



Multi-Stakeholders' Assessment of Football as a Sports Tourism Attraction in Barotac Nuevo, Iloilo: Basis for a Development Plan

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Abstract

Sports tourism has emerged as one of the most dynamic and rapidly expanding sectors of the global tourism industry, integrating leisure travel with participation in or observation of sporting activities. In the Philippines, Barotac Nuevo, Iloilo is widely known as the "Football Capital of the Philippines" with its long-standing football tradition, production of national athletes, and active grassroots programs embedded in community life. Despite this strong cultural foundation, Barotac Nuevo's potential as a sports tourism destination remains underutilized. This study examines football as a sports tourism attraction in Barotac Nuevo, Iloilo, known as the "Football Capital of the Philippines," with the aim of informing local tourism planning and policy. Using a quantitative descriptive-correlational design, data were collected from 384 respondents representing key stakeholder groups, including local government units, business sectors, residents, tourists, and football enthusiasts. A structured questionnaire measured tourism potential, perceived economic, social, and environmental impacts, and development constraints. Data were analyzed using descriptive statistics, one-way ANOVA, and Pearson's *r*. Findings indicate that football is perceived as a high to very high potential tourism attraction, with social impacts emerging as the most prominent dimension. Significant differences were observed across stakeholder groups, and strong positive relationships were found between perceived tourism potential and its impacts. While local records and stakeholder perceptions suggest increasing interest in football-related tourism activities, this trend should be interpreted with caution due to limited longitudinal data. Key constraints identified include limited funding, weak marketing strategies, and inconsistent event programming. The study highlights football's capacity to support sustainable tourism development in Barotac Nuevo and underscores the need for coordinated planning, infrastructure investment, and stakeholder collaboration. These findings contribute to evidence-based tourism policy and local destination development strategies.

Keywords: sports tourism, football tourism, stakeholder analysis, sustainable tourism, Barotac Nuevo, Iloilo



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INTRODUCTION

Sports tourism has emerged as one of the most dynamic and rapidly expanding sectors of the global tourism industry, integrating leisure travel with participation in or observation of sporting activities. It plays a significant role in stimulating economic development, strengthening destination branding, and promoting socio-cultural exchange across diverse communities (Higham & Hinch, 2022). Among various sports, football holds a uniquely influential position due to its global reach, accessibility, and deep cultural resonance, making it a powerful driver of tourism demand.

Globally, football tourism contributes substantially to economic activity through event attendance, media exposure, merchandising, and related services such as accommodation, transportation, and food industries. Mega-events like the FIFA World Cup generate billions in revenue and significantly increase international tourist arrivals, reinforcing football's role as both an economic and cultural force (International Monetary Fund [IMF], 2024). At the same time, grassroots and community-based football events are increasingly recognized for their ability to sustain tourism flows, particularly in rural destinations where authenticity and local engagement are valued.

In the Philippines, football has gained growing recognition as both a competitive sport and a cultural practice, particularly in areas with strong historical engagement. Barotac Nuevo, Iloilo widely known as the “Football Capital of the Philippines” stands out as a prominent example, with its long-standing football tradition, production of national athletes, and active grassroots programs embedded in community life (Canonigo, 2019).

Despite this strong cultural foundation, Barotac Nuevo’s potential as a sports tourism destination remains underutilized. Persistent challenges such as limited infrastructure, inconsistent event programming, weak marketing initiatives, and the absence of integration into formal tourism planning frameworks constrain its ability to maximize economic and social benefits.

Existing studies on sports tourism in the Philippines have largely focused on general tourism development or single stakeholder perspectives, with limited attention to localized, multi-stakeholder assessments of football-based tourism destinations. In particular, there is a lack of empirical evidence on how different stakeholder groups perceive tourism potential, impacts, and development constraints in football-centric communities such as Barotac Nuevo.

Moreover, despite its national recognition, football in Barotac Nuevo has not been fully developed as a structured and sustainable tourism product. The absence of an integrated, evidence-based framework limits the capacity of stakeholders to plan, invest, and implement coordinated tourism strategies. There is also insufficient data on how football tourism contributes to economic, social, and environmental outcomes across stakeholder groups.

In response, this study aims to reposition football as a viable and sustainable tourism product by adopting a multi-dimensional and multi-stakeholder approach. It examines tourism potential alongside economic, social,

and environmental impacts to generate empirical evidence that can inform strategic tourism planning and policy development. By incorporating the perspectives of local government units, businesses, residents, tourists, and football enthusiasts, the study provides a more comprehensive and context-specific basis for sustainable destination development.

Research Questions. This study aimed to assess football as a sports tourism attraction in Barotac Nuevo, Iloilo, as a basis for a sustainable development plan. Specifically, the study was designed to address the following research questions:

1. What is the demographic profile of the respondents in terms of:
 - 1.1 Age
 - 1.2 Gender
 - 1.3 Civil Status
 - 1.4 Educational Attainment
 - 1.5 Stakeholder Group
2. What is the trend of football-related tourist arrivals and estimated tourism income in Barotac Nuevo from 2020 to 2024?
3. How do stakeholders assess football as a sports tourism attraction in terms of:
 - 3.1 Attractiveness
 - 3.2 Accessibility
 - 3.3 Facilities and Amenities
 - 3.4 Events and Programs
4. What are the challenges and constraints in developing football as a sports tourism attraction?
5. Is there a significant difference in the perceived impacts of football tourism when respondents are grouped according to stakeholder category?
6. Is there a significant relationship between football tourism potential and its perceived impacts?

