

Sports Tourism: Its Effect on Tourism Industry In Davao City

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ABSTRACT. This study aimed to determine the effect of the sports tourism industry in developing tourism in Davao City. This study employed quantitative research utilizing descriptive survey method. The statistical tools used were mean, ANOVA and T-test. An online survey through Google forms were utilized to distribute the survey questionnaires to the randomly selected sports tourism business industry representatives. The study shows that there is a very high effect of the sport tourism industry in the development of tourism in Davao City, particularly in terms of social, environmental, and economic aspects. Further, using ANOVA and T-test, the results of the study shows that there is significant difference in the level of effectiveness of the sport tourism industry in the development of tourism in Davao City when analyzed according to their occupation and type of stakeholder, while there is none in terms of sex, age, marital status, and educational attainment. This implied that occupation and type of stakeholder are factors or determinants in creating differences in the perceptions on the effect of the sport tourism industry. Moreover, using average weighted mean. The very high level of effectiveness of the sports tourism industry in the development of tourism has practical implications on the continuous and sustainable sports activities to be held in Davao City. Effective sports tourism management would mean a good way to promote the city as a sports activity hub in the region and the whole country.

Keywords: *sports tourism industry, tourism development, Davao City*

INTRODUCTION

The local sports tourism industry relies on all kinds of services, including productive work, sports and fitness, entertainment, and folk culture communication, in good form of local sports tourism and through the development of local ecological resources. They are offering to tourists. It enables tourists to receive more comfort and more tourism in the rural collective economy. The Legislature's guidelines on accelerating the development of the tourism industry explicitly proposed the vigorous development of sports tourism. They provided strategic support and policy guarantees for developing local sports tourism (Wang & Long, 2014).

On the other hand, the host community is essential to all stakeholders of all tourism events and needs to focus on the tourism planning process. Social awareness of tourism can affect locals' behavior towards local visitors and the events that take place there. Therefore, it is vital to examine these perceptions. In this regard, event planners and developers who are aware of the locals' perceptions of tourism and are interested in their respective businesses can proactively address their concerns and resolve issues on time. Increase. This allows us to establish applicable policies, optimize the interests associated with the tourism industry and take immediate action to mitigate the difficulties (Getz & Page, 2016).

In the UK, understanding the impact of sports tourism on the community and encouraging guest residents to engage in sustainable tourism development is essential to the success of this form of tourism management and marketing. In addition, generating support from the local population is seen as a critical part of planning and executing successful events. Therefore,

understanding locals' attitudes towards sports tourism help better predict the extent of their support for tourism development (Kozma, Michalko & Kiss, 2014).

This year, the Philippines has seen an increase in tourists to central Luzon as infrastructure has been improved under the government's construction, construction, and construction programs. Meaningful projects include New Clark City, world-class sports facilities used during the 30th Southeast Asian Games in the Philippines, and Clark International Airport, which is expected to become a significant global gateway included. The modernization of the Clark International Airport will pave the way to improve and more accessible travel to and from the Central Luzon provinces, which is the come-on for the businesspersons and tourists (Yap, 2019).

On the other hand, sport is often deemed to provide the opportunity for friendship, challenge, and betterment. In addition, there are too many therapeutic individual outcomes in sports like physical, social, affective, and cognitive participation. It has long been apparent that sport can be a vehicle to achieve social good. Therefore, engagement in sport has been seen as a catalyst for opportunities for communities to interact and for nations to meet (Biscomb, Medcalf & Griggs, 2016).

Moreover, the continuous implementation of the massive infrastructure projects in the region is expected to stimulate business in the area. With the strategic location as a gateway to Asia, accessibility to three international airports, expanding infrastructure facilities, and the highly anticipated full development of New Clark City, Central Luzon is strengthening its positions as one of the most dynamic investment destinations in the country. Furthermore, tourism is an important sector for economic development for every country. People usually travel for many reasons; one of these is to promote the tourist industry. People travel to participate and watch sports events (Higham, 2016).

