29.5%	n.s.
	Secondary Education	33.3	63.2%	36.8%	
	University Education	51.8	59.3%	44.7%	

2.2. Measures

In this study, multi-item scales were used to assess the different variables. Thus, the image of the city was measured by 4 items already used by Jalilvand et al. (2012). Green practices were measured by 6 items proposed by Morán-Gámez et al. (2024). The latent variable confidence was measured with 4 items used by authors such as Roy et al. (2001). The positive emotions of spectators were assessed by 3 items used by Hosany et al. (2017). Satisfaction was measured through two items proposed by Hightower et al. (2002). Finally, intentions to attend again as a spectator were measured through 3 items adapted from Zeithaml et al. (1996). They are shown in **Table 2** below.

The level of agreement or disagreement with the different latent variables was identified using a five-point scale ranging from 1 (strongly disagree) to 5 (strongly agree). Several socio-demographic questions were added to the scales, such as age, gender, education, place of residence and some questions on physical activity

Table 2. Items used in the research. Mean, standard deviation, skewness and kurtosis.

Items	Mean	SD	Skewness	Kurtosis
Image of the city				
Huelva is a safe city	4.55	0.69	−1.580	2.442
Huelva offers exciting and interesting places to visit	4.25	0.80	−0.758	−0.295
Huelva has beautiful landscapes and natural attractions.	4.49	0.77	−1.370	0.868
Huelva has a pleasant climate	4.74	0.56	−2.560	5.677
Green Practices				
I can buy biodegradable and recyclable products at the sports centre.	2.85	0.87	−0.032	−1.108
The products I can consume are organic	2.67	0.83	0.236	−0.867
The sports centre has information on environmental protection.	2.86	0.86	−0.016	−1.146
Measures are in place at the sports center to increase water and energy efficiency.	2.91	0.88	−0.097	−1.188
The sports center informs about waste recycling	2.80	0.91	0.001	−1.184
Waste from sports activities can be collected in the appropriate containers.	3.21	0.88	−0.646	−0.905
Trust				
The information provided by the organization is reliable	4.28	1.01	−1.496	1.648
The championship staff has the necessary training to respond	4.25	0.96	−1.359	1.458
The organization of the championship has the necessary resources to provide the contracted services.	4.44	0.83	−1.642	2.664
The organization has the necessary experience to carry out the championship.	4.39	0.89	−1.582	2.259
Emotions				
After attending the matches of the Badminton Absolute World Cup I feel a sense of amazement.	4.37	0.85	−1.464	2.035
I have enjoyed attending the Badminton World Championship	4.68	0.63	−2.210	5.091
After attending the matches of the Badminton World Cup I feel a sense of excitement.	4.52	0.74	−1.715	3.280
Satisfaction				
I am satisfied with my experiences at the Badminton World Championships.	4.33	0.80	−1.257	1.794
I really enjoyed attending the Badminton World Cup.	4.53	0.78	−1.874	3.532

Table 2. (*Continued*).

Items	Mean	SD	Skewness	Kurtosis
Future intentions				
I am willing to continue attending Badminton World Championships in future editions.	4.50	0.70	−1.575	2.938
I will recommend my friends and relatives to attend the Badminton World Championships in future editions.	4.65	0.66	−2.211	5.413
If I had the opportunity to attend Badminton World Championships in future editions, I would repeat the experience.	4.69	0.64	−2.211	4.472

2.3. Procedure

The research has a positive report from the Vice-rectorate of Research of the Pablo de Olavide University for the study to be carried out. Previously trained research collaborators asked match attendees to answer the questionnaire during the Badminton World Championships held in Huelva (Spain). The responses, with the informed consent of the participants, were given in the presence of the interviewer, who resolved any doubts that arose during the administration of the questionnaire. Participants agreed to respond on a voluntary basis. The work was carried out on days 3, 4 and 5 of the championship.

