



Investigation of the role of involvement with climbing, attachment to the destination, and loyalty toward Meteora as a brand destination of sports recreation

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Abstract

The purpose of the present study was to investigate the degree of involvement climbers have with the action of climbing and the attachment to Meteora as a eponymous destination, as well as how these two concepts contribute to devotion to the specific destination. A separate goal was to investigate the profile and demographic characteristics of the destination climbers. The sample of the research consisted of one hundred and sixteen Greek climbers, men and women, with an average age of 33.5 years. To evaluate study's three variables, were used: a) involvement with climbing by Kyle, Graefe, Manning & Bacon (2004a), b) attachment to Meteora destination by Kyle, Bricker, Graefe & Wickham (2004), and c) loyalty to the destination by Filo, Funk & Alexandris (2008), adapted to the needs of research and the name Meteora. The results showed a positive correlation between involvement and attachment, however, attachment with the destination of Meteora showed a higher correlation with the concept of loyalty than that of involvement. It is suggested that all local and national stakeholders, public and private, should take seriously in mind the history, value, dynamics, and importance of the destination of Meteora, as a destination with unique opportunities for the development of cultural, religious, recreational sports activities and events, worthy of its famous name.

Key words: involvement, attachment to the destination, loyalty, climbing, Meteora