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Integrating Football Events into Domestic Tourism: Analysis of Influence of Tourist Facilities on Travel Decisions of Domestic Football Tourists

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Abstract

This study relies on the fact that local football events may be the backbone of domestic tourism development, particularly in a country with enormous numbers of fans and well-organized football events. It examines how tourist facilities influence football fans' travel decisions. Analyzing data collected from football tourists (n = 510) across four Tanzania Premier League matches within various time frames, the key findings from this survey revealed that beverages and transportation were the leading influencing factors for travel decisions and actions of football fans, implying a strong influence of tourist facilities on the participation of football fans in domestic tourism because their evidenced interactions during, after, and before the football events. The study contributes to an existing understanding of football tourism, underscoring the massification of football tourism as an opportunity for domestic tourism development and diversification for host destinations. However, the study recommends intensively surveying football tourists' characteristics and expenditure patterns in famous tourist destinations.

Keywords: *Football tourism, Tourists' motivations, Domestic tourism, Travel decisions of tourists, Sport tourism, Event-based tourism*

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1. Introduction

Domestic tourism comprises citizens of a given country traveling within the country to explore natural and cultural heritages and engage in tourism-based activities (Samau, 2015, Alipour *et al.*, 2013, Kabote, 2020). Domestic tourists frequently engage in festivals, cultural films, marathons, or football games (Camillel, 2018). In undeveloped tourist destinations, attendance at football events is scarcely viewed as domestic tourism because of the underlying assumption that football events are different from tourism (UNWTO, 2012, Alipour *et al.*, 2013). This study examines the influence of tourist facilities on domestic football tourists' travel decisions. It is still unknown how domestic football fans make trade-offs between their personal lives and football tourism, both consciously and unconsciously. Furthermore, there is uncertainty about whether the drivers behind the travel decisions and actions are purely football-related or have certain elements of tourism. This study undergoes an empirical investigation of the travel decisions and actions taken by domestic football fans on the tradeoffs they make when planning to travel to a football destination.

As the most adored sporting event with more than 400 million participants, of whom 40 million are women, football or soccer tourism may be domestic or inbound, depending on the origin of viewers and the location of tournaments

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(AFP, 2019, Dvorak *et al.*, 2004). Inbound football tourism occurs when football fans and participants cross international borders for football activities in other countries (McKercher, 2008). FIFA Men's World Cup, AFCON, and EURO are some of the world's football mega-events, drawing visitors globally (Gibson *et al.*, 2018, McManus, 2020, Müller, 2015). A football tourist goes away from home without crossing international borders for at least twenty-four hours to participate in or spectate live football activities (Camillel, 2018, McManus, 2020). Not every person at the football events is a football tourist, but everyone within the football stadium may be on a football tour (Ireland and Watkins, 2010, Edenser *et al.*, 2021). Football tourism arises in different forms: the anticipation of live matches and attendance training or clinics (Bauer, 2019; Edenser *et al.*, 2021).

More notably, it entails visiting football museums, recognized football players, coaches, legends, and museums (Edenser *et al.*, 2021). Such activities categorize football tourism as active or passive. It also becomes active when visitors directly and actively engage in football by playing, training, or instructing football. It also becomes passive when visitors indirectly and inactively attend football matches by spectating or visiting football facilities and players (McDowell, 2017, Rudkin and Sharma, 2019). Its large dependence on inhabitants or citizens makes domestic tourism one of the most trustworthy and steady types (Samau, 2015, McKercher, 2008). Tourist destinations, including Malaysia, Samoa, Indonesia, and Thailand, tremendously engage in domestic tourism development and diversification as measures for expanding their tourism sector (Samau, 2015). Moreover, countries like Samoa have even restructured their national policies, rules, and regulations to synergize domestic tourism with national business goals (Samoa Tourism Authority, 2014). Because domestic tourism is scarcely affected by regular global socioeconomic changes and international travel formalities that usually affect the mobility and expanding capacities of international tourists (Kabote, 2020; Samau, 2015).

Despite the numerous advantages, domestic tourism management still occurs conventionally, necessitating intensive product innovation and diversification. Moreover, domestic tourism still depends on natural and cultural heritages as the sole core tourist assets, omitting conventions, conferences, and cultural and sporting events. Football is a purely domestic event activity, pulling many people from many parts of the globe to one end (AFP, 2019, Dvorak *et al.*, 2004). Football events are generally one-time or long-term competitions regulated by local and international football federations in corresponding geographical zones (AFP, 2019, Oliveira *et al.*, 2021). The FIFA World Cup is the most major global football event, attracting fans, participants, and football tourists worldwide (AFP, 2019; Müller, 2015). AFCON, EURO, and COPAAMERICA are continental-level football competitions that also draw football tourists from diverse regions of the globe but feature players from certain continents (Oliveira *et al.*, 2021).