7. Based on the findings, what sustainable tourism development plan can be proposed for Barotac Nuevo?

Conceptual Framework. The conceptual framework of this study is anchored in Stakeholder Theory (Freeman, 1984), which posits that different stakeholder groups possess varying interests, roles, and levels of influence that shape their perceptions and evaluations of development initiatives. In tourism contexts, stakeholders, including local government units, businesses, residents, tourists, and sports enthusiasts are expected to differ in how they assess tourism potential and its associated impacts based on their involvement, expectations, and perceived benefits.

The framework is further supported by perception-based theories in tourism, which emphasize that individual evaluations of destinations and services are influenced by personal and socio-demographic characteristics. Factors such as age, gender, civil status, and educational attainment shape individuals' preferences, expectations, and levels of awareness, thereby affecting how tourism-related outcomes are interpreted.

Guided by these perspectives, the study conceptualizes respondents' profile, specifically age, gender, civil status, educational attainment, and stakeholder group, as the independent variables influencing their assessment of football as a sports tourism attraction. These variables are expected to shape stakeholders' evaluation of tourism potential in terms of attractiveness, accessibility, facilities and amenities, and events and programs, as well as their perceptions of its economic, social, and environmental impacts.

The dependent variables include both objective and perceptual measures. Objective indicators consist of trends in football-related tourist arrivals and estimated tourism income in Barotac Nuevo from 2020 to 2024. Perceptual measures encompass stakeholders'

assessment of tourism potential and perceived impacts across economic, social, and environmental dimensions.

These variables are assumed to be interrelated, such that variations in respondents' profiles may lead to differences in their evaluation of tourism potential and its impacts. Examining these relationships enables a comprehensive understanding of how football functions as a tourism product within the local context.

Ultimately, the findings of the study inform the development of a sustainable tourism plan for Barotac Nuevo, which serves as the outcome variable. This plan integrates stakeholder perspectives, tourism performance trends, and impact assessments to support evidence-based decision-making and long-term tourism sustainability.

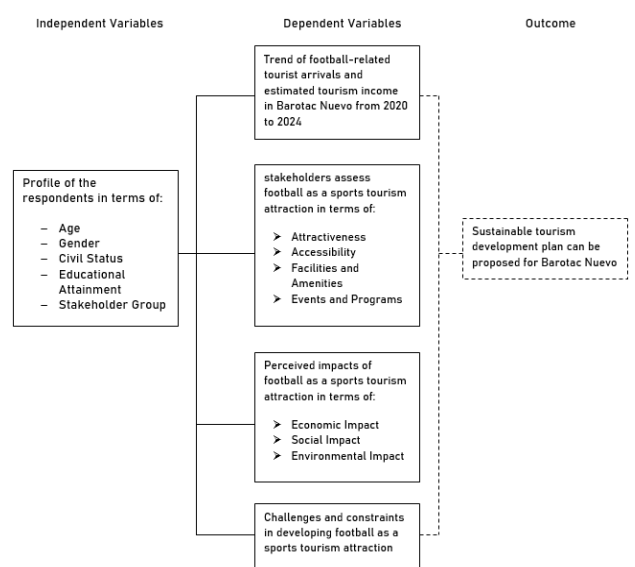


Figure 1
Conceptual Framework on Stakeholder Profiles, Football Tourism Assessments, and Sustainable Development Planning in Barotac Nuevo

LITERATURE REVIEW

Sports Tourism and Its Growing Importance. Sports tourism has emerged as one of the fastest-growing segments of the global tourism industry. Gibson (2018) defines sports tourism as travel involving active or passive participation in sporting activities, including event attendance and visits to sport-related

attractions. Similarly, Weed and Bull (2019) argue that sports tourism enhances destination competitiveness by increasing visitor arrivals, extending length of stay, and stimulating local economies.

However, while these studies emphasize the positive contributions of sports tourism, other scholars highlight that its benefits are not uniformly distributed across destinations. For instance, large-scale events tend to generate significant economic returns, whereas smaller destinations may struggle to sustain long-term tourism demand without consistent programming and strategic planning. This suggests that the impact of sports tourism is highly context-dependent, varying based on destination capacity and management.

Football, in particular, plays a central role in sports tourism due to its global popularity and mass spectator appeal. While high-profile events attract international tourists and media attention, some studies argue that reliance on mega-events alone may lead to short-term gains rather than sustained tourism growth, thereby underscoring the importance of integrating grassroots and recurring events into tourism strategies.

Football as a Sports Tourism Attraction. Football is widely recognized as the world's most popular sport, making it a powerful driver of tourism activities. Buhalis and Costa (2017) emphasize that football events enhance destination visibility and encourage repeat visitation. Likewise, Hinch and Higham (2016) highlight that both international and local football events contribute to tourism development, particularly in community-based settings.

Despite this consensus, differences emerge in how scholars evaluate the sustainability of football tourism. While some studies highlight its strong economic and promotional value, others argue that its success depends heavily on supporting infrastructure, accessibility, and effective marketing. In less-developed or rural destinations, the absence of these enabling

factors may limit the ability of football events to attract and retain tourists. This contrast indicates that football's tourism potential is not inherent but contingent upon destination readiness and strategic management.

