

Institute of Sport Economics and Sport Management

German Sport University Cologne

Head of Institute: Univ.-Prof. Dr. Christoph Breuer

**Perceived Authenticity in Sport Tourism:
A Focus on Heritage Sporting Events**

Doctoral thesis accepted for the degree

Ph.D. Social Science

by

Kosuke Takata

from

Osaka, Japan

Cologne 2025

First reviewer: PD Dr. Kirstin Hallmann

Second reviewer: Univ.-Prof. Dr. Christoph Breuer

Chair of the doctoral committee: Univ.-Prof. Dr. Mario Thevis

Thesis defended on: 24.02.2025

Affidavits following §7 section 2 No. 4 and 5 of the doctoral regulations from the German Sport University Cologne, February 20th 2013:

Hereby I declare:

The work presented in this thesis is the original work of the author except where acknowledged in the text. This material has not been submitted either in whole or in part for a degree at this or any other institution. Those parts or single sentences, which have been taken verbatim from other sources, are identified as citations.

I further declare that I complied with the actual “guidelines of qualified scientific work” of the German Sport University Cologne.

December 18, 2024, Kosuke Takata

Acknowledgements

First and foremost, I would like to express my deepest gratitude to my supervisor, PD Dr. Kirstin Hallmann. Since our first meeting in Cologne in September 2018, she has always supported and guided me with patience and encouragement. Her invaluable advice and belief in me have helped me to shape not only my dissertation but also my academic and personal growth. I am truly grateful to have pursued my Ph.D. under her supervision. Without her continuous guidance, this milestone would not be possible.

I extend my appreciation to the Examination Committee members. Univ.-Prof. Dr. Christoph Breuer kindly accepted my application to join the Institute of Sport Economics and Sport Management and provided invaluable feedback as the second reviewer. My sincere gratitude also goes to Dr. Stefan Walzel and Prof. Priv.-Doz. MMag. Dr. Anita Zehrer, whose constructive comments during my oral defense refined my work.

I am deeply grateful to my colleagues at the institute. Sharing offices with Simon, Tom, Elisa, Jonathan, Jasper, Nik, and Justus made my time in Cologne truly memorable. Our daily conversations made me feel welcomed as a part of the institute. Special thanks to Svenja and Simon, again, whose kindness in proofreading my dissertation meant so much.

I would also like to thank my former supervisors in Japan, Drs. Munehiko Harada and Yasuo Yamaguchi, whose mentorship during my undergraduate at Kobe and master's studies at Waseda inspired me to pursue a Ph.D. abroad. I am also thankful to Drs. Shintaro Sato and Eiji Ito, whom I was lucky to meet in Japan despite their time abroad. Their experiences overseas made me want to take on the similar challenge, though event more so, I aspired to follow the path of my former supervisors. Furthermore, a huge thanks to Dr. Rei Yamashita, who connected me and Kirstin and collaborated with me on research projects. I also appreciate Yoshifumi Tagami for visiting me in Germany multiple times and taking me on trips across Europe. My friends, Ryutaro and Masaki, have also been great source of support.

Beyond academia, I am thankful for the friendships I found in Cologne. To Takuro, Gota, Seigo, Taka, Aki, Kaito, Jo, Ryosuke, Eiki, Seiya, Kenta, and Takuya—you created a home away from home. The bonds made my time in Germany richer and meaningful.

My sincere gratitude goes to the Deutscher Akademischer Austauschdienst (DAAD) for supporting me with a scholarship. Thanks to their financial assistance, I was able to focus on my studies without worry.

Finally, my deepest and most heartfelt gratitude goes to my family—Yoshifumi, Kaori, Misa, Megumi, and Hiroko. They have always believed in me and supported me through everything. Their encouragement gave me strength to complete this journey. I also wish my late grandfathers, Teruo and Muraichi, could have seen me reach this milestone.

As I close this chapter of my life, I am filled with gratitude for all those who have walked this journey with me. Looking at all the wonderful people who have supported me on this journey, I can only think of one thing—I must be one of the luckiest people in the world. Thank you all, from the bottoms of my heart.

Contents

List of Abbreviations	vii
List of Tables	viii
List of Figures	ix
1 Introduction	1
1.1 Problem statement	1
1.2 Dissertation purpose and structure	3
1.3 References	4
2 Literature review and research gap	8
2.1 Review method	8
2.2 Review findings	10
2.2.1 Geographical limitations	10
2.2.2 Methodological imbalance	11
2.2.3 Specificity in active sport tourism	12
2.2.4 Theoretical foundation deficiency	14
2.3 Research questions for the dissertation	14
2.4 References	16
3 Theoretical framework and overview of empirical studies	21
3.1 Experiential Consumption Model	21
3.2 Overview of the empirical studies	23
3.3 References	24
4 Inputs and perceived authenticity: Comparing tourists and residents	26
4.1 Introduction	27
4.2 Theoretical foundation	29
4.3 Literature review	30
4.3.1 Perceived authenticity	30
4.3.2 Determinants of perceived authenticity	31
4.3.3 Residents' and non-residents' perceived authenticity	32
4.4 Method	33

4.4.1 Measures.....	33
4.4.2 Research context.....	35
4.4.3 Data collection.....	36
4.4.4 Participant characteristics	36
4.4.5 Data analysis.....	36
4.5 Result.....	37
4.5.1 Descriptive statistics	37
4.5.2 Determinants of perceived authenticity	38
4.6 Discussion and conclusion	41
4.6.1 Different perceived authenticity: Residents vs. non-residents	41
4.6.2 Factors shaping perceived authenticity.....	41
4.6.3 Theoretical implications	43
4.6.4 Practical implications	44
4.6.5 Limitations and future research	45
4.7 References	47
5 Experiencing and outcomes of perceived authenticity	54
5.1 Introduction	55
5.2 Literature review.....	57
5.2.1 Sport heritage and heritage sporting event	57
5.2.2 Sumo as heritage sporting event.....	57
5.2.3 Authenticity	58
5.2.4 Cultural capital acquisition.....	60
5.2.5 Relationship between perceived authenticity and experience	61
5.3 Research design	63
5.4 Study 1: Pre-test	63
5.4.1 Measures.....	63
5.4.2 Data collection.....	63
5.4.3 Data analysis.....	64
5.4.4 Results	65
5.5 Study 2: Hypothesis test	68
5.5.1 Measures.....	68
5.5.2 Data collection.....	69
5.5.3 Data analysis.....	69

5.5.4 Results	69
5.6 Discussion and conclusion	71
5.6.1 Theoretical implications	72
5.6.2 Practical implications	73
5.6.3 Limitations and future research	74
5.7 References	76
6 Conclusion	86
6.1 Overall discussion of the results	86
6.2 Implications for researchers.....	89
6.2.1 Theoretical implications	89
6.2.2 Methodological implications	90
6.3 Implications for practitioners.....	91
6.4 Limitations and future research	91
6.5 References	93
Abstract	95
Kurzfassung	96
Appendix: Full published article.....	98

List of Abbreviations

AVE	Average variance extracted
CFA	Confirmatory factor analysis
CFI	Comparative fit index
CI	Confidence interval
CMV	Common method variance
CR	Composite reliability
DMO	Destination marketing organization
IFI	Incremental fit index
OLS	Ordinary least squares
PD	Psychic distance
PRISMA	Preferred reporting items for systematic reviews and meta-analyses
RMSEA	Root mean square error of approximation
RQ	Research question
SD	Standard deviation
SEM	Structural equation modeling
SRMR	Standardized root mean square residual
TLI	Tucker-Lewis index
UNESCO	United Nations Educational, Scientific and Cultural Organization
VIF	Variance inflation factor

List of Tables

Table 1	Geographical concentration of authenticity studies	11
Table 2	Research methods of authenticity studies	12
Table 3	Types of sport tourism of authenticity studies	13
Table 4	Overview of variables	35
Table 5	Descriptive statistics.....	38
Table 6	Results of OLS regression analyses	40
Table 7	Results of CFA	67
Table 8	Means, correlation matrix, and discriminant validity	68
Table 9	Effects of CMV	70
Table 10	Reliability decomposition	70
Table 11	Research questions and key findings.....	86

List of Figures

Figure 1 PRISMA flowchart 10

Figure 2 Experiential Consumption Model 22

Figure 3 Hypothesis model test 71

1 Introduction

1.1 Problem statement

Events serve as platforms for tourists to engage in authentic destination experiences (Richards, 2007). For event attendees, the perception of authenticity in the event enhances their satisfaction (e.g., Hede et al., 2014; Marine-Roig, 2015), destination image (e.g., Lin & Lee, 2020; Lu et al., 2015), and destination loyalty (e.g., Fu, 2019; Park et al., 2019). As Destination Marketing Organizations (DMOs) utilize local resources to attract visitors, cultural events incorporating sport-related heritage have gained attention (Hinch & Higham, 2005), like the Dragon Boat Festival in China (McCartney & Osti, 2007) or the Naadam in Mongolia (Zhang et al., 2018). These heritage sporting events are defined as “an event, generally involving a single sport, that has taken place in the same place for many years and that has been held regularly since its foundation” (Chappelet, 2015, p. 59). Their recurrence, specific location, local governance, and longevity contribute to perceived authenticity. This authenticity is reinforced through narratives linking the event to the destination and the accumulated local history in hosting the event, which plays an important role in experiences at heritage sporting events (Pinson, 2016). Experiencing authenticity through heritage sporting events fulfills tourists’ desires to escape from their routine lives (MacCannell, 1973), which is a key travel motivation (Pearce & Lee, 2005). Thus, authenticity offers valuable insights into the experience that visitors seek at destinations (Chhabra et al., 2003; Cohen, 1988; MacCannell, 1973; Wang, 1999).

While authenticity has long been a focus in tourism research (e.g., Cohen, 1988), Pine and Gilmore’s (1999) introduction of the experience economy—emphasizing authenticity as a fundamental value beyond goods and services—has reignited scholarly interest, leading to examinations of authenticity in tourist experiences, including sport-related contexts (e.g., Higham & Hinch, 2018; Lamont & McKay, 2012; Rickly-Boyd, 2012). The concept of authenticity generally means real, genuine, and true to an original for consumers (Beverland & Farrelly, 2010). However, its conceptual discussion is still underway in academia. In sports and tourism research, the interest in the concept has grown due to globalization, which has standardized cultures and places globally (Hall & Page, 1999; Mowforth & Munt, 2015). To strengthen destination competitiveness, tourism practitioners commodify local heritage and traditions including sports (Chhabra, 2019). For instance, in the United Kingdom, football culture attracted 1.5 million international visitors

in 2020 (Visit Britain Research, 2021). A similar trend is seen in Asia, where the Japanese government launched a tourism campaign employing sports originating in the country, such as Sumo, Judo, and Karate (Japan Sports Agency, 2018).

However, the integration of local sports into tourism and commercial purposes raises concerns about the loss of authenticity (Getz & Page, 2024; Hinch & Higham, 2018). Destination marketers manage and control authenticity to meet tourists' expectations, while local people's views of their culture remain unchanged in their everyday lives (Urry, 1990, 1992; Urry & Larsen, 2011). This process involves a tangible change, such as altering event formats or locations, and a symbolic transformation, where the meaning of traditions is adjusted to visitors (Ye et al., 2018). On the one hand, such adaptations help preserve local culture and traditions (Getz, 2008). But, on the other hand, the process of consciously developing authenticity contains risks distorting and idealizing local practices (Timothy & Boyd, 2003). An example of this is also observed at sport events: The Haka, a traditional Māori war dance performed before New Zealand rugby matches, is known worldwide but said to be adapted for global audiences (Scherer, 2009). This reflects the argument that sport events containing authentic elements of local and indigenous cultures might showcase something different from the original (Beverland & Farrelly, 2010). As a result, tourists may generate inauthentic perceptions of a sport event due to commodification elements. This paradox is known as an "authenticity dilemma" (Getz, 1998).

The challenge of balancing preservation efforts with tourism demands on local authenticity in sports is underscored by UNESCO's "Traditional Sports and Games" initiative, launched in 2009 (International Council of Traditional Sports and Games, n.d.). The global effort to safeguard and promote traditional sport practices as intangible cultural heritage highlights the international recognition of the "authenticity dilemma." However, despite increased listing on UNESCO's Intangible Cultural Heritage of Humanity, from six cases in 2009 to 30 in 2022, only four examples have been recognized under Good Safeguarding Practices (UNESCO, n.d.). This gap implies struggles addressing the dilemma, indicating a need to advance research in this area.

To address this dilemma, it is crucial to understand how tourism stakeholders (i.e., tourists and locals) perceive authenticity in sport and tourism contexts (Urry & Larsen, 2011; Yang & Wall, 2009; Ye et al., 2018). Unlike other forms of tourism, where tourists passively observe cultural displays like in museums, sport tourism encompasses unique

attributes as experiential commodities: uncertain results of consumption, intense emotional experiences from player performances and fan enthusiasm, and unpredictable social interaction with others (Chelladurai, 1994). Tourists not only consume these experiences but also contribute to their creation through their engagement with the event, the athletes, and other spectators (Hinch & Higham, 2005). Therefore, understanding the perceived authenticities of both tourists and local residents plays a key role in addressing the dilemma and advancing sustainable tourism development with sports.

1.2 Dissertation purpose and structure

This cumulative thesis aims to explore authenticity in sport tourism, focusing on the experiential perspectives of tourists and local residents attending heritage sporting events. The thesis consists of three studies, one literature review and two empirical studies.

The thesis is structured as follows:

- Chapter 2 provides a summary of the published literature review, identifies research gaps in authenticity studies in sport tourism, and formulates research questions for this dissertation.
- Chapter 3 introduces an overarching theoretical framework that guides the two empirical studies and offers an overview of the empirical studies forming the core of this dissertation.
- Chapters 4 and 5 present the empirical research, addressing the research questions based on the gaps identified in the literature review.
- Chapter 6, the final chapter, synthesizes the findings and provides comprehensive answers to the research questions. This chapter discusses the theoretical, methodological, and practical implications, outlines the limitations of this dissertation, and proposes directions for future studies.

1.3 References

- Beverland, M. B., & Farrelly, F. J. (2010). The quest for authenticity in consumption: Consumers' purposive choice of authentic cues to shape experienced outcomes. *Journal of Consumer Research*, 36(5), 838–856. <https://doi.org/10.1086/615047>
- Chappelet, J.-L. (2015). Heritage sporting events and place marketing. In M. Plevnik, I. Retar, R. Pišot, & A. Obid (Eds.), *Sustainable Development of Sport Tourism* (pp. 57–72). University of Primorska, Science and Research Centre, Annales University Press. www.sportstourism.si
- Chelladurai, P. (1994). Sport management: Defining the field. *European Sport Management Quarterly*, 1, 7–21.
- Chhabra, D. (2019). Authenticity and the authentication of heritage: Dialogical perceptiveness. *Journal of Heritage Tourism*, 14(5–6), 389–395. <https://doi.org/10.1080/1743873X.2019.1644340>
- Chhabra, D., Healy, R., & Sills, E. (2003). Staged authenticity and heritage tourism. *Annals of Tourism Research*, 30(3), 702–719. [https://doi.org/10.1016/S0160-7383\(03\)00044-6](https://doi.org/10.1016/S0160-7383(03)00044-6)
- Cohen, E. (1988). Authenticity and commoditization in tourism. *Annals of Tourism Research*, 15, 371–386. <https://doi.org/10.1111/j.1745-6592.2010.01279.x>
- Fu, X. (2019). Existential authenticity and destination loyalty: Evidence from heritage tourists. *Journal of Destination Marketing and Management*, 12, 84–94. <https://doi.org/10.1016/j.jdmm.2019.03.008>
- Getz, D. (1998). Event tourism and the authenticity dilemma. In W. Theobald (Ed.), *Global tourism* (2nd ed., pp. 409–427).
- Getz, D. (2008). Event tourism: Definition, evolution, and research. *Tourism Management*, 29(3), 403–428. <https://doi.org/10.1016/j.tourman.2007.07.017>
- Getz, D., & Page, S. J. (2024). *Event Studies* (5th ed.). Routledge. <https://doi.org/10.4324/9781003374251>
- Hall, C. M., & Page, S. J. (1999). *The geography of tourism and recreation* (4th ed.). Routledge.
- Hede, A. M., Garma, R., Josiassen, A., & Thyne, M. (2014). Perceived authenticity of the visitor experience in museums: Conceptualization and initial empirical findings. *European Journal of Marketing*, 48(7–8), 1395–1412. <https://doi.org/10.1108/EJM-12-2011-0771>

- Higham, J., & Hinch, T. (2018). *Sport tourism development* (3rd ed.). Channel View Publications.
- Hinch, T., & Higham, J. (2005). Sport, tourism and authenticity. *European Sport Management Quarterly*, 5(3), 243–256. <https://doi.org/10.1080/16184740500190652>
- International Council of Traditional Sports and Games. (n.d.). *Mission of ICTSG*. <https://traditionalsportsgames.org/>
- Japan Sports Agency. (2018). *Overseas marketing survey report on sport tourism*.
- Lamont, M., & McKay, J. (2012). Intimations of postmodernity in sports tourism at the Tour de France. *Journal of Sport & Tourism*, 17(4), 313–331. <https://doi.org/10.1080/14775085.2012.760935>
- Lin, Y. H., & Lee, T. H. (2020). How the authentic experience of a traditional cultural festival affects the attendee's perception of festival identity and place identity. *International Journal of Event and Festival Management*, 11(3), 357–373. <https://doi.org/10.1108/IJEFM-12-2019-0061>
- Lu, L., Chi, C. G., & Liu, Y. (2015). Authenticity, involvement, and image: Evaluating tourist experiences at historic districts. *Tourism Management*, 50, 85–96. <https://doi.org/10.1016/j.tourman.2015.01.026>
- MacCannell, D. (1973). Staged authenticity: Arrangements of social space in tourist settings. *American Journal of Sociology*, 79(3), 589–603. <https://doi.org/10.1086/225585>
- Marine-Roig, E. (2015). Identity and authenticity in destination image construction. *Anatolia*, 26(4), 574–587. <https://doi.org/10.1080/13032917.2015.1040814>
- McCartney, G., & Osti, L. (2007). From cultural events to sport events: A case study of cultural authenticity in the Dragon Boat Races. *Journal of Sport & Tourism*, 12(1), 25–40. <https://doi.org/10.1080/14775080701496750>
- Mowforth, M., & Munt, I. (2015). *Tourism and sustainability* (4th ed.). Routledge. <https://doi.org/10.4324/9781315795348>
- Park, E., Choi, B. K., & Lee, T. J. (2019). The role and dimensions of authenticity in heritage tourism. *Tourism Management*, 74, 99–109. <https://doi.org/10.1016/j.tourman.2019.03.001>
- Pearce, P. L., & Lee, U. Il. (2005). Developing the travel career approach to tourist motivation. *Journal of Travel Research*, 43(3), 226–237. <https://doi.org/10.1177/0047287504272020>

- Pine, J., & Gilmore, J. (1999). *The experience economy: Work is theatre & every business a stage*. Harvard Business School Press.
- Pinson, J. (2016). Heritage sporting events in territorial development. In M. D. Alvarez, F. M. Go, & A. Yüksel (Eds.), *Heritage tourism destinations: Preservation, communication and development* (pp. 76–90). CABI.
<https://doi.org/10.1079/9781780646770.0076>
- Richards, G. (2007). Culture and authenticity in a traditional event: The views of producers, residents, and visitors in Barcelona. *Event Management*, 11(1–2), 33–44.
<https://doi.org/10.3727/152599508783943228>
- Rickly-Boyd, J. M. (2012). Authenticity & aura. A benjaminian approach to tourism. *Annals of Tourism Research*, 39(1), 269–289.
<https://doi.org/10.1016/j.annals.2011.05.003>
- Scherer, J. (2009). Promotional culture, indigenous identity, and the All Blacks Haka: Questions of commodification and authenticity. In J. Higham & T. Hinch (Eds.), *Sport and tourism: Globalization, mobility and identity* (pp. 148–150). Routledge.
<https://doi.org/10.4324/9780080942643>
- Timothy, D. J., & Boyd, S. W. (2003). *Heritage tourism*. New York: Prentice Hall.
- UNESCO. (n.d.). *Browse the lists of Intangible Cultural Heritage and the register of good safeguarding practices*.
https://ich.unesco.org/en/lists?text=sport&multinational=3&display2=candidature_ty peID&display1=inscriptionID#tabs
- Urry, J. (1990). *The tourist gaze*. SAGE Publications Ltd.
- Urry, J. (1992). The tourist gaze and the environment. In *Theory, culture & society* (Vol. 9, Issue 3, pp. 1–26). <https://doi.org/10.1177/026327692009003001>
- Urry, J., & Larsen, J. (2011). *The tourist gaze 3.0*. SAGE Publications Ltd.
- Visit Britain Research. (2021). *Football tourism in the UK: Foresight 179*.
- Wang, N. (1999). Rethinking authenticity in tourism experience. *Annals of Tourism Research*, 26(2), 349–370.
- Yang, L., & Wall, G. (2009). Authenticity in ethnic tourism: Domestic tourists' perspectives. *Current Issues in Tourism*, 12(3), 235–254.
<https://doi.org/10.1080/13683500802406880>

Ye, S., Xiao, H., & Zhou, L. (2018). Commodification and perceived authenticity in commercial homes. *Annals of Tourism Research*, 71, 39–53.

<https://doi.org/10.1016/j.annals.2018.05.003>

Zhang, T., Wen, H., & Li, X. (2018). A tourist-based model of authenticity of heritage sporting events: The case of Naadam. *Sustainability*, 11(1), 108.

<https://doi.org/10.3390/su11010108>

2 Literature review and research gap

This chapter includes contents from the published work:

Takata, K., & Hallmann, K. (2021). A systematic quantitative review of authenticity in sport tourism. *Journal of Sport & Tourism*, 25(1), 26–41.
doi.org/10.1080/14775085.2021.1877564

© Copyright 2024, reprinted by permission of Informa UK Limited, trading as Taylor & Francis Group, <http://www.tandfonline.com>.

The concept of authenticity was discussed across various disciplines, including marketing (Nunes et al., 2021), management (Lehman et al., 2019), and tourism (Moore et al., 2021; Rickly, 2022). These studies uncovered ongoing conceptual complications, as the definition of authenticity remains unclear, varying across consumers and contexts (Grayson & Martinec, 2004). That leads to 63 distinct interpretations (Nunes et al., 2021). Despite the conceptual complexity, scholars agree on the core idea of authenticity, which generally refers to something real, genuine, and true to the original (Beverland & Farrelly, 2010).

To overview the existing knowledge of authenticity in sport tourism, a systematic literature review was conducted. The review approach is explicit and reproducible but has fewer biases to identify what we know (Petticrew & Roberts, 2006). The quantitative approach to systematic review is appropriate for transdisciplinary fields (Pickering et al., 2014; Pickering & Byrne, 2014).

2.1 Review method

A five-step process was adopted (Le et al., 2019; Yung & Khoo-Lattimore, 2019), consisting of (1) defining review questions; (2) identifying search terms, databases, and literature selection criteria; (3) searching databases and screening searched outcomes against the selection criteria; (4) extracting relevant materials from eligible searched outcomes and structuring a summary table; and (5) synthesizing and reporting findings.

Step 1: Review questions were developed with reference to prior systematic literature reviews (Kim & Cuskelly, 2017; Yung & Khoo-lattimore, 2019). The questions included:

- (a) Where was the geographical location of the studies?
- (b) What methods were used?
- (c) Which type of sport tourism was studied?
- (d) What theories and key concepts underpinned the research?

Step 2: Articles on authenticity in sport tourism were identified. The search string included terms associated with the concept of authenticity and sport-related tourism, applied to titles, keywords, and abstracts within three databases, namely Scopus, Web of Science, and SPORTDiscus. The following two search term strategies were used:

- (i) Terms for authenticity: authentic* OR 'authentic* experience*'
- (ii) Terms for sport-related tourism: 'sport* OR adventure* OR outdoor*' AND tour*

Inclusion criteria were English-language, peer-reviewed manuscripts, and journal articles. Thus, conference abstracts, books, and book chapters were excluded.

Thematic relevance was the last inclusion criterion. The publication period was not limited.

Steps 3 to 5: The PRISMA (Preferred Reporting Items for Systematic reviews and Meta-Analyses) was adopted to facilitate the efficiency of the search process (Moher et al., 2009). The search produced 169 records in May 2020. Removing the duplicates left 107 records to screen based on the inclusion criteria. The titles and abstracts of all articles were read to assess thematic eligibility. Seventy-eight articles were excluded. The most common exclusion reason was 'irrelevant context,' such as not sport-related tourism (i.e., cultural tourism). In the remaining 29 articles, one full-text article (Kreuzbauer & Keller, 2017) was removed because it was rooted in psychology and unrelated to sport tourism. Thereafter, the reference lists of the reviewed articles were used, and five more articles were identified to include. Summing up, 33 articles were identified to be reviewed (see Figure 1).

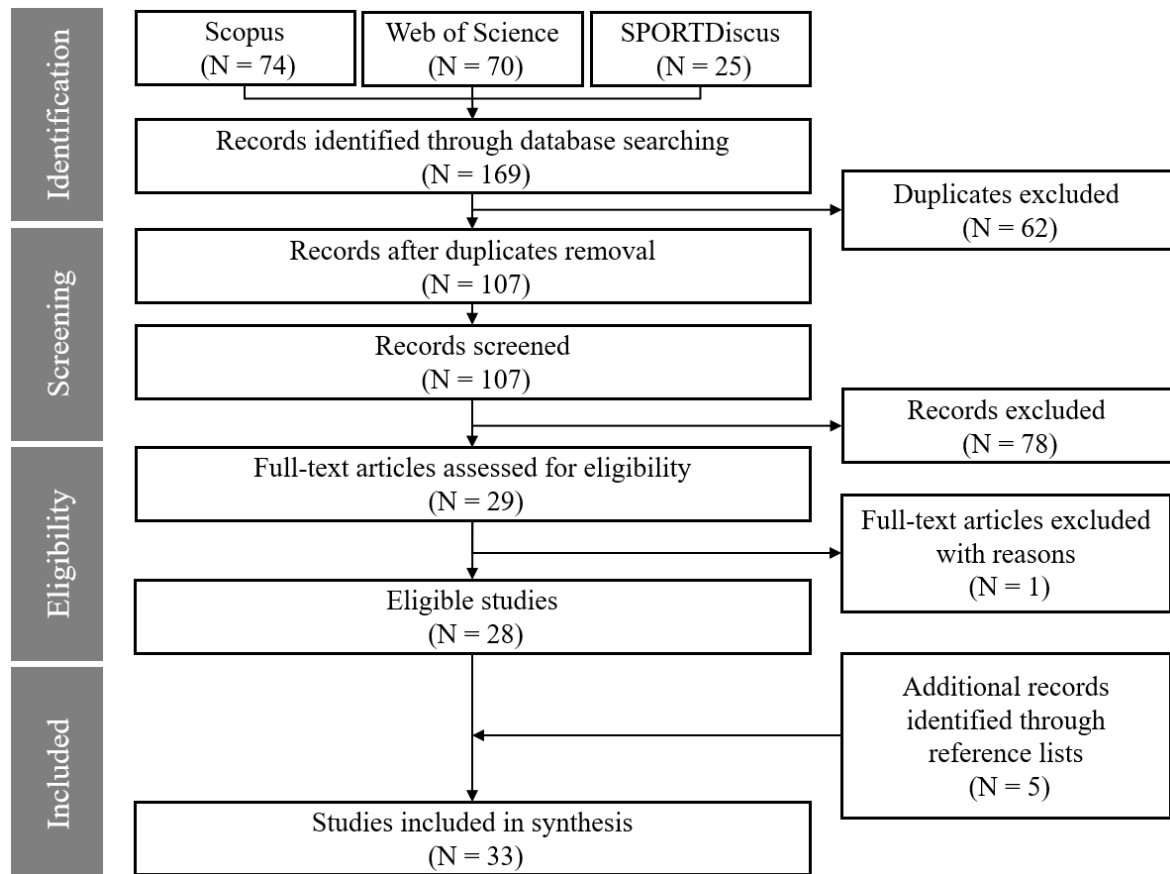


Figure 1 PRISMA flowchart

2.2 Review findings

2.2.1 Geographical limitations

The data in the identified articles were collected in 14 countries and were written by 45 authors (see Table 1). The data were frequently collected in the United States (15.2%), Australia (9.1%), France (9.1%), Nepal (9.1%), and the United Kingdom (9.1%). A country with a rich natural environment was often selected as a place for data collection to target those who interact with nature, such as hikers, rock climbers, or mountaineers (Bott, 2009; Nepal, 2015; Rickly-Boyd, 2012; Rickly & Vidon, 2017; Vidon & Rickly, 2018). Many authors of the reviewed articles were affiliated with institutions in the United Kingdom (24.4%), Australia (15.6%), and the United States (13.3%), mirroring the study locations. Countries such as France and Nepal were used as research settings to study authenticity without the authors' affiliation with these countries. In sum, researchers investigated authenticity in sport tourism from an international perspective but primarily in Western countries.

Table 1 Geographical concentration of authenticity studies

Country	Study location		Total authors	
	N	%	N	%
United States	5	15.2	6 ^a	13.3
United Kingdom	3	9.1	11	24.4
Australia	3	9.1	7	15.6
France	3	9.1	-	-
Nepal	3	9.1	-	-
Norway	2	6.1	4	8.9
Canada	2	6.1	3 ^a	6.7
China	2	6.1	3	6.7
Italy	2	6.1	3	6.7
Sweden	1	3.0	1	2.2
Switzerland	1	3.0	1	2.2
Brazil	1	3.0	-	-
India	1	3.0	-	-
Thailand	1	3.0	-	-
New Zealand	-	-	2	4.4
Czech Rep.	-	-	1	2.2
Germany	-	-	1	2.2
Hong Kong	-	-	1	2.2
Macao	-	-	1	2.2
online	3	9.1	-	-
Total	33	100.0	45	100.0

^a Double counting as one author moved from Canada to the United States.

2.2.2 Methodological imbalance

A breakdown of the utilized research methods is described in Table 2. Empirical research dominated (84.8%) compared to conceptual papers (15.2%). In the empirical studies, a qualitative approach (69.7%) was frequently employed, followed by a mixed-methods approach (9.1%) and a quantitative approach (6.1%). This imbalance implies that the concept of authenticity in sports tourism is not fully developed since generalizations are scarce due to a lack of studies following the positivist paradigm.

Many qualitative studies have used several approaches compared to a single method. Interviews were the most employed method, regardless of whether they used single or multiple methods. Observations were combined with other methods, whereas qualitative content analysis and ethnographic fieldwork were employed as a single method and different methods.

In contrast, mixed-methods and quantitative approaches were applied only in a few studies. Until now, qualitative methods have generated in-depth knowledge of authenticity in sport tourism. The advantages of quantitative techniques, such as being able to generalize, detect, and confirm relationships (Skinner et al., 2015), were not yet fully utilized.