In addition, Kumari (2016) stresses further that tourism is an important sector of economic development of a country due to the income generated by the consumption of goods and services by the tourists, the taxes levied on businesses in the tourism industry, and the opportunity for employment in the service industries associated with tourism. In Davao City, the tourism industry is making a significant contribution to the economy by creating new jobs and generating income through the emergence of new businesses. It has a positive impact on national and international operators, travel agencies, hotels, and restaurants and spreads around tourist attractions.

As tourism grows, there are more opportunities for investment, business development, and infrastructure investment (Fermaran, Legazpi & Madero, 2013). Therefore, the experience of traveling to engage in sports-related activities or to consider them as essential markets provides a way for the tourism industry to recognize sports tourism. On the other hand, in order to remain competitive in the growing sports tourism market, the community needs to have a deep understanding of the benefits and implications of sports tourism in the event application process (Nasseef, 2017).

It is on this idea that this study will be conducted to determine the sport tourism industry: its' effect on tourism development in Davao City. Thus, making this undertaking a study with social relevance.

This study aimed to determine the effect of the sports tourism industry in developing tourism in Davao City. Specifically, it sought answers to the following questions: 1. What is the level of perceived effect of sports tourism on the tourism industry according to stakeholders in Davao City in terms of Social, Environmental, and Economic?; 2. Is there a significant difference in the level of perceived effect of sports tourism on the tourism industry according to stakeholders when analyzed in terms of demographic profile?

Review of Related Literature

Effect of Sport Tourism Industry

Hong Kong-based Action Asia declares that the Philippines has all the elements to become one of the world's most incredible adventure travel destinations. The landscape is a natural paradise for adventure activities and sports tourism. However, the country is already beginning to recognize that sports tourism is an ideal way to boost tourism growth and has not yet evolved (Brain, 2020).

In addition, the country has hosted many international sporting events. Unfortunately, at all of these sponsored events, the link between sports and the tourism sector has not yet been established, so the opportunities for sports tourism, especially tourism, may be lost or not maximized. The sports tourism industry and ecological environment are symbiotic, and a good domain is the basis of the development of sports tourism. At the same time, the development of sports tourism is needed to protect the environment. Environmental protection must also be supported by the income generated by the action of sports tourism. Sports tourism has a dual nature, while the development of the sports tourism industry plays a positive role for tourists, origins, and destinations, but can negatively impact (Keyin). 2014).

Likewise, the sports tourism industry has specific trips, which inevitably lead to particular environmental pollution. To utilize these resources, we must provide funds for improving the environment. Only a better tourist environment can attract more visitors. However, the sports tourism industry can bring economic benefits to visitors. Ignoring the environment due to overfishing resources to maximize the pursuit of economic benefits has resulted in some environmental damage that is so serious that the original appearance cannot be restored. Contamination is immeasurable, as many tourists travel and dump the trash. In short, the development of the sports and tourism industry on the environment has not only a positive effect but also a negative effect. The two aspects are interdependent, contradictory, and form the whole (Xianjuan, 2014).

Social. Acceptance or rejection of tourism development is determined by the balance of exchange of relevant values. The perception of the business depends on the benefits one can get from the outcome of tourism. Residents will support further tourism development if the benefits they receive outweigh the costs. On the other hand, if locals believe that the development of tourism causes exorbitant prices that are detrimental to them, they are unlikely to support the further development of this initiative. Recently, it has been observed that locals tend to take tourism positively because of the high expectations and expectations for the benefits of tourism in areas with low economic activity and low tourism development. Therefore, I felt that it was necessary to prioritize the needs and desires of the inhabitants when creating an initiative for tourists (Rasoolimanesh, Jaafar, Kock & Ramayah, 2015).

