

# Tourist Behavior And Satisfaction At The Subic Bay Triathlon: A Basis For Sports Tourism Growth

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**Abstract:** *This study evaluated tourist behavior and satisfaction at the Subic Bay Triathlon events as a basis for sports tourism growth. Using a descriptive-correlational research design, data were gathered from athletes and spectators through a structured survey questionnaire. The study examined tourists' demographic profile, travel behavior, and level of satisfaction with the event and destination services. Findings indicated that tourists demonstrated positive travel behavior and a high level of satisfaction with the triathlon experience. A significant relationship was found between tourist behavior and satisfaction, highlighting the role of well-organized sports events in enhancing tourism development. The results provide valuable insights for tourism authorities, event organizers, and stakeholders in strengthening sports tourism initiatives in Subic Bay.*

**Keywords:** Sports Tourism, Tourist Behavior, Tourist Satisfaction, Subic Bay Triathlon

## I. INTRODUCTION

Sports tourism has emerged as a significant segment of the global tourism industry, as sporting events increasingly motivate individuals to travel beyond their place of residence. According to Getz (2008), sports events encourage travel by combining competition, leisure, and cultural experiences, which contribute to increased tourist arrivals and tourism-related expenditures. As tourists move across regions and countries to attend sporting events, they engage in interactions that foster cultural exchange and enhance social experiences within host communities. According to Antunes et al., 2025, studies have found that satisfaction with event quality and destination services positively relates to visitor experience and future behavioral intentions.

Among various sports tourism activities, triathlon events have gained prominence for their ability to draw both athletes and spectators. These events typically generate economic benefits through accommodation, food services, transportation, and recreational activities. In the Philippines,

the Subic Bay Freeport Zone has emerged as a recognized sports tourism destination due to its well-developed infrastructure, safety, and scenic environment. The Subic Bay Triathlon, in particular, has continued to grow in popularity, attracting local and international participants. Studies have shown that sports tourists are often motivated by a combination of personal interest in sports, event reputation, and destination appeal (Bang et al., 2020). These motivations influence travel decisions, length of stay, and engagement in other tourism-related activities.

Despite the increasing relevance of the Subic Bay Triathlon, limited empirical research has been conducted on tourist behavior and satisfaction associated with the event. Understanding tourists' motivations, travel behavior, spending patterns, and satisfaction levels is essential in evaluating the contribution of sports events to tourism growth. This study aims to evaluate tourist behavior and satisfaction at the Subic Bay Triathlon events as a basis for developing strategies that support sports tourism growth and

enhance Subic Bay's competitiveness as a sports tourism destination.

## II. METHODOLOGY

### Research Design

This study employed a descriptive-correlational research design to assess tourist behavior and satisfaction at the Subic Bay Triathlon and to determine the relationship between these variables. The descriptive approach was used to analyze the demographic profile, travel behavior, satisfaction, and overall satisfaction and intention levels of tourists, while the correlational approach examined the relationship between tourist behavior and satisfaction.

### Participants and Sampling

The respondents of the study consisted of tourists who attended the Subic Bay Triathlon events, including both athletes and spectators who traveled to Subic Bay for the event. A convenience sampling method was utilized due to the accessibility of respondents of the event period.

### Research Instrument

Data were collected using a structured survey questionnaire divided into four parts:

1. Demographic profile of respondents (role in the Subic Bay Triathlon, province of residence, age, sex, marital status, educational attainment, and employment, income);
2. Tourist behavior, including travel motivation and spending behavior;
3. Tourist satisfaction with the triathlon event and destination services (e.g., event organization, facilities, accommodation, transportation, and safety);
4. Items measuring overall satisfaction and behavioral intentions.
5. Responses were measured using a Likert scale to determine levels of satisfaction.

### Data Collection Procedure

The survey questionnaires were distributed to respondents who attended the Subic Bay Triathlon events. Participation was voluntary, and respondents were informed of the purpose of the study. Confidentiality and anonymity were ensured throughout the data collection process.

### Data Analysis

Data were analyzed using descriptive statistics such as frequency, percentage, and mean to describe tourist profiles, behavior, and satisfaction levels. Correlation

analysis was employed to determine the relationship between tourist behavior and satisfaction.