Table 2 Research methods of authenticity studies

Methods	N	%
Conceptual research		15.2
Empirical research		84.8
Qualitative Approach		
<i>Mixed Qualitative Methods</i>	11	
Interviews	9	
Observations	9	
Qualitative content analysis	6	
Ethnographic Fieldwork	2	
Questionnaires	2	
Autoethnography	1	
<i>Interviews</i>	3	
<i>Qualitative content analysis</i>	2	
<i>Digital ethnography</i>	1	
<i>Ethnographic Fieldwork</i>	1	
Mixed-Method Approach		9.1
<i>Interview + Survey</i>	2	
<i>Interview + Survey + Observation</i>	1	
Quantitative Approach		6.1
<i>Survey</i>	2	

2.2.3 Specificity in active sport tourism

Table 3 presents which type of sport tourism has been studied. The result was analyzed using Gibson's (1998) three types of sport tourism: active sport tourism, event sport tourism, and nostalgia sport tourism. Active sport tourism (64.5%) dominated the studies analyzed. Within active sport tourism, defined as intentional participation in sport during travel (Gibson, 1998), authenticity was often discussed in adventure-related sport tourism and history-related sport tourism. In adventure-related active sport tourism, authenticity in climbing, rock climbing, and hiking was investigated (Bott, 2009; Camoletto & Marcelli, 2020; Kane, 2012; Large & Schilar, 2018; Nepal, 2015; Rickly & Vidon, 2017; Vespestad et al., 2019; Vespestad & Hansen, 2020). However, only a few studies on authenticity in history-related active sport tourism have been published. These

were linked to local traditions and nationally unique sports such as Capoeira in Brazil (Griffith, 2013), Australian football in Australia (Fairley & O'Brien, 2018) and Yoga in India (Maddox, 2015).

Less research was related to event sport tourism (22.6%). In these studies, spectators' authentic experiences in heritage-related sporting events (McCartney & Osti, 2007; Pinson, 2017; Ramshaw & Hinch, 2006; Zhang et al., 2018), cycling events (Shipway et al., 2016), professional football games (Cordina et al., 2019) and motorsport events (Næss, 2017) were examined.

Four reviewed studies (12.9%) were categorized into nostalgia sport tourism. Nostalgia sport tourism includes visits to sport stadiums or sport museums (Gibson, 1998). Three of the four articles looked into stadium tours (Gammon & Fear, 2005; Ramshaw et al., 2013; Ramshaw & Gammon, 2010) and the other study (Fyfe, 2008) explored authenticity within a baseball museum as a local heritage in the destination. Thus, a research gap related to authenticity in event sport tourism and nostalgia/heritage sport event was detected.

Table 3 Types of sport tourism of authenticity studies

Types of sport tourism		N	%
Active sport tourism		20	64.5
	Climbing	5	
	Rock climbing	4	
	Hiking	3	
	Capoeira	2	
	Cycling	2	
	Australian football	1	
	Marine sport	1	
	Skiing	1	
	Yoga	1	
Event sport tourism		7	22.6
	Heritage sporting event	4	
	Cycling event	1	
	Football	1	
	Motorsport	1	
Nostalgia sport tourism		4	12.9
	Stadium tour	3	
	Baseball museum	1	

2.2.4 Theoretical foundation deficiency

Following Kim and Cuskelly (2017), we distinguished between theories and frameworks being ‘cited’ and ‘applied’:

Cited means that a study mentioned a theoretical framework but there was no evidence that the researchers tested the cited theory. Applied means that a study was based on a specifically identified theory that informed the direction and research design of the article as well as being evident in the results and discussion. (p. 89)

Of the 33 peer-reviewed articles, only one applied a specific theory: Rickly and Vidon (2017) used the Theory of Social Distinction (Bourdieu, 1984). Two additional articles cited theories without applying them—specifically, the Service-Dominant Logic (Vargo & Lusch, 2008, 2017) and Consumer Culture Theory (Arnould & Thompson, 2005). This suggests that most research articles on authenticity in sport tourism neither cited nor utilized theories, leading to an immature understanding of relationships between authenticity and other constructs. These findings align with Weed’s (2006) systematic literature review in sport tourism, which called for increased theoretical engagement to strengthen the scholarly contributions in sport tourism.

2.3 Research questions for the dissertation

The literature review identifies four research gaps in authenticity studies within sport tourism: (1) Geographical limitation, (2) methodological imbalance, (3) specificity in active sport tourism, and (4) theoretical foundation deficiency. In other words, current knowledge was predominantly developed focusing on the concept of authenticity and sport participants during a trip (i.e., active sport tourism) within Western settings using qualitative methods. This focus limits generalizability and applicability to other contexts and tends to overlook how authenticity interacts with other experiential constructs. To address these gaps, this dissertation, by quantitative methods, aims to provide evidence-based knowledge to better understand relationships between authenticity and other constructs in the context of heritage sporting events.

As its research focus, this dissertation examines spectatorship in heritage sporting events to narrow the research gap regarding the dominant focus on active sport tourism in the past. The cultural significance, historical value, and communal meaning of heritage sporting events offer insights into UNESCO’s initiative for sport heritage and rich opportunities to provide implications for the “authenticity dilemma.” Specifically, this

dissertation analyses quantitative data collected in Japan to test theory-based hypotheses, contributing to the body of knowledge from a non-Western context. The hypotheses tests aim to provide theoretical examinations by identifying determinants and consequences of perceived authenticity. These approaches not only expand the geographical and methodological scope but also introduce a theoretical lens to explore relationships between authenticity, its determinants, and its outcomes. In exploring this research topic, this dissertation answers the following research questions:

RQ1) Are there differences in the perceived authenticity of heritage sporting events between residents and tourists?

RQ2) What factors determine the perceived authenticity of heritage sporting events?

RQ3) What outcomes result from the perceived authenticity of heritage sporting events?

The next section introduces the overarching theoretical framework, which connects the research questions.

2.4 References

- Arnould, E. J., & Thompson, C. J. (2005). Reflections twenty years of research. *Journal of Consumer Research*, 31(4), 868–882. <https://doi.org/10.1086/426626>
- Beverland, M. B., & Farrelly, F. J. (2010). The quest for authenticity in consumption: Consumers' purposive choice of authentic cues to shape experienced outcomes. *Journal of Consumer Research*, 36(5), 838–856. <https://doi.org/10.1086/615047>
- Bott, E. (2009). Big mountain, big name: Globalised relations of risk in Himalayan mountaineering. *Journal of Tourism and Cultural Change*, 7(4), 287–301. <https://doi.org/10.1080/14766820903521785>
- Bourdieu, P. (1984). *Distinction: A social critique of the judgement of taste*. Routledge.
- Camoleto, R. F., & Marcelli, D. (2020). Keeping it natural? Challenging indoorization in Italian rock climbing. *Annals of Leisure Research*, 23(1), 34–51. <https://doi.org/10.1080/11745398.2018.1561307>
- Cordina, R., Gannon, M. J., & Croall, R. (2019). Over and over: Local fans and spectator sport tourist engagement. *The Service Industries Journal*, 39(7–8), 590–608. <https://doi.org/10.1080/02642069.2018.1534962>
- Fairley, S., & O'Brien, D. (2018). Accumulating subcultural capital through sport event participation: The AFL International Cup. *Sport Management Review*, 21(3), 321–332. <https://doi.org/10.1016/j.smr.2017.08.003>
- Fyfe, D. A. (2008). Birthplace of baseball or village of museums? The packaging of heritage tourism in Cooperstown, New York. *Journal of Sport & Tourism*, 13(2), 135–153. <https://doi.org/10.1080/14775080802170361>
- Gammon, S., & Fear, V. (2005). Stadia tours and the power of backstage. *Journal of Sport & Tourism*, 10(4), 243–252. <https://doi.org/10.1080/14775080600805457>
- Gibson, H. (1998). Sport tourism: A critical analysis of research. *Sport Management Review*, 1(1), 45–76. [https://doi.org/10.1016/S1441-3523\(98\)70099-3](https://doi.org/10.1016/S1441-3523(98)70099-3)
- Grayson, K., & Martinec, R. (2004). Consumer perceptions of iconicity and indexicality and their influence on assessments of authentic market offerings. *Journal of Consumer Research*, 31(2), 296–312. <https://doi.org/10.1086/422109>
- Griffith, L. M. (2013). Apprenticeship pilgrims and the acquisition of legitimacy. *Journal of Sport & Tourism*, 18(1), 1–15. <https://doi.org/10.1080/14775085.2013.766527>

- Kane, M. J. (2012). Professional adventure tourists: Producing and selling stories of “authentic” identity. *Tourist Studies*, 12(3), 268–286.
<https://doi.org/10.1177/1468797612461087>
- Kim, E., & Cuskelly, G. (2017). A systematic quantitative review of volunteer management in events. *Event Management*, 21(1), 83–100.
<https://doi.org/10.3727/152599517X14809630271195>
- Kreuzbauer, R., & Keller, J. (2017). The authenticity of cultural products: A psychological perspective. *Current Directions in Psychological Science*, 26(5), 417–421.
<https://doi.org/10.1177/0963721417702104>
- Large, J., & Schilar, H. (2018). Understanding the meanings and interpretations of adventure experiences: The perspectives of multiday hikers. *Scandinavian Journal of Hospitality and Tourism*, 18(4), 330–342.
<https://doi.org/10.1080/15022250.2018.1522724>
- Le, T. H., Arcodia, C., Novais, M. A., & Kralj, A. (2019). What we know and do not know about authenticity in dining experiences: A systematic literature review. *Tourism Management*, 74, 258–275. <https://doi.org/10.1016/j.tourman.2019.02.012>
- Lehman, D. W., O’Connor, K., Kovács, B., & Newman, G. E. (2019). Authenticity. *Academy of Management Annals*, 13(1), 1–42.
<https://doi.org/10.5465/annals.2017.0047>
- Maddox, C. B. (2015). Studying at the source: Ashtanga yoga tourism and the search for authenticity in Mysore, India. *Journal of Tourism and Cultural Change*, 13(4), 330–343. <https://doi.org/10.1080/14766825.2014.972410>
- McCartney, G., & Osti, L. (2007). From cultural events to sport events: A case study of cultural authenticity in the Dragon Boat Races. *Journal of Sport & Tourism*, 12(1), 25–40. <https://doi.org/10.1080/14775080701496750>
- Moher, D., Liberati, A., Tetzlaff, J., & Altman, D. G. (2009). Preferred reporting items for systematic reviews and meta-analyses: The PRISMA statement. *Journal of Clinical Epidemiology*, 62(10), 1006–1012. <https://doi.org/10.1016/j.jclinepi.2009.06.005>
- Moore, K., Buchmann, A., Månsson, M., & Fisher, D. (2021). Authenticity in tourism theory and experience. Practically indispensable and theoretically mischievous? *Annals of Tourism Research*, 89, 103208.
<https://doi.org/10.1016/j.annals.2021.103208>

- Næss, H. E. (2017). Authenticity matters: A digital ethnography of FIA World Rally Championship fan forums. *Sport Management Review*, 20(1), 105–113.
<https://doi.org/10.1016/j.smr.2016.08.001>
- Nepal, S. K. (2015). Irish pubs and dream cafes: Tourism, tradition and modernity in Nepal's Khumbu (Everest) region. *Tourism Recreation Research*, 40(2), 284–261.
<https://doi.org/10.1080/02508281.2015.1047625>
- Nunes, J. C., Ordanini, A., & Giambastiani, G. (2021). The concept of authenticity: What it means to consumers. *Journal of Marketing*, 85(4), 1–20.
<https://doi.org/10.1177/0022242921997081>
- Petticrew, M., & Roberts, H. (2006). *Systematic reviews in the social sciences: A practical guide*. Blackwell Publishing. <https://doi.org/10.1002/9780470754887>
- Pickering, C., & Byrne, J. (2014). The benefits of publishing systematic quantitative literature reviews for PhD candidates and other early-career researchers. *Higher Education Research and Development*, 33(3), 534–548.
<https://doi.org/10.1080/07294360.2013.841651>
- Pickering, C., Grignon, J., Steven, R., Guitart, D., & Byrne, J. (2014). Publishing not perishing: How research students transition from novice to knowledgeable using systematic quantitative literature reviews. *Studies in Higher Education*, 40(10), 1756–1769. <https://doi.org/10.1080/03075079.2014.914907>
- Pinson, J. (2017). Heritage sporting events: Theoretical development and configurations. *Journal of Sport & Tourism*, 21(2), 133–152.
<https://doi.org/10.1080/14775085.2016.1263578>
- Ramshaw, G., & Gammon, S. (2010). On home ground? Twickenham Stadium tours and the construction of sport heritage. *Journal of Heritage Tourism*, 5(2), 87–102.
<https://doi.org/10.1080/17438730903484184>
- Ramshaw, G., Gammon, S., & Huang, W. (2013). Acquired pasts and the commodification of borrowed heritage: The case of the Bank of America Stadium tour. *Journal of Sport & Tourism*, 18(1), 17–31. <https://doi.org/10.1080.147750852013799334>
- Ramshaw, G., & Hinch, T. (2006). Place identity and sport tourism: The case of the heritage classic ice hockey event. *Current Issues in Tourism*, 9(4–5), 399–418.
<https://doi.org/10.2167/cit270.0>

- Rickly-Boyd, J. M. (2012). Authenticity & aura. A Benjaminian approach to tourism. *Annals of Tourism Research*, 39(1), 269–289.
<https://doi.org/10.1016/j.annals.2011.05.003>
- Rickly, J. M. (2022). A review of authenticity research in tourism: Launching the Annals of Tourism Research Curated Collection on authenticity. *Annals of Tourism Research*, 92, 103349. <https://doi.org/10.1016/j.annals.2021.103349>
- Rickly, J. M., & Vidon, E. S. (2017). Contesting authentic practice and ethical authority in adventure tourism. *Journal of Sustainable Tourism*, 25(10), 1418–1433.
<https://doi.org/10.1080/09669582.2017.1284856>
- Shipway, R., King, K., Sunny, I., & Brown, G. (2016). Understanding cycle tourism experiences at the Tour Down Under. *Journal of Sport & Tourism*, 20(1), 21–39.
<https://doi.org/10.1080/14775085.2016.1155473>
- Skinner, J., Edwards, A., & Corbett, B. (2015). *Research Methods for Sport Management*. Routledge. <https://doi.org/10.4135/9781446278673.n7>
- Vargo, S. L., & Lusch, R. F. (2008). Service-dominant logic: Continuing the evolution. *Journal of the Academy of Marketing Science*, 36(1), 1–10.
<https://doi.org/10.1007/s11747-007-0069-6>
- Vargo, S. L., & Lusch, R. F. (2017). Service-dominant logic 2025 evidence-based research. *International Journal of Research in Marketing*, 34(1), 46–67.
<https://doi.org/10.1016/j.ijresmar.2016.11.001>
- Vespestad, M. K., & Hansen, O. B. (2020). Shaping climbers' experiencescapes: The influence of history on the climbing experience. *Journal of Hospitality & Tourism Research*, 44(1), 109–133. <https://doi.org/10.1177/1096348019883685>
- Vespestad, M. K., Lindberg, F., & Mossberg, L. (2019). Value in tourist experiences: How nature-based experiential styles influence value in climbing. *Tourist Studies*, 19(4), 453–474. <https://doi.org/10.1177/1468797619837966>
- Vidon, E. S., & Rickly, J. M. (2018). Alienation and anxiety in tourism motivation. *Annals of Tourism Research*, 69, 65–75. <https://doi.org/10.1016/j.annals.2018.02.001>
- Weed, M. (2006). Sports tourism research 2000–2004: A systematic review of knowledge and a meta-evaluation of methods. *Journal of Sport & Tourism*, 11(1), 5–30.
<https://doi.org/10.1080/14775080600985150>

- Ye, S., Xiao, H., & Zhou, L. (2018). Commodification and perceived authenticity in commercial homes. *Annals of Tourism Research*, 71, 39–53.
<https://doi.org/10.1016/j.annals.2018.05.003>
- Yung, R., & Khoo-Lattimore, C. (2019). New realities: A systematic literature review on virtual reality and augmented reality in tourism research. *Current Issues in Tourism*, 22(17), 2056–2081. <https://doi.org/10.1080/13683500.2017.1417359>
- Zhang, T., Wen, H., & Li, X. (2018). A tourist-based model of authenticity of heritage sporting events: The case of Naadam. *Sustainability*, 11(1), 108.
<https://doi.org/10.3390/su11010108>

3 Theoretical framework and overview of empirical studies

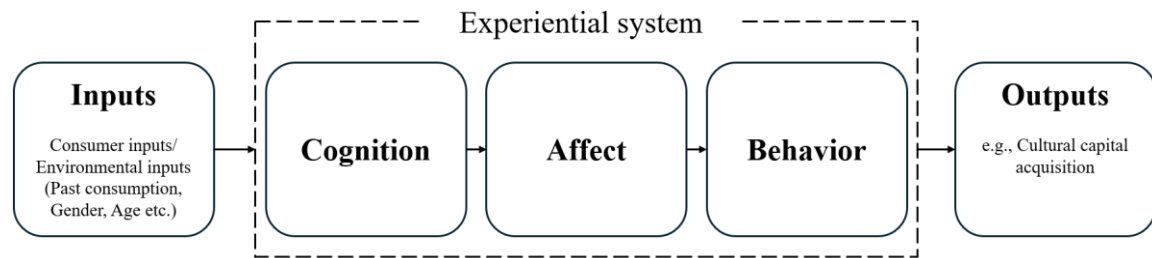
3.1 Theoretical Framework

Perceived authenticity is a cognitive construct and described as the nature of tourist experience (Wong et al., 2018). Its cognitive role in the tourist experience at heritage sporting events was explored in prior research: For example, McCartney and Osti (2007) found that engagement with cultural narratives and athletic competition fosters perceived authenticity among spectators at the Dragon Boat Festival in China. Similarly, Zhang et al. (2018) presented that spectators' perceived authenticity at the Naadam in Mongolia influenced their event satisfaction. Although previous studies investigated the relationship between perceived authenticity and other constructs, they largely overlooked the experiential process, including the interplay of cognition, affect, and behavior.

The role of perceived authenticity in the whole process of tourist experiences is explained by the Experiential Consumption Model (Holbrook & Hirschman, 1982). The model represented a shift from traditional perspectives of consumer behavior to a focus on experiential and emotional aspects of consumption. Building on Levy's (1959) insight that "[P]eople buy products not only for what they can do, but also for what they mean" (p. 118), Holbrook and Hirschman emphasized that consumer behavior is not solely about utility maximization but also involves hedonic and aesthetic responses. The Experiential Consumption Model contrasts with the Information Processing Model (Bettman, 1979), which views a consumer as a logical thinker without emotions focused solely on a product's functional attributes. By contrast, the Experiential Consumption Model reframed the consumer as "a flesh-and-blood human being, [...] focused on hedonic aspects of consumption" (Malter et al., 2020, p. 141). This re-orientation expanded the scope of consumer behavior research to include emotional drive and experiential consumption, such as sport events and tourism (Cohen et al., 2014).

The Experiential Consumption Model describes a consumption process starting from environmental and consumer inputs and leading to experiential outputs, mediated by cognitive, affective, and behavioral processes (see Figure 2: Holbrook & Hirschman, 1982). The inputs include consumer's demographic data and past consumption experiences. Through cognitive processes—such as perception and recognition of scenes or settings, consumers form emotional responses, which then influence behaviors like word-

of-mouth sharing and experiential outputs like cultural capital acquisition from travel and sporting experiences (Morgan, 2007).



Source: Adapted from Holbrook and Hirschman (1982)

Figure 2 Experiential Consumption Model

This overarching framework provides valuable insights into the research questions of this dissertation. First, the model highlights consumers' characteristics as a key determinant of perceived authenticity. This idea is related to RQ2 in this thesis. Second, the model proposes that consumers' emotional states are directly influenced by perceived authenticity, leading to experiential outcomes as a result. The insight is associated with RQ3 of this dissertation. Thus, while RQ1 focuses on investigating solely the cognition part in the model, the processual nature of the Experiential Consumption Model guides RQ2 and RQ3, identifying the experiential constructs related to consumers' perceived authenticity at heritage sporting events, as highlighted as the research gaps in the previous chapter.

Based on the theoretical framework, one of the two empirical studies in this thesis analyzes how spectators' inputs (e.g., demographics and past consumption experiences) influence their perceptions of authenticity. The other empirical study investigates how cognitive perceptions, such as the recognition of authenticity, shape emotional reactions, resulting in experiential outcomes. These approaches contribute to experience and authenticity research, emphasizing the need for more profound empirical knowledge to advance theoretical development in sports and tourism contexts (Hallmann & Zehrer, 2015). While previous literature applied the model to investigate sport tourists' experiences (e.g., Foroughi et al., 2016; Hosany & Gilbert, 2010), a comprehensive insight into the entire process—from inputs to outputs through the experiential system—remains limited.

3.2 Overview of the empirical studies

This dissertation addresses the research questions based on the theoretical framework of the Experiential Consumption Model (Holbrook & Hirschman, 1982). The framework provides a lens to explore what determinants/outcomes would be associated with perceived authenticity. The research questions outlined earlier are addressed through two empirical studies detailed in the following chapters.

Chapter 4 presents the first empirical study, entitled “The authenticity perceptions of a heritage sporting event: A comparison between residents and non-residents.” This study responds to the dissertation’s first and second research questions: RQ1) *Are there differences in the perceived authenticity of heritage sporting events between residents and tourists?* and RQ2) *What factors determine the perceived authenticity of heritage sporting events?* Focusing on Sumo in Japan as a heritage sporting event, data was collected from Japanese residents and international tourists. A comparative analysis was performed to answer RQ1, and regression analyses were conducted to address RQ2 based on the consumption capital theory (Stigler & Becker, 1977). The findings contribute insight into the varying perceptions of authenticity, informing stakeholders (i.e., tourists and residents) about the implications of commodifying heritage sporting events.

Chapter 5 explores the outcomes of perceived authenticity through the second empirical study, entitled “Experiencing authenticity at heritage sporting events.” This chapter addresses RQ3) *What outcomes result from the perceived authenticity of heritage sporting events?* This study also focuses on Sumo in Japan as a heritage sporting event and approaches international tourists at the Sumo tournament in Tokyo. Drawing on Stimulus-Organism-Response theory (Mehrabian & Russell, 1974) and Broaden-and-Build theory (Fredrickson, 2001), this study employs structural equation modeling to identify how perceived authenticity influences tourists’ experiential outcomes at heritage sporting events. The findings underscore the positive impacts of perceived authenticity on tourists’ word-of-mouth intention and cross-cultural understandings. This approach offers evidence for the benefits of preserving and commodifying authentic elements in heritage sporting events.

3.3 References

- Bettman, J. L. (1979). *An information processing theory of consumer choice*. Reading, Mass.
- Cohen, S., Prayag, G., & Moital, M. (2014). Consumer behaviour in tourism: Concepts, influences and opportunities. *Current Issues in Tourism*, 17(10), 872–909. <https://doi.org/10.1080/13683500.2013.850064>
- Foroughi, B., Nikbin, D., Hyun, S. S., & Iranmanesh, M. (2016). Impact of core product quality on sport fans' emotions and behavioral intentions. *International Journal of Sports Marketing and Sponsorship*, 17(2), 110–129. <https://doi.org/10.1108/IJSMS-04-2016-010>
- Fredrickson, B. L. (2001). The role of positive emotions in positive psychology: The broaden-and-build theory of positive emotions. *American Psychologist*, 56(3), 218–226. <https://doi.org/10.1037/0003-066X.56.3.218>
- Hallmann, K., & Zehrer, A. (2015). Limits of modelling memorable experiences: How authentic shall events be? In H. Pechlaner & E. Smeral (Eds.), *Tourism and leisure: current issues and perspectives of development* (pp. 269–286). Springer Fachmedien Wiesbaden. <https://doi.org/10.1007/978-3-658-06660-4>
- Holbrook, M. B., & Hirschman, C. (1982). The experiential aspects of consumption: Consumer fantasies, feeling, and fun. *Journal of Consumer Research*, 9(2), 132–140.
- Hosany, S., & Gilbert, D. (2010). Measuring tourists' emotional experiences toward hedonic holiday destinations. *Journal of Travel Research*, 49(4), 513–526. <https://doi.org/10.1177/0047287509349267>
- Levy, S. (1959). Symbols by which we buy. In L. H. Stockman (Ed.), *Advancing marketing efficiency* (pp. 409–416). American Marketing Association.
- Malter, M. S., Holbrook, M. B., Kahn, B. E., Parker, J. R., & Lehmann, D. R. (2020). The past, present, and future of consumer research. *Marketing Letters*, 31(2–3), 137–149. <https://doi.org/10.1007/s11002-020-09526-8>
- McCartney, G., & Osti, L. (2007). From cultural events to sport events: A case study of cultural authenticity in the Dragon Boat Races. *Journal of Sport & Tourism*, 12(1), 25–40. <https://doi.org/10.1080/14775080701496750>
- Mehrabian, A., & Russell, J. A. (1974). The basic emotional impact of environments. *Perceptual and Motor Skills*, 38, 283–301.

- Morgan, M. (2007). Life with the Lions: Understanding the sports tourist experience. *International Journal of Tourism Research*, 9, 361–372.
- Stigler, G. J., & Becker, G. S. (1977). De gustibus non est disputandum. *The American Economic Review*, 67(2), 76–90. <https://www.jstor.org/stable/1807222>
- Wong, I. A., Ji, M., & Liu, M. T. (2018). The effect of event supportive service environment and authenticity in the quality–value–satisfaction framework. *Journal of Hospitality & Tourism Research*, 42(4), 563–586.
<https://doi.org/10.1177/1096348015614957>
- Zhang, T., Wen, H., & Li, X. (2018). A tourist-based model of authenticity of heritage sporting events: The case of Naadam. *Sustainability*, 11(1), 108.
<https://doi.org/10.3390/su11010108>

4 Inputs and perceived authenticity: Comparing tourists and residents

This chapter has been published as:

Takata, K., & Hallmann, K. (2024). The authenticity perception of a heritage sporting event: A comparison between residents and non-residents. *Managing Sport and Leisure, Advanced online publication*. <https://doi.org/10.1080/23750472.2024.2358858>

© Copyright 2024, reprinted by permission of Informa UK Limited, trading as Taylor & Francis Group, <http://www.tandfonline.com>.

Abstract

Purpose: This study explored authenticity perceptions in a heritage sporting event, comparing residents and non-residents (i.e., international tourists) using consumption capital theory.

Methodology: Focusing on Sumo wrestling in Japan, data were collected from 845 Japanese residents through an online survey and 245 non-residents via an on-site survey at the Ground Sumo Tournament in Tokyo.

Findings: Mann-Whitney's U test revealed that non-residents perceive greater authenticity than residents. Ordinary Least Square regression analyses examined different factors influencing authenticity perceptions between residents and non-residents. Residents' prior knowledge significantly affected their perceived authenticity, displaying a U-shaped curve, while non-residents' did not. Past experience did not impact authenticity perceptions for either group. Additionally, this study highlighted the impacts of consumer demographics on authenticity perceptions.

Practical Implication: Including residents in tourism commodification process of sport heritage events is stressed to prevent tourists' misunderstanding of destinations.

Research Contribution: Our findings contribute to applying consumption capital theory in sport heritage tourism. The observed U-shaped relationship between residents' prior knowledge and authenticity perception provides empirical support, aligning with suggestions for a non-linear relationship based on the law of diminishing marginal utility.

Originality: The results stimulate discussions on sport and tourism development within sport heritage, extending to UNESCO's Traditional Sports and Games initiative.

Keywords: perceived authenticity, authentic experience, international tourism, consumption capital, heritage sport tourism

4.1 Introduction

Sport and leisure consumers seek authentic experiences during their travels (Pine & Gilmore, 1999). They notice the authenticity by encountering the destination behind the scenes (MacCannell, 1973). Sport provides visitors access to its backstage, where locals, including spectators or athletes, represent the place (Gammon & Fear, 2005). Engaging in sport-related experiences allows tourists to connect with the destination's authenticity regarding a place, people, and objects (Hallmann & Zehrer, 2022). These aspects contribute to making sport events viable as tourist attractions. For example, 1.5 million inbound tourists visited the UK to experience the local fans, towns, and the sport native to the land: football (Visit Britain, 2021). This phenomenon underscores the high demands for authentic culture in sports, which highlights the needs of sport and leisure, including tourism, and practitioners to manage consumers' perceptions of authenticity with the events as the local culture.

However, globalization induces a commodification of local cultures (Steiner & Reisinger, 2006). The commodification process transforms destination elements into marketable commodities, often resulting in a staged authenticity that showcases a limited range of local culture for tourists (MacCannell, 1973). In turn, this potentially idealizes (or even reconstructs) the destination's original authenticity (Timothy & Boyd, 2003). The gap between staged and original authenticity can mislead tourists' understanding of the destination (Hinch & Higham, 2005), creating what is known as the authenticity dilemma (Getz, 1998). To address this issue, scholars emphasized strategic commodification through collaboration with stakeholders (Yang & Wall, 2009; Ye et al., 2018). Still, questions remain, such as who should be involved, what actions should be taken, and how to implement this suggestion.

Regarding tourism commodification, sport events contain unique attributes—uncertain competition results, intense emotional experiences from player performances and fan enthusiasm, and unpredictable social interaction with others (Chelladurai, 1994). These elements, which are hardly found in other tourist attractions (e.g., museums), allow tourists to play both roles as producers and consumers (Higham & Hinch, 2018). This justifies the need for stakeholders to explore the authenticity commodification of sport. In this regard, heritage sporting events that have regularly taken place in the same place for many years since its foundation are worth investigating (e.g., Sumo wrestling in Japan or Henry

Regatta in the UK, Chappelet, 2015) because of its' sustainable features for destination development (Hinch & Higham, 2005).

Nonetheless, past research overlooked how different consumers, specifically residents and tourists, perceive authenticity in sport tourism. Dual perspectives are crucial because tourists' sporting experience often occurs within residents' living spaces (Hallmann & Zehrer, 2022), and the coexistence of residents alongside tourists in these spaces shapes tourists' perception of the authenticity of the destination (Kim et al., 2017). Moreover, understanding how residents perceive authenticity contributes to maintaining their local identity, and comparing it to tourists' authenticity perception helps to restore local traditions and cultures (Getz, 1998). If inauthenticity is perceived, it potentially dissatisfies tourists' travel experiences (Pearce & Moscardo, 1986) and may diminish the community spirit among residents (Steiner & Reisinger, 2006). Thus, examining residents and tourists within the same sporting context would highlight what is necessary for their authentic sport experiences, enhancing destination competitiveness in the long-term for tourism perspective and contributing to international management strategy in heritage sport perspective.

Understanding the authentic experiences of different consumer types helps find an appropriate balance in destination offerings and avoid global standardization of sport attractions, particularly heritage sporting events. Recognizing residents as central stakeholders in tourism planning (Pechlaner et al., 2012), insights comparing perceptions of authenticity between tourists and residents should be guided by tourism planners and policymakers to conserve the local traditions and sport practices sustainably. This would advance the existing suggestion of strategic commodification with stakeholders toward a more nuanced understanding of what considerations practitioners should prioritize for authenticity in the planning process. The findings contribute to UNESCO's global initiative, the Traditional Sports and Games, emphasizing the importance of shared understandings among stakeholders to safeguard and promote local sport practices as an intangible cultural heritage.

This study looks into the gazes of tourists and residents. The tourist gazes refer to tourists' ways of seeing places and people (Urry & Larsen, 2011), and the resident gaze becomes aware of the judgments on whether their own culture remains authentic against erosion through commodification (Zhou et al., 2015). Therefore, this study aims to investigate whether there are differences in the authenticity perceptions between residents

and non-residents (i.e., tourists) on sport heritage consumption. If such differences exist, this study will explore what determines their different perceptions of authenticity.

In this study, we focused on Sumo wrestling, a traditional sport in Japan with over a thousand years of history originating and deeply rooted in Japanese culture, particularly through its association with Shinto rituals (Japan Sumo Association, n.d.). The historical and religious aspects are seen for spectators seeking out the national uniqueness in the sport (Higham & Hinch, 2009), which makes Sumo one of the most interesting sports that potential international tourists want to experience in Japan (Japan Sports Agency, 2018). Despite the closed nature of the Japanese Sumo Association, the country's oldest professional sports organization (Matsuoka & Arai, 2017), Sumo maintains popularity not only internationally but also domestically. Around one-third of the Japanese population watched Sumo in 2021, making it the 6th most popular sport in the country (Sasakawa Sports Foundation, 2023). Therefore, as a case of heritage sporting events, examining Sumo's authenticity from both residents' and international tourists' perspectives is essential.