The issue of public attitudes towards tourism is a well-studied topic in the field of tourism, and research includes research on public attitudes and perceptions of tourism support and development. On the other hand, attitudes are elements that represent a person's relatively consistent evaluation, emotions, and tendencies towards objects and ideas. In fact, in the context of tourism, attitudes, and perceptions are derived from the perception of tourism-related benefits and costs experienced by residents. Surveys show that residents' attitudes affect tourist satisfaction and show repeated visits to the host community area (Hasani, 2016).

In short, if you believe that the tourism industry promotes job creation, provides better income, improves facilities and infrastructure while providing opportunities to meet new and exciting people, residents have a favorable view of the tourism industry. Will do. Some residents will open their arms to welcome tourists, while others will see them with ambivalence. In addition,

residents' attitudes towards the development of tourism can be explained in the context of socio-economic, socio-demographic, and travel behavior variables. If the population is economically dependent on the tourism industry and experiences its benefits and benefits, they are more likely to support its development. Residents' attitudes towards tourism development fall into two major categories: support for additional tourism development and support for restrictions on tourism development (Hasani, 2016).

Environmental. The sports and tourism industry has become an integral part of people's daily lives. It not only relaxes a person's body and mind, but can also provide a fitness and exciting experience. Sports as an essential part of human society are inevitably affected by the ecological environment and restrictions. However, sporting activities pollute the environment to varying degrees and destroy the harmony between humans and nature. From the perspective of sustainable development, the impact of tourism and sports tourism on the ecological environment, especially the impact of undeveloped travel behavior on the ecological environment, cannot be ignored. Therefore, while there is a positive impact on the background of a particular sports tourism industry, it is necessary to prevent the adverse effects of the sports tourism industry on the environment (Kou & Shen, 2014).

On the other hand, the sports tourism industry and the ecological environment are in a symbiotic relationship, and a good environment is the basis of sports tourism development. At the same time, sports tourism development is necessary to protect the environment, and the domain is also essential—support from income from development. Due to the dual nature of sports tourism, the development of the sports tourism industry plays a positive role for tourists, origins, and destinations, but it also has a negative impact (Kou & Shen, 2014).

In addition, the sports tourism industry has specific trips that inevitably lead to certain levels of environmental pollution. To utilize these resources, it is necessary to invest in environmental improvement. The tourism environment will improve and attract more visitors, but the sports tourism industry can generate economic benefits from visitors. Ignoring the environment due to overfishing of resources to maximize the pursuit of economic benefits has resulted in some environmental damage that is so serious that the original appearance cannot be restored. Contamination is immeasurable, as the number of tourists traveling and dumping the trash. In short, the development of the sports and tourism industry on the environment has a positive effect and a negative effect. The two aspects are interdependent, contradictory, and form the whole (Kou & Shen, 2014).

Therefore, most people recognize that fuel for industrial production, urban transportation, and living is the main reason for daily air pollution, but magnesium carbonate is a non-slip as a gymnastics, weight lifter, and stimulus. You're probably unaware that it's being used as a powder in table tennis or smokers' adhesives, or crowds in the sports field affect the air. As a movement of mechanical events, a new trend in sports such as motorcycles, cars, boats, and planes, the large amounts of emissions under development have devastating consequences for the local atmospheric environment. Higher demand and more fabulous spectators for sports, proposed traffic, balloons, skydiving, and reliance on tourism assistance have contributed to some extent to air pollution (Kou & Shen, 2014).

Water is one of the essential resources for human survival and is also a unique natural environment for some sports projects. The development of swimming, swimming, boating, surfing, boating, and other water projects has directly or indirectly caused water pollution. Garbage, oil, marine chemical cleaning agents, and cleaning oil residues were found throughout sports rivers, lakes, reservoirs, and beaches, and athletes' own secretions and excrement also contaminated the water. In recent years, the need for construction and maintenance of real estate in some sports facilities and the sports tourism industry requires large amounts of water, large amounts of chemicals in rivers, contaminating other water

resources and drinking water, and water. Destroy the balance of the ecosystem (Kou & Shen, 2014).