Local football tournaments, such as those in Tanzania and the English Premier Leagues, occur within a nation, administrative area, or district; they are the most notable local sports events, drawing domestic and inbound football tourists (Müller, 2015, Camillel, 2018). Despite its infancy, football tourism remains one of the tourism ideas that pulls millions of people and gives billions of dollars of income to developed football destinations internationally. As an illustration, Manchester United FC's official football ground, Old Trafford, recorded revenue of \$229.23 mn in 2019, which is more than two hundred times the revenue posted by the United Republic of Tanzania, \$2.6 mn from tourism in the same year (TanzaniaInvest, 2022, Premier League, 2022). Moreover, Liverpool FC registered roughly 340,000 football visitors to its museum and Anfield stadium tour in 2019, similar to one-third of the 1,527,000 foreign arrivals reported by Tanzania in 2019 (Oliveira *et al.*, 2021, UNWTO, 2022). If they are sufficiently sensitized and prepared, football fans can become domestic visitors.

This study focuses on the contribution of tourist facilities' services to domestic football fans' travel decisions. Understanding such contributions is essential for disclosing the spending patterns of domestic football fans. Tourism stakeholders can use such behaviors to tailor their policies and strategies to boost domestic tourist destinations (Cohen *et al.*, 2014, Cai *et al.*, 2021). Governments can also use this understanding to ensure sustainable tourism practices (Alazaizeh, 2019, Ashraf, 2020), policy alignment with the needs and expectations of domestic football tourists, and resource allocations to the destination that receives the most football fans (Alasli, 2021). Moreover, the travel patterns of domestic football fans provide clues on how they interact with local communities to promote positive relationships and cultural exchange. Furthermore, understanding what influences domestic football fans' travel decisions and actions alerts relevant authorities to sensitive areas of concern, such as overcrowding, environmental impact, or cultural sensitivity (Alazaizeh, 2019, Alasli, 2021). Furthermore, tourism players require such information for trip planning, marketing and tour packaging, pricing, and scheduling.

Football tourism may stimulate soccer, economic and social development, the development of football infrastructure and facilities, the development of football officials and coaches, and empower footballers to achieve their potential and dreams. Furthermore, it may increase football's value as a tourist generator, as well as its potential for numerous

commercial opportunities. Soccer tourism may boost child development and increase fitness and health. Like other visitors, domestic football tourists travel for reasons, which are sometimes termed motives. There would be no travel and tourism sector without motivations since they aid in understanding the fundamental aspects underlying tourists' travel decisions and selections of certain places, activities, and events (Kassean and Gassitaa, 2013, Ancuta *et al.*, 2011, Simková, 2013). The push and pull theory of motivations proposed by Dann (1977) claims that multiple variables inspire visitors to participate in different activities or visit certain areas, and these aspects may be grouped into pull and push motivations.

According to Dann's Theory, push factors are intrinsic, affinity, or internal motivations or feelings that affect tourists' travel decisions and actions. Those are the drivers who connect tourists to adventure, escape, status, relaxation, strengthening of personal connections, and hobbies (Kassean and Gassitaa, 2013, Yousaf *et al.*, 2018). Such incentives are more internal and psychological in a way that, when investigated properly by tourism professionals, might draw more visitors to the sites. Talking about pull motivational variables, Yousaf *et al.* (2018) identified pull motivations as external characteristics or traits arising from tourism sites. Such motives include attractions or elements of places that represent or fulfill varied visitor preferences in the form of pricing, restaurants, transportation, food, drinks, and quality (Buffa's, 2015, Richards, 2015, Han *et al.*, 2017). The motivating reasons inspire and draw domestic football fans from their local residences to football events. Therefore, the pull motivations relate to this study as it provides insightful and useful guidance on internal and external motivations that determine the travel decisions and actions of domestic football fans. In his ethnographic study, McManus (2020) asserted that the motivations of football fans go beyond football itself, though the match acts as the hook providing the reason for football fans to travel. In other words, during their trips, football fans engage in various tourism activities with or without their knowledge. Understanding the travel drivers of domestic football fans and the extent of their interactions with tourist facilities may give crucial clues to tourism managers, agents, and governmental organizations for domestic tourism planning and development. In this study, the pull motivators, as demonstrated by Dann's Theory, helped understand the links between football events and engagement in domestic tourism activities.

If the motivators of the travel decisions of domestic football fans remain unaddressed, the economic contributions and influences of tourism facilities such as transportation, accommodation, food, and beverages will always be undermined. In other words, popular football destinations with insufficient and unsupportive tourism infrastructure will continue to cause inconveniences to domestic football fans, non-football tourists, and locals during match days. Moreover, the mass tourism nature of football tourism, including overcrowding, may continue to change the locals' behaviors in communities surrounding the stadiums, generating uncontrolled waste and causing noise pollution. Furthermore, football tourists may have negative perceptions of football events by associating their experience in the overcrowding with insufficient hospitality, which may scare future domestic football tourists. This study evaluated the impact of tourist facilities' services on domestic football fans' travel decisions and actions. Specifically, it analyzes the influence of availability and affordability of accommodation, food, beverage, transportation, tourist attractions, and the city's entertainment on the travel decisions of domestic football fans.