4.2 Theoretical foundation

This study is grounded in the consumption capital theory (Stigler & Becker, 1977). Consumption capital explains that individuals gain knowledge about goods and services through repetitive consumption, increasing individuals' utility of consumption. Thus, prior experiences of similar consumptions build the consumer's capacity to appreciate them. Adler (1985) added that communicative exchange with knowledgeable others also accumulates one's consumption capital. Therefore, consumption capital, consisting of prior knowledge and past consumption experiences, deepens an individual's appreciation and perception of consumption (i.e., utility).

Repetitive consumption of sports enhances knowledge and familiarity with players, teams, and game rules (Hallmann et al., 2022; Wicker et al., 2012). This familiarity advances consumption skills that improve the efficiency of sport consumption (Downward & Riordan, 2007) and maximize their enjoyment of the sport experience (Xing et al., 2022).

However, the assumption that a sport consumer's utility is always able to increase similarly is questionable. The law of diminishing marginal utility (Gossen, 1983) argues that a consumer perceives a smaller utility based on the number of previous consumptions. Thus, the first consumption experience generates the highest utility. Andersson (2007) used

the law to explain that “a tourist may have a reduced appreciation of his tenth museum visit compared to his first one” (p. 49). Previous research on sport-related consumption capital hardly considered the changeable range of consumers’ utility in response to their capital acquisition.

4.3 Literature review

4.3.1 Perceived authenticity

Authenticity has various meanings for consumers, depending on the context in which they perceive it (Grayson & Martinec, 2004). Given its importance in the experience economy (Pine & Gilmore, 1999), tourism scholars have extensively discussed the concept (Le et al., 2019; Rickly, 2022). Despite these discussions, a universally accepted definition of authenticity is missing (Becker et al., 2019). Nunes et al. (2021) identified more than 60 explanations, including single- and multi-faceted approaches based on philosophical perspectives, such as objectivism, constructivism, and existentialism. Nevertheless, academia has a common understanding: authenticity means “something real, genuine, or true to the original” (Beverland & Farrelly, 2010, p. 839). Following this notion, this study defines perceived authenticity as a sport consumer’s perception of something real, genuine, or true to the original.

Consumers’ perceived authenticity represents their cognitive evaluation of the quality of their consumption experience (Grayson & Martinec, 2004). This argument is echoed in tourism (Kolar & Zabkar, 2010). The evaluation is based on which it fulfills consumers’ needs and desires through the utility provided by a product or service. In this regard, the perception of authenticity constitutes a fundamental element of customer value—an “overall assessment of the utility of a product or a service based on the perceptions of what is received and what is given” (Zeithaml, 1988, p. 14). Authenticity is crucial in transforming a destination space into a distinctive experience, generating customer value (Pechlaner et al., 2012). For instance, when consumers evaluate an ethnic restaurant, they consider the dining experience more valuable through perceiving authenticity generated by the presence of native people and family ownership (Kim et al., 2017). Thus, the consumer’s perceived authenticity represents the utility of the consumption experience.

In tourism settings, the perceived authenticity of a tourist scene depends on the nature of the scene tourists enter, which could be real or staged (Cohen, 1979). When the

scene is real, tourists may either perceive it as authentic or doubt its authenticity (i.e., inauthenticity), influenced by suspicions stemming from manipulated knowledge and previous experiences. The other scenario occurs when the scene is staged, such as in cultural Disneyfication. Even in this case, tourists may perceive a sense of staged authenticity if they are unaware of the staging and accept it as authentic. However, in the context of heritage sporting events, the scene is considered real for tourists because they spontaneously produce and consume the sporting experience with locals (Higham & Hinch, 2018).

4.3.2 Determinants of perceived authenticity

Based on consumption capital theory, this study examines consumers' prior knowledge and past experiences as proxies for consumption capital on perceived authenticity. Prior knowledge is crucial in assessing authenticity during consumption (Chronis & Hampton, 2008). Knowledge, conceptualized as a mental state reflecting one's access to information (Alavi & Leidner, 2001), in the context of tourism, includes awareness of entities in the destination imbued with local values, beliefs, ideas, practices, and traditions (Farrelly & Beverland, 2024). This knowledge is gained through friends, books, and information provided by the media and repetitive consumption (Chronis & Hampton, 2008). For sport tourists, the knowledge enhances tourists' meaning-making of their experience (Farrelly & Beverland, 2024). The pre-existing knowledge is applied to new experiences, and consumers compare it with past experiences, leading to their perception of authenticity (Waitt, 2000; Zhou et al., 2015). Thus, authenticity perception is associated with an individual's prior knowledge.

Consumers can perceive authenticity even if they scarcely know the product or service before consumption. For example, museum visitors with limited knowledge believe an object is authentic because they cannot distinguish inauthenticity (Wang, 1999). In this case, they used only extrinsic cues to judge authenticity, such as a museum's popularity (Chatzopoulou et al., 2019). Such external information search is relied on when tourists know little about the entity to judge (Gursoy & McCleary, 2004). Waitt (2000) argued that the amount of information visitors obtained in the museum had little change on their perception of authenticity, but their prior knowledge mattered. Therefore, although consumers with low knowledge perceive or even believe in authenticity, certain knowledge is required to appreciate the authenticity of the destination (Rickly, 2022).

A few research showed a positive linear relationship between prior knowledge and perceived authenticity (Chhabra et al., 2003; Lee et al., 2021). However, some scholars have questioned this simple relationship (Chatzopoulou et al., 2019; Kim et al., 2017; Yang & Wall, 2009). For example, Song et al. (2019) found that British customers with low knowledge of China perceived a Chinese restaurant in England as more authentic than those familiar with the culture. Similarly, Ebster and Guist (2005) discovered that customers less familiar with Italian culture perceived authenticity as higher at Italian restaurants than those who were familiar. While these studies did not investigate a curved relationship, they suggested that consumers' prior knowledge influences their authenticity perception, leaving the shape of the relationship between them unclear (Chatzopoulou et al., 2019; Kim et al., 2017; Yang & Wall, 2009).

Secondly, consumers' past consumption significantly determines perceived authenticity for utility maximization (Stigler & Becker, 1977). Castiglione and Infante's (2016) study identified a learning-by-consumption relationship, where previous consumption positively influences the present appreciation of the consumption experience through accumulated capital. The relationship is supported in tourism and sport consumer research. Tourism scholars acknowledged the impact of past experiences on the on-site tourist experience, including perceived authenticity (Waitt, 2000; Zhou et al., 2015). Sport consumer studies into past experiences predominantly focused on exploring the financial impact, such as the expenditure of active sport consumers (Wicker et al., 2013; Xing et al., 2022). While several studies looked at sport spectators' past experiences through the lens of nostalgia for past sport events (e.g., Takata & Hallmann, 2022), they overlooked the direct relationship between past experiences and perceived authenticity. Thus, this study includes squared items of consumption capital to investigate the non-linear relationship between perceived authenticity and consumption capital.

4.3.3 Residents' and non-residents' perceived authenticity

Several studies compared tourist consumption experiences based on different categories, such as locals and non-locals (Gannon et al., 2022; Palso et al., 2009), domestic and international tourists (Ponsignon et al., 2021; Prayag & Del Chiappa, 2023; Yang & Wall, 2009), and local, domestic, and international tourists (Waitt, 2000). The different backgrounds influence how they assess destination attributes (Gannon et al., 2022). Similarly, sport spectators are categorized by geographical location, including local fans, satellite fans living abroad, and displaced fans who moved away but still support the local

team (Behrens & Uhrich, 2020). However, this categorization might be less applicable in tourism as displaced fans could fit into domestic or international tourist groups. Therefore, we adopted geographical segmentation outlined in the United Nations' (2010) tourism report, categorizing people based on their economic territory. Residents are explained as individuals whose center of predominant economic interest is located within the economic territory of a country, and non-residents as individuals whose center of predominant economic interest is located outside its economic territory (United Nations, 2010, p. 98).

Residents and non-residents differ in their concerns about the destination, with non-residents prioritizing authenticity more (Yang & Wall, 2009). When traveling abroad, people feel a psychological distance from their home country, leading to a sense of escapism and heightened perceptions of authenticity (Ponsignon et al., 2021). Non-residents are less critical and tend to favorably evaluate their consumption in the destination (Iordanova & Stylidis, 2019; Yuksel, 2004). They perceive the destination's authenticity as greater than the residents (Waite, 2000). However, in unfamiliar destinations like islands, residents living in the same country perceive authenticity similarly high to non-residents (Prayag & Del Chiappa, 2023). In this case, residents evaluate authenticity just like non-residents by heavily relying on extrinsic cues due to their limited knowledge about the place.

Based on the review of the theory and literature, consumption capital theory suggests that residents and non-residents perceive the authenticity of heritage sporting events differently due to their prior knowledge and past experiences. Thus, this study proposes the following hypotheses:

Hypothesis 1 Residents perceive the authenticity of Sumo differently from non-residents.

Hypothesis 2 Residents' and non-residents' consumption capital is associated with their perceived authenticity of the heritage sporting event.

4.4 Method

4.4.1 Measures

The questionnaire contained items related to perceived authenticity, prior knowledge, past experience, and demographic characteristics. Table 4 presents the overview of the variables. Perceived authenticity was assessed using two items that explored the respondents' overall authenticity perception (Nunes et al., 2021) to avoid capturing ambiguous interpretations of the concept. Prior knowledge was measured with

three items based on the respondents' familiarity with consumption (Gursoy & McCleary, 2004). Perceived authenticity and prior knowledge were rated on a seven-point Likert scale, ranging from 1 = strongly disagree to 7 = strongly agree. These items were considered quasi-metric variables due to their Likert responses format, which generates interval data (Carifio & Perla, 2008). This treatment is known to produce robust results compared to treating them as ordinal variables (Norman, 2010). Past experience was also examined as a component of consumption capital. Two items were used to measure the years the respondents had been a Sumo fan ("How long have you been a Sumo fan?") and their frequency of attending live-Sumo events ("How many times have you physically attended a Sumo event?") (Wicker et al., 2013). These items were measured as metric variables. To address potential variations in understanding questions based on cultural background among non-residents, seven items of psychic distance are incorporated. The concept assesses cultural differences and similarities between one's home country and destination countries at the individual level (Sousa & Bradley, 2006). Psychic distance was surveyed only by non-residents using the question, "How similar/different is your country to Japan?" rated from 1 = very similar to 7 = very different. Demographic information, such as age, gender, and education level, was also collected. For gender, respondents checked their sexual identity from female, male, and non-binary. Education level was reported by choosing one from less than a high school diploma, high school diploma or equivalent, bachelor's degree or equivalent, and post-graduate degree or equivalent.

The survey items, originally developed in English, were translated into Japanese for the survey. Back-to-back translation between English and Japanese was conducted to ensure accuracy. Two experienced English-Japanese interpreters or translators engaged in the translation process.

Table 4 Overview of variables

Variable	Description	Type
Perceived authenticity		Quasi-metric
AU1	The experience of sumo constituted overall an authentic experience	
AU2	Everything considered, the experience of sumo produced authenticity	
Prior knowledge		Quasi-metric
PK1	Compared to an average person, I was very familiar with sumo	
PK2	Compared to my friends, I was very familiar with sumo	
PK3	Compared to other people who like Japanese culture, I was very familiar with sumo	
Past experience		
Fan years	How long have you been a sumo fan?	Metric
Event visits	How many times have you physically attended a sumo event?	Metric
Age		Metric
Female	Respondent identified as female (1 = yes; 0 = no)	Dummy
University	Respondent has a Bachelor's degree or higher (1 = yes; 0 = no)	Dummy
Psychic distance		Quasi-metric
PD_Climate	Climatic conditions	
PD_Lifestyle	Lifestyles	
PD_Consumption	Consumer preferences	
PD_Education	Level of literacy and education	
PD_Language	Language	
PD_Culture	Cultural values, beliefs, attitudes, and traditions	
PD_Purchasing	Purchasing power of people	

4.4.2 Research context

Sumo's main event is the Grand Sumo Tournament. The 15-day event is held six times a year and broadcasted nationally. The events had consistently full-house attendance throughout their duration. For instance, a regional newspaper reported full attendance for all 15 days of the November sumo tournament in 2023 (Nishi-Nippon Shimbun, 2023, November 27). Despite the Sumo association's closed nature, they have recently embraced social media accounts in English for global outreach. However, they have not disclosed statistics on their fan base, including the relative share of international tourists attending these events. This lack of transparency causes the scarcity of management studies focusing on this Japanese heritage sport. For international fans interested in attending Sumo events, tickets are available for purchase on the official website or as part of guided tours offered by several travel companies.

4.4.3 Data collection

After receiving ethical approval from the ethics committees at the authors' university, data were collected from two groups: Sumo fans in Japan as residents and Sumo spectators from abroad as non-residents. For residents (i.e., Sumo fans in Japan), an online survey was conducted from September 2nd to 5th, 2022, using an online panel owned by MyVoice Communications Inc. (Tokyo, Japan). Participants screened Sumo fans attending a Ground Sumo Tournament since 2012 were stratified by gender and age based on census breakdowns. The survey utilized visual aids, including a 15-second Sumo fight video, to enhance memory recall (Kirschner, 2002). The panel collected 847 responses.

Non-resident data (i.e., Sumo spectators from abroad) was collected through an on-site survey in Tokyo from January 10th to 22nd, 2023. International tourists on a guided Sumo tour in English during the Ground Sumo Tournament received a paper-pencil questionnaire in English. The questionnaires were distributed during the event and collected after the tour. After excluding 40 individuals under 18, the sample size was 272 out of 312 collected questionnaires.

Missing data was handled using listwise deletion. The final sample sizes for the analyses were $n = 845$ for residents and $n = 245$ for non-residents.

4.4.4 Participant characteristics

The demographic characteristics of non-residents indicated that 47.3% were female ($n = 116$) and 52.7% were male ($n = 129$). Their average age was 38.62 years ($SD = 12.72$). Most of them held degrees at the undergraduate or post-graduate level (80.0%, $n = 196$). Among the respondents of residents, 36.6% were female ($n = 309$), and 63.4% were male ($n = 536$). On average, they were 57.01 years old ($SD = 14.07$). Like non-residents, 82.5% of residents possessed a university degree or higher ($n = 697$). Respondents of non-residents mainly came from Western countries, such as the United States (40.4%), Australia (39.6%), Canada (2.9%), and the United Kingdom (2.9%).

4.4.5 Data analysis

The analysis comprised three steps. Firstly, descriptive statistics were provided to present an overview of the sample profiles. Secondly, Mann-Whitney's U test was employed to compare authenticity perceptions. Thirdly, ordinary least squares (OLS) regression analyses were performed to investigate the determinants influencing perceived authenticity.

In the OLS regression analyses, two models were initially estimated using a combined sample of residents and non-residents to assess the impact of geographical consumer types on perceived authenticity, as determined by the Mann-Whitney's U test. Each model had one of the two perceived authenticity items (i.e., AU1 or AU2) as the dependent variable. Independent variables included prior knowledge, past experience, and the corresponding squared variables. Psychic distance and demographic items served as control variables. Gender choices were transformed into dummy variables for the analysis, using females as the reference category. Educational levels were also converted into dummy variables, with respondents who selected bachelor's degree or equivalent and those with a post-graduate degree or equivalent as the reference categories. After the combined estimations, separate regression models were calculated for residents and non-residents.

Multicollinearity was checked using two criteria: the variance inflation factors (VIFs) were below 10, and all correlation coefficients were below .70 (Hair et al., 2019). Although the indices for prior knowledge and its squared variable, as well as fan years and its squared variable, exceeded these thresholds, it is reasonable due to the inherent relationship. As for the remaining items, the VIFs across all regression models ranged from 1.01 to 7.68, below the threshold, and correlation coefficients remained under .07. This confirmed the absence of significant multicollinearity issues. The regression models were computed with robust standard errors to account for heteroscedasticity.

4.5 Result

4.5.1 Descriptive statistics

Respondents' Sumo-related profiles were analyzed (Table 5). The Kolmogorov-Smirnov test revealed non-normal distributions of the profile variables, leading to the use of the Mann-Whitney U test. Before the test, we checked the reliability of the scales of prior knowledge and perceived authenticity. Cronbach's alpha exceeded .70 (Hair et al., 2019) for residents and non-residents. Afterwards, the Mann-Whitney U test was conducted. Regarding prior knowledge, all three items showed that residents had significantly greater Sumo-related knowledge than non-residents ($p < .001$). Residents also had an average period as Sumo fans of 32.95 years ($SD = 18.79$), significantly longer than non-residents (2.91 years, $SD = 7.35$; $p < .001$). Furthermore, residents have attended Sumo events on average 6.14 times, significantly higher than non-residents (0.38 times, SD

= 0.73; $p < .001$). Thus, the results implied that residents had a higher level of Sumo consumption capital than non-residents.

Two items of perceived authenticity were also compared to address one of the research purposes—whether there were differences in the perception of authenticity between residents and non-residents. The Mann-Whitney U test revealed that non-residents rated Sumo significantly more authentic than residents ($p < .001$).

Table 5 Descriptive statistics

	Non-residents ($n = 245$)			Residents ($n = 845$)			Mann-Whitney U
	Mean	SD	α	Mean	SD	α	p
Perceived authenticity			.852			.951	
AU1	6.41	.952		5.90	0.945		< .001
AU2	6.43	.897		5.90	0.977		< .001
Prior knowledge			.869			.933	
PK1	3.22	1.651		5.06	1.344		< .001
PK2	3.92	1.880		5.13	1.348		< .001
PK3	2.79	1.630		4.82	1.345		< .001
Past experience							
Fan years	2.91	7.348		32.95	18.791		< .001
Event visits	0.38	.734		6.14	9.136		< .001
Psychic distance							
PD_Climate	4.10	1.848					
PD_Lifestyle	5.37	1.419					
PD_Comsumption	4.73	1.515					
PD_Education	3.40	1.613					
PD_Language	6.55	1.001					
PD_Culture	5.70	1.363					
PD_Purschasing	3.65	1.654					

4.5.2 Determinants of perceived authenticity

Table 6 displays the results of OLS regression analyses. Models 1 and 2, encompassing the entire sample, revealed a significant association between perceived authenticity and the non-resident dummy variable ($\beta = .689$, $p < .001$ in Model 1; $\beta = .747$, $p < .001$ in Model 2). These models explained 14.1% of the variance in AU1 ($F(10, 1079) = 17.13$, $p < .001$), and 15.6% of the variance in AU2 ($F(10, 1079) = 18.14$, $p < .001$). Prior knowledge ($\beta = -.276$, $p < .01$ in Model 1), prior knowledge squared ($\beta = .053$, $p < .001$ in Model 1; $\beta = .046$, $p < .001$ in Model 2) and female gender ($\beta = .189$, $p < .01$ in

Model 1; $\beta = .242, p < .001$ in Model 2) were also significantly correlated with perceived authenticity.

Non-residents' perception of authenticity was influenced by their level of education. While female gender showed a positive predictive value in Model 5 ($\beta = .265, p < .05$), it was not significant in Model 3 ($\beta = .228, p = \text{n.s.}$) and in models evaluating with psychic distance ($\beta = .201, p < \text{n.s.}$ in Model 4; $\beta = .236, p < \text{n.s.}$ in Model 6). Meanwhile, education level decreased perceived authenticity ($\beta = -.304, p < .05$ in Model 3; $\beta = -.278, p < .05$ in Model 5), which is consistent with models incorporating psychic distance ($\beta = -.282, p < .05$ in Model 4; $\beta = -.260, p < .05$ in Model 6). The variance in AU1 in Model 3 ($F(9, 235) = 2.93, p < .01$) increased from 5.5% to 10.3% when assessing with psychic distance in Model 4 ($F(16, 228) = 2.28, p < .01$). Similarly, the variance of AU2 in Model 5 ($F(9, 235) = 4.13, p < .001$) increased from 7.5 % to 9.2% in Model 6 ($F(16, 228) = 3.65, p < .001$).

For residents, prior knowledge squared and gender were significant predictors of perceived authenticity. Model 7 explained 12.3% of the variance in AU1 ($F(9, 835) = 12.81, p < .001$) and Model 8 accounted for 13.6% of the variance in AU2 ($F(9, 835) = 13.74, p < .001$). Both AU1 and AU2 were significantly influenced by prior knowledge squared ($\beta = .053, p < .001$ in Model 7; $\beta = .052, p < .01$ in Model 8). A substantial influence emerged from the female gender ($\beta = .174, p < .05$ in Model 7; $\beta = .229, p < .001$ in Model 8).

Table 6 Results of OLS regression analyses

	All (n = 1,090)					Non-residents (n = 245)					Residents (n = 845)								
	Model 1		Model 2		VIF	Model 3		Model 4		Model 5		Model 6		VIF	Model 7		Model 8		VIF
<i>Dependent variable</i>	AU1		AU2			AU1		AU1		AU2		AU2			AU1		AU2		
<i>Independent variables</i>																			
Non-resident (1 = yes)	.689***	(.108)	.747***	(.109)	2.48	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prior knowledge	-.276**	(.103)	-.191	(.106)	25.81	-.013	(.165)	.063	(.169)	.136	(.166)	.167	(.168)	19.38	-.254	(.162)	-.227	(.168)	35.34
Prior knowledge squared	.053***	(.011)	.046***	(.012)	24.99	.007	(.021)	-.003	(.021)	-.011	(.020)	-.015	(.020)	19.04	.053***	(.016)	.052**	(.017)	35.09
Fan years	-.005	(.006)	-.006	(.006)	23.91	-.001	(.017)	-.017	(.019)	.013	(.012)	.006	(.015)	7.22	-.007	(.007)	-.010	(.007)	18.28
Fan years squared	.000	(.000)	.000	(.000)	18.73	.000	(.000)	.001	(.001)	.000	(.000)	.000	(.000)	6.69	.000	(.000)	.000	(.000)	17.71
Event visits	-.007	(.008)	-.009	(.008)	7.68	.069	(.168)	.179	(.153)	.064	(.157)	.133	(.156)	3.99	-.008	(.008)	-.011	(.008)	7.20
Event visits squared	.000	(.000)	.000	(.000)	6.72	-.047	(.037)	-.062	(.032)	-.036	(.029)	-.048	(.029)	3.72	.000	(.000)	.000	(.000)	6.72
Age	-.002	(.002)	-.002	(.002)	1.91	.000	(.005)	-.001	(.005)	-.007	(.005)	-.007	(.005)	1.15	-.002	(.003)	.001	(.003)	1.62
Female (1 = yes)	.189**	(.061)	.242***	(.061)	1.08	.228	(.131)	.201	(.133)	.265*	(.124)	.236	(.133)	1.14	.174*	(.070)	.229***	(.071)	1.08
University (1 = yes)	-.093	(.069)	-.075	(.071)	1.02	-.304*	(.121)	-.282*	(.128)	-.278*	(.117)	-.260*	(.125)	1.16	-.034	(.084)	.004	(.087)	1.03
PD_Climate	-	-	-	-	-	-	-	-.024	(.032)	-	-	.000	(.031)	1.20	-	-	-	-	-
PD_Lifestyle	-	-	-	-	-	-	-	-.106*	(.053)	-	-	-.047	(.049)	1.48	-	-	-	-	-
PD_Consumption	-	-	-	-	-	-	-	.060	(.044)	-	-	.030	(.041)	1.39	-	-	-	-	-
PD_Education	-	-	-	-	-	-	-	-.030	(.044)	-	-	-.044	(.041)	1.63	-	-	-	-	-
PD_Language	-	-	-	-	-	-	-	.062	(.085)	-	-	-.006	(.080)	1.41	-	-	-	-	-
PD_Culture	-	-	-	-	-	-	-	.108	(.055)	-	-	.071	(.052)	1.55	-	-	-	-	-
PD_Purchasing	-	-	-	-	-	-	-	-.003	(.057)	-	-	.039	(.047)	1.47	-	-	-	-	-
Constant	6.020***	(.263)	5.734***	(.280)		6.497***	(.331)	5.868***	(.574)	6.454***	(.336)	6.134***	(.487)		5.878***	(.427)	5.585***	(.459)	
F	17.13***		18.14***			2.93**		2.28**		4.13***		3.65***			12.81***		13.74***		
R ²	14.1%		15.6%			5.5%		10.3%		7.5%		9.2%			12.3%		13.6%		

4.6 Discussion and conclusion

4.6.1 Different perceived authenticity: Residents vs. non-residents

This study revealed that non-residents perceive authenticity in the heritage sporting event more than residents, aligning with previous research showing that international tourists perceived authenticity more than domestic tourists and local citizens (Waitt, 2000; Yang & Wall, 2009). Generally, tourists from foreign countries tend to evaluate their destination experiences positively (Iordanova & Styliadis, 2019; Yuksel, 2004). This tendency is attributed to hedonic benefits derived from the sense of escapism into a different culture (Ponsignon et al., 2021).

International tourists' substantial investments in their travel might also influence their positive perception of authenticity. According to cognitive dissonance theory (Brehm, 1956), consumers often justify their consumption decisions when encountering inconsistencies between expectations and actual experiences. In this study's context, non-residents allocated significant financial and time investments to attend Sumo events in Japan. Recognizing or believing that their experience is authentic helps reduce potential psychological discomfort from these significant investments. This perspective strengthens the notion that non-residents are more inclined to perceive authenticity more strongly than residents.

4.6.2 Factors shaping perceived authenticity

Factors related to consumption capital influenced the perceived authenticity of Sumo differently between residents and non-residents. Firstly, residents' prior knowledge significantly impacted their perception of authenticity, while non-residents' did not. This suggests that non-residents, with considerably less prior knowledge than residents, may struggle to judge the authenticity and inauthenticity of Sumo (Yang & Wall, 2009). At heritage tourist attractions, intangible elements offer limited information compared to tangible aspects, creating uncertainty regarding the overall experience (García-Almeida, 2019). In the case of heritage sporting events, non-residents' limited prior knowledge might hamper their ability to judge how non-residents interpret what they see (i.e., tourist gaze). For example, traditional practices such as the Sumo wrestlers' salt purification of the battle stage, representing intangible aspects of the heritage sporting event, could pose challenges for interpretation. Consequently, non-residents are more likely to believe their

live-Sumo experience is highly authentic without comparing it to existing knowledge, accepting the event at face value.

For residents, the relationship between their prior knowledge and perceived authenticity followed a U-shaped curve rather than a simple linear relationship. This suggests that residents with lower levels of prior knowledge believed in higher authenticity in the Sumo event. As residents' prior knowledge increased, their perception of authenticity also increased. However, residents with intermediate knowledge perceived less authenticity than those with lower or higher levels of prior knowledge. Like non-residents, residents lacking knowledge of the heritage sporting event believed they perceived authenticity. Their inability to compare their experience with specific standards makes it challenging to judge authenticity and inauthenticity (Yang & Wall, 2009).

Nevertheless, when residents have enough knowledge, they are able to apply their existing knowledge and assess authenticity based on their consumption capital (Chronis & Hampton, 2008). Residents with intermediate levels of knowledge could assess authenticity by judging inauthenticity, leading to a lower perception of authenticity than those with limited knowledge. As knowledge increased, knowledgeable individuals perceived higher authenticity because they could compare their current experience with various prior experiences (Chhabra et al., 2003). Moreover, residents already have certain expectations and an understanding of what they should enjoy in the consumption experience (Ballantyne et al., 2005). Therefore, the relationship between residents' prior knowledge and perceived authenticity showed a U-shaped curve.

Secondly, regarding the role of past experiences in the consumption capital framework, our study found no significant impact on perceived authenticity for residents and non-residents. While previous experimental studies suggested a direct influence (Ebster & Guist, 2005; Song et al., 2019), our empirical findings did not fully support this. Instead, our results imply an indirect relationship mediated by individuals' knowledge about the consumption experience. This study revealed significantly positive correlations between past experiences and prior knowledge in residents and non-residents. However, past experiences did not significantly impact the perceived authenticity. This implies that despite being similarly treated as components of consumption capital (Wicker et al., 2013; Xing et al., 2022), prior knowledge and past experiences play different roles in shaping perceived authenticity.

Participants' profiles influenced authenticity perceptions in heritage sporting events. This study found that females residents perceived significantly greater authenticity than males, while no such gender difference was observed among non-residents. The former result aligns with research on sport fans, suggesting that females generally have more positive perceptions of emotional and cognitive experience than males (Wicker, Prinz, et al., 2012). However, the latter finding contradicts Chhabra et al. (2003), who reported that female tourists from overseas have a significantly higher authenticity rating. It is possible that this discrepancy is due to their study's lack of consideration of psychic distance to tourists' destination that was considered in non-residents of this study. Interestingly, even in Model 5 in this study, which did not consider psychic distance, females showed significantly higher perceived authenticity. Conversely, in the models considering psychic distance (Model 4 and Model 6), no gender difference was observed. Thus, while female attendees at heritage sporting events generally perceive greater authenticity than males, the gender difference among tourists at the event may depend on their cultural backgrounds.

The study revealed that non-residents' authenticity perception was significantly influenced by their educational level, showing a negative relationship. This suggests that non-residents with lower levels of education tend to perceive higher authenticity. Hallmann et al. (2022) noted that well-educated individuals are more aware of sports-related matters. This study's findings showed no significant correlations between prior knowledge and educational backgrounds. Considering the insights from Hallmann et al. (2022) and the findings of this study, it is suggested that well-educated international tourists may unconsciously possess subjective knowledge that helps them judge authenticity and inauthenticity. In contrast, residents whose daily lives were already involved with Sumo culture were not affected by their educational background regarding their perception of authenticity.

4.6.3 Theoretical implications

The comparison of authenticity perceptions between residents and non-residents highlighted differences in the context of heritage sporting events. These differences have been observed in various other tourism contexts, including cultural tourism (Ponsignon et al., 2021; Waite, 2000). The findings of this study address the gaps in authenticity research within the sport heritage context. Moreover, this study advances previous arguments suggesting that non-residents are likely to evaluate destination's authenticity positively

(Iordanova & Styliadis, 2019; Yuksel, 2004). Our finding regarding the non-significance of prior knowledge and past experiences on non-residents' perceived authenticity implies why they believe their experience as authentic: tourists employ few criteria for judgment. This insight contributes to our understanding why tourists look less critical for destination experience.

Consumption capital, particularly prior knowledge, was identified as a determinant of authenticity perception among domestic heritage sport fans. These findings contribute to the application of consumption capital theory in the heritage tourism field. The theoretical foundation has been less explored in tourism research (Andersson, 2007) and has primarily been applied to predict sport participants' spending in sport-related studies (Wicker et al., 2013; Xing et al., 2022). This study suggests that the consumption capital theory offers valuable insights into the heritage sport experiences of domestic tourists.

The relationship between residents' prior knowledge and authenticity perception takes on a U-shaped curve. Previous studies had mostly examined only linear relationships (Chhabra et al., 2003; Lee et al., 2021), raised questions about the simplicity of this relationship based on qualitative evidence (Chatzopoulou et al., 2019), or suggested curved relationships through group comparisons (Ebster & Guist, 2005). This curved relationship aligns with the law of diminishing marginal utility, providing empirical evidence to support this economic theory in the context of sport and tourism.

Furthermore, the findings were obtained through research conducted in Japan. Many tourism studies examining the perspectives of residents and non-residents tend to rely heavily on Western scientific criteria (Khanom et al., 2019). The geographical focus on Japan contributes to expanding the understanding of authenticity and tourism from a non-Western perspective.