Sports environmental pollution is caused by noise. Noise is primarily generated by spectators watching sports equipment such as planes, cars, and motorcycles, shootouts, match screams, and high-pitched trumpets. Physical environmental noise and other urban noise are oppressive and can cause more serious social problems and increase conflict for locals and athletes. Similar to the 27th Olympic Games in Sydney, 500,000 of the 400,000 inhabitants cannot tolerate the noise of the Olympic Games and should choose to leave the city. In some sports tourism industries, dance halls, fitness halls, and karaoke competitions, high-pitched sound intensity exceeds normal sequels (Kou & Shen, 2014).

Environmental safety is the goal requirement of worldwide environmental change, however additionally sell the improvement of the Olympic motion that reform and harmonious stability among guy and nature, it indicates a brand new Olympic spirit. In the hundred years of Olympic history, mainly the Olympic exercise withinside the ultimate 20 years, and progressively discover the strategies and methods to remedy the contradiction among sports activities and surroundings, has collected treasured enjoy an excellent way to recognize the sustainable improvement of sports activities. In sports activities exercise, to higher remedy the issues of sports activities tourism enterprise and ecological surroundings, a few students commenced to check the fundamental standards and strategies by way of the ecology, the sports activities and the surroundings as a surrounding to discover, from the interrelated bodily and environmental factor of view, to learn the concept of sustainable improvement of sports activities essence and the regulation, maintain the ecological stability, the examine of human sports activities sports and bring and surroundings among the numerous relations, law and sports activities, recognize the harmonious improvement of bodily, social, ecological system, ecological advantage and social, financial benefits (Kou & Shen, 2014).

Project improvement and control of sports activities tourism enterprise ought to be primarily based totally on ecological, environmental safety because the premise has continually been to set up the idea of environmental, environmental protection, medical and rational planning, to keep away from and decrease the effect at the surroundings. Considering the financial courting among the environments, sports activities, to shield surroundings and the safety of conventional as a promoting factor will appeal to consumers, on the equal time, environmental training and exposure-related. Green environmental safety volunteers could make vacationers choose up rubbish for inexperienced monuments and so on, to sell ecological safety. It is suggested that you do now no longer litter, do directly no longer harm the surroundings. Call control is primarily based totally on perfecting the snow transport, communications, and various infrastructure, to ecological transportation, Ecologde hotel, ecological keep idea and mode implemented to the sports activities tourism (Kou & Shen, 2014).

Economic. Tourism at sporting events is an opportunity to attract local and international visitors and boost the economy. The focus of sporting events used to be primarily to organize quality activities, but it has become an essential type of tourism these days. As the fastest-growing form of tourism, sporting events are now considered crucial to the local economy. Therefore, an organization can significantly contribute to the economic expansion of a local community, region, or country (Tzetzis, Alexandris & Kapsampeli, 2014).

In addition, economic benefits are an essential factor in the exchange process of tourism development. The authors of many studies in this area report that financial benefits are the most critical factor that locals are looking for. Residents with high economic interests or reliance on the tourism industry are more optimistic about tourism than other residents. Empirical evidence also suggests that sporting event tourism can enhance

economic exchanges by becoming an essential source of income for cities. Sporting events generally increase employment, create new markets, and minimize inflation. On the other hand, sightseeing in sporting events can be expensive. B. Related to wages and safety equipment, but probably increasing everyday living expenses (Stylidis, 2014).

In contrast, sports tourism is broadly defined as a trip to participate in sporting activities, watch sports, and visit sports attractions. It clearly defines three different segments of tourism motivation and needs. The first category of sports tourists is spectators, and this sporting event has become a significant segment of tourism. This is an event that is a product of the spectator sports market (Fullerton & Mertz, 2018).