Stakeholders in Sports Tourism Development. Sports tourism development involves multiple stakeholders, including local government units (LGUs), tourism offices, sports organizations, private sectors, and local communities. Freeman's Stakeholder Theory (1984) posits that development outcomes depend on balancing the interests of these diverse groups. Getz and Page (2016) further emphasize that collaboration among stakeholders is essential for sustainable event management.

While many studies agree on the importance of stakeholder collaboration, there is variation in how stakeholder roles are prioritized. Some research highlights the dominant role of government in providing infrastructure and policy support, whereas other studies emphasize community participation as a critical factor in ensuring authenticity and sustainability. Moreover, conflicting stakeholder interests such as economic goals versus community well-being can create challenges in implementation. These differences suggest that effective sports tourism development requires not only collaboration but also alignment of stakeholder priorities.

Economic Impact of Football Tourism. Football tourism contributes significantly to local and regional economies. Preuss (2019) explains that sports events generate direct, indirect, and induced economic impacts through visitor expenditures on accommodation, transportation, food, and merchandise. Chalip (2018) also highlights the long-term "legacy effects" of sports tourism, including improved infrastructure and increased destination awareness.

However, the extent of economic benefits remains debated. While some studies report substantial gains, others caution that projected economic impacts are often overestimated due

to leakages, high operational costs, and uneven distribution of benefits. In developing destinations, the lack of strategic planning and marketing may further limit economic returns. This suggests that economic outcomes are highly dependent on governance, investment, and the integration of tourism strategies.

Social and Cultural Impacts of Football Tourism.

Football tourism also generates significant social and cultural impacts. Higham (2016) notes that sports events can foster community pride, social cohesion, and cultural exchange. Additionally, they encourage youth participation in sports and promote healthy lifestyles.

Conversely, some studies highlight potential negative effects, particularly when tourism growth is not well-managed. Issues such as overcrowding, cultural commodification, and social disruption may arise, especially in small or resource-constrained communities. These contrasting perspectives indicate that while football tourism can strengthen social capital, its outcomes depend on effective planning and community involvement.

Development Planning in Sports Tourism.

Development planning is essential in maximizing the benefits of sports tourism. Inskip (2019) emphasizes that tourism planning should be comprehensive, sustainable, and stakeholder driven. Similarly, Getz (2018) argues that strategic planning ensures long-term benefits rather than short-term gains.

Despite general agreement on the importance of planning, differences exist in implementation approaches. Some destinations prioritize infrastructure development, while others focus on marketing or event programming. In football tourism, successful models often integrate all these elements; however, many developing destinations struggle with fragmented planning and limited resources. This highlights the need for context-specific and integrated planning frameworks that align infrastructure, marketing, and stakeholder collaboration.

Synthesis of the Literature. The reviewed literature consistently highlights the important role of football in sports tourism development, particularly in attracting visitors, generating economic benefits, and strengthening destination identity. However, the effectiveness of football tourism is influenced by several interrelated factors, including stakeholder collaboration, strategic planning, and the adoption of sustainable management practices. Moreover, existing studies present varying outcomes depending on the level of infrastructure development, governance, and community involvement, indicating that the success of football tourism is highly context specific.

While prior research has extensively examined sports tourism at a general level, there remains a limited number of localized studies that focus specifically on football as a tourism attraction, particularly using a multi-stakeholder perspective. This gap is especially evident in developing and community-based destinations, where stakeholder perceptions and contextual factors play a critical role in shaping tourism outcomes.

In response to these gaps, the present study aims to assess football as a sports tourism attraction in Barotac Nuevo by examining (1) its tourism potential in terms of attractiveness, accessibility, facilities and amenities, and events and programs; (2) the perceived economic, social, and environmental impacts; (3) differences in assessment across stakeholder groups; and (4) the relationship between tourism potential and perceived impacts. The findings are intended to serve as a basis for a sustainable tourism development plan that is responsive to local conditions and stakeholder needs.

METHODOLOGY

This study employed a quantitative descriptive-correlational research design, which is appropriate for examining relationships among variables and describing patterns within a population. The approach allowed for

systematic collection and statistical analysis of data to evaluate football's tourism potential and perceived impacts across multiple stakeholder groups.

Research Locale and Participants. The study was conducted in Barotac Nuevo, Iloilo, a municipality recognized for its strong football culture. A total of 300 respondents were selected using stratified random sampling to ensure proportional representation across five stakeholder groups: (1) business sector, (2) local government unit (LGU), (3) residents, (4) tourists, and (5) football enthusiasts.

This sampling technique was employed to ensure inclusivity and adequate representation of each stakeholder group, thereby minimizing selection bias and enhancing the reliability of comparisons across groups. By capturing diverse perspectives relevant to football tourism development, the approach provided a more comprehensive understanding of stakeholder perceptions within the study area.

Data Collection Instrument. A researcher-made structured questionnaire was utilized as the primary data collection tool. The instrument consisted of four main sections: (1) respondent profile, (2) assessment of football tourism potential (stakeholder-specific), (3) perceived impacts in terms of economic, social, and environmental dimensions, and (4) challenges and constraints.