4.6.4 Practical implications

This study contributes to the ongoing discourse on the authenticity dilemma, emphasizing the necessity of engaging in discussions with diverse stakeholders. The findings highlight the importance of involving various stakeholders, including residents, in decision-making processes related to heritage sporting events. The results revealed that international tourists and domestic fans with lower levels of knowledge tend to perceive authenticity more favorably, and different factors influence their authenticity perceptions. For example, creating tourism packages by testing only with international tourists should be avoided. Building open communication channels with the local community is proposed

for tourism planners to address sustainable tourism development and cultural preservation concerns.

Sport practitioners, particularly those involved in heritage sporting events, can derive insights. The study reveals that non-residents tend to perceive higher authenticity than residents, due to their lack of authenticity judgment criteria. Given that international tourists may perceive most things shown to them as authentic, it's crucial to prioritize the inputs of locals in preserving the authenticity of sports.

At the global level, tourism policymakers and umbrella organizations (e.g., UNESCO) can leverage the insights from this study. The identified different determinants of authenticity perceptions between residents and non-residents could serve as critical evidence for establishing a universal evaluation method of heritage sporting events. Encouraging discussions of tourism development in the context of sport heritages is expected, while UNESCO's Traditional Sports and Games initiative may face challenges in gaining attention.

4.6.5 Limitations and future research

This study is not without its limitations. Firstly, there is a methodological limitation as non-residents' data were collected by surveying guided tour participants. This potentially biased results as these individuals might have less prior knowledge about Sumo. Additionally, the lack of cooperation from the Sumo association due to its closed nature limited data collection and made it challenging to approach Japanese spectators (i.e., residents) in the Sumo arena. Future research is encouraged to establish robust relationships with event organizers. Secondly, OLS regression models yielded lower R^2 values indicating that factors beyond consumption capital impact their authenticity perceptions. Future studies on authenticity perception should explore additional relevant concepts or consider alternative methods of data collection beyond questionnaires with limited items. Thirdly, while this study identified differing authenticity perceptions between residents and non-residents, it did not uncover what elements these groups considered authentic in a heritage sporting event. Despite individuals with limited knowledge expressing authenticity perceptions, the reasons behind these distinctions from knowledgeable consumers remain unclear. Future research building upon these insights would contribute to sustainable tourism development in the context of heritage sporting events. Finally, the important note is that this study collected data in the context of Sumo,

which limits the generalizability of the findings. Future studies should aim to apply these findings to other cases of heritage sporting events (see Chapplet, 2015).

4.7 References

- Adler, B. M. (1985). Stardom and talent. *The American Economic Review*, 75(1), 208–212.
<https://www.jstor.org/stable/1812714>
- Alavi, M., & Leidner, D. E. (2001). Knowledge management and knowledge management systems: Conceptual foundations and research issues. *MIS Quarterly*, 25(1), 107–136.
- Andersson, T. D. (2007). The tourist in the experience economy. *Scandinavian Journal of Hospitality and Tourism*, 7(1), 46–58. <https://doi.org/10.1080/15022250701224035>
- Ballantyne, R., Carr, N., & Hughes, K. (2005). Between the flags: An assessment of domestic and international university students' knowledge of beach safety in Australia. *Tourism Management*, 26(4), 617–622.
<https://doi.org/10.1016/j.tourman.2004.02.016>
- Becker, M., Wiegand, N., & Reinartz, W. J. (2019). Does it pay to be real? Understanding authenticity in TV advertising. *Journal of Marketing*, 83(1), 24–50.
<https://doi.org/10.1177/0022242918815880>
- Behrens, A., & Uhrich, S. (2020). Uniting a sport teams' global fan community: Prototypical behavior of satellite fans enhances local fans' attitudes and perceptions of groupness. *European Sport Management Quarterly*, 20(5), 598–617.
<https://doi.org/10.1080/16184742.2019.1643384>
- Beverland, M. B., & Farrelly, F. J. (2010). The quest for authenticity in consumption: Consumers' purposive choice of authentic cues to shape experienced outcomes. *Journal of Consumer Research*, 36(5), 838–856. <https://doi.org/10.1086/615047>
- Brehm, J. W. (1956). Postdecision changes in the desirability of alternatives. *Journal of Abnormal and Social Psychology*, 52(3), 384–389. <https://doi.org/10.1037/h0041006>
- Carifio, J., & Perla, R. (2008). Resolving the 50-year debate around using and misusing Likert scales. *Medical Education*, 42(12), 1150–1152. <https://doi.org/10.1111/j.1365-2923.2008.03172.x>
- Castiglione, C., & Infante, D. (2016). Rational addiction and cultural goods: The case of the Italian theatregoer. *Journal of Cultural Economics*, 40(2), 163–190.
<https://doi.org/10.1007/s10824-015-9247-4>
- Chappelet, J.-L. (2015). Heritage sporting events and place marketing. In M. Plevnik, I. Retar, R. Pišot, & A. Obid (Eds.), *Sustainable development of sport tourism* (pp. 57–

- 72). University of Primorska, Science and Research Centre, Annales University Press. www.sportstourism.si
- Chatzopoulou, E., Gorton, M., & Kuznesof, S. (2019). Understanding authentication processes and the role of conventions: A consideration of Greek ethnic restaurants. *Annals of Tourism Research*, 77, 128–140. <https://doi.org/10.1016/j.annals.2019.06.004>
- Chelladurai, P. (1994). Sport management: Defining the field. *European Sport Management Quarterly*, 1, 7–21.
- Chhabra, D., Healy, R., & Sills, E. (2003). Staged authenticity and heritage tourism. *Annals of Tourism Research*, 30(3), 702–719. [https://doi.org/10.1016/S0160-7383\(03\)00044-6](https://doi.org/10.1016/S0160-7383(03)00044-6)
- Chronis, A., & Hampton, R. D. (2008). Consuming the authentic Gettysburg: How a tourist landscape becomes an authentic experience. *Journal of Consumer Behaviour*, 7, 111–126. <https://doi.org/10.1002/cb>
- Cohen, E. (1979). Rethinking the sociology of tourism. *Annals of Tourism Research*, 6(1), 18–35. [https://doi.org/10.1016/0160-7383\(79\)90092-6](https://doi.org/10.1016/0160-7383(79)90092-6)
- Downward, P., & Riordan, J. (2007). Social interactions and the demand for sport: An economic analysis. *Contemporary Economic Policy*, 25(4), 518–537. <https://doi.org/10.1111/j.1465-7287.2007.00071.x>
- Ebster, C., & Guist, I. (2005). The role of authenticity in ethnic theme restaurants. *Journal of Foodservice Business*, 7(2), 41–52. <https://doi.org/10.1300/J369v07n02>
- Farrelly, F., & Beverland, M. (2024). Deploying cultural knowledge of nature to construct the nature sports experience. *Journal of Travel Research*, 63(3), 681–695. <https://doi.org/10.1177/00472875231164974>
- Gammon, S., & Fear, V. (2005). Stadia tours and the power of backstage. *Journal of Sport & Tourism*, 10(4), 243–252. <https://doi.org/10.1080/14775080600805457>
- Gannon, M. J., Taheri, B., & Croall, R. (2022). Memorable cultural consumption: Differences between local and non-local visitors to domestic sites. *Journal of Hospitality and Tourism Insights*, 5(5), 842–864. <https://doi.org/10.1108/JHTI-02-2021-0033>
- García-Almeida, D. J. (2019). Knowledge transfer processes in the authenticity of the intangible cultural heritage in tourism destination competitiveness. *Journal of*

- Heritage Tourism*, 14(5–6), 409–421.
<https://doi.org/10.1080/1743873X.2018.1541179>
- Getz, D. (1998). Event tourism and the authenticity dilemma. In W. Theobald (Ed.), *Global tourism* (2nd ed., pp. 409–427).
- Gossen, H. H. (1983). *The laws of human relations and the rules of human action derived therefrom*. The MIT Press.
- Grayson, K., & Martinec, R. (2004). Consumer perceptions of iconicity and indexicality and their influence on assessments of authentic market offerings. *Journal of Consumer Research*, 31(2), 296–312. <https://doi.org/10.1086/422109>
- Gursoy, D., & McCleary, K. W. (2004). Travelers' prior knowledge and its impact on their information search behavior. *Journal of Hospitality and Tourism Research*, 28(1), 66–94. <https://doi.org/10.1177/1096348003261218>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis* (8th ed.). Cengage.
- Hallmann, K., Giel, T., Beermann, S., Herold, E., & Breuer, C. (2022). Consumer profiles of women's football spectators. *Soccer & Society*, 23(8), 1010–1024.
<https://doi.org/10.1080/14660970.2021.2007087>
- Hallmann, K., & Zehrer, A. (2022). The meaning of places and spaces for sports experiences in destinations. In H. Pechlaner, N. Olbrich, & J. Philipp (Eds.), *Towards an ecosystem of hospitality - location, city, destination* (pp. 42–49). Graffeg Limited.
- Higham, J., & Hinch, T. (2009). *Sport and tourism: Globalization, mobility and identity*. Elsevier.
- Higham, J., & Hinch, T. (2018). *Sport tourism development* (3rd ed.). Channel View Publications.
- Hinch, T., & Higham, J. (2005). Sport, tourism and authenticity. *European Sport Management Quarterly*, 5(3), 243–256. <https://doi.org/10.1080/16184740500190652>
- Iordanova, E., & Styliadis, D. (2019). International and domestic tourists' "a priori" and "in situ" image differences and the impact of direct destination experience on destination image: The case of Linz, Austria. *Current Issues in Tourism*, 22(8), 982–1005.
<https://doi.org/10.1080/13683500.2017.1346588>
- Japan Sports Agency. (2018). *Overseas marketing survey report on sport tourism*.
- Japan Sumo Association. (n.d.). *History of Sumo*.
https://www.sumo.or.jp/IrohaKnowledge/sumo_history/

- Khanom, S., Moyle, B., Scott, N., & Kennelly, M. (2019). Host–guest authentication of intangible cultural heritage: A literature review and conceptual model. *Journal of Heritage Tourism*, 14(5–6), 396–408.
<https://doi.org/10.1080/1743873X.2019.1574804>
- Kim, J., Youn, H., & Rao, Y. (2017). Customer responses to food-related attributes in ethnic restaurants. *International Journal of Hospitality Management*, 61, 129–139.
<https://doi.org/10.1016/j.ijhm.2016.11.003>
- Kirschner, P. A. (2002). Cognitive load theory: Implications of cognitive load theory on the design of learning. *Learning and Instruction*, 12(1), 1–10.
[https://doi.org/10.1016/S0959-4752\(01\)00014-7](https://doi.org/10.1016/S0959-4752(01)00014-7)
- Kolar, T., & Zabkar, V. (2010). A consumer-based model of authenticity: An oxymoron or the foundation of cultural heritage marketing? *Tourism Management*, 31(5), 652–664. <https://doi.org/10.1016/j.tourman.2009.07.010>
- Le, T. H., Arcodia, C., Novais, M. A., & Kralj, A. (2019). What we know and do not know about authenticity in dining experiences: A systematic literature review. *Tourism Management*, 74, 258–275. <https://doi.org/10.1016/j.tourman.2019.02.012>
- Lee, G., Lin, X., Choe, Y., & Li, W. (2021). In the eyes of the beholder: The effect of the perceived authenticity of sanfang qixiang in Fuzhou, China, among locals and domestic tourists. *Sustainability*, 13(22). <https://doi.org/10.3390/su132212353>
- MacCannell, D. (1973). Staged authenticity: Arrangements of social space in tourist settings. *American Journal of Sociology*, 79(3), 589–603.
<https://doi.org/10.1086/225585>
- Matsuoka, H., & Arai, A. (2017). The Japanese sport industry. In J. J. Zhang, R. H. Huang, & J. Nauright (Eds.), *Sport business in leading economies* (pp. 205–237). Emerald Publishing Limited. <https://doi.org/10.1108/978-1-78743-563-620171009>
- Nishi-Nippon Shimbun. (2023). *Kyushu Grand Sumo Tournament, full house for the first time in 4 Years for all 15 days*. <https://www.nishinippon.co.jp/item/n/1150384/>
- Norman, G. (2010). Likert scales, levels of measurement and the “laws” of statistics. *Advances in Health Sciences Education*, 15(5), 625–632.
<https://doi.org/10.1007/s10459-010-9222-y>
- Palso, N. T., Ivy, M. I., & Clemons, J. W. (2009). A comparison of local and non-local visitor information-seeking behavior by visitors to civil war-related US national park

- service sites. *Journal of Heritage Tourism*, 4(1), 57–71.
<https://doi.org/10.1080/17438730802233872>
- Pearce, P. L., & Moscardo, G. M. (1986). The concept of authenticity in tourist experiences. *Journal of Sociology*, 22(1), 121–132.
<https://doi.org/10.1177/144078338602200107>
- Pechlaner, H., Pichler, S., & Herntrei, M. (2012). From mobility space towards experience space: Implications for the competitiveness of destinations. *Tourism Review*, 67(2), 34–44. <https://doi.org/10.1108/16605371211236150>
- Pine, J., & Gilmore, J. (1999). *The experience economy: Work is theatre & every business a stage*. Harvard Business School Press.
- Ponsignon, F., Lunardo, R., & Michrafy, M. (2021). Why are international visitors more satisfied with the tourism experience? The role of hedonic value, escapism, and psychic distance. *Journal of Travel Research*, 60(8), 1771–1786.
<https://doi.org/10.1177/0047287520961175>
- Prayag, G., & Del Chiappa, G. (2023). Nostalgic feelings: Motivation, positive and negative emotions, and authenticity at heritage sites. *Journal of Heritage Tourism*, 18(3), 349–364. <https://doi.org/10.1080/1743873X.2021.1874000>
- Rickly, J. M. (2022). A review of authenticity research in tourism: Launching the Annals of Tourism Research Curated Collection on authenticity. *Annals of Tourism Research*, 92, 103349. <https://doi.org/10.1016/j.annals.2021.103349>
- Sasakawa Sports Foundation. (2023). *Sport life data 2022 - the 2022 SSF national sports-life survey*. Sasakawa Sport Foundation.
- Song, H., Phan, B. Van, & Kim, J. (2019). The congruity between social factors and theme of ethnic restaurant: Its impact on customer's perceived authenticity and behavioural intentions. *Journal of Hospitality and Tourism Management*, 40, 11–20.
<https://doi.org/10.1016/j.jhtm.2019.05.001>
- Sousa, C. M. P., & Bradley, F. (2006). Cultural distance and psychic distance: Two peas in a pod? *Journal of International Marketing*, 14(1), 49–70.
<https://doi.org/10.1509/jimk.14.1.49>
- Steiner, C. J., & Reisinger, Y. (2006). Understanding existential authenticity. *Annals of Tourism Research*, 33(2), 299–318. <https://doi.org/10.1016/j.annals.2005.08.002>
- Stigler, G. J., & Becker, G. S. (1977). De gustibus non est disputandum. *The American Economic Review*, 67(2), 76–90. <https://www.jstor.org/stable/1807222>

- Takata, K., & Hallmann, K. (2022). Sport fans' nostalgia and revisit intention to stadiums during the Covid-19 pandemic. *International Journal of Event and Festival Management*, 13(4), 406–421. <https://doi.org/10.1108/IJEFM-02-2022-0016>
- Timothy, D. J., & Boyd, S. W. (2003). *Heritage Tourism*. Prentice Hall.
- United Nations. (2010). *International recommendations for tourism statistics 2008*. <https://doi.org/10.18356/05265168-en>
- Urry, J., & Larsen, J. (2011). *The Tourist Gaze 3.0*. Sage.
- Visit Britain Research. (2021). *Football tourism in the UK: Foresight 179*.
- Waitt, G. (2000). Consuming heritage: Perceived historical authenticity. *Annals of Tourism Research*, 27(4), 835–862. [https://doi.org/10.1016/S0160-7383\(99\)00115-2](https://doi.org/10.1016/S0160-7383(99)00115-2)
- Wang, N. (1999). Rethinking authenticity in tourism experience. *Annals of Tourism Research*, 26(2), 349–370.
- Wicker, P., Hallmann, K., Breuer, C., & Feiler, S. (2012). The value of Olympic success and the intangible effects of sport events - a contingent valuation approach in Germany. *European Sport Management Quarterly*, 12(4), 337–355. <https://doi.org/10.1080/16184742.2012.693117>
- Wicker, P., Prinz, J., & von Hanau, T. (2012). Estimating the value of national sporting success. *Sport Management Review*, 15(2), 200–210. <https://doi.org/10.1016/j.smr.2011.08.007>
- Wicker, P., Prinz, J., & Weimar, D. (2013). Big spenders in a booming sport: Consumption capital as a key driver of triathletes' sport-related expenditure. *Managing Leisure*, 18(4), 286–299. <https://doi.org/10.1080/13606719.2013.809190>
- Xing, X., Zhang, R., & Taks, M. (2022). The effects of health, social, and consumption capital on running-related expenditures in China. *European Sport Management Quarterly*, 22(3), 398–418. <https://doi.org/10.1080/16184742.2020.1793376>
- Yang, L., & Wall, G. (2009). Authenticity in ethnic tourism: Domestic tourists' perspectives. *Current Issues in Tourism*, 12(3), 235–254. <https://doi.org/10.1080/13683500802406880>
- Ye, S., Xiao, H., & Zhou, L. (2018). Commodification and perceived authenticity in commercial homes. *Annals of Tourism Research*, 71, 39–53. <https://doi.org/10.1016/j.annals.2018.05.003>

- Yuksel, A. (2004). Shopping experience evaluation: A case of domestic and international visitors. *Tourism Management*, 25(6), 751–759.
<https://doi.org/10.1016/j.tourman.2003.09.012>
- Zeithaml, A. V. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2–22.
<http://www.jstor.org/stable/1251446>
- Zhou, Q. B., Zhang, J., Zhang, H., & Ma, J. (2015). A structural model of host authenticity. *Annals of Tourism Research*, 55, 28–45. <https://doi.org/10.1016/j.annals.2015.08.003>

5 Experiencing and outcomes of perceived authenticity

This chapter has been published as:

Takata, K., & Hallmann, K. (2025). Experiencing authenticity at heritage sporting events. *Event Management, Advanced online publication*.
<https://doi.org/10.3727/152599525X17367484906417>

This article is published under the terms of the Creative Commons CC BY license, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Abstract

This research examined the relationships between the perceived authenticity of a heritage sporting event, positive emotions, cross-cultural understanding, and word-of-mouth intention of international tourists. The stimulus-organism-response theory and the broaden-and-build theory informed the model. Study 1 employed an online survey with 156 international fans of Sumo to assess the reliability of the measures. In Study 2, structural equation modeling was conducted using an on-site survey of 272 international tourists attending Sumo events in Tokyo. Results showed that perceived authenticity positively influenced positive emotions, which in turn significantly affected word-of-mouth intention and cross-cultural understanding. These findings revealed the importance of perceived authenticity in shaping tourists' experiences and cultural capital acquisition, an area not previously explored. The results highlighted the role of cognitive and psychological states in developing tourists' cultural capital through event participation. For practitioners, this study highlighted the potential of heritage sporting events as a tourism resource, promoting traditional sports and destination marketing.

Keywords: authentic experience, sport heritage, international tourism, cultural capital

5.1 Introduction

Heritage tourism often emphasizes the authenticity of a place, with sport heritage as an important role in attracting tourists (Hinch & Higham, 2005). Sport heritage is defined as “the recognition and use of the sporting past as a means of addressing or illuminating a variety of cotemporally social, cultural, and economic processes and practices” (Ramshaw, 2020, p. 4). For instance, Alpe d’Huez in the French Alps has become a ‘must see’ destination for fans of the Tour de France (Lamont & Ross, 2021). Sport heritage research has explored museums, such as the National Baseball Hall of Fame (Ramshaw et al., 2019), and stadiums, such as the Bank of America Stadium (Ramshaw et al., 2013). However, these studies predominantly emphasized tangible representations of sport heritage, often overlooking the experiential aspects within the event context (Pinson, 2016, 2017). Countries often use sport heritage for tourism: Football in the United Kingdom attracted 1.5 million international visitors (Visit Britain Research, 2021), while Japan’s tourism campaigns promote traditional sports, such as Sumo, Judo, and Karate (Japan Sports Agency, 2019). Thus, this research examines how tourists’ perception of authenticity shapes their event experiences, addressing the growing practical interest and the need for further research in event experiences (Hallmann & Zehrer, 2015).

The significance of events as a form of sport heritage became widely recognized since the Kirkpinar Oil Wrestling Festival in Turkey, the Naadam in Mongolia, and the Dragon Boat Festival in China were listed as UNESCO’s intangible cultural heritage in 2008 (Pinson, 2017). These events were conceptualized as a heritage sporting event: “an event, generally involving a single sport, that has taken place in the same place for many years and that has been held regularly since its foundation” (Chappelet, 2015, p. 59). Characterized by their recurrence, specific location, local governance, and longevity, these events are part of a location’s heritage (Chappelet, 2015; Pinson, 2016). The heritage sporting events were described as offering tourists an authentic destination experience (Higham & Hinch, 2009; Ramshaw & Gammon, 2015), though empirical findings were limited. While studies on the Naadam (Zhang et al., 2018) and the Dragon Boat Festival (McCartney & Osti, 2007) examined tourists’ behavioral outcomes, these studies lacked robust theoretical foundations regarding the relationships between constructs.

A theory-based explanation was provided on how heritage sporting events function to offer authenticity (MacCannell, 1973). Goffman’s front-backstage theory (1959) proposed that authenticity is offered to tourists not in the frontstage prepared for visitors

but through the backstage experience of the destination. In heritage sporting events, becoming part of the audience alongside local spectators, enjoying unpredictable outcomes of the sporting event, and interacting with locals in sport events cater to the tourist's backstage experience (Higham & Hinch, 2018). For example, international visitors at Celtic Park perceived authenticity when chatting with and chanting with local fans (Cordina et al., 2019).

In the authentic experience, tourists' psychological states greatly shape their experiences from perception to reactions (Breitsohl & Garrod, 2016). Tourists' positive emotion enhances tourists' behavioral intentions, such as word-of-mouth intention of the destination (Hosany et al., 2021) and enriches event attendees' cultural capital (Rossetti & Quinn, 2021). Cultural capital is an individual's knowledge or ideas accumulated through participation in various activities (Bourdieu, 1977, 1984; DiMaggio, 1982), such as cultural events (Rossetti & Quinn, 2021) and sports events (Fairley & O'Brien, 2018; Light & Kirk, 2001). These activities can stimulate curiosity about the place's authenticity and satisfy their intellectual desire (Pine & Gilmore, 1999) through these educational aspects of the events (Hallmann et al., 2021; Ramshaw, 2020). Nonetheless, in event and tourism studies, cultural capital was primarily discussed as a precursor of visitors' expenditure (Lee, 2017) and consumption experiences (Willekens & Lievens, 2014).

Therefore, this study addressed the lack of comprehensive theoretical explanations regarding the relationship between tourists' perceived authenticity, positive emotion, word-of-mouth intention, and cultural capital acquisition. By focusing on heritage sporting events as a backstage destination experience (Goffman, 1959), this study aimed to investigate the impact of tourists' perceived authenticity on their cultural capital acquisition and word-of-mouth intention, emphasizing the role of positive emotion. Including cultural capital as an outcome adds to the conceptualized notion of embodied cultural capital through events (Rossetti & Quinn, 2021) and addresses an under-researched topic in event management (Getz & Page, 2014; Kisida et al., 2014). Focusing on Sumo wrestling in Japan, this research contributes to addressing the geographical imbalance of authenticity studies within sport tourism, which have been predominantly Western-centric (Takata & Hallmann, 2021).

This study supports UNESCO's initiative, Traditional Sports and Games (UNESCO, n.d.), which has recently attempted to rediscover existing resources of these events, yet its tourism values are less documented. While the risk of event tourism

commodifying and potentially undermining authenticity was recognized (Timothy & Boyd, 2003), justifications are often limited to tradition preservation, with insufficient strategies for preserving and utilizing authenticity (Getz & Page, 2014).

5.2 Literature review

5.2.1 Sport heritage and heritage sporting event

Sport heritage is socially constructed through the interplay of place, people, objects, and practices (Lamont & Ross, 2021), emerging as tangible (e.g., venue, monuments) and intangible (e.g., traditional chants) assets (Ramshaw & Gammon, 2017). The intangible assets are divided into two categories: heritage of sport, focusing on a sport's specific culture and history (e.g., athlete's winning records), and sport as heritage, where sports transcend their competitive dimension and become broader cultural heritage (Ramshaw & Gammon, 2005). Heritage sporting events, tied to specific locations, exemplify this latter category by representing a community's identity and cultural practices (Ramshaw, 2020). However, the literature has primarily focused on how sport heritage is constructed (e.g., Ramshaw et al., 2019; Ramshaw & Gammon, 2010; Ramshaw et al., 2013) and how heritage sporting events are formed (Pinson, 2016, 2017), with limited attention to tourists' experiences. This gap is significant, as understanding how tourists experience these events could provide insights into the touristic value of sport heritage and its role as the backstage of the destination (Higham & Hinch, 2009).

5.2.2 Sumo as heritage sporting event

Sumo encompasses features defined as heritage sporting events (i.e., longevity, event recurrence, specific location, and local governance). In terms of longevity, Sumo is a sport with over 1,500 years of history in Japan, the only country where it is practiced professionally. The sport is deeply rooted in Japanese culture, including rituals like wrestlers' salt purifications before entering the ring, which stems from the Shinto religion (Japan Sumo Association, n.d.). While the long history and local religious connection to the sport reflect the heritage aspects of the event, the wrestlers compete to win the tournament. Within Ramshaw and Gammon's (2015) distinction of sport heritage and events (i.e., heritage- or competition-focused events), Sumo positions itself as a heritage sporting event that includes both sport and heritage as its primary focus.

Regarding events recurrence and specific location, the Ground Sumo Tournaments are held six times every year in the same venues: three in Tokyo (January, May, and

September) and one each in Osaka (March), Nagoya (July), and Fukuoka (November). These events are locally governed by the Japan Sumo Association, Japan's oldest established professional sports organization (Matsuoka & Arai, 2017). Additionally, Sumo tournaments, as a heritage sporting event in Japan, are nationally broadcast. Approximately one-third of the Japanese population watches Sumo annually, ranking it as the sixth most popular sport (Sasakawa Sports Foundation, 2023). Despite the historically closed nature of the organization, the Japanese Sumo Association has recently become more transparent in aligning with tourism promotion efforts, including launching an English YouTube channel in 2022. However, statistics on their fan base remain undisclosed.

5.2.3 Authenticity

Authenticity is central to consumers' experiential consumption (Pine & Gilmore, 1999). As it gains conceptual significance in the experience economy, authenticity has recently been reviewed across various fields, such as marketing (Nunes et al., 2021), management (Lehman et al., 2019), and tourism (Le et al., 2019; Moore et al., 2021; Rickly, 2022). These reviews highlighted continuous conceptual heterogeneity, as the definition of authenticity remains ambiguous because it "means different things to different consumers in different contexts" (Grayson & Martinec, 2004, p. 297), resulting in 63 explanations (Nunes et al., 2021). However, they also revealed a shared understanding of the multidimensional structure and the basic meaning of authenticity: authenticity conveys the idea of something real, genuine, and true to the original (Beverland & Farrelly, 2010).

Research on heritage sporting events identified authenticity as essential to the event (Pinson, 2017), but an understanding of what constitutes authenticity remains limited. In tourism and event settings, the concept of authenticity covers various scenes intersecting with objects, people, and places. Most discussions have anchored, for decades, on three dominant ideologies: objectivism, constructivism, and existentialism (Chhabra, 2019; Moore et al., 2021). Previous studies have often employed multiple approaches within single research (Rickly, 2022), also observed in authenticity research in sport tourism (Takata & Hallmann, 2021).

Objective authenticity was initially introduced to interpret authenticity. The perspective was employed when MacCannell (1973) discussed authenticity concerning real and staged tourist environments. The objectivism toward authenticity refers to the authenticity of the original (Wang, 1999), focusing on essentialist qualities found in objects and places. From this perspective, authentic features exist in tangible materials (Moscardo,

2018), such as the historical stadium of Celtic Park (Cordina et al., 2019) and the French Alps in the landscape of the Tour de France (Lamont, 2014). The tangibility is appraised using external knowledge and criteria (Cohen & Cohen, 2012). However, these objective assets are likely to be selected or even sanitized to present what a society or community wants to restore or remember (Timothy & Boyd, 2003), and the process of knowledge transmission is changeable across generations (García-Almeida, 2019). In other words, objective authenticity is viewed as an agreed-upon and objectively defined entity that can be obtained (Reisinger & Steiner, 2006).

Constructive authenticity was proposed to capture an intangibility that reflects the individually and socially constructed nature of authenticity (Cohen, 1988; Wang, 1999). Tourists are allowed to determine what is authentic, considering authenticity as negotiable (Cohen, 1988) and a matter of self-judgment (Moscardo & Pearce, 1999). This concept was proposed by Cohen (1979) to complement MacCannell's (1973) objectivism-based idea, adding to tourists' impressions of whether their travel situation is authentic or inauthentic. While the approach is still considered object-oriented (Chhabra, 2005; Wang, 1999), the notion heavily relies on tourists themselves, not real properties or tangible assets (Moscardo & Pearce, 1999). That is, constructive authenticity emerges through an individual's negotiations with encounters and sensations of authenticity in tourism settings (Chhabra et al., 2003; Rickly et al., 2023), relating to the emergent nature of authenticity (Cohen, 1988). In heritage sporting events, tourists' subjective interpretation of event symbols—shaped by media representation and narratives connecting the event to the destination—reflects constructive authenticity (Lamont & McKay, 2012; Pinson, 2016).

The existentialism approach, introduced within Wang's (1999) framework, builds on Pearce and Moscardo's (1986) emphasis on people-based experience in a tourist environment of authenticity. This perspective captures on-site activity-based experiences (Steiner & Reisinger, 2006) and relies on tourists' subjective perceptions, such as anxiety (Sharma & Rickly, 2019), body feelings, or *communitas* (Kim & Jamal, 2007; Wang, 1999). These are observed in sport tourism experiences, such as levels of engagement and sensory perceptions with the cycling course (Shipway et al., 2016). However, Rickly (2022) noted that existential authenticity is likely to encompass more than subjective experiences, involving the interaction of objective and constructive components (Kolar & Zabkar, 2010). The overuse of existential authenticity was also cautioned against, as it is increasingly distancing from its roots in existential philosophy (Rickly, 2022).

Yet, the multiple conceptualizations lead to ontological problems (Reisinger & Steiner, 2006), hindering a broad consensus on the concept (Cohen & Cohen, 2012). While these scholarly efforts have underscored how authenticity is used in society, these conceptual ambiguities hinder studies examining “what authenticity actually does” (Rickly-Boyd, 2012, p. 284). Given the increasing interest in tourists’ authenticity experience in heritage sporting events (Pinson, 2017), adopting more flexible approaches to conceptualizing authenticity, like overall authenticity (Nunes et al., 2021), could offer a more comprehensive understanding of tourism and event research. Such an approach addresses remaining crucial topics, such as the linkage between authenticity and emotive and/or cognitive implications (Chhabra, 2019).

5.2.4 Cultural capital acquisition

Bourdieu (1977) proposed three forms of cultural capital: embodied cultural capital, objectified cultural capital, and institutionalized cultural capital. Embodied cultural capital includes the knowledge and abilities necessary to appreciate cultural goods and activities. Objectified cultural capital encompasses material forms such as books and paintings, while institutionalized cultural capital refers to academic qualifications and certifications. Bourdieu (1977) originally introduced embodied cultural capital as something reproduced in the family and influenced by early schooling, which helps to form one’s social status. While Bourdieu’s description of cultural capital, which can be reproduced across generations within families since childhood, explains the success of wealthy families. Conversely, DiMaggio (1982) emphasized the mobility of cultural capital, which can be acquired throughout one’s life, extending across social classes. This idea of cultural mobility provided an additional argument for the success of individuals from disadvantaged backgrounds. Although embodied cultural capital is typically considered as something acquired over the long term (Bourdieu, 1977), recent studies suggested that temporal activities, such as event participation, also contribute to individuals’ accumulation of embodied cultural capital (Kisida et al., 2014; Throsby, 1999).