2.4. Data analysis

SPSS 22.0 software (IBM Corp., Armonk, NY, USA) was used to test the psychometric properties of the items, with the main purpose of verifying the univariate and multivariate normality of the items. For this purpose, in addition to the mean and standard deviation, the values of skewness and kurtosis of the items were calculated. To check for univariate normality, the criterion proposed by Kline (2005) was used, according to which levels lower than 3 for skewness and values lower than 10 for kurtosis are considered normal. Next, multivariate normality was checked using Mardia's (1970) test, which, according to Bollen (1989) must be less than p ($p + 2$), where p is the number of observed variables.

An ANOVA test was then performed, and correlations between the study factors, internal consistency (Cronbach's alpha), average variance extracted (AVE), composite reliability (CR) and Harman's one-factor test were calculated. Acceptable Cronbach's alpha values are around 0.70, while correct Cronbach's alpha values range between 0.80 and 0.90 (Streiner, 2003).

Adequate CR values should be higher than 0.6, while adequate AVE values should be higher than 0.5 (Bagozzi and Yi, 1988; Hair et al., 2006). Podsakoff et al. (2003) indicated that Harman's one-factor test is performed by examining the results of an exploratory factor analysis and checking whether the first factor extracted explains more than 50 per cent of the variance.

Subsequently, out using AMOS v. 22.0 (IBM Corp., Armonk, NY, USA) to verify the model relating city image, emotions, trust, green practices, satisfaction and intention to attend a championship. This evaluation was carried out following the maximum likelihood method (Thompson, 2004). Typically, to measure the overall fit of structural equation models, the following indices are used: Chi-square (CMIN), degrees of freedom (DF), the CMIN/DF ratio, The Comparative Fix Index (CFI), the

Root Mean Square Error of Approximation (RMSEA). CFI values ≥ 0.95 are considered acceptable (Hu and Bentler, 1999). RMSEA values < 0.08 indicate an acceptable fit and RMSEA values ≤ 0.06 indicate a good fit (Hu and Bentler, 1999; Schermelleh-Engel et al., 2003). With respect to the χ^2 value/degrees of freedom a perfect model would yield a value of 1.00, and ratios below 2.00 would be considered indicators of a very good model fit, while values below 5.00 would be considered acceptable (Hu and Bentler, 1999; MacCallum et al., 2001). Finally, standardized regression coefficients were calculated to identify relationships in the model using AMOS 22.0.

3. Results

Table 1, shows the skewness and kurtosis values of the items used in the research. As can be seen, they are below the expected limits, so it can be affirmed that there is univariate normality. The value of the Mardia coefficient, with a value of 238.326, shows that the assumption of multivariate normality is fulfilled, since it is lower than that suggested by Bollen (1989) based on the formula $p \, (p + 2)$, where p is the number of variables observed. Considering that in this study there were 22 observed variables and the Mardia coefficient provided by the AMOS program is less than the product 22 × (22 + 2) = 528. The exploratory factor analysis explained 43.68% of the total variance, which is below the critical level of 50%, suggesting that the common method bias does not seem to significantly affect the results of the study. The correlation between constructs was then checked and the correlation between them is shown in **Table 3**. Reliability (CR and Cronbach's alpha) and validity (AVE) were also tested. Cronbach's alpha values were above 0.789, AVE presented values above 0.613 and, finally, CR values were above 0.861.

Table 3. Correlation between constructs, Cronbach's alpha (on the diagonal), average variance extracted (AVE) and composite reliability (CR).