2. Methodology

2.1. Measurements

This study employed a quantitative research technique to examine the influence of tourist facilities on football fans' travel decisions. The study utilized purposive sampling due to the nature of the research, the length of football events, the mobility of domestic football fans, and limited statistical records (Bayih and Singh, 2020). This study defines a domestic football tourist as a domestic football fan who travels away from home for at least twenty-four hours to spectate or engage in football-related activities (Samau, 2015, McKercher, 2008). The questionnaire was pilot-tested by five tourism experts to assess the questions' design and clarity and the time needed to complete the questionnaire. Zikmund *et al.* (2013) stressed that pilot testing aims to improve the reliability and validity of the data gathered, as well as the final response rate. The questionnaire was initially written in English and then translated to Swahili because many football fans in Tanzania are native Swahili speakers, and the researcher wanted to avoid translation problems with the language; Swahili was selected as the most appropriate language to communicate with football fans. The survey instrument was validated regarding reliability and validity before being provided to participants. The questionnaire was distributed to 23 volunteering tourism students within the interval of 5 and 8 days, and the Pearson correlation and Cronbach's alpha tests were conducted (Appendices A). As the major and only source of data, the questionnaire consisted of three questions: the first group comprised sociodemographic information, the second group queried about pull motivations, and the third one investigated the engagement of football tourists in domestic tourism.

Regarding sociodemographic variables, the questionnaire asked about age, education, gender, and profession. The assessment of pull motives relies on items created by prior studies and previous research investigations (Luvsandavaajav and Narantuya, 2021, Bayih and Singh, 2020, Chavez *et al.*, 2020). With a slight adjustment, the respondents were asked to identify 14 out of 20 motivating factors for involvement in domestic football events. The pull motivations were solicited as part of a four-page questionnaire and assessed on a five-point Likert scale (5 being strongly agree and one strongly disagree). Football visitors were asked to score each of the 14 motivation variables in the questionnaire related to pull motives on a Likert-type scale. Motivational qualities are about 14 elements that drive football visitors to participate in football events. Understanding the influence of tourist facilities, as pull motivations, on the travel decisions and actions of football fans was the purpose of the study. Therefore, the study included the availability and affordability of accommodation, food and beverage, transportation, tourist attractions, entertainment, football grounds, and city entertainments as tourist facilities (Figure 1).