Rossetti and Quinn (2021, 2023) further conceptualized the embodiment of cultural capital through event participation, suggesting it is gained through an individual’s bodily experiences and influenced by pre-existing cultural resources and time. The bodily experiences, perceived through the five senses and physical movements (Rossetti & Quinn, 2023), are evident in the immersive and sensory aspects of sport events (Hallmann et al., 2021), including physical practices (Light & Kirk, 2001) and iconic locations of sports

events (Fairley & O'Brien, 2018). Such features highlight how participation in heritage sporting events and the associated perceptions of the experiences contribute to cultural capital acquisition. However, previous research has focused on conceptual and qualitative approaches, ignoring quantitative investigations that could support generalization. The limited examination leaves a research gap in understanding the educational impact of events (Getz & Page, 2014; Kisida et al., 2014), which this research seeks to address.

5.2.5 Relationship between perceived authenticity and experience

In the relationship between tourists' perceived authenticity and their experiences—including cultural capital acquisition and word-of-mouth intention—psychological states play a key role in shaping perception and reactions (Breitsohl & Garrod, 2016). Applying Stimulus-Organism-Response theory ([SOR] Mehrabian & Russell, 1974) and Broaden-and-Build theory (Fredrickson, 2001), this study filled a theoretical gap. By integrating the two theoretical lenses, this study suggested that positive emotions, triggered by perceptions, are central to the cognitive link between perceived authenticity and destination appreciation.

SOR theory suggests that perceptual inputs (stimuli) affect emotional states (organism), which in turn lead to behavioral outputs (responses), thereby highlighting the critical role of emotions in the tourist experience (Mehrabian & Russell, 1974). This theoretical framework has been supported in tourism and sport events. For example, Jang et al. (2020) explored the interrelationship between a sportscape, positive emotions, and behavioral intention, though their focus was on service experience as a sportscape rather than perceived authenticity.

In the stimulus-organism process, the impact of authenticity perception on positive emotion was supported in heritage and tourism research (Domínguez-Quintero et al., 2019; Jang et al., 2012). Emotion is described as “acute, intense, and typically brief psychophysiological changes that result from a response to a meaningful situation in one's environment” (Rosenberg, 1998, p. 250). Positive emotions are subjective and influenced by external environments, including interactions with people, places, and events (Schachter, 1964). For example, a hedonic experience in a casino stimulated positive emotions such as fun, interest, relaxation, and pleasant feeling (Io, 2016), similarly observed among snowboarders, golfers, and long-distance runners (Mirehie et al., 2021). Although tourism and positive psychology research focused on studying sports contexts due to the intense emotions and sense of community evoked by sport events (Filep &

Laing, 2019), the research gap remains. Therefore, the following hypothesis was proposed for this study:

Hypothesis 1 Perceived authenticity of heritage sporting events enhances the positive emotions of sport tourists.

As the organism-response relationship, the link between positive emotions and behavioral intentions was explored for tourists (Kim et al., 2020) and sport spectators (Jang et al., 2020), but not for tourists at heritage sporting events. SOR theory suggests that emotional responses to a novel experience drive certain behavioral intentions (Mehrabian & Russell, 1974). Emotions evoked during a sport event experience are crucial factors in shaping their post-experience behaviors. Based on the previous findings, the following hypothesis was proposed:

Hypothesis 2 Sport tourists' positive emotions at heritage sporting events increase their word-of-mouth intention.

The Broaden-and-Build theory underscores the significance of positive emotions in expanding people's thought-action repertoires, including cultural capital acquisition (Fredrickson, 2001). Experiments indicated that a broadened mindset produced by positive emotions, such as interest and curiosity, enhanced one's attention to gaining experiential learning, fostering intellectual and social resources (Fredrickson & Branigan, 2011; Fredrickson & Losada, 2005). Positive emotions promoted an open-minded and flexible attitude toward unfamiliar cultures, enhancing cross-cultural empathy (Nelson, 2009).

Tourism experiences provide opportunities for gaining new knowledge and perspectives and creating personal connections with a destination (Falk et al., 2012). Tourism scholars assessed tourists' cultural capital acquisition through self-reported changes in awareness, appreciation, and concern regarding the destination (Ballantyne et al., 2011, 2018; Dilletta et al., 2016). Heritage sporting events, serving as the backstage of destinations, deepened tourists' understanding of the communities through the sport (Chappelet, 2015; McCartney & Osti, 2007; Pinson, 2017). Thus, this study on international tourists' experiences at heritage sporting events captured learning appreciation toward different cultures under the concept of cross-cultural understanding.

Cross-cultural understanding was developed through tourists' on-site activities, including social interactions with locals, sensory stimuli reflecting the local culture, and fun activities at the destination (Li et al., 2021). These experiential moments were integral to sport events, where attending events offered opportunities for tourists to mingle with

natives (Fairley & Tyler, 2009), experience local foods at a stadium (Cordina et al., 2019), and immerse in the spectacle in the common topic—sport (Hallmann et al., 2021). These evoked positive emotions and enhanced focus on experiential opportunities (Fredrickson, 2001). However, literature on sports events and tourism has overlooked the link. Thus, this study tested the following hypothesis:

Hypothesis 3 Sport tourists' positive emotions at heritage sporting events enhance their cross-cultural understanding.

5.3 Research design

This research followed a two-step approach to structural equation modeling (SEM). Study 1, as a pre-test, assessed the reliability and validity of the measures developed in different tourism-related settings for sport tourism. After the scale validation in Study 1, the proposed hypotheses were tested in Study 2.

5.4 Study 1: Pre-test

5.4.1 Measures

The hypothesis model included four constructs: overall perceived authenticity (two items; Nunes et al., 2021), positive emotion (four items; Io, 2016), word-of-mouth (three items; Alexandrov et al., 2013), and cross-cultural understanding (eight items; Ballantyne et al., 2011). Following the literature, perceived authenticity and positive emotion were measured on a five-point Likert scale (from 1—not at all to 5—very much). Word-of-mouth and cross-cultural understanding were evaluated using a seven-point Likert scale (from 1—strongly disagree to 7—strongly agree). Table 7 shows details of question sentences and items. Common method variance (CMV) was analyzed using three items of a blue marker construct (e.g., “I prefer blue to other colors,” “I like the color blue,” and “I like blue clothes”; Simmering et al., 2015). The marker variables were considered theoretically and conceptually unrelated to this study's observed variables. The marker items were scored on the same Likert scale as the main items, from 1 to 7 (Simmering et al., 2015).

Demographic information was also collected.

5.4.2 Data collection

Due to COVID-19 control in Japan, international Sumo fans who had attended live-Sumo during their previous visits to Japan instead of Sumo spectators from abroad were contacted. The sample was recruited by posting the survey link on Twitter and international

Sumo fan groups on Facebook, and introducing the survey link in collaboration with an American Youtuber and American podcasters who broadcast Sumo-related topics with contributions in English. The data collection period was from 11th September until 11th October 2022. The online survey was conducted in English, and the landing page provided context of the study and included informed consent. For instance, information that participation was anonymous and voluntary, and that participants were free to withdraw at any time. The survey additionally asked about when and where fans experienced a Sumo tournament. A short 15-second video of a Sumo wrestlers' fight was included to evoke on-site emotions. The video, self-recorded by the first author at a previous Grand Sumo Tournament in Tokyo, aimed at enhancing memory recall (Penney, 1989).

Determining an appropriate sample size for covariance-based SEM is crucial, with various rules-of-thumb suggested, criticized, and re-suggested (Bollen, 1989; Kyriazos, 2018; Nunnally, 1978). While a solid consensus remains elusive, estimating sample size before data collection is essential (Lakens, 2022). Following Westland's (2010) suggestion based on the number of observed items (21) and latent constructs (4), the expected effect size (0.3), the desired probability (0.05), and the statistical power level (0.8), the target was a minimum of 116 valid cases. The survey generated 156 responses, falling within the recommended range for adequacy (Bollen, 1989).

Most respondents were male (72.4%), and their average age was 47.4 (SD = 14.4). They are from diverse regions, including North America (59.6%), Europe (21.8%), and Oceania (9.0%). Many had a bachelor's degree (30.2%) or a postgraduate degree (34.7%). The most common attendance year at Sumo events was 2019 ($n = 30$), with a median year of 2017. On average, respondents had been Sumo fans for 14.6 years (SD = 12.5). They watched live Sumo in Japan an average of 2.71 times (SD = 4.4).

5.4.3 Data analysis

As a preliminary analysis, participants completed the survey on average in 10 minutes and 19 seconds. No missing values were found.

Confirmatory factor analysis (CFA) was performed to assess validity and reliability. Reliability was tested using Cronbach's alpha ($> .70$; Nunnally, 1978) and composite reliability (CR $> .70$; Hair et al., 2019). Average variance extracted (AVE) scores were examined for convergent validity ($> .05$; Fornell & Larcker, 1981). For discriminant validity, correlations between measured variables were tested, ensuring each correlation was smaller than the square root value of each AVE (Fornell & Larcker, 1981). The

following fit indices assessed model fit: normed model fit ($\chi^2/\text{df} < 5.0$; Bollen, 1989), comparative fit index (CFI $> .90$; Hu & Bentler, 1999), incremental fit index (IFI $> .95$; Hu & Bentler, 1999), Tucker-Lewis index (TLI $> .95$; Hu & Bentler, 1999), standardized root mean square residual (SRMR $< .10$, Kline, 2023), and root mean square error of approximation (RMSEA $< .08$; Hair et al., 2019).

CMV poses a threat to research relying on a single data source due to respondent-related sources (i.e., social desirability) and measurement-related sources (i.e., item complexity). This study addressed them through procedural and statistical controls (Kock et al., 2021). Procedural controls included reviewing the questionnaire design by a native English speaker who had worked as an English teacher and was not a research team member. The linguistic procedure was necessary to ensure the overall readability of the questionnaire. Ensuring anonymity and randomizing the item order for each construct were also implemented.

As statistical control, a CFA marker technique (Williams et al., 2010) using a latent construct of the color blue was employed. The marker technique analyzed the five models: 1) A common CFA model without restrictions; 2) A baseline model in which the substantive latent variables were correlated with each other but not with the latent marker variable and the measurement errors' variances were fixed at the values obtained from the CFA model; 3) The third model (Method-C) additionally imposed equal factor loadings from the latent marker variable to all substantive observed indicators in the baseline model; 4) In the fourth model (Method-U), the latent marker variable was allowed to have different estimates for the substantive observed indicators; and 5) The final model (Method-R) used the correlations obtained between the substantive latent constructs from the baseline model to fix values in either the Method-C or Method-U models, depending on which model was supported—here the Method-U model was used.

5.4.4 Results

The model fit indices of the CFA were acceptable: $\chi^2/\text{df} = 169.642/111 = 1.528$, $p < .001$; CFI = .943; IFI = .944; TLI = .930; SRMR = .062; RMSEA = .058 (90% CI = .040–.075). However, the following items in positive emotion and cross-cultural understanding had low factor loadings: 'relaxing' (PE3; $\beta = .504$), 'pleasant' (PE4; $\beta = .323$), 'some of my beliefs have changed as a result' (CU3; $\beta = .504$), 'more concerned about Japan in particular' (CU6; $\beta = .555$), and 'learned some new facts or information' (CU7; $\beta = .551$). After removing them, a CFA was conducted again. The second CFA

yielded better model fit indices: $\chi^2/\text{df} = 52.050/46 = 1.132$, $p = .250$; CFI = .992; IFI = .992; TLI = .988.; SRMR = .046; RMSEA = .029 (90% CI = .000–.063). Although one positive emotion item, ‘interesting’ (PE2; $\beta = .585$), had a lower factor loading (Table 7), it was retained because of its importance for the construct. While the revised measures demonstrated adequate reliability and convergent validity, positive emotions exhibited slightly lower indices (Table 8). However, positive emotion items in the hypothesis test would be included with reasons. Some studies implied AVE above .400 is still acceptable (Verhoef et al., 2002; Yeh & Huan, 2017), based on Bagozzi and Yi’s (1988) assertion. Bagozzi and Yi (2012) argued against the rigid application of traditional standards to SEMs, emphasizing instead the importance of hypothesis testing and assessing model fit.

Table 7 Results of CFA

	Study 1 (<i>n</i> = 156)				Study 2 (<i>n</i> = 272)			
	β	α	CR	AVE	β	α	CR	AVE
<i>Perceived authenticity</i> (“To what extent do you agree/disagree with the following statements?”)		.882	.886	.796		.860	.862	.758
PA1: The experience of Sumo constituted overall an authentic experience	.945				.839			
PA2: Everything considered, the experience of Sumo produced authenticity	.836				.901			
<i>Positive emotion</i> (“Watching sumo in the stadium was ...”)		.620	.632	.466		.736	.759	.612
PE1: Fun	.768				.789			
PE2: Interesting	.585				.775			
PE3: Relaxing	dropped							
PE4: Pleasant	dropped							
<i>Word-of-mouth intention</i> (“To what extent did/will you do the following after your trip to Japan?”)		.770	.784	.550		.957	.957	.881
WoM1: Say positive things about the Sumo event	.705				.909			
WoM2: Recommend the Sumo event to others	.839				.964			
WoM3: Recommend the Sumo event to someone else who was looking for travel advice	.669				.942			
<i>Cross-cultural understanding</i> (“To what extent do you agree/disagree with the following statements?”)		.852	.857	.548		.847	.852	.597
CU1: The Sumo experience has made me more interested in Japan	.773				.855			
CU2: The Sumo experience has made Japan more meaningful to me	.795				.894			
CU3: Feel more strongly about Japan	.830				.735			
CU4: Have a better understanding of Japan	.640				.565			
CU5: More concerned about Japan in general	.642				dropped			
CU6: More concerned about Japan in particular	dropped							
CU7: Some of my beliefs have changed as a result	dropped							
CU8: Learned some new facts or information	dropped							

Table 8 Means, correlation matrix, and discriminant validity

		Mean	SD	Correlation and Discriminant Validity				
				PA	PE	WoM	CU	Blue
Study 1	Perceived authenticity ^{*1}	4.60	0.48	.892				
	Positive emotion	4.89	0.29	.190	.683			
	Word-of-mouth intention	6.53	0.69	.354	.482	.742		
	Cross-cultural understanding	5.67	0.88	.383	.254	.413	.740	
	Blue marker	5.08	1.16	.087	.027	.029	.167	-
Study 2	Perceived authenticity ^{*1}	6.44	0.84	.871				
	Positive emotion	4.75	0.44	.321	.782			
	Word-of-mouth intention	6.59	0.72	.640	.530	.939		
	Cross-cultural understanding	5.53	1.08	.413	.339	.525	.773	
	Blue marker	5.37	1.16	.185	.133	.166	.230	-

Note: The square roots of AVEs are shown in *italics*.

^{*1}: A five-point Likert scale was utilized in Study 1, and a seven-point Likert scale was used in Study 2.

5.5 Study 2: Hypothesis test

5.5.1 Measures

The same scale and questions from Study 1 were used, with adjustments made for word-of-mouth and perceived authenticity. Word-of-mouth questions were modified to future tense to assess intended word-of-mouth (see Table 7). The two-item perceived authenticity scale was expanded from five- to a seven-point Likert scale. Research suggests minimal impact when changing scale formats from five- to seven-point scales (Dawes, 2002, 2008; Heggstad et al., 2019). Dawes (2008) revealed negligible differences in mean score, skewness, and kurtosis between five- and seven-point scales.

To ensure reliability and validity, t-tests were conducted on the two perceived authenticity items between Study 1 (five-point scale) and Study 2 (seven-point scale) using Dawes's (2002) arithmetic procedure, rescaling the five- and seven-point scale to 10 points. The t-test results for PA1 indicated no significant difference between Study 1 ($M = 9.15$, $SD = 1.09$) and Study 2 ($M = 9.15$, $SD = 1.39$; $t(df) = 0.012(426)$, $p = .99$). Similarly, the test for PA2 shows no difference between Study 1 ($M = 9.05$, $SD = 1.17$) and Study 2 ($M = 9.16$, $SD = 1.31$; $t(df) = -1.022(426)$, $p = .31$). These results suggested that the scale adjustments had hardly impact on the outcomes of these studies.

5.5.2 Data collection

After the COVID-19 border restrictions were lifted in Japan, an on-site survey in Tokyo from January 10th to 22nd, 2023, at the Grand Sumo Tournament, was conducted. The paper-based questionnaire was distributed to international tourists attending an English-guided Sumo tour organized by a Japanese travel company. The half-day tour, starting near the Ryogoku Kokugikan National Sumo Arena, included a 2.5-hour live Sumo tournament. Before the tour began, the research purpose and ethical considerations were explained in English. As an incentive to complete the questionnaire, respondents were offered a postcard that featured a Sumo wrestler. The English questionnaires were distributed and collected in the arena at the end of the tour. In total, 312 responses were collected, excluding 40 individuals under 18, resulting in the final sample of $n = 272$ (87.2%).

Of the 272 respondents, 51.8% were male, averaging 36.6 years ($SD = 12.7$). Predominantly from North America (44.2%) and Oceania (41.6%), most had bachelor's (37.0%) or postgraduate degrees (33.4%). Their average length as Sumo fans was 2.73 years ($SD = 7.06$). Most were attending the event for the first time.

5.5.3 Data analysis

CFA was conducted to assess measurement validity and reliability using pre-test constructs. The CFA marker technique evaluated CMV. SEM tested the hypothesized model. Thirteen responses (4.8%) had missing values. The highest missing data percentage was 2.6%. Given the low rate, the unconditional mean imputation technique was applied.

5.5.4 Results

Although the model fit indices were acceptable ($\chi^2/df = 67.011/48 = 1.396$, $p = .036$; CFI = .991; IFI = .991; TLI = .987; SRMR = .034; RMSEA = .038, with a 90% CI of .010–.059), one item of cross-cultural understanding had a low factor loading: 'More concerned about Japan in general' (CU5; $\beta = .277$). After removing the item, a second CFA was conducted. The model fit indices supported the structure (Table 7; $\chi^2/df = 55.388/38 = 1.458$, $p = .034$; CFI = .991; IFI = .991; TLI = .987; SRMR = .026; RMSEA = .041, with a 90% CI of .012–.063). The reliability and validity indices exceeded the threshold, indicating that the measures adequately captured the constructs (Table 8).

Table 9 presents CMV testing results. Firstly, comparing the baseline model with the Method-C model suggested CMV presence ($\Delta\chi^2 = 5.822$, $\Delta df = 1$, $p < .05$). Secondly,

the Method-C vs. Method-U model test indicated CMV affecting indicators unequally ($\Delta\chi^2 = 18.311$, $\Delta df = 10$, $p < .05$). Thirdly, the Method-U vs. Method-R model comparison found CMV not distorting the substantial variables' relationships ($\Delta\chi^2 = 18.311$, $\Delta df = 6$, $p = .99$). Furthermore, the effect of method variance on the measures were assessed using Williams et al.'s (2010) reliability decomposition (Table 10). The results showed that the method components explained only 1.68% to 6.23% of the construct reliability.

Table 9 Effects of CMV

	Model	χ^2 (df)	CFI	RMSEA (90% CI)	Model Comparison	$\Delta\chi^2$	Δdf	p
Study 1	CFA	121.804 (80)	.954	.058(.036–.078)				
	Baseline	125.341 (80)	.961	.050(.027–.070)				
	Method-C	123.705(89)	.947	.055(.033–.074)	vs. Baseline	1.636	1	.200
	Method-U	119.726 (78)	.947	.059(.036–.079)	vs. Method-C	3.979	11	.971
	Method-R	125.947 (84)	.947	.057(.035–.076)	vs. Method-U	6.221	6	.399
Study 2	CFA	86.601 (67)	.992	.033(.000–.051)				
	Baseline	100.771 (77)	.990	.034(.009–.051)				
	Method-C	94.956 (76)	.992	.030(.000–.048)	vs. Baseline	5.822	1	< .05
	Method-U	76.645 (66)	.995	.024(.000–.045)	vs. Method-C	18.311	10	< .05
	Method-R	76.908 (72)	.998	.016(.000–.039)	vs. Method-U	0.263	6	.999

Table 10 Reliability decomposition

Latent Variable	Reliability Baseline Model	Decomposed Reliability Method-U Model		
	Total Reliability	Substantive Reliability	Method Reliability	% Reliability Marker Variable
Perceived authenticity	.87	.84	.03	3.77
Positive emotion	.85	.83	.01	1.68
Word-of-mouth intention	.95	.89	.06	6.23
Cross-cultural understanding	.95	.93	.03	2.65
Blue marker	.93	.93	0	

SEM indicated good model fit indices: $\chi^2/df = 57.440/40 = 1.436$, $p = .036$; CFI = .991; IFI = .991; TLI = .988; SRMR = .020; RMSEA = .040, with a 90% CI of .011–.062. The path from perceived authenticity to positive emotion was statistically significant (H1: $\gamma = .680$, $p < .001$). Positive emotion significantly influenced word-of-mouth intention (H2: $\gamma = .941$, $p < .001$) and cross-cultural understanding (H3: $\gamma = .565$, p

< .001). The model explained 46.2% of the variance in positive emotion, 88.6% in word-of-mouth intention, and 32.0% in cross-cultural understanding (Figure 3).

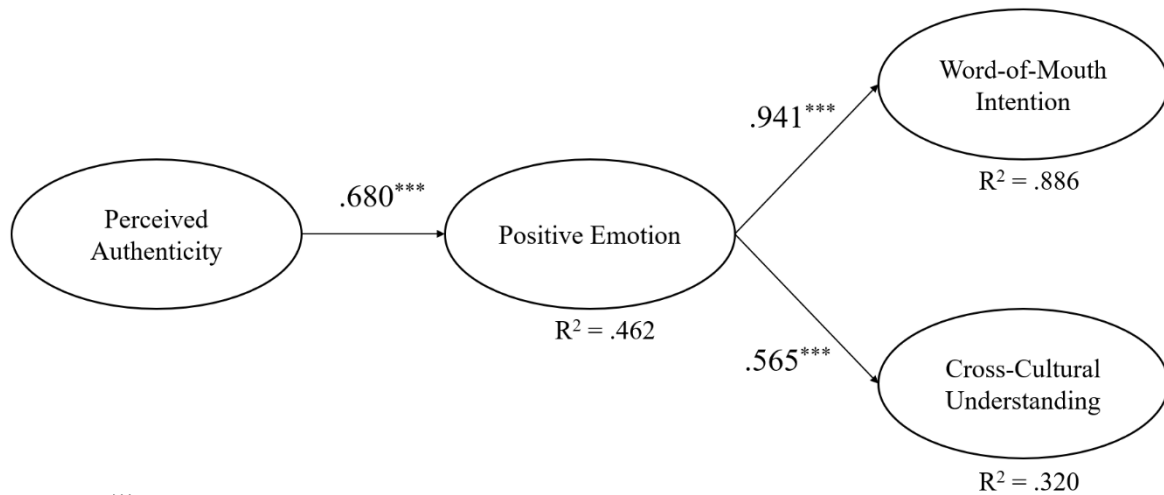


Figure 3 Hypothesis model test

5.6 Discussion and conclusion

Using the context of heritage sporting events, a significant relationship between tourists' perceived authenticity and positive emotions was found in this study, as identified in other tourism contexts (Jang et al., 2012; Kim et al., 2020). This finding addressed the call for further research on the connection between authenticity and emotions in various tourism contexts (Chhabra, 2019). However, the CFA results did not verify the original latent constructs, as items were dropped – this applied particularly to positive emotions. This echoed the argument that positive emotion components vary across contexts (Hosany et al., 2021). This study statistically validated the psychological construct only with two items, 'fun' and 'interest,' excluding 'pleasant' and 'relaxing' from the original scale developed for casino tourists (Io, 2016). Despite casinos sharing a hedonic nature with live-sport consumption, the heritage sporting environment, where the arena atmosphere influences the spectator's emotional states (Uhrich & Benkenstein, 2012), may explain this distinction. Unlike the casino setting, the heritage sporting site was dominated by domestic fans of Sumo, which may evoke international tourists' excitement and curiosity toward the sport, the crowds, and the local practices.

These integral moments of the destination's culture generated interest and a sense of fun for international tourists (Filep et al., 2013; Ramshaw & Gammon, 2017).

Meanwhile, the unfamiliar moods within the sacred setting of the Japanese traditional sport may adversely affect feelings of pleasure and relaxation. This aligned with the findings that perceptions of authenticity include anxiety related to the environment (Sharma & Rickly, 2019). Regarding the scale of emotions, in line with Hosany et al. (2021), the acknowledgment of this research was that event-related tourism studies adapting emotional scales from psychology might lack content validity.

This study presented a significant relationship between positive emotion and cross-cultural understanding of a destination. While Nelson's (2009) university-based experiments provided evidence that positive emotion triggers an understanding of unfamiliar cultures, our study extended these findings by confirming this relationship in a real-world context, thus improving both the reliability and validity of Nelson's conclusions. The data collected at heritage sporting events showed that positive emotion facilitated international tourists' acquisition of cultural capital. Unlike world-standardized organizations that tend to prohibit incorporating political and religious practices into sports, heritage sporting events offer participants a unique opportunity to experience local flavor through their event's features of local governance. These localized experiences captured tourists' interest and enjoyment, broadening their attention to details and fostering an understanding of unfamiliar cultures and settings. This heightened interest in the event promoted cross-cultural appreciation and awareness through the lens of local sports.

5.6.1 Theoretical implications

First, this study found that heritage sporting events shape tourists' cross-cultural understanding and word-of-mouth by highlighting the cultural and social values of heritage sporting events. Although previous studies described that heritage sporting events could lead to cultural capital acquisition (Hinch & Higham, 2005; Ramshaw & Gammon, 2015), evidence looking at tourists' experience were scarcely examined. Incorporating the SOR theory and the Broaden-and-Build theory, guiding perceived authenticity and positive emotion, validated the framework as a reliable theoretical foundation. This marks a significant theoretical advancement, contributing to the understanding of how tourists develop familiarity with destinations through sports-related travel activities.

Second, this study draws attention to the role of intangible sport heritage through events for tourists' cultural capital acquisition. While this is imaginable and described, empirical evidence addressing the 'how' aspect has been overlooked in heritage sporting events, despite literature on volunteer or wildlife tourism (Ballantyne et al., 2011, 2018;

Dillette et al., 2016). The findings on psychological resource formation enhance the understanding of cultural capital embodiment, as previously proposed through rural cultural event participation (Rossetti & Quinn, 2023). This suggests further research opportunities in other event contexts (Getz & Page, 2014).

Third, the identified link between perceived authenticity and positive emotion suggests that assessing overall authenticity may replace previously proposed complex authenticity types. This relationship was observed in quantitative studies evaluating authenticity dimensions (i.e., objective and existential authenticities; Domínguez-Quintero et al., 2019). However, reaching a solid consensus on the construct remains unclear (Rickly, 2022). The implication of this study is that it progresses toward addressing current scholars' concerns that the increasing attention to authenticity research predominantly investigates certain types of authenticity as perceived authenticity (Moore et al., 2021).

Lastly, this study provides measures of tourists' cultural understanding through heritage sporting events. Given the little attention to sport tourists' destination understanding, this study utilized a scale from wildlife tourism (Ballantyne et al., 2011). Consequently, while certain items, such as general concerns regarding the destination, were less relevant to understanding the place, those related to interest, meaningfulness, feelings, and a general understanding of the destination were retained.

5.6.2 Practical implications

This study highlights the potential of heritage sporting events as tourism resources, promoting traditional sports and destination marketing. This research suggests that heritage sporting events offer insights into establishing a psychological connection and access to the backstage of the destination through attending the event. In other words, local sports, characterized by their recurrence, specific location, local governance, and longevity (Chhaplet, 2015), function as the backstage experiences of the destination for tourists. In light of sustainable tourism development, leveraging existing resources with these characteristics could be a valuable option.

To promote more feasible practices with sports, the findings can be shared with policymakers and umbrella organizations at the global level, such as UNESCO's Traditional Sports and Games, fostering communication and collaboration with other organizations. Beyond the global awareness campaign, this research encourages the development of incentives or funding systems aimed at preserving and promoting sport heritage. Supporting heritage sporting events that provide tourists with authentic and

immersive experiences is essential, as these events foster emotional connections to the destination. This implication may be more relevant for locally unique sports (e.g., Capoeira in Brazil), which often lack financial support, than for globally accepted popular sports with a rich history, such as Canadian ice hockey.

5.6.3 Limitations and future research

First, while Study 2 indicated a very marginal presence of CMV with paper-pencil questionnaires, Study 1, which used an online survey with randomized item order, did not observe this effect. The online survey may exhibit sampling bias due to the limitations inherent in collecting data through social media.

Second, the sample sizes of both Study 1 and 2 were relatively small, although they were more than the feasible sample size suggested by Westland (2010). The lack of cooperation from the Japan Sumo Association due to its closed nature limited data collection. Future research is encouraged to establish robust relationships with event organizers.

Third, the self-reported tick box exercise may not fully capture participants' emotions. Incorporating qualitative interviews or assessing biometric data during the event would provide a more comprehensive understanding of international tourists' heritage sporting experience. Additionally, this research focused on specific positive emotions, potentially overlooking the full range of participants' experiences. Although the Likert scales included negative response options, the questions might have predominantly assessed positive emotions and behaviors. Future research should incorporate a broader range of emotional and behavioral measures to provide a more comprehensive understanding of participants' experiences.

Fourth, this cross-sectional study had modest sample sizes, preventing assessment of the duration of tourist attitudes post-trip. A longitudinal study is required to assess the long-term impact of trips on tourists' personal resources.

Fifth, this research assessed only bodily experiences on cultural capital acquisition within Rossetti and Quinn's (2021, 2023) conceptualization. Further studies are needed to additionally consider the impact of individual's pre-existing cultural resources and the role of time on cultural capital acquisition through event participation.

Sixth, the original scales of positive emotion required further consideration. CFAs provided only two items of the construct, despite a recommendation to include more than three items for validity purposes. However, Littman et al. (2006) argued that two-item

measures can still provide valid results. Future studies should aim to improve and validate these measurements in heritage sporting events.

Finally, the sample was limited to international Sumo spectators in Japan. Generalizing these findings will require a more diverse sample representation. In response to UNESCO's action, sport-, event-, and tourism-oriented management research investigating the commodification of heritage sporting events and destinations is encouraged. Future studies would illuminate the established relationship between destinations and heritage sporting events. Furthermore, future studies might investigate authenticity perceptions regarding traditional cultural and artistic events based on the insights gained from this study.