The emergence of affordable travel methods for lower and middle spectators and stadiums with cheap tickets in the same demographic segment has contributed significantly to the growth of spectator-led sports tourism. In addition, the second category of sports attraction visitors can be divided into two types: celebrity and nostalgic sports travelers (Gibson, 2018).

Celebrity sports tourism includes social group tours and events. Opportunity to meet and observe sports legends. On the other hand, there are two forms of nostalgia sports tourism. Nostalgia for sports venues and relics and nostalgia for social experiences (Fairely & Gammon, 2015). Finally, the third category is active participants, including leagues, tournaments, and competitions where individuals can compete officially and informally in sports. Therefore, in the case of an event, this means attracting teams, leagues, and individuals to compete in the sport. For destinations, this means helping to attract sporting events and recruit participants to take advantage of the financial benefits of the goal.

This research is based on the theory of Hall (1992), which states that sports tourism is travel for non-commercial reasons to participate in or observe sports activities away from home. In addition, Gibson (1999) supports the idea of Hall (1992), emphasizing that sports tourism is tourism with the primary purpose of entertainment, tourists attending physical activities, watching sports activities, or visiting sports-related attractions. Regarding the purpose of sport tourism, Standeven and De Knop (1998) argue that sports tourism also includes business and commercial tourism, i.e., sports tourism can also occur when a person travels travel for professional or business purposes.

In addition, regarding the forms of sport tourism, Standeven and De Knop (1998) have identified the types of sport tourism according to the purpose and content of the trip, i.e., tourists can attend on vacations or for business, active or passive, observational or engaged, organized or independent.

METHOD

A descriptive research method was utilized in this research study to determine the sport tourism industry and its effect on tourism development in Davao City. According to Suero (2013) stated that descriptive research includes the present conditions concerning the nature of the group of persons involved in procedures of induction, analysis, classification, enumeration, and measurement. It consists of the drawing of information regarding the current condition.

The participants of the study were the sports tourism businesses in Davao City. The researchers have collected data and information from the participants of the Study. There are 500 respondents utilized to represent as study participants from sports tourism business industry representatives.

Table 1. *Characteristics of 500 respondents were included in the survey.*

| Profile Variables | Group | Frequenc y | Percent |
|--------------------------|---------------------------|-----------------------|----------------|
| Sex | Male | 391 | 78.2 |
| | Female | 109 | 21.8 |
| Age | 19 below | 57 | 11.4 |
| | 20-29 | 363 | 72.6 |
| | 30-39 | 70 | 14.0 |
| | 40-59 | 10 | 2.0 |
| | 60 above | 0 | 0.0 |
| Marital Status | Single | 433 | 86.6 |
| | Married | 66 | 13.2 |
| | Widowed/er | 1 | .2 |
| Educational Background | High School Levell | 42 | 8.4 |
| | High School Graduate | 71 | 14.2 |
| | College Level | 261 | 52.2 |
| | College Graduate | 126 | 25.2 |
| Occupation | Employed | 242 | 48.4 |
| | Self-Employed | 49 | 9.8 |
| | Unemployed | 19 | 3.8 |
| | Student | 190 | 38.0 |
| Stakeholder | Government Employee | 19 | 3.8 |
| | Private Business Employee | 219 | 43.8 |
| | Private Business Owner | 40 | 8.0 |
| | None of the above choices | 222 | 44.4 |

Table 1 shows the demographic profile of the respondents. There were 500 total respondents, and in terms of sex, the majority are male with 391 (78.2 percent), compared to females with only 109 (21.8 percent). In terms of age, the majority are between 20-29 years old, with 363 (72.6 percent), while in terms of marital status, most are single, with 433 respondents (86.6 percent). On the other hand, with regards to educational background, the majority are college-level with 261 respondents (52.2 percent), which was followed by college graduate respondents with 126 (25.2 percent).