To ensure content validity, the instrument was subjected to expert validation involving specialists in tourism and research methodology. It was also pilot tested prior to data collection to assess clarity, relevance, and internal consistency. Reliability analysis was conducted using Cronbach's alpha, yielding 0.90 Excellent reliability coefficients for the major constructs (tourism potential, perceived impacts, and constraints), indicating that the instrument is suitable for use in the study.

Data Analysis. Descriptive statistics (frequency, percentage, mean, and standard deviation) were used to summarize the data, while

inferential statistics were employed to test relationships and differences. One-way ANOVA was used to determine differences across stakeholder groups while Pearson's r correlation was applied to examine relationships between tourism potential and perceived impacts. The level of significance was set at $\alpha = 0.05$.

Ethical Considerations. The study adhered to established ethical standards by securing informed consent from all participants, ensuring voluntary involvement, and safeguarding confidentiality throughout the process. Data were handled with strict security measures to protect privacy, and all procedures were designed to minimize risk. These protocols collectively upheld integrity, responsibility, and compliance with recognized research ethics guidelines.

RESULTS AND DISCUSSIONS

The Demographic Profile of Respondents. Table 1 presents the demographic profile of the respondents in terms of age, gender, civil status, educational attainment, and stakeholder group.

In terms of age, the largest proportion of respondents belonged to the 30–49 age group (45.0%), followed by those aged 18–29 (30.0%) and 50–59 (25.0%). This indicates that the study is primarily represented by individuals in their economically active and decision-making age range, suggesting that the responses reflect perspectives of participants who are likely engaged in community, business, and tourism-related activities.

Regarding gender, the majority of respondents were female (55.0%), while male respondents accounted for 40.0%, and 5.0% preferred not to disclose their gender. This suggests a slightly higher participation of females, which may reflect their active involvement in community and tourism-related engagements within the locality.

Table 1

Profile of the Respondents

Variable	Category	Frequency	Percentage
Age	18-29	90	30.0
	30-49	135	45.0
	50-59	75	25.0
Gender	Male	120	40.0
	Female	165	55.0
	Prefer not to say	15	5.0
Civil Status	Single	105	35.0
	Married	180	60.0
	Widowed	15	5.0
Educational Attainment	High School Graduate	45	15.0
	College Level	60	20.0
	College Graduate	165	55.0
	Postgraduate	30	10.0
Stakeholder Group	Business Sector	60	20.0
	LGU	60	20.0
	Residents	60	20.0
	Tourists	60	20.0
	Football Enthusiasts	60	20.0
Total		300	100

In terms of civil status, most respondents were married (60.0%), followed by single individuals (35.0%) and widowed respondents (5.0%). The predominance of married respondents implies that a significant portion of participants may have established household and economic responsibilities, which can influence their perceptions of tourism development and its community impact.

For educational attainment, the majority were college graduates (55.0%), followed by college-level respondents (20.0%), high school graduates (15.0%), and postgraduates (10.0%). This indicates that the respondents generally possess a relatively high level of education, which enhances the reliability of their responses as they are more likely to understand and critically evaluate tourism-related issues.

Lastly, the stakeholder group distribution was evenly allocated, with the business sector, local government unit (LGU), residents, tourists, and football enthusiasts each comprising 20.0% of the sample. This balanced representation ensures that the study captures diverse and comparable perspectives across all key stakeholder groups, strengthening the comprehensiveness of the findings.

Overall, the demographic profile shows a well-distributed sample across key variables, supporting the credibility, inclusiveness, and robustness of the data used in the study.

The Trend of Football-related Tourist Arrivals and Estimated Tourism Income in Barotac Nuevo from 2020 to 2024. Table 2 presents the trend of football-related tourist arrivals and estimated tourism income in Barotac Nuevo from 2020 to 2024. The data reveal a consistent upward trend in both tourist arrivals and tourism income throughout the five-year period.

Table 2
Trend of Football-Related Tourist Arrivals and Estimated Tourism Income in Barotac Nuevo (2020-2024)

Year	Tourist Arrivals	Percentage Increase (%)	Estimated Tourism Income (₱)	Percentage Increase (%)
2020	3,200	0.00%	2,100,000	0.00%
2021	5,400	68.75%	3,200,000	52.38%
2022	7,800	44.44%	5,000,000	56.25%
2023	9,600	23.08%	6,900,000	38.00%
2024	11,300	17.71%	8,500,000	23.19%

Tourist arrivals increased from 3,200 in 2020 to 11,300 in 2024, indicating a substantial growth in the number of visitors participating in football-related activities. The highest growth rate was recorded between 2020 and 2021 (68.75%), suggesting a strong rebound in tourism demand. Although the percentage increase gradually declined in the succeeding years, 44.44% in 2022, 23.08% in 2023, and 17.71% in 2024, the continuous rise in actual visitor numbers reflects sustained interest and expanding tourism activity.

Similarly, estimated tourism income exhibited a steady increase from ₱2,100,000 in 2020 to ₱8,500,000 in 2024, indicating significant economic gains. The highest income growth was observed between 2021 and 2022 (56.25%), followed by moderate increases in the succeeding years. The consistent upward movement of income alongside tourist arrivals suggests a direct and positive relationship between visitor volume and revenue generation.

However, the declining percentage growth rates over time indicate a gradual stabilization of growth, which is typical as a destination matures. Despite this, the continuous increase in both indicators demonstrates that football tourism remains a viable and growing sector in Barotac Nuevo.