5.7 References

- Alexandrov, A., Lilly, B., & Babakus, E. (2013). The effects of social- and self-motives on the intentions to share positive and negative word of mouth. *Journal of the Academy of Marketing Science*, 41(5), 531–546. <https://doi.org/10.1007/s11747-012-0323-4>
- Bagozzi, R. P., & Yi, Y. (2012). Specification, evaluation, and interpretation of structural equation models. *Journal of the Academy of Marketing Science*, 40(1), 8–34. <https://doi.org/10.1007/s11747-011-0278-x>
- Ballantyne, R., Hughes, K., Lee, J., Packer, J., & Sneddon, J. (2018). Visitors' values and environmental learning outcomes at wildlife attractions: Implications for interpretive practice. *Tourism Management*, 64, 190–201. <https://doi.org/10.1016/j.tourman.2017.07.015>
- Ballantyne, R., Packer, J., & Falk, J. (2011). Visitors' learning for environmental sustainability: Testing short- and long-term impacts of wildlife tourism experiences using structural equation modelling. *Tourism Management*, 32(6), 1243–1252. <https://doi.org/10.1016/j.tourman.2010.11.003>
- Beverland, M. B., & Farrelly, F. J. (2010). The quest for authenticity in consumption: Consumers' purposive choice of authentic cues to shape experienced outcomes. *Journal of Consumer Research*, 36(5), 838–856. <https://doi.org/10.1086/615047>
- Bollen, K. A. (1989). A new incremental fit index for general structural equation models. *Sociological Methods & Research*, 17(3), 303–316. <https://doi.org/10.1177/0049124189017003004>
- Bourdieu, P. (1977). *Cultural reproduction and social reproduction*. In *Power and Ideology in Education* (pp. 487–511). Oxford University Press.
- Bourdieu, P. (1984). *Distinction: A social critique of the judgement of taste*. Routledge.
- Breitsohl, J., & Garrod, B. (2016). Assessing tourists' cognitive, emotional and behavioural reactions to an unethical destination incident. *Tourism Management*, 54, 209–220. <https://doi.org/10.1016/j.tourman.2015.11.004>
- Chappelet, J.-L. (2015). Heritage sporting events and place marketing. In M. Plevnik, I. Retar, R. Pišot, & A. Obid (Eds.), *Sustainable development of sport tourism* (pp. 57–72). University of Primorska, Science and Research Centre, Annales University Press. www.sportstourism.si

- Chhabra, D. (2005). Defining authenticity and its determinants: Toward an authenticity flow model. *Journal of Travel Research*, 44(1), 64–73.
<https://doi.org/10.1177/0047287505276592>
- Chhabra, D. (2019). Authenticity and the authentication of heritage: Dialogical perceptiveness. *Journal of Heritage Tourism*, 14(5–6), 389–395.
<https://doi.org/10.1080/1743873X.2019.1644340>
- Chhabra, D., Healy, R., & Sills, E. (2003). Staged authenticity and heritage tourism. *Annals of Tourism Research*, 30(3), 702–719. [https://doi.org/10.1016/S0160-7383\(03\)00044-6](https://doi.org/10.1016/S0160-7383(03)00044-6)
- Cohen, E. (1979). Rethinking the sociology of tourism. *Annals of Tourism Research*, 6(1), 18–35. [https://doi.org/10.1016/0160-7383\(79\)90092-6](https://doi.org/10.1016/0160-7383(79)90092-6)
- Cohen, E. (1988). Authenticity and commoditization in tourism. *Annals of Tourism Research*, 15, 371–386. <https://doi.org/10.1111/j.1745-6592.2010.01279.x>
- Cohen, E., & Cohen, S. A. (2012). Authentication: Hot and cool. *Annals of Tourism Research*, 39(3), 1295–1314. <https://doi.org/10.1016/j.annals.2012.03.004>
- Cordina, R., Gannon, M. J., & Croall, R. (2019). Over and over: Local fans and spectator sport tourist engagement. *The Service Industries Journal*, 39(7–8), 590–608.
<https://doi.org/10.1080/02642069.2018.1534962>
- Dawes, J. (2002). Five point vs. eleven point scales: Does it make a difference to data characteristics? *Australasian Journal of Marketing Research*, 10(1), 39–47.
- Dawes, J. (2008). Do data characteristics change according to the number of scale points used? An experiment using 5-point, 7-point and 10-point scales. *International Journal of Market Research*, 50(1), 61–77.
<https://doi.org/10.1177/147078530805000106>
- Dillette, A. K., Douglas, A. C., Martin, D. S., & Neill, M. O. (2016). Resident perceptions on cross-cultural understanding as an outcome of volunteer tourism programs: The Bahamian Family Island perspective. *Journal of Sustainable Tourism*, 25(9), 1222–1239. <https://doi.org/10.1080/09669582.2016.1257631>
- DiMaggio, P. (1982). Cultural capital and school success: The impact of status culture participation on the grades of U.S. high school students. *American Sociological Review*, 47(2), 189. <https://doi.org/10.2307/2094962>
- Domínguez-Quintero, A. M., González-Rodríguez, M. R., & Roldán, J. L. (2019). The role of authenticity, experience quality, emotions, and satisfaction in a cultural heritage

- destination. *Journal of Heritage Tourism*, 14(5–6), 491–505.
<https://doi.org/10.1080/1743873X.2018.1554666>
- Fairley, S., & O'Brien, D. (2018). Accumulating subcultural capital through sport event participation: The AFL International Cup. *Sport Management Review*, 21(3), 321–332. <https://doi.org/10.1016/j.smr.2017.08.003>
- Fairley, S., & Tyler, B. D. (2009). Cultural learning through a sport tourism experience: The role of the group. *Journal of Sport & Tourism*, 14(4), 273–292.
<https://doi.org/10.1080/14775080903453823>
- Falk, J. H., Ballantyne, R., Packer, J., & Benckendorff, P. (2012). Travel and learning: A neglected tourism research area. *Annals of Tourism Research*, 39(2), 908–927.
<https://doi.org/10.1016/j.annals.2011.11.016>
- Filep, S., Cao, D., Jiang, M., & DeLacy, T. (2013). Savouring tourist experiences after a holiday. *Leisure/ Loisir*, 37(3), 191–203.
<https://doi.org/10.1080/14927713.2013.842731>
- Filep, S., & Laing, J. (2019). Trends and directions in tourism and positive psychology. *Journal of Travel Research*, 58(3), 343–354.
<https://doi.org/10.1177/0047287518759227>
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39–50.
- Fredrickson, B. L. (2001). The role of positive emotions in positive psychology: The broaden-and-build theory of positive emotions. *American Psychologist*, 56(3), 218–226. <https://doi.org/10.1037/0003-066X.56.3.218>
- Fredrickson, B. L., & Branigan, C. (2011). Positive emotions broaden the scope of attention and thought-action repertoires. *Cognition and Emotion*, 19(3), 313–332.
<https://doi.org/10.1145/3095140.3095147>
- Fredrickson, B. L., & Losada, M. F. (2005). Positive affect and the complex dynamics of human flourishing. *American Psychologist*, 60(7), 678–686.
<https://doi.org/10.1037/0003-066X.60.7.678>
- García-Almeida, D. J. (2019). Knowledge transfer processes in the authenticity of the intangible cultural heritage in tourism destination competitiveness. *Journal of Heritage Tourism*, 14(5–6), 409–421.
<https://doi.org/10.1080/1743873X.2018.1541179>

- Getz, D., & Page, S. J. (2014). Progress and prospects for event tourism research. *Tourism Management*, 52, 593–631. <https://doi.org/10.1016/j.tourman.2015.03.007>
- Goffman, E. (1959). *The presentation of self in everyday life*. Doubleday.
- Grayson, K., & Martinec, R. (2004). Consumer perceptions of iconicity and indexicality and their influence on assessments of authentic market offerings. *Journal of Consumer Research*, 31(2), 296–312. <https://doi.org/10.1086/422109>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis* (8th ed.). Cengage.
- Hallmann, K., & Zehrer, A. (2015). Limits of modelling memorable experiences: How authentic shall events be? In H. Pechlaner & E. Smeral (Eds.), *Tourism and leisure: Current issues and perspectives of development* (pp. 269–286). Springer Fachmedien Wiesbaden. <https://doi.org/10.1007/978-3-658-06660-4>
- Hallmann, K., Zehrer, A., & Rietz, J. (2021). Sport events as experiencescapes: The spectator's perspective. *International Journal of Sports Marketing and Sponsorship*, 22(4), 764–779. <https://doi.org/10.1108/IJSMS-04-2020-0056>
- Heggestad, E. D., Scheaf, D. J., Banks, G. C., Monroe Hausfeld, M., Tonidandel, S., & Williams, E. B. (2019). Scale adaptation in organizational science research: A review and best-practice recommendations. *Journal of Management*, 45(6), 2596–2627. <https://doi.org/10.1177/0149206319850280>
- Higham, J., & Hinch, T. (2009). *Sport and tourism: Globalization, mobility and identity*. Elsevier.
- Higham, J., & Hinch, T. (2018). *Sport tourism development* (3rd ed.). Channel View Publications.
- Hinch, T., & Higham, J. (2005). Sport, tourism and authenticity. *European Sport Management Quarterly*, 5(3), 243–256. <https://doi.org/10.1080/16184740500190652>
- Hosany, S., Martin, D., & Woodside, A. G. (2021). Emotions in tourism: Theoretical designs, measurements, analytics, and interpretations. *Journal of Travel Research*, 60(7), 1391–1407. <https://doi.org/10.1177/0047287520937079>
- Hu, L. T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling*, 6(1), 1–55. <https://doi.org/10.1080/10705519909540118>

- Io, M. (2016). Exploring the impact of hedonic activities on casino-hotel visitors' positive emotions and satisfaction. *Journal of Hospitality and Tourism Management*, 26, 27–35. <https://doi.org/10.1016/j.jhtm.2015.07.004>
- Jang, S., Ha, J., & Park, K. (2012). Effects of ethnic authenticity: Investigating Korean restaurant customers in the U.S. *International Journal of Hospitality Management*, 31(3), 990–1003. <https://doi.org/10.1016/j.ijhm.2011.12.003>
- Jang, W., Byon, K. K., & Yim, B. H. (2020). Sportscape, emotion, and behavioral intention: A case of the big four US-based major sport leagues. *European Sport Management Quarterly*, 20(3), 321–343. <https://doi.org/10.1080/16184742.2019.1607521>
- Japan Sports Agency. (2019). *Budo tourism promotion*.
- Japan Sumo Association. (n.d.). *History of sumo*. https://www.sumo.or.jp/IrohaKnowledge/sumo_history/
- Kim, H., & Jamal, T. (2007). Touristic quest for existential authenticity. *Annals of Tourism Research*, 34(1), 181–201. <https://doi.org/10.1016/j.annals.2006.07.009>
- Kim, J., Song, H., & Youn, H. (2020). The chain of effects from authenticity cues to purchase intention: The role of emotions and restaurant image. *International Journal of Hospitality Management*, 85, 102354. <https://doi.org/10.1016/j.ijhm.2019.102354>
- Kisida, B., Greene, J. P., & Bowen, D. H. (2014). Creating cultural consumers: The dynamics of cultural capital acquisition. *Sociology of Education*, 87(4), 281–295. <https://doi.org/10.1177/0038040714549076>
- Kline, R. (2023). *Principles and practice of structural equation modeling* (5th ed.). The Guilford Press.
- Kock, F., Berbekova, A., & Assaf, A. G. (2021). Understanding and managing the threat of common method bias: Detection, prevention and control. *Tourism Management*, 86, 104330. <https://doi.org/10.1016/j.tourman.2021.104330>
- Kolar, T., & Zabkar, V. (2010). A consumer-based model of authenticity: An oxymoron or the foundation of cultural heritage marketing? *Tourism Management*, 31(5), 652–664. <https://doi.org/10.1016/j.tourman.2009.07.010>
- Kyriazos, T. A. (2018). Applied psychometrics: Sample size and sample power considerations in factor analysis (EFA, CFA) and SEM in general. *Psychology*, 9(8), 2207–2230. <https://doi.org/10.4236/psych.2018.98126>

- Lakens, D. (2022). Sample size justification. *Collabra: Psychology*, 8(1), 1–32.
<https://doi.org/10.1525/collabra.33267>
- Lamont, M. (2014). Authentication in sports tourism. *Annals of Tourism Research*, 45, 1–17. <https://doi.org/10.1016/j.annals.2013.11.003>
- Lamont, M., & McKay, J. (2012). Intimations of postmodernity in sports tourism at the Tour de France. *Journal of Sport & Tourism*, 17(4), 313–331.
<https://doi.org/10.1080/14775085.2012.760935>
- Lamont, M., & Ross, A. S. (2021). New media and authentication of sport tourism place: Social (re)production of Alpe d’Huez as a sacred Tour de France site. *Journal of Sport & Tourism*, 25(4), 273–296. <https://doi.org/10.1080/14775085.2021.1955401>
- Le, T. H., Arcodia, C., Novais, M. A., & Kralj, A. (2019). What we know and do not know about authenticity in dining experiences: A systematic literature review. *Tourism Management*, 74, 258–275. <https://doi.org/10.1016/j.tourman.2019.02.012>
- Lee, K. J. (2017). Cultural capital and expenditures of classical music festival visitors. *Event Management*, 21(1), 71–82.
<https://doi.org/10.3727/152599517X14809630271159>
- Lehman, D. W., O’Connor, K., Kovács, B., & Newman, G. E. (2019). Authenticity. *Academy of Management Annals*, 13(1), 1–42.
<https://doi.org/10.5465/annals.2017.0047>
- Li, T., Liu, F., & Soutar, G. N. (2021). Connecting tourism experience and environmental learning. *Current Issues in Tourism*, 24(13), 1792–1797.
<https://doi.org/10.1080/13683500.2020.1754354>
- Light, R., & Kirk, D. (2001). Australian cultural capital-rugby’s social meaning: Physical assets, social advantage and independent schools. *Culture, Sport, Society*, 4(3), 81–98. <https://doi.org/10.1080/713999839>
- Littman, A. J., White, E., Satia, J. A., Bowen, D. J., & Kristal, A. R. (2006). Reliability and validity of 2 single-item measures of psychosocial stress. *Epidemiology*, 17(4), 398–403. <https://doi.org/10.1097/01.ede.0000219721.89552.51>
- MacCannell, D. (1973). Staged authenticity: Arrangements of social space in tourist settings. *American Journal of Sociology*, 79(3), 589–603.
<https://doi.org/10.1086/225585>

- Matsuoka, H., & Arai, A. (2017). The Japanese sport industry. In J. J. Zhang, R. H. Huang, & J. Nauright (Eds.), *Sport business in leading economies*. Emerald Publishing Limited. <https://doi.org/10.1108/978-1-78743-563-620171009>
- McCartney, G., & Osti, L. (2007). From cultural events to sport events: A case study of cultural authenticity in the Dragon Boat Races. *Journal of Sport & Tourism*, 12(1), 25–40. <https://doi.org/10.1080/14775080701496750>
- Mehrabian, A., & Russell, J. A. (1974). The basic emotional impact of environments. *Perceptual and Motor Skills*, 38, 283–301.
- Mirehie, M., Sato, S., & Krohn, B. (2021). Participation in active sport tourism and life satisfaction: Comparing golf, snowboarding, and long-distance running. *Sustainability*, 13(18), 10316. <https://doi.org/10.3390/su131810316>
- Moore, K., Buchmann, A., Månsson, M., & Fisher, D. (2021). Authenticity in tourism theory and experience. Practically indispensable and theoretically mischievous? *Annals of Tourism Research*, 89, 103208. <https://doi.org/10.1016/j.annals.2021.103208>
- Moscardo, G. (2018). Tourist experience design: A storytelling framework. *Bridging Tourism Theory and Practice*, 9, 93–107. <https://doi.org/10.1108/S2042-144320180000009007>
- Moscardo, G., & Pearce, P. L. (1999). Understanding ethnic tourists. *Annals of Tourism Research*, 26(2), 416–434. <https://doi.org/10.4324/9781315249933-29>
- Nelson, D. W. (2009). Feeling good and open-minded: The impact of positive affect on cross cultural empathic responding. *Journal of Positive Psychology*, 4(1), 53–63. <https://doi.org/10.1080/17439760802357859>
- Nunes, J. C., Ordanini, A., & Giambastiani, G. (2021). The concept of authenticity: What it means to consumers. *Journal of Marketing*, 85(4), 1–20. <https://doi.org/10.1177/0022242921997081>
- Nunnally, J. C. (1978). *Psychometric theory* (2nd ed.). McGraw-Hill College.
- Pearce, P. L., & Moscardo, G. M. (1986). The concept of authenticity in tourist experiences. *Journal of Sociology*, 22(1), 121–132. <https://doi.org/10.1177/144078338602200107>
- Penney, C. G. (1989). Modality effects and the structure of short-term verbal memory. *Memory & Cognition*, 17(4), 398–422. <https://doi.org/10.3758/BF03202613>

- Pine, J., & Gilmore, J. (1999). *The experience economy: Work is theatre & every business a stage*. Harvard Business School Press.
- Pinson, J. (2016). *Heritage sporting events in territorial development*. In M. D. Alvarez, F. M. Go, & A. Yüksel (Eds.), *Heritage tourism destinations: Preservation, communication and development* (pp. 76–90). CABI.
<https://doi.org/10.1079/9781780646770.0076>
- Pinson, J. (2017). Heritage sporting events: Theoretical development and configurations. *Journal of Sport & Tourism*, 21(2), 133–152.
<https://doi.org/10.1080/14775085.2016.1263578>
- Ramshaw, G. (2020). *Heritage and sport: An introduction*. Channel View Publications
- Ramshaw, G., & Gammon, S. (2005). More than just nostalgia? Exploring the heritage/sport tourism nexus. *Journal of Sport and Tourism*, 10(4), 229–241.
<https://doi.org/10.1080/14775080600805416>
- Ramshaw, G., & Gammon, S. (2010). On home ground? Twickenham Stadium Tours and the construction of sport heritage. *Journal of Heritage Tourism*, 5(2), 87–102.
<https://doi.org/10.1080/17438730903484184>
- Ramshaw, G., & Gammon, S. (2015). *Heritage and sport*. In *The Palgrave Handbook of Contemporary Heritage Research* (pp. 232–248).
- Ramshaw, G., Gammon, S., & Huang, W. (2013). Acquired pasts and the commodification of borrowed heritage: The case of the Bank of America Stadium tour. *Journal of Sport & Tourism*, 18(1), 17–31. <https://doi.org/10.1080.147750852013799334>
- Ramshaw, G., & Gammon, S. J. (2017). Towards a critical sport heritage: Implications for sport tourism. *Journal of Sport & Tourism*, 21(2), 115–131.
<https://doi.org/10.1080/14775085.2016.1262275>
- Ramshaw, G., Gammon, S., & Tobar, F. (2019). Negotiating the cultural and economic outcomes of sport heritage attractions: The case of the National Baseball Hall of Fame. *Journal of Sport & Tourism*, 23(2–3), 79–95.
<https://doi.org/10.1080/14775085.2020.1715825>
- Reisinger, Y., & Steiner, C. J. (2006). Reconceptualizing object authenticity. *Annals of Tourism Research*, 33(1), 65–86. <https://doi.org/10.1016/j.annals.2005.04.003>
- Rickly-Boyd, J. M. (2012). Authenticity & aura. A Benjaminian approach to tourism. *Annals of Tourism Research*, 39(1), 269–289.
<https://doi.org/10.1016/j.annals.2011.05.003>

- Rickly, J. M. (2022). A review of authenticity research in tourism: Launching the Annals of Tourism Research Curated Collection on authenticity. *Annals of Tourism Research*, 92, 103349. <https://doi.org/10.1016/j.annals.2021.103349>
- Rickly, J., Sharma, N., & Canavan, B. (2023). Authenticity: The state-of-the-art in tourism geographies. *Tourism Geographies*, Advanced online publication. <https://doi.org/10.1080/14616688.2023.2290017>
- Rosenberg, E. L. (1998). Levels of analysis and the organization of affect. *Review of General Psychology*, 2(3), 247–270. <https://doi.org/10.1037/1089-2680.2.3.247>
- Rossetti, G., & Quinn, B. (2021). Understanding the cultural potential of rural festivals: A conceptual framework of cultural capital development. *Journal of Rural Studies*, 86, 46–53. <https://doi.org/10.1016/j.jrurstud.2021.05.009>
- Rossetti, G., & Quinn, B. (2023). The value of the serious leisure perspective in understanding cultural capital embodiment in festival settings. *The Sociological Review*, 71(3), 526–543. <https://doi.org/10.1177/00380261221108589>
- Schachter, S. (1964). The interaction of cognitive and physiological determinants of emotional state. *Advances in Experimental Social Psychology*, 1, 49–80. [https://doi.org/10.1016/S0065-2601\(08\)60048-9](https://doi.org/10.1016/S0065-2601(08)60048-9)
- Sharma, N., & Rickly, J. (2019). ‘The smell of death and the smell of life’: Authenticity, anxiety and perceptions of death at Varanasi’s cremation grounds. *Journal of Heritage Tourism*, 14(5–6), 466–477. <https://doi.org/10.1080/1743873X.2019.1610411>
- Shipway, R., King, K., Sunny, I., & Brown, G. (2016). Understanding cycle tourism experiences at the Tour Down Under. *Journal of Sport & Tourism*, 20(1), 21–39. <https://doi.org/10.1080/14775085.2016.1155473>
- Simmering, M. J., Fuller, C. M., Richardson, H. A., Ocal, Y., & Atinc, G. M. (2015). Marker variable choice, reporting, and interpretation in the detection of common method variance: A review and demonstration. *Organizational Research Methods*, 18(3), 473–511. <https://doi.org/10.1177/1094428114560023>
- Steiner, C. J., & Reisinger, Y. (2006). Understanding existential authenticity. *Annals of Tourism Research*, 33(2), 299–318. <https://doi.org/10.1016/j.annals.2005.08.002>
- Takata, K., & Hallmann, K. (2021). A systematic quantitative review of authenticity in sport tourism. *Journal of Sport & Tourism*, 25(1), 26–41. <https://doi.org/10.1080/14775085.2021.1877564>

- Throsby, D. (1999). Cultural capital. *Journal of Cultural Economics*, 23(1–2), 3–12.
<https://doi.org/10.1023/a:1007543313370>
- Timothy, D. J., & Boyd, S. W. (2003). *Heritage tourism*. New York: Prentice Hall.
- Uhrich, S., & Benkenstein, M. (2012). Physical and social atmospheric effects in hedonic service consumption: Customers' roles at sporting events. *Service Industries Journal*, 32(11), 1741–1757. <https://doi.org/10.1080/02642069.2011.556190>
- UNESCO. (n.d.). *Traditional Sports and Games*. <https://www.unesco.org/en/sport-and-anti-doping/traditional-sports-and-games>
- Visit Britain Research. (2021). *Football tourism in the UK: Foresight 179*.
- Wang, N. (1999). Rethinking authenticity in tourism experience. *Annals of Tourism Research*, 26(2), 349–370.
- Westland, C. J. (2010). Lower bounds on sample size in structural equation modeling. *Electronic Commerce Research and Applications*, 9(6), 476–487.
<https://doi.org/10.1016/j.elerap.2010.07.003>
- Willekens, M., & Lievens, J. (2014). Family (and) culture: The effect of cultural capital within the family on the cultural participation of adolescents. *Poetics*, 42(1), 98–113.
<https://doi.org/10.1016/j.poetic.2013.11.003>
- Williams, L. J., Hartman, N., & Cavazotte, F. (2010). Method variance and marker variables: A review and comprehensive cfa marker technique. *Organizational Research Methods*, 13(3), 477–514. <https://doi.org/10.1177/1094428110366036>
- Zhang, T., Wen, H., & Li, X. (2018). A tourist-based model of authenticity of heritage sporting events: The case of Naadam. *Sustainability*, 11(1), 108.
<https://doi.org/10.3390/su11010108>

6 Conclusion

This cumulative dissertation includes a systematic literature review (Chapter 2) and two empirical studies (Chapters 4 and 5). The literature review identified significant gaps in authenticity studies within sport tourism, forming the basis for the research questions. The research questions were framed using Holbrook and Hirschman's (1982) Experiential Consumption Model as the overarching theoretical lens. To address these questions, the empirical studies collected data at heritage sporting events in a non-Western context (i.e., Sumo in Japan) and analyzed them using quantitative methods. This section offers a comprehensive discussion of the key findings, their implications for researchers and practitioners, and an outline of the research limitations, which inform future research directions.

6.1 Overall discussion of the results

As a summary, Table 11 presents an overview of the research questions and the corresponding answers from the empirical studies in this thesis. The overall discussion below elaborates on these findings.

Table 11 Research questions and key findings

Research question	Key findings	Chapter
RQ1: Are there differences in the perceived authenticity of heritage sporting events between residents and tourists?	Yes. Tourists perceive higher authenticity than residents.	Chapter 4
RQ2: What factors determine the perceived authenticity of heritage sporting events?	1. For tourists, consumption capital does not determine perceived authenticity. 2. For residents, consumption capital (i.e., prior knowledge) determines perceived authenticity.	Chapter 4
RQ3: What outcomes result from the perceived authenticity of heritage sporting events?	Tourists' perceived authenticity shapes word-of-mouth intention and cross-cultural understanding through positive emotions.	Chapter 5

Regarding RQ1, the empirical study in Chapter 4 revealed that tourists perceive higher authenticity in heritage sporting events than residents. The finding, derived from a quantitative method, provides solid evidence for an intuitive assumption that tourists evaluate the destination positively but rarely measured (Iordanova & Styliadis, 2019). This contributes to addressing a research gap of methodological imbalance—the over-reliance on qualitative approaches—identified in the systematic literature review (Takata & Hallmann, 2021). The empirical study suggests that tourists' greater perception can be attributed to their reliance on fewer criteria when judging authenticity and inauthenticity (Takata & Hallmann, 2024). The tourists' limited ability was also found in the study: tourists have limited prior knowledge of the sport and fewer past experiences of the events, which is likely to enhance their perception of authenticity to justify their financial and time investments in the event participation. Importantly, these variables related to tourists' consumption capital—prior knowledge and past experiences—did not significantly impact their perceived authenticity (addressing RQ2). Furthermore, the finding that tourists with lower educational backgrounds perceived higher authenticity supports the notion that limited judgment ability makes them likely to believe that they perceive authenticity. This suggests that tourists' authenticity perceptions are more spontaneous, likely driven by the immersive qualities of the event rather than intellectual or evaluative criteria. This insight offers a plausible explanation for why tourists perceive authenticity differently from local residents, contributing to the broader understanding of the authenticity dilemma.

The argument that individuals with less consumption capital perceive higher authenticity extends beyond tourists to include local residents. Chapter 4 revealed that local residents' perceived authenticity is significantly associated with their prior knowledge. Still, this relationship was shaped by the variable *prior knowledge squared*, not by the simple item of prior knowledge (Takata & Hallmann, 2024). This suggests that residents with limited knowledge of Sumo perceived the heritage sporting event as more authentic than those with knowledge, echoing the earlier argument for tourists. Meanwhile, residents with some knowledge adopted a more evaluative lens, influenced by their deeper cultural familiarity and historical awareness, which may lead them to notice deviations from traditional representations. In this regard, while previous research emphasized the consumers- and context-dependent nature of authenticity perceptions (Grayson & Martinec, 2004), this dissertation emphasizes an insight: consumer's consumption capital (e.g., prior knowledge) also plays a pivotal role in determining authenticity perceptions. In

the context of heritage sporting events, the depth of understanding of the sport heritage and cultural significance would be anchored in their authenticity perception framework. This dual dynamic—where limited knowledge enhances perceived authenticity, while extensive knowledge fosters a more critical evaluative lens—broadens the existing understanding of the relationship between consumer's inputs and cognition of the experiences in the Experiential Consumption Model (Holbrook & Hirschman, 1982).

The discussion above expands on the results presented in Chapter 5, addressing RQ3. The empirical study clarified the relationships between sport tourists' authentic experiences and associated outcomes, namely cross-cultural understanding and word-of-mouth intention. While these relationships were significant and mediated by positive emotions, it is important to acknowledge that the constructs measured in this study are inherently subjective. Building on the findings from Chapter 4—that tourists' perceived authenticity often stems from their inability to critically evaluate authenticity—their perceptions may not necessarily encourage a substantial understanding of the destination culture. However, the significant link between tourists' perceived authenticity and cross-cultural understanding through positive emotions supports existing research that suggests cultural capital, such as cross-cultural understanding, can be developed through event participation (Rossetti & Quinn, 2021, 2023). The findings from heritage sporting events in this thesis extend this notion by identifying perceived authenticity as a trigger that facilitates subjective personal growth, even when tourists' judgments of authenticity are limited. This contributes to Getz and Page's (2014) call for studies regarding personal development through event tourism. These insights underscore the practical value of heritage sporting events in fostering cross-cultural understanding, even if the depth of this understanding varies. Thus, this dissertation broadens the scope of inquiry into how tourists' subjective evaluations contribute to their cultural learning journeys.

Overall, this synthesis of findings supports the applicability of Holbrook and Hirschman's (1982) Experiential Consumption Model to consumers' experiences at heritage sporting events, which outlines an experiential consumption process from inputs to outputs, mediated by cognitive, affective, and behavioral processes. This thesis focused on perceived authenticity as the cognitive component in the process, examining its associations with antecedents (i.e., consumption capital in Chapter 4) and consequences (i.e., cross-cultural understanding and word-of-mouth intention in Chapter 5) within the context of heritage sporting events. These findings, based on statistical analyses from

empirical research, support the experiential process proposed by the model, leading to the conclusion that the Experiential Consumption Model effectively captures the consumers' experience at heritage sporting events. However, while the model successfully apprehends authenticity in the context, this dissertation offers additional insights into the nuanced relationships within the process, particularly between consumer inputs and cognition. These implications are further explored in the following section, along with other key contributions for researchers and practitioners.

6.2 Implications for researchers

6.2.1 Theoretical implications

First, this dissertation contributes to understanding authenticity perceptions by highlighting distinct pathways between tourists and locals in the context of heritage sporting events. The findings revealed that tourists perceive higher authenticity than locals, likely due to differing evaluative criteria and contextual factors. This result challenges the assumption of universality in authenticity evaluation, as framed by the Experiential Consumption Model (Holbrook & Hirschman, 1982), which does not assume a complex relationship between consumer inputs and cognitive processes. Instead, the results underscore the critical and complex role of consumer characteristics, such as consumption capital, in shaping authenticity judgments. The significant role of consumer backgrounds aligns with the concept of tourist gaze (Urry, 1990, 1992), which suggests that tourist experiences are constrained by factors such as age, gender, class, ethnicity, and individual's past experiences (Urry & Larsen, 2011; Samarathunga & Cheng, 2020). In this regard, this dissertation provides meaningful insights into the body of knowledge on authenticity perceptions by examining how tourists and locals differ in their perceived authenticity and the determinants influencing those perceptions. These understandings highlight the possible importance of segmentation in authenticity research to deepen the understanding of the authenticity dilemma, emphasizing that authenticity judgments of tourists and locals are context-dependent and shaped by individual and situational factors. This expanded understanding advances theoretical frameworks in the authenticity dilemma by addressing the complexity of authenticity perceptions across consumer groups.

Second, this dissertation advances the theoretical understanding of authenticity by connecting the concept of authenticity to experiential outcomes, specifically cross-cultural understanding. Building on the Experiential Consumption Model (Holbrook & Hirschman,

1982), the findings identified that perceived authenticity enhances positive emotions, which in turn facilitates the acquisition of cultural capital. This underscores how experiential consumption, particularly in the context of heritage sporting events, fosters subjective personal growth and cultural enrichment. By highlighting the mediating role of positive emotions, this research situates perceived authenticity drives the experiential responses. These insights extend the Experiential Consumption Model by including personal development as an outcome of experiential consumption, proposing how cognitive, affective, and behavioral processes shape consumers' experiences in sports and tourism. Thus, this dissertation broadens the scope of the Experiential Consumption Model, showcasing its relevance to understanding the transformative potential of tourism experiences with sports. This implication emphasizes the essential role of emotions in experiential outcomes, contributing to event management studies—specifically, research on the educational impact of event participation (Rossetti & Quinn, 2021, 2023).

6.2.2 Methodological implications

This dissertation addressed a methodological gap in the study of authenticity in sport tourism by employing quantitative methods and expanding the geographical scope of research. As Chapter 2 identified, previous research has predominantly relied on qualitative approaches and has been conducted in Western contexts. By using quantitative methods, this dissertation enhanced the generalizability and comparability of authenticity studies, while its focus on heritage sporting events in Japan broadens the knowledge of authenticity research to hardly explored contexts. These dual contributions provide a more comprehensive empirical foundation for future studies.