Moreover, in terms of the status of their occupation, the majority are employed with 242 respondents (48.4 percent), which was followed by students with 190 (38.0 percent), self-employed with 49 (9.8 percent), and unemployed with 19 (3.8 percent). In addition, in terms of the type of stakeholder, the majority are in the category of the "none of the above choices" with 222 (44.4 percent), which was followed by private business employees with 219 respondents (43.8 percent), the private business owner with 40 (8.0 percent), and government employee with 19 (3.8 percent).

The researchers were utilizing the adapted survey questionnaire that will be modified and constructed based on the indicators of the Study as reflected on every variable stated. Responses were recorded on a Likert-type scale, ranging from strongly disagree=1 to strongly agree=5.

The statistical tools used in treating the problem regarding sports tourism industry: it's an effect on tourism development in Davao City were the following: Mean. This was used to determine the sports tourism industry: it's an effect on tourism development in Davao City. Frequency and Percentage. This was used to calculate and determine the number of study participants. Pearson r. This was used to determine if there is a significant relationship between the sports tourism industry and its effect on tourism development in Davao City.

RESULTS AND DISCUSSION

Level of Perceived Effect of Sport Tourism

Table 2 shows the level of perceived effect of sports tourism on the tourism industry according to stakeholders in Davao City. Findings revealed that in general, there is a high level of impact of the sports tourism industry, such as with regards to social, environmental, and economic impact in the development of the tourism industry in Davao City, as this was reflected in the overall mean rating of 4.70 (sd=0.373), described as Very High.

Table 2. *Level of Perceived Effect of Sport Tourism on the Tourism Industry According to Stakeholders in Davao City*

| Indicators | Mean | Std. Deviation | Descriptive Interpretation |
|-------------------|-------------|-----------------------|-----------------------------------|
| Social | 4.70 | 0.447 | Very High |
| Environmental | 4.64 | 0.465 | Very High |
| Economic Impact | 4.77 | 0.370 | Very High |
| Overall | 4.70 | 0.373 | Very High |

This means that the sports tourism industry, such as conducting sports activities and hosting, accelerates the development of Davao City, particularly in the tourism industry, for it does not only help in creating job opportunities and income-generating sources of the community, but it also helps encourage more tourists to come to Davao City, and appreciate the city as one of their tourist destinations. Findings imply that sports tourism is an important industry that helps the development of the tourism industry of a particular place. Thus local government units (LGUs), with the help of the private sectors, should work together to stage and host different sports activities, thus developing the tourism industry.

Specifically, the highest indicator of the sports tourism industry rated by the respondents is the economic impact, as reflected in the total mean rating of 4.77, described as Very High. This means that respondents perceived that there is a very high effect of sports tourism in the tourism industry in Davao City, particularly in the economic aspect, for it provides job opportunities and increases business activities, particularly to small business operators, thus increasing their income during the sports activities.

Similarly, the second-highest indicator of the sports tourism industry rated by the respondents is social impact, as reflected in the total mean rating of 4.70, described as Very High. This means that respondents perceived that there is also a very high effect of sports tourism in the tourism industry in Davao City, particularly in the social aspect, such as that it encouraged a variety of cultural activities among local residents, promotes camaraderie among guests and community residents, provide an opportunity to gain valuable experience and understand the society from other regions, among others.

Likewise, the lowest indicator of the sports tourism industry rated by the respondents is environmental impact, as reflected in the total mean rating of 4.64, described as Very High. This means that respondents perceived that there is also a very high effect of sports tourism in the tourism industry in Davao City, particularly in the environmental aspect, such as that it provides more parks and other recreational areas to increase business opportunities helping improve local tourism, ensures to maintain public road and facilities to provide convenience to participating guests, enhance tourist attraction to encourage more people to come and visit, among others.

Findings implied that with the very high level of effectiveness of the sports tourism industry in the development of tourism, particularly in Davao City, there is a need for continuous and sustainable sports activities that should be held in the city. Moreover, there is a need to strengthen the unity of various stakeholders in order to have a unified goal, and that is to promote Davao City as a premiere sports hub extensively, thus eventually having a positive impact in the sports tourism industry.