## III. RESULTS AND DISCUSSION

### Demographic Profile of Respondents

**Table 1: Distribution of Respondents According to Role in the Subic Bay Triathlon**

Role	Frequency (f)	Percentage (%)
Athlete	72	60%
Spectator	48	40%
<b>Total</b>	<b>120</b>	<b>100%</b>

Table 1 presents the distribution of respondents according to their role in the Subic Bay Triathlon Events. Out of 120 respondents, 72 (60.0%) were athletes, while 48 (40.0%) were spectators. This distribution indicates that the study captured responses from both primary participant groups involved in the event. The higher proportion of athletes suggests that a large number of respondents were directly engaged in the triathlon competition, while the inclusion of spectators ensures that perspectives from non-participating visitors were also represented. This balanced composition strengthens the validity of the findings, as both active participants and event observers contribute to tourism-related behavior and satisfaction.

**Table 2: Distribution of Respondents According to Province of Residence.**

Province	Frequency (f)	Percentage (%)
Zambales	63	52.5%
Metro Manila	36	30%
Bataan	11	9.2%
Pampanga	10	8.3%
<b>Total</b>	<b>120</b>	<b>100%</b>

Table 2 shows the provincial distribution of respondents attending the Subic Bay Triathlon Events. More than half of the respondents came from Zambales (52.5%), followed by Metro Manila (30.0%), Bataan (9.2%), and Pampanga (8.3%). The presence of respondents from several provinces indicates that the event attracted tourists beyond the host area. Although a large proportion came from nearby locations, the participation of respondents from Metro Manila and neighboring provinces demonstrates the regional reach of the Subic Bay Triathlon Events. This finding supports the classification of the event as a sports tourism activity that encourages inter-provincial travel rather than serving only local residents.

**Table 3: Distribution of Respondents According to Age.**

Age Group	Frequency (f)	Percentage (%)
Below 18	25	20.8%
18 - 24	29	24.2%
25 - 34	34	28.3%
35 - 44	25	20.8%
45 and above	7	5.9%
<b>Total</b>	<b>120</b>	<b>100%</b>

Table 3 presents the age distribution of the respondents. The largest group belonged to the 25–34 age range (28.3%), followed by respondents aged 18–24 (24.2%), below 18 (20.8%), and 35–44 (20.8%). Only a small portion of respondents were aged 45 and above (5.9%). These results indicate that the Subic Bay Triathlon appealed primarily to younger and middle-aged individuals, particularly those within the economically active age groups. This age composition suggests a market segment that is physically active, travel-oriented, and capable of spending on tourism-related goods and services.

**Table 4: Distribution of Respondents According to Sex.**

Sex	Frequency (f)	Percentage (%)
Male	53	44.2%
Female	67	55.8%
<b>Total</b>	<b>120</b>	<b>100%</b>

Table 4 shows the sex distribution of respondents, with females comprising 55.8% and males 44.2% of the total sample. The relatively balanced gender representation indicates that the Subic Bay Triathlon Events attracted both male and female tourists. This finding suggests that sports tourism events such as triathlons are no longer limited to male-dominated participation and viewership, but instead appeal to a diverse audience. Gender diversity among respondents also supports the generalization of the findings across different visitor groups.

**Table 5: Distribution of Respondents According to Marital Status.**

Marital Status	Frequency (f)	Percentage (%)
Single	84	70%
Married	35	29.2%
Separated	1	0.8%
<b>Total</b>	<b>120</b>	<b>100%</b>

Table 5 presents the marital status of the respondents. The majority were single (70.0%), while 29.2% were married, and a very small proportion were separated (0.8%). The dominance of single respondents may be associated with the age profile of the sample, as many respondents belonged to younger age groups. Single tourists may have greater flexibility in travel decisions and participation in physically demanding sports events.

However, the presence of married respondents indicates that the event also appealed to individuals with family responsibilities, either as participants or spectators.

**Table 6: Distribution of Respondents According to Highest Educational Attainment**

Educational Attainment	Frequency (f)	Percentage (%)
Elementary Level	2	1.7%
High School	24	20%
College Level	37	30.8%
College Graduate	52	43.3%
Post Graduate	5	4.2%
<b>Total</b>	<b>120</b>	<b>100%</b>

Table 6 shows that most respondents were college graduates (43.3%), followed by those with college-level education (30.8%) and high school graduates (20.0%). Only a small percentage had postgraduate education or other forms of educational attainment. These results indicate that the majority of respondents were relatively well-educated, which may influence their awareness of sports tourism events and their expectations regarding service quality. Higher educational attainment is often associated with greater exposure to travel opportunities and a higher likelihood of participation in organized sports events.

**Table 7: Distribution of Respondents According to Employment Status.**

Employment Status	Frequency (f)	Percentage (%)
Employed	52	43.3%
Student	50	41.7%
Self-employed	22	18.3%
Unemployed	3	2.5%
<b>Total</b>	<b>120</b>	<b>100%</b>

Table 7 presents the employment status of the respondents. Most were employed (43.3%) or students (41.7%), while others were self-employed (18.3%) or unemployed (2.5%). The large proportion of employed respondents suggests that many participants had a regular source of income, which may support their ability to spend on accommodation, food, and transportation. Meanwhile, the high percentage of students indicates that younger individuals and those involved in academic or training environments were also actively engaged in the event, either as athletes or spectators.