	M ± DE	1	2	3	4	5	6	AVE	CR
1) Image	4.51 ± 0.56	(0.789)	0.458**	0.417**	0.346**	0.353**	0.334**	0.613	0.861
2) Green Pract	2.88 ± 0.73		(0.919)	0.537**	0.398**	0.411**	0.324**	0.703	0.904
3) Trust	4.34 ± 0.81			(0.891)	0.601**	0.693**	0.534**	0.757	0.926
4) Emotions	4.52 ± 0.65				(0.855)	0.726**	0.680**	0.784	0.916
5) Satisfaction	4.50 ± 0.70					(0.916)	0.653**	0.857	0.947
6) Return to at	4.61 ± 0.61						(0.898)	0.832	0.937

Once the previous analyses had been carried out and univariate and multivariate normality had been determined, the model tested was checked using the maximum likelihood (ML) estimation method. The fit indices of the model show correct values for the total number of spectators (CMIN = 510.861; DF = 193; CMIN/DF = 2.646; CFI = 0.963; RMSEA = 0.056), so that the validity of the factor structure of the model relating city image, green practices, confidence, emotions, satisfaction and intention to attend again as a spectator can be confirmed.

Once the invariance of the model was verified, the standardized coefficients of the relationships between the latent variables were calculated for the total number of spectators.

The data in **Table 4** show that green practices are a direct predictor of trust and city image. City image has a direct effect on trust. Trust is a direct antecedent of emotions and satisfaction. Emotions are a direct antecedent of both satisfaction and future intentions. Finally, satisfaction is a precursor of future intentions. When looking at indirect effects, green practices affect all constructs. The image of the city affects emotions, satisfaction and future intentions, in the total number of spectators; affects emotions and satisfaction through the trust and future intentions through the trust, satisfaction and emotions.

Finally, trust is an indirect precursor of satisfaction and future intentions through emotions.

Table 4. Standardized parameter estimates of the direct, indirect and total effects of the structural equation.

			Total spectators		
			Direct Effects	Indirect Effects	Total Effects
			Beta	Beta	Beta
IM	←	GP	0.456**		0.456**
TR	←	GP	0.510**	0.073*	0.583*
EMOT	←	GP	---	0.407*	0.407*
TR	←	IM	0.160**		0.160**
EMOT	←	TR	0.671**		0.671**
EMOT	←	IM	n.s.	0.108*	0.108*
ST	←	GP	n.s.	0.477*	0.477*
ST	←	IM	n.s.	0.148*	0.148*
ST	←	TR	0.340**	0.444*	0.784*
ST	←	EMOT	0.662**		0.662**
IF	←	IM	n.s.	0.120*	0.120*
IF	←	GP	n.s.	0.357*	0.357*
IF	←	ST	0.320*		0.320*
IF	←	TR	n.s.	0.530*	0.530*
IF	←	EMOT	0.415**	0.212*	0.627*

Note: GP = Green practices; IM = Image of the city; TR = Trust; EMOT = Positive emotions; ST = Satisfaction; IF = Future intentions, n.s. = No significant, ** $p < 0.01$; * $p < 0.05$.

4. Discussion

The aim of the present study was to test the effect that the implementation of green practices at a major sport tourism event has on spectators' future intention to return to sport events similar to the Badminton World Championships. The results have shown that green practices are an indirect antecedent of the intention to attend again as a spectator through constructs such as image and trust. The result opens the door for organizers and promoters of sporting events to use green practices as a strategy that influences future spectator intentions, which can lead to increased profits

through repeat attendance of tourists or spectators at similar sporting events and event host venues. Research on sport events and sport tourism has been ongoing in recent years due to the impact they have on both host cities and the promotion of the event itself (Jeong et al., 2020; Michael et al., 2019; Vegara et al., 2021). The results of this work shed light for researchers and organizers on the effect of "green practices" on such important constructs for the future behavior of spectators and sports tourists as image, trust, emotions and satisfaction.

Since the beginning of this century, sustainability has been universally understood as desirable and politically appropriate for tourism development. Since then, the tourism industry has been encouraged to adopt "green" tourism, which means that companies or organizers should do everything possible to lessen environmental impacts (Sharpley, 2000). At the same time, the ability of business organizations to compete is increasingly influenced by their relationship with sustainability and innovation, either acting separately or synergistically, generating new markets for environmentally sustainable products and/or services (Beise and Rennings, 2005; Esty and Winston, 2009; Hitchens et al., 2005). Furthermore, it must meet consumer expectations, which are constantly evolving with respect to service quality, and respond to consumers' growing environmental and social awareness (Bergin-Seers and Mair, 2009; Jiang and Kim, 2015; Miller, 2003; Wu et al., 2016, 2018; Yusof et al., 2017).