Overall, the results imply that football-related activities contribute significantly to tourism development and local economic growth. The sustained increase in tourist arrivals and income highlights the strong potential of football to serve as a sustainable tourism driver, supporting long-term planning and development initiatives in the municipality.

Stakeholders Assessment of Football as a Sports Tourism Attraction in Terms of: Attractiveness; Accessibility; Facilities and Amenities and Events and Programs. The results in Table 3 indicate that stakeholders generally perceive football as a highly viable sports tourism attraction, reflected in an overall weighted mean of 3.94 (High) with a relatively low standard deviation (SD = 0.73). This suggests a generally shared positive perception among stakeholders, reinforcing the idea that football already holds a strong foundational position as a potential tourism asset in Barotac Nuevo.

Table 3
Stakeholders' Assessment of Football as a Sports Tourism Attraction

Indicators	Weighted Mean	Standard Deviation (SD)	Verbal Interpretation
3.1 Attractiveness	4.32	0.61	Very High
3.2 Accessibility	3.74	0.78	High
3.3 Facilities and Amenities	3.58	0.83	High
3.4 Events and Programs	4.10	0.69	High
Overall Assessment	3.94	0.73	High

From a theoretical standpoint, these findings align with Stakeholder Theory (Freeman, 1984), which posits that development outcomes are shaped by the perceptions, interests, and influence of multiple stakeholder groups. The relatively consistent ratings across respondents suggest a level of shared recognition of football's tourism value, which is

essential for coordinated tourism governance and collaborative planning.

Among the indicators, Attractiveness received the highest rating ($\bar{x} = 4.32$, $SD = 0.61$), interpreted as Very High. Rather than merely indicating popularity, this result implies that football functions as a symbolic and experiential tourism product, capable of strengthening destination identity and emotional engagement. This reinforces Gibson (2018), who emphasized that sports tourism is driven by experiential appeal, and Buhalis and Costa (2017), who argued that sports enhance destination branding. In governance terms, this suggests that Barotac Nuevo already possesses a strong "core product" that can be strategically leveraged in tourism positioning.

Events and Programs ranked second ($\bar{x} = 4.10$, $SD = 0.69$), indicating that stakeholders value organized football activities as mechanisms for sustaining tourism demand. This finding highlights an important planning implication: football tourism in the area is not solely dependent on natural interest but requires institutionalized event systems. Getz (2018) and Chalip (2018) both emphasize that recurring and well-managed events are critical for converting sports interest into sustained tourism flows. From a policy perspective, this underscores the need for stronger event programming and calendar coordination by local authorities and sports organizations.

In contrast, Accessibility ($\bar{x} = 3.74$, $SD = 0.78$) and Facilities and Amenities ($\bar{x} = 3.58$, $SD = 0.83$) obtained lower but still high ratings. This pattern suggests that while stakeholders recognize the existence of infrastructure, they also perceive uneven quality and limited development standards. The higher variability in responses particularly for facilities and accessibility indicates inconsistent user experiences, which may weaken destination competitiveness. In terms of tourism planning, this reflects a structural gap between demand potential and physical readiness.

These findings are consistent with Inskeep (2019), who emphasized that infrastructure and accessibility are foundational to tourism competitiveness, and Hinch and Higham (2016), who noted that facility quality directly affects visitor satisfaction. Importantly, this gap between attractiveness and infrastructure suggests a classic sports tourism imbalance: strong demand potential but insufficient enabling environment.

Overall, the results demonstrate that football in Barotac Nuevo has strong inherent tourism potential, particularly in terms of attractiveness and event appeal. However, from a stakeholder governance perspective, the findings highlight the need for stronger inter-stakeholder coordination to address infrastructure limitations and improve service delivery. Consistent with Weed and Bull (2019), sustainable sports tourism development requires not only attractive sporting products but also integrated planning, adequate facilities, and aligned stakeholder action.

The Challenges and Constraints in Developing Football as a Sports Tourism Attraction. The results presented in Table 4 indicate that stakeholders perceive the challenges in developing football as a sports tourism attraction as generally high, with an overall weighted mean of 3.97 (High) and a standard deviation of 0.75. This suggests relatively consistent recognition among respondents that several structural and operational constraints continue to limit the full development of football tourism in Barotac Nuevo.

From a governance perspective, these findings reflect a critical imbalance between tourism potential and institutional capacity, indicating that while football is strongly valued as a tourism asset, the systems needed to support its development remain insufficient. This aligns with sports tourism development frameworks which emphasize that destination success depends not only on demand but also on resource availability, coordination, and institutional support.

Table 4
Challenges and Constraints in Developing Football as a Sports Tourism Attraction

Challenges and Constraints	Weighted Mean	Standard Deviation (SD)	Verbal Interpretation
Limited funding and financial support	4.21	0.66	Very High
Inadequate sports facilities and infrastructure	4.08	0.71	High
Poor accessibility and transportation	3.95	0.75	High
Lack of promotion and marketing strategies	4.12	0.69	High
Insufficient stakeholder coordination	3.88	0.80	High
Limited government support and policies	3.90	0.77	High
Seasonal or irregular football events	3.76	0.82	High
Lack of trained personnel and event organizers	3.84	0.78	High
Overall Assessment	3.97	0.75	High

Among the identified constraints, limited funding and financial support ranked highest ($\bar{x} = 4.21$, $SD = 0.66$), interpreted as Very High. This highlights funding as the most critical barrier to sustainable football tourism development. In practical terms, insufficient financial resources constrain event organization, infrastructure improvement, and destination marketing—key pillars of tourism competitiveness. This finding reinforces Getz (2018), who emphasized that adequate financial capacity is fundamental to sustaining sports events, and Chalip (2018), who noted that without sufficient investment, the broader economic benefits of sports tourism cannot be fully realized. From a policy standpoint, this underscores the need for stronger budget allocation and diversified funding mechanisms, including public-private partnerships.

