

# Spatial accessibility to public sport facilities and sport participation

**Yoonji Ryu**

Seoul National University

**Kihan Kim**

Seoul National University

Cite as:

Ryu Yoonji, Kim Kihan (2021), Spatial accessibility to public sport facilities and sport participation.  
*Proceedings of the European Marketing Academy*, 50th, (104122)

Paper from the 50th Annual EMAC Conference, Madrid, May 25-28, 2021



# Spatial accessibility to public sport facilities and sport participation

## **Abstract**

The purpose of this study is to examine the impact of spatial accessibility to public sport facilities on sport participation. The study used the data from the 2017 Community Health Survey. For analysis, the zero-inflated Poisson regression model was conducted with the accessibility of sports facilities as an independent variable and sport participation as the dependent variable. The results show that accessibility to sports facilities has a significant impact on the actual sports participation of residents. This study was meaningful since it has confirmed the validity of the government's policy direction by verifying the impact of accessibility of public sports facilities on actual sports participation. Keywords: spatial accessibility, sport facility, sport participation, poisson regression, sports participation

## **Keywords:**

## **Track:**