DESTINATION IMAGE OF A CITY HOSTING SPORT EVENT: EFFECT ON SPONSORSHIP

1Manuel Alonso Dos Santos  
Faculty of Economic and Business Sciences  
Catholic University of the Most Holy Conception  
Alonso Ribera 2850, 4090541,  
Concepción  
Chile  
Tel.: +56 234 50 00  
E-mail: malonso@ucsc.cl

2Ferran Calabuig Moreno  
Department of Physical Education and Sports  
Faculty of Physical Activity and Sport Sciences  
Universitat de València  
Gascó Oliag, 3, 46010, Valencia  
Spain  
Tel.: +34 963 983 707  
E-mail: ferran.calabuig@uv.es

3Francisco Montoro Rios  
Department of Marketing and Market Research  
Faculty of Economic and Business Sciences  
University of Granada  
Campus Universitario de La Cartuja 18071, Granada  
Spain  
Tel.: +34 958 248 865  
E-mail: fmontoro@ugr.es

4Irena Valantine  
Department of Sports Management, Economics and Sociology  
Faculty of Sports Education  
Lithuanian Sports University  
Sporto str. 6, Kaunas  
Lithuania  
Tel.: +370 37 302662  
E-mail: irena.valantine@lsu.lt

5Arunas Emeljanovas  
Department of Health, Physical and Social Education  
Faculty of Sports Education  
Lithuanian Sports University  
Sporto str. 6, Kaunas  
Lithuania  
Tel.: +370 37 302633  
E-mail: arunas.emeljanovas@lsu.lt

1Manuel Alonso Dos Santos, Dr., Lecturer at the Faculty of Economics and Administration, Catholic University of the Most Holy Conception (Chile). His articles have been published in different scientific journals. The main research areas are e-satisfaction, service quality, brand development, and sport marketing.

2Ferran Calabuig Moreno, Dr., Assistant Professor at the Department of Physical Education and Sports, University of Valencia (Spain). His articles have been published in different scientific journals (e.g., Journal of Business Research, Movimento, Revista de Psicología del Deporte). The main research areas are service quality and consumer satisfaction in sport context, social and economic impact of sporting events, sport event management, legacy of sport events, and sport tourism.