Similarly, lack of promotion and marketing strategies ($\bar{x} = 4.12$, $SD = 0.69$) and inadequate sports facilities and infrastructure ($\bar{x} = 4.08$, $SD = 0.71$) were also rated high. These results suggest that even if football has strong intrinsic appeal, its tourism potential remains underdeveloped due to weak destination positioning and limited physical readiness. Buhalis and Costa (2017) emphasize that strategic marketing is essential for destination competitiveness, while Inskeep (2019) highlights infrastructure as a foundational requirement for tourism development. The implication is that Barotac Nuevo's football

tourism potential is constrained not by interest, but by insufficient enabling systems.

Poor accessibility and transportation ($\bar{x} = 3.95$, $SD = 0.75$) and limited government support and policies ($\bar{x} = 3.90$, $SD = 0.77$) further reflect systemic governance challenges. Accessibility issues directly affect tourist flow and event participation, while weak policy support limits long-term strategic development. Inskeep (2019) argues that accessibility is a core determinant of destination viability, while effective government involvement is essential for coordination, funding, and policy direction. These findings suggest a need for stronger institutional leadership in integrating football tourism into formal development agendas.

In addition, insufficient stakeholder coordination ($\bar{x} = 3.88$, $SD = 0.80$) highlights fragmentation among actors involved in football tourism development. This finding directly supports Stakeholder Theory (Freeman, 1984), which emphasizes that sustainable development requires alignment and collaboration among all relevant groups. Getz and Page (2016) further stress that coordinated stakeholder engagement is critical for delivering successful and sustainable tourism events. The variability in responses also suggests inconsistent collaboration mechanisms across stakeholder groups.

The constraints related to lack of trained personnel and event organizers ($\bar{x} = 3.84$, $SD = 0.78$) and seasonal or irregular football events ($\bar{x} = 3.76$, $SD = 0.82$) indicate weaknesses in human resource capacity and event continuity. These factors are particularly important because tourism sustainability depends not only on infrastructure and funding but also on professional event management and consistent programming. Hinch and Higham (2016) emphasize that skilled personnel and regular events are essential for maintaining quality tourist experiences and ensuring repeat visitation.

Overall, the findings demonstrate that although football possesses strong potential as a sports tourism attraction, its development is

constrained by interconnected financial, institutional, infrastructural, and coordination challenges. Addressing these issues requires a more integrated and collaborative governance approach that aligns stakeholders, strengthens policy support, and improves resource allocation. Consistent with Weed and Bull (2019), sustainable sports tourism development depends on the synergy of adequate resources, strategic planning, and effective stakeholder collaboration.

Significant Difference in the Perceived Impacts of Football Tourism When Respondents are Grouped According to Stakeholder Category.

The results of the One-way ANOVA presented in Table 5 reveal a statistically significant difference in the perceived impacts of football tourism when respondents are grouped according to stakeholder category, as indicated by an F-value of 3.21 and a p-value of 0.023, which is below the 0.05 level of significance. This leads to the rejection of the null hypothesis, confirming that stakeholder groups differ significantly in how they perceive the impacts of football tourism.

Table 5
One-way ANOVA on the Perceived Impacts of Football Tourism When Grouped According to Stakeholder Category

Source of Variation	Sum of Squares (SS)	df	Mean Square (MS)	F-value	p-value	Interpretation
Between Groups (Stakeholder Category)	3.12	3	1.04	3.21	0.023	Significant

This result highlights that perceptions of football tourism are not uniform across stakeholder groups, but are instead shaped by the specific roles, responsibilities, and levels of involvement of each group. Local government units, business sectors, residents, tourists, and sports organizers are likely to experience and evaluate tourism impacts differently depending on the extent to which they benefit economically, socially, or institutionally from football-related activities.

From a theoretical perspective, this finding strongly supports Stakeholder Theory (Freeman, 1984), which argues that

stakeholders are heterogeneous in their interests and perceptions. In the context of sports tourism, this heterogeneity becomes more pronounced because stakeholders engage with tourism in different capacities—ranging from policy formulation and service provision to direct participation and consumption. As such, their evaluation of tourism impacts naturally diverge.

The result is also consistent with Getz and Page (2016), who emphasized that stakeholder diversity significantly influences how tourism events are perceived and evaluated, particularly in terms of economic benefits, social value, and community outcomes. Differences in perception are therefore expected in event-based tourism settings, where benefits and costs are unevenly distributed across stakeholder groups.

Similarly, Weed and Bull (2019) noted that sports tourism development involves multiple interdependent sectors, each with distinct priorities and expectations. This reinforces the idea that impact assessment in sports tourism is inherently multidimensional and subjective, depending on stakeholder position and experience.