**Table 8: Distribution of Respondents According to Average Monthly Income / Allowance.**

Income Range	Frequency (f)	Percentage (%)
Below ₱15,000	28	23.3%

₱15,001 - ₱30,000	42	35%
₱30,001 - ₱50,000	28	23.3%
Above ₱50,000	22	18.3%
<b>Total</b>	<b>120</b>	<b>100%</b>

Table 8 shows that the highest proportion of respondents earned ₱15,001–₱30,000 per month (35.0%), followed by those earning below ₱15,000 (23.3%) and ₱30,001–₱50,000 (23.3%). A smaller proportion earned above ₱50,000 (18.3%). These results indicate that the majority of respondents belonged to the low- to middle-income brackets. Despite this, respondents still demonstrated active spending behavior, suggesting that the Subic Bay Triathlon was accessible to a wide range of income groups and did not cater exclusively to high-income tourists.

**Scale Used: 5-Point Likert Scale**

1.00–1.80 = Strongly Disagree

1.81–2.60 = Disagree

2.61–3.40 = Neutral

3.41–4.20 = Agree

4.21–5.00 = Strongly Agree

**Table 9: Tourist Motivation in Attending the Subic Bay Triathlon**

Indicators	Weighted Mean	Verbal Interpretation
I attended the Subic Bay Triathlon because of my interest in sports.	4.71	Strongly Agree
The reputation of the event influenced my decision to attend.	4.63	Strongly Agree
The appeal of Subic Bay as a destination motivated my visit.	4.81	Strongly Agree
<b>Composite Mean</b>	<b>4.72</b>	<b>Strongly Agree</b>

Table 9 presents the level of tourist motivation in attending the Subic Bay Triathlon Events. All indicators obtained weighted mean values above 4.60, resulting in a composite mean of 4.72, which corresponds to a verbal interpretation of *Strongly Agree*. This indicates a very high level of motivation among respondents.

Among the indicators, the appeal of Subic Bay as a destination recorded the highest weighted mean (4.81), suggesting that destination attractiveness played a major role in influencing tourists' decision to attend the event. Interest in sports (4.71) and the reputation of the triathlon

event (4.63) also strongly motivated attendance. These results suggest that tourist motivation was influenced by both personal interest in sports and positive perceptions of the destination and event quality.

**Table 10. Tourist Spending Behavior During the Subic Bay Triathlon.**

Indicators	Weighted Mean	Verbal Interpretation
I spent on accommodation during my stay in Subic Bay.	4.08	Agree
I spent on food and beverages in local establishments.	4.72	Strongly Agree
I spent it on transportation and other leisure activities.	4.65	Strongly Agree
<b>Composite Mean</b>	<b>4.48</b>	<b>Strongly Agree</b>

Table 10 presents the spending behavior of respondents during their stay in Subic Bay. The composite mean of 4.48 indicates that respondents strongly agreed that they spent on accommodation, food, transportation, and leisure activities. Spending on food and transportation received particularly high mean scores, highlighting the importance of local businesses in supporting sports tourism events. These results confirm that the Subic Bay Triathlon Events generated tourism-related expenditures that likely contributed to the local economy.

**Table 11: Event Satisfaction of Tourists at the Subic Bay Triathlon.**

Indicators	Weighted Mean	Verbal Interpretation
I am satisfied with the organization of the triathlon event.	4.68	Strongly Agree
The facilities and venue met my expectations.	4.64	Strongly Agree
The event was safe and well-managed.	4.73	Strongly Agree
<b>Composite Mean</b>	<b>4.68</b>	<b>Strongly Agree</b>

Table 11 shows that respondents reported a very high level of satisfaction with the organization, facilities, and safety of the triathlon event, with a composite mean of 4.68. These findings indicate that the event was well-managed and met or exceeded tourist expectations. High satisfaction with event organization and safety is critical, as these factors strongly influence tourists' overall experience and willingness to attend similar events in the future.