However, the quantitative approach also narrowed the conceptual scope of authenticity, a construct rooted in diverse philosophical perspectives, including objectivism, constructivism, and existentialism (see section 5.2.3). Recognizing this challenge, this dissertation evaluated authenticity as an overall subjective assessment, avoiding detailed philosophical debates. This pragmatic approach allowed for a statistical comparison of tourists' and residents' perceptions of authenticity (Chapter 4) and an exploration of its functional role in shaping sport tourism experiences (Chapter 5). This approach toward authenticity offers valuable insights while remaining methodologically coherent.

6.3 Implications for practitioners

This dissertation provides actionable insights for addressing the authenticity dilemma in heritage sporting events. The findings emphasize the importance of engaging diverse stakeholders—including tourists, residents, destination management organizations (DMOs), and heritage sport organizations—in discussions on balancing sporting cultural preservation and tourism development. This implication is valuable not only for the marketing perspective but also for the policy perspective.

One key implication is the need to address differing authenticity perceptions between tourists and residents. These contrasting perspectives highlight the challenge of meeting the expectations of both. To avoid tourism commodification while appealing to visitors' expectations, heritage sporting event organizers are recommended to respect and prioritize collaboration with residents. Integrating residents' knowledge and values into event design is essential, particularly because tourists' perceptions of authenticity often do not depend on strict adherence to historical or cultural accuracy. For example, educational initiatives, such as guided experiences or interactive opportunities with storytelling, could enhance tourists' understanding of local practices, bridging the gap between their perceptions and local perspectives. This approach helps preserve the authenticity of heritage sporting events, promotes sustainable practices for the region, and understands the authenticity dilemma.

From an international tourism perspective, heritage sporting events have significant promotional potential. The findings that heritage sporting events encourage tourists' cross-cultural understanding and positive word-of-mouth suggest that they can effectively meet the demands of tourists from various cultural backgrounds. DMOs can position these events as key attractions for global visitors by emphasizing their role in fostering cross-cultural understanding and generating positive word-of-mouth. Additionally, promoting these events also enhances the visibility and cultural impact of UNESCO's global initiatives (e.g., Traditional Sports and Games), further amplifying their cultural and tourism impact through sports.

6.4 Limitations and future research

This cumulative thesis has some limitations that suggest opportunities for future research. First, the empirical studies focused solely on Sumo in Japan as a heritage sporting event. While this contributes to addressing a gap in authenticity research, which has

predominantly focused on Western contexts, it limits the geographical generalizability of the findings. Additionally, the data was collected only from event spectators, excluding sport players' perspectives. Future research should explore various heritage sporting events across different cultural settings and include diverse participant groups, such as players and other stakeholders, to deepen the understanding of the authenticity dilemma. Moreover, comparing event participants' experiences between heritage sporting events and other tourism events would highlight how sport-related tourism events function uniquely.

Second, this dissertation adopted a (post)positivist approach and used quantitative methods to enhance the generalizability and comparability of authenticity research in sport tourism. However, pragmatism or constructivism approaches, such as mixed-methods or qualitative research, could provide richer insights into what authenticity means to tourists and residents. For example, relying on an overall measure of authenticity perceptions in questionnaire surveys may have oversimplified how authenticity is experienced. The findings indicated that tourists and residents perceive authenticity differently across various experiences and contexts. Future research should investigate these nuanced differences in greater depth, exploring their expectations and interpretations of authenticity through diverse research methods.

Third, self-reported surveys used in the empirical studies may only partially capture the cognitive and emotional responses of participants. To address this, future studies could incorporate experimental research using biometric data or other innovative methods to gain deeper insights into the emotional and physiological dimensions of authenticity perceptions. For instance, recruiting the first-time visitors in a different culture without prior knowledge of the local sports, evaluating their psychological reactions using headgear or other wearable technology during experimental settings, and tracking their learning behaviors after their trip could reveal how their interest in the destination culture was stimulated. This approach could shed light on the dynamic interplay between initial ignorance, immersive experiences, and cultural engagement through sport tourism.

Overall, addressing these limitations through diverse methodologies, broader cultural contexts, and innovative experimental designs would enrich the understanding of authenticity in sport tourism and beyond. As sport tourism is one of the special interest tourism (Hinch & Higham, 2001), the knowledge from this dissertation can be applied to other tourism contexts, such as general cultural and heritage tourism, and event management studies.

6.5 References

- Getz, D., & Page, S. J. (2014). Progress and prospects for event tourism research. *Tourism Management*, 52, 593–631. <https://doi.org/10.1016/j.tourman.2015.03.007>
- Grayson, K., & Martinec, R. (2004). Consumer perceptions of iconicity and indexicality and their influence on assessments of authentic market offerings. *Journal of Consumer Research*, 31(2), 296–312. <https://doi.org/10.1086/422109>
- Hinch, T., & Higham, J. (2001). Sport tourism: a framework for research. *International Journal of Tourism Research*, 3(1), 45–58. [https://doi.org/10.1002/1522-1970\(200101/02\)3:1<45::AID-JTR243>3.0.CO;2-A](https://doi.org/10.1002/1522-1970(200101/02)3:1<45::AID-JTR243>3.0.CO;2-A)
- Holbrook, M. B., & Hirschman, C. (1982). The experiential aspects of consumption: Consumer fantasies, feeling, and fun. *Journal of Consumer Research*, 9(2), 132–140.
- Iordanova, E., & Styliadis, D. (2019). International and domestic tourists' "a priori" and "in situ" image differences and the impact of direct destination experience on destination image: The case of Linz, Austria. *Current Issues in Tourism*, 22(8), 982–1005. <https://doi.org/10.1080/13683500.2017.1346588>
- Rossetti, G., & Quinn, B. (2021). Understanding the cultural potential of rural festivals: A conceptual framework of cultural capital development. *Journal of Rural Studies*, 86, 46–53. <https://doi.org/10.1016/j.jrurstud.2021.05.009>
- Rossetti, G., & Quinn, B. (2023). The value of the serious leisure perspective in understanding cultural capital embodiment in festival settings. *The Sociological Review*, 71(3), 526–543. <https://doi.org/10.1177/00380261221108589>
- Samarathunga, W., & Cheng, L. (2021). Tourist gaze and beyond: State of the art. *Tourism Review*, 76(2), 344–357. <https://doi.org/10.1108/TR-06-2020-0248>
- Takata, K., & Hallmann, K. (2021). A systematic quantitative review of authenticity in sport tourism. *Journal of Sport & Tourism*, 25(1), 26–41. <https://doi.org/10.1080/14775085.2021.1877564>
- Takata, K., & Hallmann, K. (2024). The authenticity perception of a heritage sporting event: A comparison between residents and non-residents. *Managing Sport and Leisure*, Advanced online publication. <https://doi.org/10.1080/23750472.2024.2358858>
- Urry, J. (1990). *The Tourist Gaze*. SAGE Publications Ltd.
- Urry, J. (1992). The tourist gaze and the 'Environment. *Theory, Culture & Society*, 9(3), 1–26. <https://doi.org/10.1177/026327692009003001>

Urry, J., & Larsen, J. (2011). *The Tourist Gaze 3.0*. SAGE Publications Ltd.

Abstract

Consumers seek authenticity in experiential consumption, such as tourism and sports. Practitioners promote local heritage and sport events to attract visitors. However, this commodification of local culture creates a dilemma: tourism marketing shapes authenticity to meet tourists' expectations, while local residents maintain unchanged views of their culture. This conflict highlights the challenge of balancing preservation with the risks of distorting traditions through staged authenticity. Addressing the dilemma requires understanding how tourists and locals perceive authenticity in heritage sporting events.

This cumulative dissertation includes three research: a literature review and two empirical studies. The literature review identifies research gaps and formulates research questions for the dissertation. Based on the Experiential Consumption Model as the overarching theory, the dissertation responds to three questions: (1) Are there differences in the perceived authenticity of heritage sporting events between residents and tourists? (2) What factors determine the perceived authenticity of heritage sporting events? and (3) What outcomes result from the perceived authenticity of heritage sporting events? The quantitative data collection was conducted in Sumo Tournaments in Japan.

The results highlight that tourists perceive higher authenticity than residents, due to their limited prior knowledge and experience, which simplifies their judgment. In contrast, residents employ a more critical perspective based on their accumulated consumption capital. These findings underscore the role of consumption capital (e.g., prior knowledge) in shaping authenticity perceptions. Moreover, tourists' perceived authenticity is also found to enhance experiential outcomes like cross-cultural understanding and word-of-mouth intention, mediated by positive emotions. While tourists' judgments may lack critical depth, their sporting experiences foster subjective personal growth, emphasizing the potential of heritage sporting events to promote cultural understanding.

The dissertation provides theoretical, methodological, and practical implications. Theoretically, the findings challenge the assumption of universal authenticity judgments, highlighting the diverse perceptions of tourists and locals. Methodologically, the quantitative approach contrasts with the qualitative focus of previous research, enabling statistical comparisons of perceived authenticity between tourists and local residents. Practically, the findings offer actionable insights for addressing authenticity dilemmas in heritage sporting events, emphasizing the importance of engaging diverse stakeholders to balance cultural preservation and tourism development with sports.

Kurzfassung

Die Verbraucher suchen Authentizität im erlebnisorientierten Konsum, z.B. im Tourismus und im Sport. Um Besucher anzulocken, wird oft mit lokalem Kulturerbe und Sportveranstaltungen geworben. Diese Kommerzialisierung der lokalen Kultur schafft jedoch ein Dilemma: Das Tourismusmarketing formt Authentizität, um die Erwartungen der Touristen zu erfüllen, während die lokale Bevölkerung unveränderte Ansichten über ihre Kultur bewahrt. Dieser Konflikt verdeutlicht die Herausforderung, die Bewahrung von Traditionen mit der Gefahr der Verzerrung durch inszenierte Authentizität in Einklang zu bringen. Um dieses Dilemma zu lösen, ist es notwendig zu verstehen, wie Touristen und Einheimische Authentizität bei Sportveranstaltungen mit kulturellem Erbe wahrnehmen.

Diese kumulative Dissertation besteht aus drei Studien: einer Literaturübersicht und zwei empirischen Studien. Der Literaturüberblick identifiziert Forschungslücken und formuliert Forschungsfragen für die Dissertation. Basierend auf dem Experiential Consumption Model als übergeordneter Theorie beantwortet die Dissertation drei Fragen: (1) Gibt es Unterschiede in der wahrgenommenen Authentizität von Sportveranstaltungen mit kulturellem Erbe zwischen Einheimischen und Touristen? (2) Welche Faktoren bestimmen die wahrgenommene Authentizität solcher Veranstaltungen? und (3) Welche Ergebnisse resultieren aus der wahrgenommenen Authentizität von Sportveranstaltungen mit kulturellem Erbe? Die quantitative Datenerhebung wurde bei Sumo-Turnieren in Japan durchgeführt.

Die Ergebnisse zeigen, dass Touristen eine höhere Authentizität wahrnehmen als Einheimische, was auf ihre begrenzten Vorkenntnisse und Erfahrungen zurückzuführen ist, die ihre Urteilsbildung erleichtern. Im Gegensatz dazu nehmen Einheimische eine kritischere Perspektive ein, die auf ihrem akkumulierten Konsumkapital basiert. Diese Ergebnisse unterstreichen die Rolle des Konsumkapitals (z.B. Vorwissen) für die Wahrnehmung von Authentizität. Darüber hinaus wird festgestellt, dass die von Touristen wahrgenommene Authentizität positive Erlebnisergebnisse wie interkulturelles Verständnis und die durch positive Emotionen vermittelte Absicht zur Mund-zu-Mund-Empfehlung fördert. Während das Urteil der Touristen weniger kritisch ausfallen kann, fördern ihre sportlichen Erfahrungen subjektives persönliches Wachstum und unterstreichen das Potenzial von Kulturerbe-Events, kulturelles Verständnis zu fördern.

Die Dissertation liefert theoretische, methodologische und praktische Implikationen. Auf theoretischer Ebene stellen die Ergebnisse die Annahme universeller

Authentizitätsurteile in Frage und heben die unterschiedlichen Wahrnehmungen von Touristen und Einheimischen hervor. Methodisch steht der quantitative Ansatz im Kontrast zum qualitativen Fokus bisheriger Forschung und ermöglicht statistische Vergleiche der wahrgenommenen Authentizität zwischen Touristen und Einheimischen. Auf praktischer Ebene bieten die Ergebnisse umsetzbare Einblicke in den Umgang mit Authentizitätsdilemmata bei Sportveranstaltungen mit kulturellem Erbe und unterstreichen die Bedeutung der Einbeziehung verschiedener Interessengruppen, um den Erhalt der Kultur mit der Entwicklung des Sporttourismus in Einklang zu bringen.

Appendix: Full published article

This appendix includes the full published article that is an integral part of this dissertation (Chapter 2). The other two published works (Chapter 4 and 5) are not included, as they were not summarized in the dissertation. The full-text PDF version of the article from Chapter 2 is provided on the next page.



A systematic quantitative review of authenticity in sport tourism

Kosuke Takata and Kirstin Hallmann

Institute of Sport Economics and Sport Management, German Sport University Cologne, Köln, Germany

ABSTRACT

Sport can function as an attraction facilitating an authentic experience of a destination for a tourist. Although the concept of authenticity has been reviewed in cultural heritage tourism and dining experiences during travel, less is known regarding authenticity in sport tourism. To avoid the over-staging of sport service products and the commodification of authenticity, the appreciation of authenticity in sport tourism is necessary. Therefore, the purpose of this systematic literature review was to assess the nature and extent of peer-reviewed research on authenticity in sport tourism. The PRISMA protocol was followed. Thirty-three peer-reviewed journal articles published in English were examined. The findings showed that authenticity had been discussed since 2005 in sport tourism. Most empirical research has been studied from an inductive perspective using a qualitative approach in Western countries. The common context in which sport tourism was researched has focused on active sport tourism. Methodological heterogeneity and a wide variety of geographical perspectives are needed to advance knowledge of authenticity in sport tourism. Moreover, our findings highlighted the lack of theory in authenticity research in sport tourism. The identified research gaps in this study suggest directions to understand better the sport tourists' authentic experience for future studies.

ARTICLE HISTORY

Received 13 October 2020


Accepted 14 January 2021

KEYWORDS

Authentic experience;
objective authenticity;
constructive authenticity;
existential authenticity;
PRISMA

Introduction

If a person who likes baseball has the choice between visiting a game at a stadium in their country or travelling for a game to a baseball park in the US, the person would probably be happy with a trip to the US to experience their authentic baseball culture. Sport can function as an attraction that facilitates an authentic experience of a destination (Hinch & Higham, 2018). Thus, sport events are effective tools to intrigue a tourist who lives in a different culture and country (Derom & Ramshaw, 2016; Higham & Hinch, 2009). Not only mega sport events like the Olympic and Paralympic Games but also regional sporting events can display the authenticity of local culture and identity (Hinch & Higham, 2018; Ramshaw, 2020).

CONTACT Kosuke Takata ✉ kosuke.takata@stud.dshs-koeln.de  Institute of Sport Economics and Sport Management, German Sport University Cologne, Am Sportpark Müngersdorf 6, Köln 50933, Germany

© 2021 Informa UK Limited, trading as Taylor & Francis Group

A quest for authentic experience is essential to understand the tourist's experience (MacCannell, 1973; Vidon & Rickly, 2018). Scholars have explained the concept of authenticity from different perspectives, for example, supplier and demand perspectives (Le, Arcodia, Novais, & Kralj, 2019). Gilmore and Pine (2007) stated that the concept of authenticity explains what consumers want and what producers should provide. Researchers following a consumer-focused viewpoint towards authenticity have described authenticity heterogeneously in consumer behaviour research (Beverland & Farrelly, 2010) and tourism studies (Hallmann & Zehrer, 2015) such as original and staged (MacCannell, 1973), emergent (Cohen, 1988), cool and hot (Selwyn, 1996), objective, constructive and existential (Wang, 1999) and aura (Rickly-Boyd, 2012). Although there are diverse descriptions of authenticity, there is a consensus that authenticity is something real, genuine or true to the original as opposed to artificial or fake (Chhabra, 2005; Taylor, 2001).

The appreciation of perceived authenticity in sport tourism can promote sustainable destination development. First, understanding sport tourists' authentic experiences prevent practitioners in the sport and tourism industry from too much staging their service products. One of the fundamental issues of tourism development is a commodification process of authenticity (Higham & Hinch, 2009). Authentic flavour can change in the process of tourism commodification, which is occasionally seen as a negative impact on tourism development (Su, Song, & Sigley, 2019). Some communities have excluded tourists from their local events to avoid commodification of authenticity because tourists are willing to participate in events to perceive feelings of the place and could, therefore 'over-crowd' the event (Lovell & Bull, 2017). Second, destination managers can use sport events to create touchpoints which facilitate spaces and times for tourists to get easily involved in authentic local experiences through sport. For instance, the uncertain outcome of sport events enables tourists to interact with the local people by sharing emotions, which is considered as a crucial factor to generate authentic experiences for sport tourists (Cordina, Gannon, & Croall, 2019).

Despite the growing interest and discussion on authenticity in tourism (Kim & Kim, 2019; Kolar & Zabkar, 2010; Walter, 2016), the body of knowledge regarding authenticity in the sport tourism context is scant. Nevertheless, in other areas such as cultural heritage tourism (Khanom, Moyle, Scott, & Kennelly, 2019) and dining experiences during travel (Le et al., 2019), the concept of authenticity has been comprehensively reviewed. Given that sport tourism is also considered one form of special interest tourism (Higham, 2005), the acknowledgement of previous findings in sport tourism in terms of authenticity offers significant insights and guidance to researchers by identifying critical gaps for future investigations. In addition to the potential contributions to scholars, a map of what we know regarding authenticity in sport tourism could provide suggestions for destination marketing organisations to appeal to the local sport and aim for sustainable destination development.

A systematic literature review is a well-suited approach to map the concept of authenticity. Systematic literature reviews are explicit and reproducible but also have fewer biases to identify what we know (Pettivrew & Roberts, 2006). A quantitative and systematic literature review is particularly appropriate for transdisciplinary fields (Pickering & Byrne, 2014; Pickering, Grignon, Steven, Guitart, & Byrne, 2014). Therefore, the purpose

of this systematic quantitative literature review was to assess the nature and extent of peer-reviewed research literature on authenticity in sport tourism.

Conceptual background of authenticity

Since MacCannell (1973) introduced the concept of authenticity to tourism research, tourism scholars have increasingly considered authenticity as a crucial tourist-based concept (Hallmann & Zehrer, 2015; Rickly-Boyd, 2012). Numerous studies investigated tourists' authentic experiences in heritage and cultural tourism (Halewood & Hannam, 2001; Lee, Phau, Hughes, Li, & Quintal, 2016; Park, Choi, & Lee, 2019), sustainable tourism (Sims, 2009; Zhang, Chen, & Hu, 2019), agricultural tourism (Di Domenico & Miller, 2012) and ethnic tourism (Yang & Wall, 2009). However, despite using the same term, different meanings and perspectives towards the concept were exposed. The ambiguous use of 'authenticity' led to some conceptualisations of authenticity (Cohen & Cohen, 2012; Mkono, 2013; Wang, 1999). Many scholars (e.g. Kolar & Zabkar, 2010; Lu, Chi, & Liu, 2017; Stepchenkova & Belyaeva, 2020) applied Wang's (1999) typology of authenticity. It is based on three philosophical approaches, namely objectivism, constructivism and existentialism (Wang, 1999). Moreover, Higham and Hinch (2009, p. 154) introduced Wang's (1999) typology as a well-fitted framework with sport tourism attractions as agents for an authentic experience.

- (1) The objectivist approach towards authenticity is associated with the idea that a toured object can be considered true or not by a tourist (Wang, 1999). Following this perspective, a tourist objectively judges and recognises the toured object as real or not. Waitt (2000) proposed that authenticity relies heavily on physical and tangible attributes at the travel destination. Objective authenticity means that an object is genuine, real or true to the original (Wang, 1999).
- (2) Constructive authenticity, which complements objectivist authenticity (Cohen, 1988; Reisinger & Steiner, 2006; Steiner & Reisinger, 2006), was explained as images, expectations, preferences and beliefs from a constructivist perspective (Wang, 1999). This approach to authenticity presents a social construction by oneself (Naoi, 2004; Rickly-boyd, 2012). Constructive authenticity includes subjective interpretations of a tangible object at the destination, such as a memorable reproduction of the purchased items during travel (Lee et al., 2016). It is also a symbolic outcome of how tourists see and interpret the toured object from their perspectives, based on their stereotypes, expectations and influences through media and surroundings (Silver, 1993).
- (3) Existential authenticity is a state of being activated by tourist activities and experiences, which is thus unrelated to objects (Cohen, 2007; Mkono, 2013; Reisinger & Steiner, 2006; Wang, 1999). Existential authenticity was built on Cohen's (1988) argument that object-related authenticity limited the understanding of the tourist experience. The existential perspective suggests that authenticity is experienced through the tourist's consumption of activities and experiences at the destination (Kim & Jamal, 2007). Considering Wang's (1999) discussion that existential authenticity involves personal or intersubjective feelings activated by tourist experiences, the participants' experiences of sporting activities during travel should be studied within this category.

Method

A five-step process was adapted (Le et al., 2019; Yung & Khoo-Lattimore, 2019). It consisted of defining review questions; identifying search terms, databases and literature selection criteria; searching databases, screening searched outcomes against the selection criteria; extracting relevant materials from eligible searched outcomes and structuring a summary table; and synthesising and reporting findings.

- (1) The following review questions were developed based on previous SLRs (Kim & Cuskelly, 2017; Yung & Khoo-Lattimore, 2019): (a) When and where was the article published? (b) Where was the geographical location of the studies and what are the affiliations of the authors? (c) Which type of sport tourism was studied? (d) What methods were used? (e) What theories and key concepts underpinned the research? (f) Which dimensions of authenticity were studied?
- (2) After that, articles on authenticity in sport tourism were identified. The search string was associated with the concept of authenticity and sport-related tourism used in titles, keywords and abstracts in three databases, namely Scopus, Web of Science and SPORTDiscus.
 - (a) Terms for authenticity: authentic* OR 'authentic* experience*'
 - (b) Terms for sport-related tourism: 'sport* OR adventure* OR outdoor*' AND tour*

Inclusion criteria were English-language, peer-reviewed manuscript and journal article. Thus, conference abstracts, books and book chapters were excluded. Thematic relevance was the last inclusion criterion. The publication period was not limited.

- (3) The PRISMA (Preferred Reporting Items for Systematic reviews and Meta-Analyses) flowchart was adapted to facilitate the efficiency of the search process (Moher, Liberati, Tetzlaff, & Altman, 2009). The search produced 169 records in May 2020. Removing the duplicates left 107 records to screen based on the inclusion criteria. The titles and abstracts of all articles were read and assessed to assess thematic eligibility. Seventy-eight articles were excluded. The most common exclusion reason was 'irrelevant context' such as not sport-related tourism (i.e., cultural or heritage tourism). In the remaining 29 articles, another full-text article (Kreuzbauer & Keller, 2017) was removed because it was rooted in psychology and unrelated to sport tourism. Thereafter, the reference lists of the reviewed articles were used and five more articles were identified. Summing up, 33 articles were included in the analysis (see Figure 1).

Findings and discussion

Year of publications and journal distributions

Research on authenticity in sport tourism has been published since 2005 (see Table 1). The article on the relationship between sport, tourism and authenticity published by Hinch and Higham (2018) started research on authenticity in sport tourism. Some

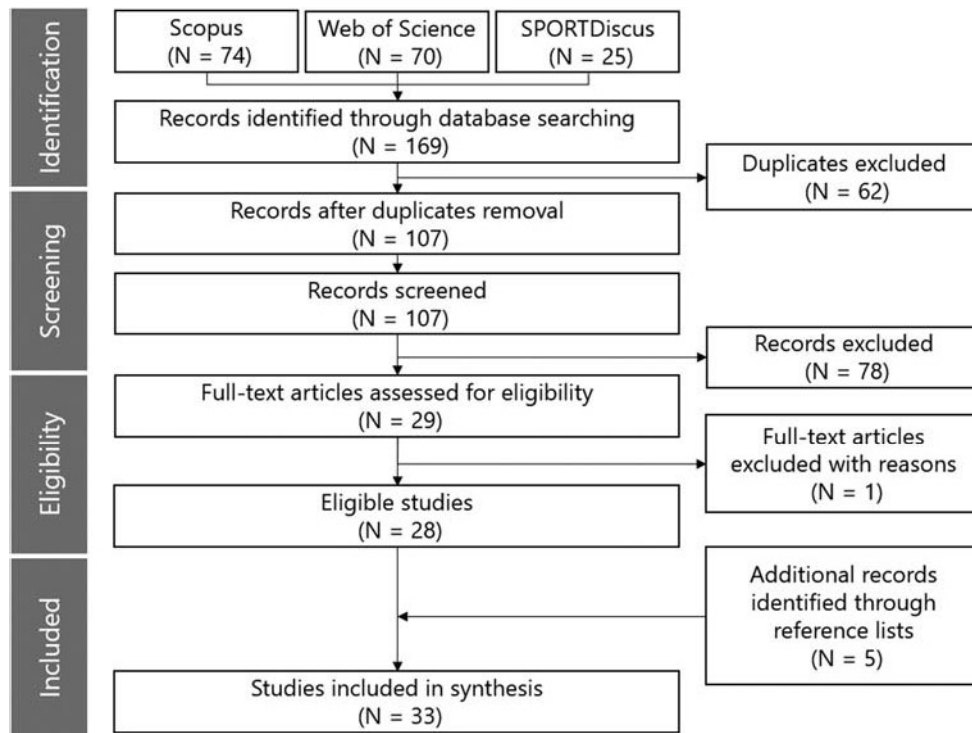


Figure 1. PRISMA flowchart.

articles were published in the 2000s and the number of articles gradually increased in the 2010s.

The reviewed research papers were published in 20 peer-reviewed journals (Table 2). Most articles were published in the *Journal of Sport & Tourism* (27.3%) and generally in journals relating to tourism, hospitality and leisure. This was also observed for the SLR

Table 1. Year of publications.

Year of publications	N	%
2005	2	6.1
2006	1	3.0
2007	1	3.0
2008	2	6.1
2009	1	3.0
2010	1	3.0
2012	3	9.1
2013	2	6.1
2014	2	6.1
2015	2	6.1
2016	3	9.1
2017	4	12.1
2018	4	12.1
2019	3	9.1
2020 (~May)	2	6.1
Total	33	100.0

Table 2. Journal distribution.

Journals	<i>N</i>	%
Journal of Sport & Tourism	9	27.3
Annals of Tourism Research	2	6.1
Journal of Heritage Tourism	2	6.1
Journal of Tourism and Cultural Change	2	6.1
Tourist Studies	2	6.1
Sport Management Review	2	6.1
Current Issues in Tourism	1	3.0
Journal of Sustainable Tourism	1	3.0
Tourism Recreation Research	1	3.0
Journal of Hospitality & Tourism Research	1	3.0
Scandinavian Journal of Hospitality and Tourism	1	3.0
Worldwide Hospitality and Tourism Themes	1	3.0
Leisure Studies	1	3.0
Annals of Leisure Research	1	3.0
European Sport Management Quarterly	1	3.0
Physical Culture & Sport. Studies & Research	1	3.0
Event Management	1	3.0
Sociology of Sport Journal	1	3.0
Service Industries Journal	1	3.0
Sustainability (Switzerland)	1	3.0
Total	33	100.0

of authenticity in dining experiences (Le et al., 2019). Comparatively fewer articles have been published in sport management and sport sociology (see Table 2).

Geographical concentration

The data in the identified articles were collected in 14 countries and were written by 45 authors (see Table 3). The data were frequently collected in the US (15.2%), Australia (9.1%), France (9.1%), Nepal (9.1%) and the UK (9.1%). A country with the rich natural environment was often selected as a place for data collection to target those who interact with nature, such as hikers, rock climbers or mountaineers (Bott, 2009; Nepal, 2015; Rickly & Vidon, 2017; Rickly-boyd, 2012; Vidon & Rickly, 2018). Many authors of the reviewed articles were affiliated with institutions in the UK (24.4%), Australia (15.6%) and the US (13.3%), mirroring the study locations. In addition, countries such as France and Nepal were used as a research setting to study authenticity without any affiliation of the authors related to these countries. Thus, researchers also investigated authenticity in sport tourism from an international perspective. Consequently, most research was concentrated in Western countries. This is congruent to SLR findings from Kim and Cuskelly's (2017) in event management.

Types of sport tourism

Table 4 presents which type of sport tourism has been studied. The result was analysed with a Gibson's (1998) three types of sport tourism: active sport tourism, event sport tourism and nostalgia sport tourism. Active sport tourism (64.5%) dominated the analysed studies. Within active sport tourism, defined as intentional participation in sport during travel (Gibson, 1998), authenticity was often discussed in adventure-related sport tourism and history-related sport tourism. In adventure-related active sport tourism,

Table 3. Geographical concentration.

Country	Study location		Total authors	
	<i>N</i>	%	<i>N</i>	%
United States	5	15.2	6 ^a	13.3
United Kingdom	3	9.1	11	24.4
Australia	3	9.1	7	15.6
France	3	9.1	–	–
Nepal	3	9.1	–	–
Norway	2	6.1	4	8.9
Canada	2	6.1	3 ^a	6.7
China	2	6.1	3	6.7
Italy	2	6.1	3	6.7
Sweden	1	3.0	1	2.2
Switzerland	1	3.0	1	2.2
Brazil	1	3.0	–	–
India	1	3.0	–	–
Thailand	1	3.0	–	–
New Zealand	–	–	2	4.4
Czech Rep.	–	–	1	2.2
Germany	–	–	1	2.2
Hong Kong	–	–	1	2.2
Macao	–	–	1	2.2
Online	3	9.1	–	–
Total	33	100.0	45	100.0

^aDouble counting as one author moved from Canada to the United States.

authenticity in climbing, rock climbing and hiking was investigated (Bott, 2009; Camoletto & Marcelli, 2020; Kane, 2012; Large & Schilar, 2018; Nepal, 2015; Rickly & Vidon, 2017; Vespestad & Hansen, 2020; Vespestad, Lindberg, & Mossberg, 2019). However, only a few studies on authenticity in history-related active sport tourism have been published. These were linked to local traditions and nationally unique sports such as Capoeira in Brazil (Griffith, 2007), Australian football in Australia (Fairley & Brien, 2018) and Yoga in India (Maddox, 2015).

Less research was related to event sport tourism (22.6%). In these studies, spectators' authentic experiences in heritage sport events (McCartney & Osti, 2007; Pinson, 2017;

Table 4. Types of sport tourism.

Type of sport tourism	<i>N</i>	%
<i>Active sport tourism</i>	20	64.5
Climbing	5	
Rock climbing	4	
Hiking	3	
Capoeira	2	
Cycling	2	
Australian football	1	
Marine sport	1	
Skiing	1	
Yoga	1	
<i>Event sport tourism</i>	7	22.6
Heritage sport event	4	
Cycling event	1	
Football league	1	
Motor sport	1	
<i>Nostalgia sport tourism</i>	4	12.9
Stadium tour	3	
Baseball museum	1	

Ramshaw & Hinch, 2006; Zhang, Wen, & Li, 2019), cycling events (Shipway, King, Sunny, & Brown, 1996), professional football games (Cordina et al., 2019) and motorsport events (Næss, 2017) were examined. For example, to investigate authenticity in a heritage-sporting event from a cultural perspective, McCartney and Osti (2007) surveyed participants at the international dragon boat festivals in Macao, China, the event's regional cultural origin, and in Melbourne, Australia, a location where the event has been staged.