From a practical standpoint, the significant variation in stakeholder perceptions underscores the need for inclusive and participatory tourism governance. Policymakers and planners should recognize that a one-size-fits-all approach may not effectively address the differing concerns and expectations of stakeholders. Instead, development strategies should incorporate multi-stakeholder consultation mechanisms to ensure that football tourism initiatives are balanced, equitable, and sustainable.

Overall, the findings reinforce the importance of adopting a stakeholder-sensitive approach in sports tourism planning, where differences in perception are acknowledged and integrated into decision-making processes to enhance the effectiveness and sustainability of football tourism development.

Significant Relationship Between Football Tourism Potential and its Perceived Impacts.

The results presented in Table 6 indicate a statistically significant relationship between tourism potential and the perceived impacts of football tourism, as shown by a Pearson correlation coefficient ($r = 0.62$) and a p-value of 0.000, which is below the 0.05 level of significance. This leads to the rejection of the null hypothesis, confirming that a significant relationship exists between the two variables.

Table 6
Test of Relationship Between Tourism Potential and Perceived Impacts of Football Tourism

Variables	Pearson r	p-value	Interpretation
Tourism Potential and Perceived Impacts	0.62	0.000	Significant Moderate Positive Relationship

The computed correlation coefficient indicates a moderate positive relationship, suggesting that higher perceptions of football's tourism potential are associated with more favorable evaluations of its economic, social, and environmental impacts. In practical terms, stakeholders who view football as a strong tourism attraction are also more likely to perceive it as contributing positively to community development, economic activity, and overall destination growth.

From a theoretical perspective, this finding reinforces the notion that perceived value in tourism is closely linked to perceived outcomes. It suggests that stakeholders do not evaluate tourism potential in isolation; rather, their perceptions of attractiveness are intertwined with their expectations of benefits. This aligns with broader sports tourism development perspectives, where perceived value and perceived impact are mutually reinforcing.

The result supports Gibson (2018), who emphasized that the attractiveness of sports tourism is closely tied to its ability to generate economic and social benefits. Similarly, Preuss (2019) argued that the value of sports events is often assessed based on their measurable and perceived impacts on host destinations, including economic gains and long-term

developmental effects. These findings suggest that tourism potential is not merely a descriptive attribute but is closely connected to how stakeholders evaluate outcomes.

In addition, Chalip (2018) highlighted that strategic leveraging of sports events enhances both tourism appeal and destination benefits. This implies that when football is effectively developed and promoted, its perceived value and its actual or expected impacts tend to increase simultaneously. Weed and Bull (2019) further reinforce this view by emphasizing that stronger sports tourism appeal generally leads to more positive stakeholder and community outcomes.

However, the moderate strength of the correlation also indicates that tourism potential is not the sole determinant of perceived impacts. Other contextual factors, such as infrastructure quality, stakeholder coordination, governance effectiveness, and event management may also influence how impacts are evaluated. This suggests that while enhancing football's tourism appeal is important, it must be complemented by broader structural and institutional improvements to maximize its developmental outcomes.

Overall, the findings highlight that tourism potential, and perceived impacts are meaningfully interconnected, reinforcing the importance of integrated planning approaches that simultaneously enhance destination appeal and ensure positive socio-economic outcomes.

Proposed Sustainable Tourism Development Plan for Barotac Nuevo. The proposed Sustainable Tourism Development Plan for Barotac Nuevo (Table 7) is anchored on the key findings of the study, which highlight both the strengths and constraints in developing football as a sports tourism attraction. The plan adopts an integrated and action-oriented approach that translates empirical results into strategic interventions aimed at enhancing tourism

The findings indicate that football possesses a very high level of attractiveness ($\bar{x} = 4.32$), suggesting strong potential as a tourism product. However, this potential remains underutilized due to limited branding and promotional initiatives. In response, priority (short-term: 1–2 years) is assigned to strengthening destination marketing through digital campaigns, social media engagement, and football-based branding initiatives. Buhalis and Costa (2017) emphasize that destination competitiveness is strongly influenced by effective marketing, reinforcing the need for immediate promotional enhancement to increase visibility and tourist arrivals.

The high rating for events and programs ($\bar{x} = 4.10$) indicates that football activities are already present but lack consistency and large-scale promotion. To address this, the plan prioritizes the institutionalization of annual football festivals and regular tournaments as a medium-term strategy (2–4 years). Getz (2018) stresses that sustainable event tourism requires continuity and strategic scheduling, suggesting that structured event programming is essential for sustaining tourism demand and community engagement.

In terms of infrastructure, accessibility ($\bar{x} = 3.74$) and facilities and amenities ($\bar{x} = 3.58$) were identified as areas requiring improvement. These are categorized as long-term priorities (3–5 years) due to their capital-intensive nature. Proposed interventions include upgrading transportation access, improving road signage, expanding seating capacity, and enhancing visitor amenities such as restrooms and parking facilities. Inskeep (2019) highlights infrastructure as a core determinant of tourism competitiveness, supporting the need for sustained investment in physical development.