**Table 12: Destination Satisfaction of Tourists in Subic Bay.**

Indicators	Weighted Mean	Verbal Interpretation
I am satisfied with accommodation services in Subic Bay.	4.50	Strongly Agree
I am satisfied with transportation and accessibility.	4.68	Strongly Agree
I am satisfied with the overall tourism experience in Subic Bay.	4.79	Strongly Agree
<b>Composite Mean</b>	<b>4.66</b>	<b>Strongly Agree</b>

Table 12 presents the spending behavior of respondents during their stay in Subic Bay. The composite mean of 4.48 indicates that respondents strongly agreed that they spent on accommodation, food, transportation, and leisure activities. Spending on food and transportation received particularly high mean scores, highlighting the importance of local businesses in supporting sports tourism events. These results confirm that the Subic Bay Triathlon Events generated tourism-related expenditures that likely contributed to the local economy.

**Table 13: Overall Satisfaction and Behavioral Intention of Tourists.**

Indicators	Weighted Mean	Verbal Interpretation
Overall, I am satisfied with my experience at the Subic Bay Triathlon.	4.82	Strongly Agree
I would recommend Subic Bay as a sports tourism destination to others.	4.84	Strongly Agree
I am willing to attend future sports events in Subic Bay.	4.83	Strongly Agree
<b>Composite Mean</b>	<b>4.83</b>	<b>Strongly Agree</b>

Table 13 presents respondents' satisfaction with Subic Bay as a destination and their behavioral intentions. All indicators obtained very high mean scores, resulting in a composite mean of 4.83. This indicates that respondents were highly satisfied with their overall experience and were willing to recommend Subic Bay as a sports tourism destination and attend future events. These findings suggest strong potential for repeat visitation and positive word-of-mouth promotion, which are essential for sustained sports

tourism growth.

**Table 14. Relationship Between Tourist Behavior and Tourist Satisfaction**

Variables	Statistical Test	r	p-value	Interpretation
Tourist Behavior and Tourist Satisfaction	Pearson Correlation	0.89	<.001	Significant

Table 14 presents the result of the Pearson correlation analysis conducted to determine the relationship between tourist behavior and tourist satisfaction at the Subic Bay Triathlon events. The analysis revealed a **strong positive and statistically significant relationship** between the two variables ( $r = .89, p < .001$ ). This indicates that higher levels of tourist motivation and spending behavior were associated with higher levels of satisfaction with the event and destination. Since the p-value is less than the 0.05 level of significance, the null hypothesis was rejected.

#### IV. CONCLUSION

This study examined tourist behavior and tourist satisfaction at the Subic Bay Triathlon events as a basis for sports tourism growth using a quantitative, descriptive-correlational research design. The findings showed that the event attracted both athletes and spectators from various provinces, confirming that the Subic Bay Triathlon events functioned as a sports tourism activity that encouraged travel beyond the local area.

Results revealed that tourists were highly motivated to attend the event due to their interest in sports, the good reputation of the triathlon, and the appeal of Subic Bay as a tourism destination. Tourists also demonstrated active spending behavior, particularly on food, transportation, accommodation, and leisure activities. This pattern of spending highlights the economic contribution of the triathlon to the local tourism industry and its potential to support small and medium tourism-related businesses.

In terms of satisfaction, respondents reported very high levels of satisfaction with event organization, facilities, safety, and destination services. Most importantly, the Pearson correlation analysis revealed a **strong and statistically significant relationship** between tourist behavior and tourist satisfaction ( $r = .89, p < .001$ ). This result indicates that tourists who were more motivated and engaged in spending activities were also more satisfied with their overall experience.

Overall, the findings suggest that tourist behavior and satisfaction play an important role in supporting sports tourism growth. Well-planned and well-managed sports events such as the Subic Bay Triathlon Events can enhance tourist experiences, encourage repeat visitation, and strengthen positive perceptions of the destination. These results emphasize the importance of maintaining high event quality and destination services to sustain the long-term development of sports tourism in Subic Bay.

## V. RECOMMENDATIONS

Based on the findings and conclusions of the study, the following recommendations are proposed:

### For Tourism Authorities and Local Government Units

Tourism authorities and local government units may continue to support and promote sports tourism events such as the Subic Bay Triathlon. Improving tourism facilities, transportation access, and promotional strategies may help attract more visitors from different regions and enhance the overall tourism experience.

### For Event Organizers

Event organizers are encouraged to sustain the quality of event management, particularly in terms of safety, facilities, and coordination. Developing partnerships with local tourism stakeholders and offering combined event and tourism activities may further increase tourists' length of stay and satisfaction.

### For Tourism Stakeholders

Local tourism stakeholders, including accommodation providers and food establishments, may consider offering event-related packages and services tailored to athletes and spectators. These efforts may help increase tourist spending and strengthen the local tourism economy.

### For Future Researchers

Future researchers may conduct similar studies on other sports events or destinations to compare findings. Additional variables such as destination image, service quality, and intention to revisit may also be explored to provide a more comprehensive understanding of sports tourism development.

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