Four reviewed studies (12.9%) were categorised into nostalgia sport tourism. Nostalgia sport tourism includes visits to sport stadiums or sport museums (Gibson, 1998). Three of the four articles looked into stadium tours (Gammon & Fear, 2005; Ramshaw & Gammon, 2020; Ramshaw, Gammon, & Huang, 2013) and the other study (Fyfe, 2008) explored authenticity within a baseball museum as a local heritage in the destination.

In general sport tourism studies, the focus on active sport tourism, such as marathon events and winter sports, has been previously documented (Buning & Gibson, 2016; Gibson, 2017; Mauri & Turci, 2018). Moreover, a research gap related to authenticity in event sport tourism and nostalgia sport event was detected.

Research methods

A breakdown of the utilised research methods is described in Table 5. Empirical research dominated the identified sample of articles on authenticity (84.8%) compared to conceptual papers (15.2%). In the empirical contributions, a qualitative approach (69.7%) was frequently employed, followed by a mixed-methods approach (9.1%) and a quantitative approach (6.1%). This imbalance implies that the concept of authenticity in sport tourism is not yet fully developed since generalisations are scarce due to a lack of studies following a positivist paradigm.

The qualitative studies predominantly utilised several qualitative methods compared to a single qualitative method. Interviews were the most employed method, regardless of using single or multiple methods. Observations were used in combination with

Table 5. Research method.

Methods	N	%
Conceptual research (5)		15.2
Empirical research (28)		84.8
Qualitative approach (23)		(69.7)
Mixed qualitative methods	11	
Interview	9	
Observation	9	
Qualitative content analysis	6	
Ethnographic fieldwork	2	
Autoethnography	1	
Interview	3	
Qualitative content analysis	2	
Digital ethnography	1	
Ethnographic fieldwork	1	
Mixed-methods approach (3)		(9.1)
Interview + Survey	2	
Interview + Survey + Observation	1	
Quantitative approach (2)		(6.1)
Survey	2	

other methods, whereas qualitative content analysis and ethnographic fieldwork were employed as a single method but also along with other methods.

In contrast, mixed-methods and quantitative approaches were applied only in a few studies. Summing up, until now, in-depth knowledge has been generated on authenticity in sport tourism using qualitative methods. The advantages of quantitative approaches such as being able to generalise, detect and confirm relationships (Skinner, Edwards, & Corbett, 2015) were not yet fully exploited.

Theoretical and conceptual basis

Following Kim and Cuskelly (2017), we distinguished between theories and frameworks being 'cited' and 'applied':

Cited means that a study mentioned a theoretical framework but there was no evidence that the researchers tested the cited theory. Applied means that a study was based on a specifically identified theory that informed the direction and research design of the article as well as being evident in the results and discussion. (p. 89)

Only one of 33 peer-reviewed articles applied a theory (Rickly & Vidon, 2017), namely, the Theory of Social Distinction (Bourdieu, 1984). Two articles only cited but did not apply theories, for example, the Service-Dominant Logic was employed (Vargo & Lusch, 2008, 2017) and Consumer Culture Theory was applied (Arnould & Thompson, 2005). Thus, most of the research articles on authenticity in sport tourism neither cited nor applied specific theories. Therefore, we would like to echo Weed's (2006) call – which has been based on a SLR in sport tourism – for more use of theory in sport tourism research to substantiate the contributions.

The studied concepts with authenticity in the reviewed articles were identified and coded (see Table 6). Most articles (67.7%; $n = 21$) primarily focused on authenticity. However, many of them studied authenticity in relationships (e.g. antecedents or outcomes) with other variables. Five articles concentrated only on the concept of authenticity. Sixteen articles (32.3%) were related to authenticity with tourism experiences, heritage commodification, cultural capital, sporting heroes and value co-creation (e.g. Fairley & Brien, 2018; Gammon, 2014; Ramshaw et al., 2013). Thus, only a few studies have investigated authenticity in sport tourism in-depth, implying that the understanding of authentic experiences in tourists' sport consumption is still immature.

Types of authenticity

Since Gammon and Fear (2005) and Hinch and Higham (2018) discussed authentic experiences in sport tourism, scholars in the field have shed light on authenticity from various

Table 6. Conceptual basis.

Studied concept	N	%
Centralised on authenticity	21	67.7
<i>Only authenticity</i>	5	
<i>Authenticity and other concepts</i>	16	
Not centralised on authenticity	10	32.3

perspectives (Hurych, 2017; Lamont, 2014; Rickly-boyd, 2012; Zhang, Wen, et al., 2019). Despite discussions of approaches to authenticity in tourism research (Steiner & Reisinger, 2006; Wang, 1999), the results of this SLR clarified that 47.8% of research papers disregarded the types of authenticity (i.e., objective, constructive and existential; Wang, 1999) and treated authenticity as unidimensional or proxy (Table 7). This echoes Le et al.'s (2019) findings, concerning the authenticity of dining experiences, who have also identified that the majority of articles regarding authenticity was based only on a single type. One possible reason why research did not consider more than one type of authenticity is that authenticity research in sport tourism has been dominated by qualitative and descriptive research. These studies focused on the overall tourist experience and authenticity was considered one of the essences of tourism behaviour (e.g. Joseph, 2008; Merchant, 2016). However, evaluations with more than one type enable us to make critical contributions (Selwyn, 1996). Some articles following the interpretive paradigm attempted to examine several types of authenticity (Kane, 2012; Lamont, 2014; Maddox, 2015). Therefore, a post-positivist paradigm integrating the types of authenticity is expected to generalise, detect and confirm relationships with other variables.

Object-related authenticity includes objective authenticity and constructive authenticity (Wang, 1999). Cordina et al. (2019) only utilised object-related authenticity, though without distinguishing objective authenticity and constructive authenticity, to investigate authentic spectator sport consumption focussing on international tourists in Scotland. The qualitative findings revealed that authenticity was generated from objects provided by the service producer and objects (e.g. purchased merchandises), which interacted with local fans (Cordina et al., 2019).

Objective authenticity has rarely been studied (15.2%). Sport tourists such as climbers in Norway (Vespestad & Hansen, 2020) and yogis in India (Maddox, 2015) were examined. Maddox (2015) reported that not only practising yoga but also consuming yoga-related products in India were believed of better quality compared to yoga practises and items in their home countries by the sport tourists. Thus, yoga consumed in India and products bought there were perceived as the source of objective authenticity (Maddox, 2015). The French Alps and buildings in the landscape represented a space for objective authenticity of the Tour de France (Lamont, 2014). For mountain climbers at Mt. Everest, Kane (2012) clarified that geographical characteristics of the highest mountain were socially recognised as objective authenticity. Summing up, previous studies in sport tourism suggested that objective authenticity is generated from tangible and original objects which are unique to the location (i.e., destination) when participating in sport.

Table 7. Types of authenticity.

Types of authenticity	N	%
Studies with single dimension of authenticity		
Perceived authenticity	22	47.8
Studies with multi dimensions of authenticity		
Object-related authenticity	10	21.7
<i>Objective authenticity</i>	(6)	(13.0)
<i>Constructive authenticity</i>	(3)	(6.5)
Activity-related authenticity	14	30.4
<i>Existential authenticity</i>	(14)	(30.4)

Constructive authenticity was even less explored in sport tourism (6.5%). In their ethnographic, Lamont and McKay (2012), who interviewed cycle tourists at the Tour de France, found that the subjective interpretation of the cycling route affected the tourists' perception of constructive authenticity. This is congruent with Mkono's (2012) work which described constructive authenticity in tourists' restaurant experiences as 'encapsulating the subjective nature of tourism experiences' (p. 387). The subjective interpretation of tourism experiences at the Tour de France was influenced through media representation (Lamont & McKay, 2012). Hinch and Higham (2018) also highlighted the potential contribution of mass media to constructive authenticity. Considering that the sporting event can serve as a symbol for a powerful tourism experience (Ramshaw & Gammon, 2020), constructive authenticity evolves before the travel experience and is strengthened through the subjective interpretation of the experience itself.

Existential authenticity, explained as activity-related authenticity (Wang, 1999), has been studied in 30.4% of the reviewed articles. For instance, Shipway et al. (1996) described that one of the aspects of existential authenticity for cycling event participants was the high level of engagement with the cycling course and their bodily feelings during cycling. Body feelings were illustrated as the intra-personal dimension of existential authenticities, such as sensory perception when consuming sporting activities, which is a crucial element to enhance the authentic experience (Hinch & Higham, 2018; Wang, 1999). However, existential authenticity of lifestyle climbers' tourism experiences emerged not only from bodily experience but also from a challenge for uncertainty on the rock and the self-discovery at the place (Rickly-boyd, 2012). The importance of peers accompanying the individual was confirmed as inter-personal existential authenticity (Wang, 1999). In sum, existential authenticity in sport tourism is generated from active sporting experiences interacting with both tourists themselves and the surroundings such as people and place itself (Shipway et al., 1996; Weed & Bull, 2009).

Conclusion

This systematic quantitative literature review provides an overview of the current knowledge of authenticity in sport tourism. Thirty-three peer-reviewed journal articles published in English since 2005 were examined and revealed research gaps. Most of the empirical research regarding authenticity in sport tourism were studied from an inductive perspective using a qualitative approach. Considering the different types of sport tourism, authenticity was mostly studied within active sport tourism and less in event and nostalgia sport tourism. Moreover, the geographical location of the studies and the author's affiliations were concentrated in Western countries. This imbalanced approach shows that future studies regarding authenticity in sport tourism require more diverse methodologies and methods. Geographically heterogeneous perspectives would also advance knowledge of authenticity in sport tourism.

Our findings highlighted the lack of using theory in authenticity research in sport tourism. In contrast, various theories were utilised regarding authenticity in the dining experience (Le et al., 2019). Although the current status of authenticity research in sport tourism may be immature, scholars are expected to apply theories in future research and to explain the link between their findings and the theory. To better understand sport tourists' authentic experience, a multi-dimensional approach of authenticity is warranted.

The framework and typology suggested in tourism studies may propose a new insight into sport tourism knowledge. An investigation of relationships with other antecedents and outcomes related to tourists' authentic experience would take the research a step further.

However, several limitations exist in this study. First, this review included a relatively small sample size of research articles for the SLR because only peer-reviewed journal articles published in English were considered. Thus, non-journal articles, research papers in other languages and other types of publications, such as books and conference papers, regarding authenticity in sport tourism were neglected. While inclusion of grey literature might widen the range of the review and increase the timeliness on the result of the SLR, the employed criteria in this study ensured the quality and reliability of the SLR. Peer-reviewed articles published in English meet the standards of reviewers and editorial members of international journals to maintain the quality of their journals. However, including studies published in other languages may provide different results. Second, Wang's (1999) typology on authenticity might limit the scope of understanding. Though this study applied the typology because it has been predominantly employed in research on authenticity, other typologies of authenticity (e.g. hot and cool authenticity by Selwyn (1996)) may present other views of authenticity in sport tourism and they might function equally well. Third, the interpretation of the data was based on the authors' evaluations. Although the method of a systematic quantitative literature review aims at methodological transparency by using pre-determined search-criteria and it evaluates all research in one area, the authors' subjective interpretations remain in the coding process.

Despite these limitations and considering the sport tourism's unique features such as the uncertainty of outcome, the role of the athletic display and the aesthetic nature of sports (Higham & Hinch, 2009), this review outlined that a better understanding of tourists' perceived authenticity consuming sport tourism is needed. Future research should study the different perceptions on authenticity between local people and tourists as this may help to avoid a conflict in the commodification process of authenticity. This would deepen our understanding of the mechanism of sport tourists' experiences.

Disclosure statement

No potential conflict of interest was reported by the author(s).

References

*: articles included in the systematic literature review.

Arnould, E. J., & Thompson, C. J. (2005). Reflections twenty years of research. *Journal of Consumer Research*, 31(4), 868–882. doi:10.1086/426626

Beverland, M. B., & Farrelly, F. J. (2010). The quest for authenticity in consumption: Consumers' purposive choice of authentic cues to shape experienced outcomes. *Journal of Consumer Research*, 36(5), 838–856. doi:10.1086/615047

*Bott, E. (2009). Big mountain, big name: Globalised relations of risk in Himalayan mountaineering. *Journal of Tourism and Cultural Change*, 7(4), 287–301. doi:10.1080/14766820903521785

- Buning, R., & Gibson, H. (2016). The role of travel conditions in cycling tourism: Implications for destination and event management. *Journal of Sport & Tourism*, 20(3–4), 175–193. doi:10.1080/14775085.2016.1155474
- *Camoletto, R. F., & Marcelli, D. (2020). Keeping it natural ? Challenging indoorization in Italian rock climbing. *Annals of Leisure Research*, 23(1), 34–51. doi:10.1080/11745398.2018.1561307
- Chhabra, D. (2005). Defining authenticity and its determinants: Toward an authenticity flow model. *Journal of Travel Research*, 44(1), 64–73. doi:10.1177/0047287505276592
- Cohen, E. (1988). Authenticity and commoditization in tourism. *Annals of Tourism Research*, 15, 371–386. doi:10.1111/j.1745-6592.2010.01279.x
- Cohen, E. (2007). Authenticity in tourism studies: Apres ia lutte. *Tourism Recreation Research*, 32(2), 75–82. doi:10.1080/02508281.2007.11081279
- Cohen, E., & Cohen, S. A. (2012). Authentication: Hot and cool. *Annals of Tourism Research*, 39(3), 1295–1314. doi:10.1016/j.annals.2012.03.004
- *Cordina, R., Gannon, M. J., & Croall, R. (2019). Over and over: Local fans and spectator sport tourist engagement. *The Service Industries Journal*, 39(7–8), 590–608. doi:10.1080/02642069.2018.1534962
- Derom, I., & Ramshaw, G. (2016). Leveraging sport heritage to promote tourism destinations: The case of the Tour of Flanders Cyclo event. *Journal of Sport & Tourism*, 20(3–4), 263–283. doi:10.1080/14775085.2016.1212393
- Di Domenico, M. L., & Miller, G. (2012). Farming and tourism enterprise: Experiential authenticity in the diversification of independent small-scale family farming. *Tourism Management*, 33(2), 285–294. doi:10.1016/j.tourman.2011.03.007
- *Fairley, S., & Brien, D. O. (2018). Accumulating subcultural capital through sport event participation: The AFL international cup. *Sport Management Review*, 21(3), 321–332. doi:10.1016/j.smr.2017.08.003
- *Fyfe, D. A. (2008). Birthplace of baseball or village of museums? The packaging of heritage tourism in cooperstown, New York. *Journal of Sport & Tourism*, 13(2), 135–153. doi:10.1080/14775080802170361
- *Gammon, S. (2014). Heroes as heritage: The commoditization of sporting achievement. *Journal of Heritage Tourism*, 9(3), 246–256. doi:10.1080/1743873X.2014.904321
- *Gammon, S., & Fear, V. (2005). Stadia tours and the power of backstage. *Journal of Sport & Tourism*, 10(4), 243–252. doi:10.1080/14775080600805457
- Gibson, H. (1998). Sport tourism: A critical analysis of research. *Sport Management Review*, 1(1), 45–76. doi:10.1016/S1441-3523(98)70099-3
- Gibson, H. (2017). Sport tourism and theory and other developments: Some reflections. *Journal of Sport & Tourism*, 21(2), 153–158. doi:10.1080/14775085.2017.1319514
- Gilmore, J., & Pine, J. (2007). *Authenticity: What consumers really want*. Boston: Harvard Business School Press.
- *Griffith, L. M. (2013). Apprenticeship pilgrims and the acquisition of legitimacy. *Journal of Sport & Tourism*, 18(1), 1–15. doi:10.1080/14775085.2013.766527
- Halewood, C., & Hannam, K. (2001). Viking heritage tourism: Authenticity and commodification. *Annals of Tourism Research*, 28(3), 565–580. doi:10.1016/S0160-7383(00)00076-1
- Hallmann, K., & Zehrer, A. (2015). Tourism and leisure. In H. Pechlaner, & E. Smeral (Eds.), *Tourism and leisure: Current issues and perspectives of development*. Springer Fachmedien Wiesbaden. doi:10.1007/978-3-658-06660-4
- Higham, J. (2005). Sport tourism as an attraction for managing seasonality. *Sport in Society*, 8(2), 238–262. doi:10.1080/17430430500087419
- Higham, J., & Hinch, T. (2009). *Sport and tourism: Globalization, mobility and identity*. Oxford: Elsevier.
- Higham, J., & Hinch, T. (2018). *Sport tourism development*. Bristol: Channel View Publications.
- *Hinch, T., & Higham, J. (2005). Sport, tourism and authenticity. *European Sport Management Quarterly*, 5(3), 243–256. doi:10.1080/16184740500190652
- *Hurych, E. (2017). Authenticity in the perspective of sport tourism: Some selected examples. *Physical Culture and Sport. Studies and Research*, 73(1), 41–53. doi:10.1515/pcssr-2017-0001

- *Joseph, J. (2008). The logical paradox of the cultural commodity: Selling an “authentic” Afro-Brazilian martial art in Canada. *Sociology of Sport Journal*, 25, 498–515. doi:10.1123/ssj.25.4.498
- *Kane, M. J. (2012). Professional adventure tourists: Producing and selling stories of “authentic” identity. *Tourist Studies*, 12(3), 268–286. doi:10.1177/1468797612461087
- Khanom, S., Moyle, B., Scott, N., & Kennelly, M. (2019). Host–guest authentication of intangible cultural heritage: A literature review and conceptual model. *Journal of Heritage Tourism*, 14(5–6), 396–408. doi:10.1080/1743873X.2019.1574804
- Kim, E., & Cuskelly, G. (2017). A systematic quantitative review of volunteer management in events. *Event Management*, 21(1), 83–100. doi:10.3727/152599517X14809630271195
- Kim, H., & Jamal, T. (2007). Touristic quest for existential authenticity. *Annals of Tourism Research*, 34(1), 181–201. doi:10.1016/j.annals.2006.07.009
- Kim, M., & Kim, J. (2019). Destination authenticity as a trigger of tourists’ online engagement on social media. *Journal of Travel Research*, 59(7), 1238–1252. doi:10.1177/0047287519878510
- Kolar, T., & Zabkar, V. (2010). A consumer-based model of authenticity: An oxymoron or the foundation of cultural heritage marketing? *Tourism Management*, 31(5), 652–664. doi:10.1016/j.tourman.2009.07.010
- Kreuzbauer, R., & Keller, J. (2017). The authenticity of cultural products: A psychological perspective. *Current Directions in Psychological Science*, 26(5), 417–421. doi:10.1177/0963721417702104
- *Lamont, M. (2014). Authentication in sports tourism. *Annals of Tourism Research*, 45, 1–17. doi:10.1016/j.annals.2013.11.003
- *Lamont, M., & McKay, J. (2012). Intimations of postmodernity in sports tourism at the Tour de France. *Journal of Sport & Tourism*, 17(4), 313–331. doi:10.1080/14775085.2012.760935
- *Large, J., & Schilar, H. (2018). Understanding the meanings and interpretations of adventure experiences: The perspectives of multiday hikers. *Scandinavian Journal of Hospitality and Tourism*, 18(4), 330–342. doi:10.1080/15022250.2018.1522724
- Le, T. H., Arcodia, C., Novais, M. A., & Kralj, A. (2019). What we know and do not know about authenticity in dining experiences: A systematic literature review. *Tourism Management*, 74, 258–275. doi:10.1016/j.tourman.2019.02.012
- *Lee, S., Phau, I., Hughes, M., Li, Y. F., & Quintal, V. (2016). Heritage tourism in Singapore Chinatown: A perceived value approach to authenticity and satisfaction. *Journal of Travel and Tourism Marketing*, 33(7), 981–998. doi:10.1080/10548408.2015.1075459
- Lovell, J., & Bull, C. (2017). *Authentic and inauthentic places in tourism: From Heritage Sites to Theme Parks*. Abingdon: Routledge.
- Lu, L., Chi, C. G., & Liu, Y. (2015). Authenticity, involvement, and image: Evaluating tourist experiences at historic districts. *Tourism Management*, 50, 85–96. doi:10.1016/j.tourman.2015.01.026
- MacCannell, D. (1973). Staged authenticity: Arrangements of social space in tourist settings. *American Journal of Sociology*, 79(3), 589–603. doi:10.1086/225585
- *Maddox, C. B. (2015). Studying at the source: Ashtanga yoga tourism and the search for authenticity in Mysore, India. *Journal of Tourism and Cultural Change*, 13(4), 330–343. doi:10.1080/14766825.2014.972410
- *Mauri, C., & Turci, L. (2018). From ski to snow: rethinking package holidays in a winter mountain destination. *Worldwide Hospitality and Tourism Themes*, 10(2), 201–210. doi:10.1108/WHATT-12-2017-0076
- *McCartney, G., & Osti, L. (2007). From cultural events to sport events: A case study of cultural authenticity in the dragon boat Races. *Journal of Sport & Tourism*, 12(1), 25–40. doi:10.1080/14775080701496750
- *Merchant, S. (2016). (Re) constructing the tourist experience? Editing experience and mediating memories of learning to dive mediating memories of learning to dive. *Leisure Studies*, 35(6), 797–808. doi:10.1080/02614367.2015.1128477
- Mkono, M. (2012). A netnographic examination of constructive authenticity in Victoria Falls tourist (restaurant) experiences. *International Journal of Hospitality Management*, 31(2), 387–394. doi:10.1016/j.ijhm.2011.06.013
- Mkono, M. (2013). African and Western tourists: Object authenticity quest? *Annals of Tourism Research*, 41, 195–214. doi:10.1016/j.annals.2013.01.002

- Moher, D., Liberati, A., Tetzlaff, J., & Altman, D. G. (2009). Preferred reporting items for systematic reviews and meta-analyses: The PRISMA statement. *Journal of Clinical Epidemiology*, 62(10), 1006–1012. doi:[10.1016/j.jclinepi.2009.06.005](https://doi.org/10.1016/j.jclinepi.2009.06.005)
- Naoui, T. (2004). Visitors' evaluation of a historical district: The roles of authenticity and manipulation. *Tourism and Hospitality Research*, 5(1), 45–63. doi:[10.1057/palgrave.thr.6040004](https://doi.org/10.1057/palgrave.thr.6040004)
- *Nepal, S. K. (2015). Irish pubs and dream cafes: Tourism, tradition and modernity in Nepal's Khumbu (Everest) region. *Tourism Recreation Research*, 40(2), 284–261. doi:[10.1080/02508281.2015.1047625](https://doi.org/10.1080/02508281.2015.1047625)
- *Naess, H. E. (2017). Authenticity matters: A digital ethnography of FIA World Rally Championship fan forums. *Sport Management Review*, 20(1), 105–113. doi:[10.1016/j.smr.2016.08.001](https://doi.org/10.1016/j.smr.2016.08.001)
- Park, E., Choi, B. K., & Lee, T. J. (2019). The role and dimensions of authenticity in heritage tourism. *Tourism Management*, 74, 99–109. doi:[10.1016/j.tourman.2019.03.001](https://doi.org/10.1016/j.tourman.2019.03.001)
- Pettivrew, M., & Roberts, H. (2006). *Systematic reviews in the social sciences: A practical guide*. Blackwell Publishing. doi:[10.1002/9780470754887](https://doi.org/10.1002/9780470754887)
- Pickering, C., & Byrne, J. (2014). The benefits of publishing systematic quantitative literature reviews for PhD candidates and other early-career researchers. *Higher Education Research and Development*, 33(3), 534–548. doi:[10.1080/07294360.2013.841651](https://doi.org/10.1080/07294360.2013.841651)
- Pickering, C., Grignon, J., Steven, R., Guitart, D., & Byrne, J. (2014). Publishing not perishing: How research students transition from novice to knowledgeable using systematic quantitative literature reviews. *Studies in Higher Education*, 40(10), 1756–1769. doi:[10.1080/03075079.2014.914907](https://doi.org/10.1080/03075079.2014.914907)
- *Pinson, J. (2017). Heritage sporting events: theoretical development and configurations. *Journal of Sport & Tourism*, 21(2), 133–152. doi:[10.1080/14775085.2016.1263578](https://doi.org/10.1080/14775085.2016.1263578)
- Ramshaw, G. (2020). *Heritage and sport: An introduction*. Bristol: Channel View Publications.
- *Ramshaw, G., & Gammon, S. (2010). On home ground? Twickenham stadium tours and the construction of sport heritage. *Journal of Heritage Tourism*, 5(2), 87–102. doi:[10.1080/17438730903484184](https://doi.org/10.1080/17438730903484184)
- *Ramshaw, G., Gammon, S., & Huang, W. (2013). Acquired pasts and the commodification of borrowed heritage: The case of the Bank of America stadium tour. *Journal of Sport & Tourism*, 18(1), 17–31. doi:[10.1080.147750852013799334](https://doi.org/10.1080.147750852013799334)
- *Ramshaw, G., & Hinch, T. (2006). Place identity and sport tourism: The case of the heritage classic ice hockey event. *Current Issues in Tourism*, 9(4–5), 399–418. doi:[10.2167/cit270.0](https://doi.org/10.2167/cit270.0)
- Reisinger, Y., & Steiner, C. J. (2006). Reconceptualizing object authenticity. *Annals of Tourism Research*, 33(1), 65–86. doi:[10.1016/j.annals.2005.04.003](https://doi.org/10.1016/j.annals.2005.04.003)
- Rickly-Boyd, J. M. (2012). Authenticity & aura. A Benjaminian Approach to Tourism. *Annals of Tourism Research*, 39(1), 269–289. doi:[10.1016/j.annals.2011.05.003](https://doi.org/10.1016/j.annals.2011.05.003)
- *Rickly-boyd, J. M. (2012). Lifestyle climbing: Toward existential authenticity. *Journal of Sport & Tourism*, 17(2), 85–104. doi:[10.1080/14775085.2012.729898](https://doi.org/10.1080/14775085.2012.729898)
- *Rickly, J. M., & Vidon, E. S. (2017). Contesting authentic practice and ethical authority in adventure tourism. *Journal of Sustainable Tourism*, 25(10), 1418–1433. doi:[10.1080/09669582.2017.1284856](https://doi.org/10.1080/09669582.2017.1284856)
- Selwyn, T. (1996). *Tourism image: Myths and myths making in tourism*. Chichester: Wiley.
- *Shipway, R., King, K., Sunny, I., & Brown, G. (2016). Understanding cycle tourism experiences at the Tour Down Under. *Journal of Sport & Tourism*, 20(1), 21–39. doi:[10.1080/14775085.2016.1155473](https://doi.org/10.1080/14775085.2016.1155473)
- Silver, I. (1993). Marketing authenticity in third world countries. *Annals of Tourism Research*, 20(2), 302–318. doi:[10.1016/0160-7383\(93\)90057-A](https://doi.org/10.1016/0160-7383(93)90057-A)
- Sims, R. (2009). Food, place and authenticity: Local food and the sustainable tourism experience. *Journal of Sustainable Tourism*, 17(3), 321–336. doi:[10.1080/09669580802359293](https://doi.org/10.1080/09669580802359293)
- Skinner, J., Edwards, A., & Corbett, B. (2015). *Research methods for sport management*. Routledge. doi:[10.4135/9781446278673.n7](https://doi.org/10.4135/9781446278673.n7)
- Steiner, C. J., & Reisinger, Y. (2006). Understanding existential authenticity. *Annals of Tourism Research*, 33(2), 299–318. doi:[10.1016/j.annals.2005.08.002](https://doi.org/10.1016/j.annals.2005.08.002)
- Stepchenkova, S., & Belyaeva, V. (2020). The effect of authenticity Orientation on existential authenticity and postvisitation intended behavior. *Journal of Travel Research*, 1–16. doi:[10.1177/0047287519899989](https://doi.org/10.1177/0047287519899989)

- Su, X., Song, C., & Sigley, G. (2019). The uses of reconstructing heritage in China : tourism, heritage authorization, and spatial transformation of the Shaolin Temple. *Sustainability (Switzerland)*, 11(2), 411–432. doi:[10.3390/su11020411](https://doi.org/10.3390/su11020411)
- Taylor, J. P. (2001). Authenticity and sincerity in tourism. *Annals of Tourism Research*, 28(1), 7–26. doi:[10.1016/s0160-7383\(00\)00004-9](https://doi.org/10.1016/s0160-7383(00)00004-9)
- Vargo, S. L., & Lusch, R. F. (2008). Service-dominant logic: Continuing the evolution. *Journal of the Academy of Marketing Science*, 36(1), 1–10. doi:[10.1007/s11747-007-0069-6](https://doi.org/10.1007/s11747-007-0069-6)
- Vargo, S. L., & Lusch, R. F. (2017). Service-dominant logic 2025 evidence based research. *International Journal of Research in Marketing*, 34(1), 46–67. doi:[10.1016/j.ijresmar.2016.11.001](https://doi.org/10.1016/j.ijresmar.2016.11.001)
- *Vespestad, M. K., & Hansen, O. B. (2020). Shaping climbers' experiencescapes: The influence of history on the climbing experience. *Journal of Hospitality and Tourism Research*, 44(1), 109–133. doi:[10.1177/1096348019883685](https://doi.org/10.1177/1096348019883685)
- *Vespestad, M. K., Lindberg, F., & Mossberg, L. (2019). Value in tourist experiences: How nature-based experiential styles influence value in climbing. *Tourist Studies*, 19(4), 453–474. doi:[10.1177/1468797619837966](https://doi.org/10.1177/1468797619837966)
- *Vidon, E. S., & Rickly, J. M. (2018). Alienation and anxiety in tourism motivation. *Annals of Tourism Research*, 69, 65–75. doi:[10.1016/j.annals.2018.02.001](https://doi.org/10.1016/j.annals.2018.02.001)
- Waitt, G. (2000). Consuming heritage: Perceived historical authenticity. *Annals of Tourism Research*, 27(4), 835–862. doi:[10.1016/S0160-7383\(99\)00115-2](https://doi.org/10.1016/S0160-7383(99)00115-2)
- Walter, P. G. (2016). Travelers' experiences of authenticity in "hill tribe" tourism in Northern Thailand. *Tourist Studies*, 16(2), 213–230. doi:[10.1177/1468797615594744](https://doi.org/10.1177/1468797615594744)
- Wang, N. (1999). Rethinking authenticity in tourism experience. *Annals of Tourism Research*, 26(2), 349–370.
- Weed, M. (2006). Sports tourism research 2000–2004: A systematic review of knowledge and a meta-evaluation of methods. *Journal of Sport & Tourism*, 11(1), 5–30. doi:[10.1080/14775080600985150](https://doi.org/10.1080/14775080600985150)
- Weed, M., & Bull, C. (2009). *Sports tourism: Participations, policy and providers* (2nd. ed). Oxford: Routledge.
- Yang, L., & Wall, G. (2009). Authenticity in ethnic tourism: Domestic tourists' perspectives. *Current Issues in Tourism*, 12(3), 235–254. doi:[10.1080/13683500802406880](https://doi.org/10.1080/13683500802406880)
- Yung, R., & Khoo-Lattimore, C. (2019). New realities: A systematic literature review on virtual reality and augmented reality in tourism research. *Current Issues in Tourism*, 22(17), 2056–2081. <https://doi.org/10.1080/13683500.2017.1417359>
- Zhang, T., Chen, J., & Hu, B. (2019). Authenticity, quality, and loyalty: Local food and sustainable tourism experience. *Sustainability (Switzerland)*, 11(12), 1–18. doi:[10.3390/su10023437](https://doi.org/10.3390/su10023437)
- *Zhang, T., Wen, H., & Li, X. (2019). A tourist-based model of authenticity of heritage sporting events: The case of Naadam. *Sustainability (Switzerland)*, 11(108), 1–20. doi:[10.3390/su11010108](https://doi.org/10.3390/su11010108)