The results of the study show how green practices are a direct antecedent to the city's image. A green image means, in addition to an environmental commitment, an improvement of the corporate or host city image, which translates into a competitive advantage (Hagmann et al., 2015; Simona et al., 2019).

Image plays a very important role in decision-making and behavioral intentions, be it general or affective image, so good management of a green image can contribute to the improvement of positioning strategies (Afshardoost and Eshaghi, 2020; Giesen and Hallmann, 2018). But also, implementing green practices, on the one hand, improves the image for both attendees and local residents and, on the other hand, provides a healthier and safer environment (Simona et al., 2019). The growing environmental awareness of tourists, particularly in the hotel services sector, leads to a tendency to choose eco-certified services that reinforce consumer trust (Simona et al., 2019). In our study, the results support this relationship between green practices and trust, both directly and indirectly through image. Trust is used by consumers to reduce their uncertainty and risk in relation to the purchase of environmentally responsible services or products thus appearing the concept of "green trust" understood as the intention to use a service or product based on the expectation or belief of its benevolence about its environmental performance (Chen, 2010; Ponnapureddy et al., 2017). Therefore, the implementation of green practices by the organization is seen, for viewers, as a clear promoter of trust, with the positive consequences that this entails, since trust is a key quality for the destination to be considered successful and a relevant antecedent in predicting the future intentions of tourists (Marinao et al., 2017). The model has revealed the relationship between city image and trust, a result that shows that a good image acts on the tourist/spectator's trust, as is the case in other tourism studies (Kim et al., 2008; Yousafzai et al., 2003).

Trust, understood as the reliability and credibility of destinations, appears when the tourist has a sense of security and perceives that it is reliable, assuming that the actions taken by the destination are responsible and that it acts to improve the well-being of tourists, while the destination or organization is valued as competent to fulfil the advertised functions (Aktan et al., 2022; Delgado-Ballester et al., 2003; Jebbouri et al., 2022; Liu et al., 2019). Tourists are more likely to visit destinations that they sense and perceive as trustworthy, and may develop long-term personal connections with the destination, which enables tourist retention, as tourist trust will influence engagement as well as emotional attachment to the destination (Jebbouri et al., 2022; Matos, 2019; Su et al., 2020).

The results of this research have shown that trust has a direct effect on the emotions experienced by spectators/tourists, understood as the evaluations or reactions that are made about something that is being experienced, arising from evaluations of events or thoughts which may vary throughout the tourist experience (Cabello-Manrique et al., 2021; Calabuig et al., 2016; Godovykh and Tasci, 2021). The indirect effect that both green practices and city image have on emotions cannot be overlooked, always through trust, which will subsequently have an impact on the future intentions of tourists/spectators (Jebbouri et al., 2022; Liu et al., 2019; Marinao et al., 2017). Continuing with trust, several studies on tourism services have shown a positive relationship with satisfaction, playing a key role as an antecedent of satisfaction (Marinao et al., 2017). This result has been confirmed in this study.

Emotions are a direct antecedent of satisfaction, having a great influence on it. This effect has been shown in various sports services, such as fitness centers, where emotions are a predictor of returning to this type of facility, or in sporting events where they predict spectator satisfaction (Cabello-Manrique et al., 2021; Calabuig-Moreno et al., 2016). Emotions felt during the event have an impact on behaviors following the consumption of that event, being antecedents of future intentions. Moreover, previous studies have yielded results on the negative influence of unpleasant emotions and how they can negatively influence spectator satisfaction and behavioral intentions, including returning to attend another sporting event, while pleasant emotions contribute positively to increase these outcomes (Cabello-Manrique et al., 2021). Satisfaction has been shown to be a precursor to future intentions, those spectators satisfied with the experience are likely to recommend the event to others. This relationship is known by many researchers who contribute and endorse this relationship in their studies, as tourist or spectator satisfaction with a sporting event leads to future behavioral intentions such as tourists revisiting either the destination or the sporting event (Allameh et al., 2015; Jeong and Kim, 2019).