Significant Difference in the Level of Perceived Effect of Sport Tourism on the Tourism Industry According to Stakeholders in Davao City in terms of Demographic Profile

Table 3 shows the significant difference in the level of perceived effect sport tourism on the tourism industry according to stakeholders in Davao City when analyzed by demographic profile. Findings revealed that, in general, there is no significant difference manifested as an overall p-value of .710 is more excellent than the .05 level of significance, thus accepting the null hypothesis. Similarly, when analyzed by age, there is no significant difference manifested as an overall p-value of .065 is greater than the .05 level of significance, thus accepting the null hypothesis. Likewise, when analyzed by marital status, there is no significant difference manifested as the overall p-value of .716 is more excellent than the .05 level of significance, thus accepting the null hypothesis. The same with educational background, there is also no significant difference manifested as the overall p-value of .006 is greater than the .05 level of significance, thus accepting the null hypothesis.

Table 3. *Significant Difference in the Level of Effect of Sports Tourism Industry When Analyzed According to Profile of the Respondents*

| Demographic Profile | t-value | p-value | Decision on Ho |
|----------------------------|----------------|----------------|-----------------------|
| Sex | .372 | .710 | Accept |
| Age | 2.421 | .065 | Accept |
| Marital Status | .334 | .716 | Accept |
| Educational Background | 4.195 | .006 | Accept |
| Occupation | 10.487 | .000* | Reject |
| Stakeholders | 2.669 | .047* | Reject |

*p<0.05

However, when analyzed by occupation, there is a significant difference manifested as the overall p-value of .000 is lesser than the .05 level of significance, thus rejecting the null hypothesis. The same also with the type of stakeholder wherein it manifested a significant difference manifested as an overall p-value of .000 is lesser than .05 level of significance, thus also rejecting the null hypothesis.

Conclusions

Based on the findings of the study, the following conclusions are drawn:

There is a very high effect of the sport tourism industry in the perceived effect of sports tourism on the tourism industry according to stakeholders in Davao City, particularly in terms of social, environmental, and economic aspects. Findings implied that with the very high level of effectiveness of the sports tourism industry in the development of tourism, particularly in Davao City, there is a need for continuous and sustainable sports activities that should be held

in the city. Moreover, there is a need to strengthen the unity of various stakeholders in order to have a unified goal, and that is to promote Davao City as a premiere sports hub extensively, thus eventually having a positive impact in the sports tourism industry.

There is a significant difference in the level of the perceived effect of sports tourism on the tourism industry according to stakeholders in Davao City when analyzed according to their occupation and type of stakeholder, while there is none in terms of sex, age, marital status, and educational attainment. This implied that occupation and type of stakeholder are factors or determinants in creating differences in the perceptions on the effect of the sport tourism industry.

Recommendations

Based on the findings and conclusions, the following recommendations are given:

To Local Government of Davao City, they continuously conduct or host sports events, such as Palarong Pambansa, or even hosting some international sports events such as the Southeast Asian Games (SEA Games), Asian Games, among others, in order to encourage more tourists to Davao City, thus, positively affect the social, environmental and economic aspects of the city, specifically income-generating opportunities. Moreover, the City government should also focus on building and upgrading sports facilities in order to host national and international competitions, thus not just showcasing its ability to host sports events, but also in building friendships with people from other places, and also showing the cultural heritage of the Davaoeños.

To Sport Tourism Business Industry, they should continuously strengthen their partnerships with the local government, private sectors, and other stakeholders in order to promote sports tourism that will eventually be beneficial to the tourism development of Davao City, specifically in the aspects of social, environmental and economic.

To Future researchers, they may use the data and other information from this Study as their reference and to be able to come up with future studies related to the topic.

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