Limited funding ($\bar{x} = 4.21$) emerged as the most critical constraint, requiring a continuous and immediate priority response. The establishment of public-private partnerships (PPP) and

Table 7

Proposed Sustainable Tourism Development Plan for Football Sports Tourism in Barotac Nuevo

Key Finding (Basis)	Identified Issue/Gap	Proposed Strategy/Program	Responsible Stakeholders	Expected Outcome
High attractiveness of football tourism ($\bar{x} = 4.32$)	Strong appeal but not fully maximized for tourism promotion	Strengthen destination branding and football tourism marketing campaigns (social media, festivals, sports tourism branding)	LGU, Tourism Office, Sports Associations	Increased tourist arrivals and stronger destination identity
High rating in events and programs ($\bar{x} = 4.10$)	Events exist but lack consistency and large-scale promotion	Institutionalize annual football tourism festival and regional tournaments	LGU, DepEd, Sports Committees	Regular tourist influx and sustained sports tourism activity
High accessibility issues ($\bar{x} = 3.74$)	Limited transport links and signage to venues	Improve transport access, directional signage, and mobility support to sports venues	LGU, DPWH, Transport Sector	Easier access and improved visitor experience
Facilities and amenities rated	Inadequate seating, comfort	Upgrade sports facilities (stadium improvement, seating)	LGU, Engineering	Improved tourist satisfaction

diversified funding mechanisms is recommended to ensure financial sustainability. Chalip (2018) emphasizes that sports tourism development is heavily dependent on adequate resource mobilization, underscoring the importance of strengthening financial governance structures.

Similarly, lack of promotion and marketing strategies ($\bar{x} = 4.12$) is addressed as a short-term priority (1–2 years) through intensified digital marketing campaigns, media partnerships, and tourism branding initiatives. Weed and Bull (2019) argue that effective marketing is essential for enhancing destination competitiveness, reinforcing the urgency of improving visibility strategies.

The significant differences in stakeholder perceptions (ANOVA result) highlight the need for improved coordination among stakeholder groups. In line with Stakeholder Theory (Freeman, 1984), the plan proposes the establishment of a Multi-Stakeholder Tourism Coordination Council as a medium-term priority (2–3 years). This mechanism will facilitate inclusive decision-making, align stakeholder interests, and improve governance efficiency in football tourism development.

Finally, the moderate positive relationship between tourism potential and perceived impacts ($r = 0.62$) suggests that enhancing tourism potential directly contributes to improved socio-economic outcomes. Preuss (2019) supports this, noting that the benefits of sports tourism are maximized when its potential is effectively developed and strategically leveraged.

Conclusions. The findings of this study provide strong empirical evidence that football functions as a significant and emerging sports tourism asset in Barotac Nuevo, Iloilo. The results indicate that the municipality possesses both experiential and structural foundations for sports tourism development, with football serving as a central element in shaping local tourism activity and stakeholder engagement.

From a demographic perspective, the study reflects a well-distributed and relatively educated respondent group composed of economically active individuals and equally represented stakeholder categories. This supports the credibility of the findings, as it ensures that perceptions of football tourism are drawn from diverse and relevant community sectors.

The trend analysis of football-related tourist arrivals and estimated tourism income shows a consistent upward trajectory from 2020 to 2024,

indicating that football contributes positively to local tourism growth. Although the rate of increase shows signs of gradual stabilization, the sustained upward pattern suggests that football tourism has become an emerging and stable contributor to the municipality's tourism economy.

Stakeholders generally assessed football as a highly viable sports tourism attraction, particularly in terms of attractiveness and events and programs. This highlights football's

strong experiential and event-based value as a tourism product. However, lower ratings in accessibility and facilities and amenities reveal structural limitations that constrain its full competitiveness as a tourism destination.

The study also identified key development constraints, including limited funding, inadequate infrastructure, weak marketing strategies, and accessibility challenges. These findings suggest that the development of football tourism is not constrained by demand or interest, but rather by institutional and structural capacity limitations that require coordinated intervention.

Inferential analysis further revealed a significant difference in perceived impacts across stakeholder groups ($p = 0.023$), confirming that stakeholders interpret tourism outcomes differently depending on their roles and experiences. This finding reinforces the importance of inclusive governance mechanisms and participatory planning processes in tourism development.

In addition, a moderate positive relationship ($r = 0.62$) between tourism potential and perceived impacts indicates that improvements in football's tourism potential are associated with stronger perceived economic, social, and destination benefits. This suggests that enhancing the visibility and development of football tourism can amplify its perceived value among stakeholders.

Theoretical Implications. The findings extend Stakeholder Theory (Freeman, 1984) by empirically demonstrating that stakeholder groups differ significantly in their perception of tourism impacts, confirming that tourism development is shaped by heterogeneous interests and experiences. Moreover, the study contributes to sports tourism development literature by reinforcing the interdependence between tourism potential, perceived value, and perceived impacts, supporting the view that tourism outcomes are co-constructed through stakeholder engagement and destination capacity.

Practical Implications. Practically, the results highlight the need for integrated tourism governance that addresses infrastructure gaps, strengthens funding mechanisms, improves marketing strategies, and enhances stakeholder coordination. The findings support the development of collaborative frameworks involving the Local Government Unit, tourism authorities, private sector actors, and community stakeholders to ensure sustainable and inclusive sports tourism development.

Overall, the study establishes that football is not only a recreational activity but a viable strategic asset for sports tourism development in Barotac Nuevo. However, its long-term sustainability depends on addressing structural constraints and strengthening multi-stakeholder collaboration. When properly developed, football tourism can significantly contribute to economic growth, community empowerment, and destination competitiveness, positioning Barotac Nuevo as a model for community-based sports tourism development.

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