Satisfaction plays a very important role due to its predictive ability on what a spectator or tourist will want in the future, because of this, it is increasingly important for organizers to ensure that their visitors have a memorable and positive experience (Al-Ansi and Han, 2019; Jebbouri et al., 2022). Satisfied tourists or sport event attendees may revisit a destination, recommend it to others, or have a positive attitude towards that destination or sport event. Conversely, those who are dissatisfied may not visit a destination again, may not recommend it or may have negative attitudes towards it, damaging its reputation (Allameh et al., 2015).

It is important to re-emphasize the effect that image has on other constructs of great importance for future intentions. Thus, the indirect effect that the image of the city has on emotions and satisfaction through which it influences future intentions has been observed. All this is achieved thanks to the existence of a positive perception of the destination that impacts on these constructs to finally reach the intention to return to the same destination in the future (Vegara-Ferri et al., 2021).

Lastly, green practices have been left behind, which affect all the constructs, as well as affecting future intentions through trust and emotions as observed in the study, therefore, it is a very important aspect to improve as it will directly or indirectly impact on the intention to attend a sporting event again, shedding light on the organizers of sporting events that have to take into account sustainability and the environment. It should not be forgotten that events can cause negative side effects for the local ecology so sustainable development in sports tourism has been supported in recent years by sports with long traditions and history, while cities and regions increase their prestige and image (Malchrowicz-Mośko and Poczta, 2018).

5. Conclusion

The results of the study show how green practices are a direct antecedent city image. A green image implies, an environmental commitment, an improvement of corporate or city image and trust both directly and indirectly through image. The implementation of green practices by the organization is a clear promoter of trust for the spectators, with the positive consequences that this entails, with trust being a relevant antecedent in the prediction of future intentions.

Trust has a direct relationship with emotions; likewise, green practices and image also have an indirect impact on emotions, always through trust, influencing a posteriori future intention. In turn, this trust is also a direct antecedent of satisfaction, as several previous studies have corroborated.

Emotions are a direct antecedent of satisfaction and future intentions. In turn, satisfaction is a direct antecedent of future intentions. Green practices indirectly affect all the above-mentioned constructs: image, trust, emotions, satisfaction and future intentions. Finally, the image of the city has an indirect effect on emotions and satisfaction through which it influences future intentions.

These results highlight the value of green practices as a precursor of future intentions. The approach to understand spectators, is an improvement and a step forward for organizers as well as sports federations to get the most out of sport events, being particularly relevant in the formulation of organizational strategies to mitigate negative impacts. It is important to highlight the need to carry out more studies that focus on the different variables in other events where other sports are highlighted, and where the profile of the spectators who attend them may be different.

It is important for organisers to implement green practices as a driver for improving the image of the city and the sporting event itself, as reducing waste, using renewable energy or promoting sustainable transport, makes spectators perceive the image of a city and an event more committed to the environment, this makes it more attractive and trustworthy, which increases their willingness to return, as spectators trust organisations that demonstrate a commitment to sustainability more.

Transparency on green initiatives or clear information on recycling efforts or carbon footprint reduction will reinforce trust and positively influence their experience. Green practices can generate positive emotions in spectators such as the satisfaction that they are contributing to the environment and thus in their intention to attend again and their loyalty. In view of this, a number of recommendations can be made such as implementing visible recycling points, making use of renewable energies, offering biodegradable products or promoting sustainable transport. By implementing such strategies, organisers can not only improve the spectator experience, but also increase the likelihood of return visits, thus building loyalty and the long-term success of the event.

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