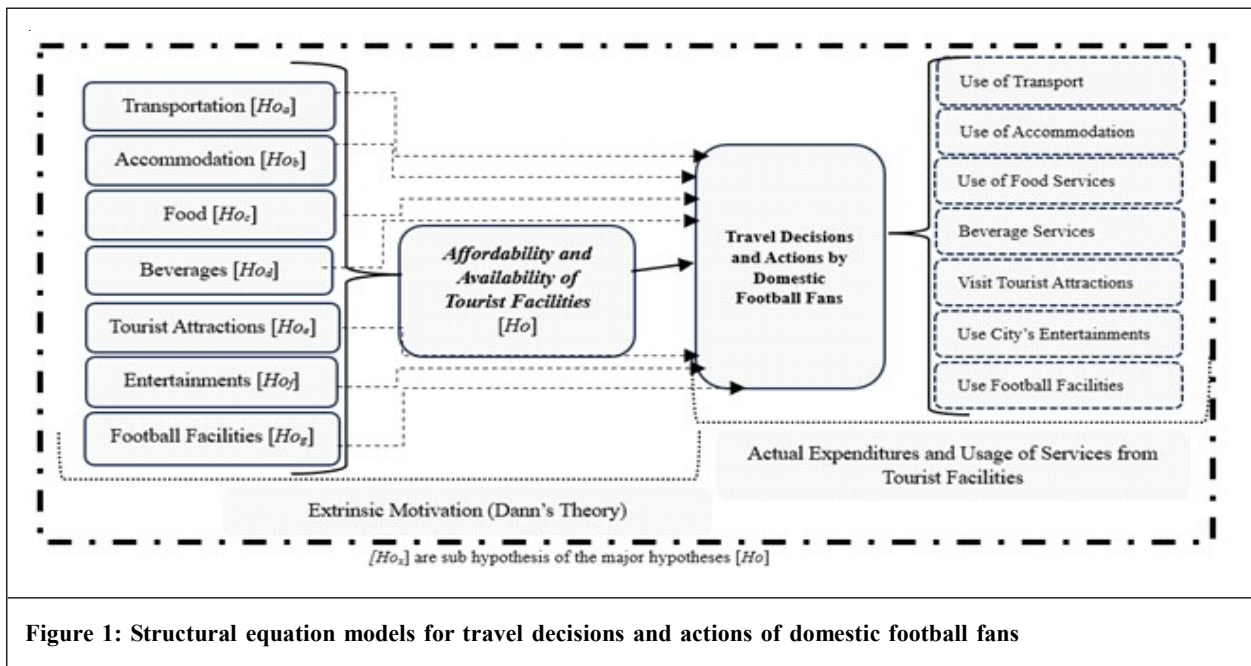


Figure 1: Structural equation models for travel decisions and actions of domestic football fans

The measurement of travel decisions of domestic football fans based on the actual expenditures on the services offered by the tourist facilities at the football destination as suggested by Rudkin and Sharma (2019), Anuar *et al.* (2012), Soeswoyo *et al.* (2022), Fernandez *et al.* (2018), Disegna and Osti (2016), and Massidda *et al.* (2022). The research asked football fans to declare their actual expenditures on accommodation, food, beverage, transportation, tourist attractions, entertainment, and football facilities. The spending of football tourists provided the research with important information on the actual interactions between football fans and tourist facilities. The research used for categorical spending data was easy for respondents (Quan *et al.*, 2013, Hernandez, 2021, Mirazchiyski and Mirazchiyski, 2023, Nilima *et al.*, 2019). Thus, the degree of expenditure on the necessary aspects demonstrated their engagement in domestic tourism activities (Hsu *et al.*, 2013, Alegre *et al.*, 2013, Sul *et al.*, 2020).

2.2. Procedure

With the on-site intercept technique, football fans were contacted when approaching the football grounds and along the key streets around the football grounds. Insufficient information on the population of domestic football tourists prompted the research to employ the sampling determination technique provided by Bayih and Singh (2020) and Sekaran and Bougie (2016) of adopting a minimum sample size of 384 plus 10% to offset the non-return or useless rate. The researcher chose three major domestic football matches featuring Young Africans Sports Club (YSC), Simba Sports Club (SSC), and Azam Football (AFC) Club for the distribution of questionnaires to willing football fans in the towns of Mwanza and Dar-es-Salaam. The clubs were picked owing to their outstanding fan base, league status, and consistent football performance locally and globally (Football Database, 2022). SSC, AFC, and YSC have been in the top four places in the Tanzanian Premier League's status as better-performing football teams, and their matches generally captivate thousands of football fans, locally and worldwide, making these matches adequately relevant to this research.

The questionnaires were distributed in Tanzania between April 2022 and September 2022. The supporters were requested to complete the self-administered surveys. Before distributing the questionnaire, respondents were questioned

if they traveled away from their residents for at least twenty-four hours for a football event. Those who replied “yes” to this question were later included in the survey by willingly filling out the questionnaire. To obtain a significant, representative sample and adequate responses, the questionnaires were personally distributed to football participants and spectators before the beginning of matches because domestic football fans usually become overwhelmed or overexcited after a match loss or win, which could affect their accuracy and willingness to fill out the questionnaire. Four research assistants were utilized to deliver 1200 questionnaires to football enthusiasts. Due to the size of the stadium and geographical limitations, 300 surveys were delivered in Mwanza City and 900 questions in Dar es Salaam City. Of all the questionnaires, only 510 were returned, 46 were destroyed, and 120 still needed to be returned.

2.3. Data Analytic Approach

The test-retest procedure was performed to measure the validity of the questionnaire and the extent to which the same results could be derived with a repeated measure of accuracy, as presented in Appendix A. Moreover, Cronbach’s test was used to measure the reliability or detect the bias and errors of the survey instrument (Appendix B). The linear regression assumptions were first checked for a meaningful interpretation of the regression results. The statistical results disclosed no severe heteroscedasticity, multicollinearity, or normality, and so the author proceeded with the analysis (Appendix C). The data were calculated and analyzed using the IBM Statistical Package for Social Science (SPSS) version 27. The linear regression analysis was carried out to investigate the association between tourist facilities and travel decisions and actions of domestic football tourists. The principal research question was, “*Do tourist facilities influence the travel decisions of domestic football fans?*”. Such a question is intended to establish the influence of tourist facilities on the travel decisions and actions of football fans. It led to the formulation of the following hypothesis:

H_{0j} : *Tourist facilities do not influence domestic football fans’ travel decisions and actions*

The hypothesis was subsequently subdivided into sub-hypotheses to explore the influence of individual tourist facilities on the travel behaviors of domestic football tourists (Figure 1). The formulated assumptions were tested by regression analysis, as indicated in Table 2 and Table 4.

3. Findings

In this research, football tourists revealed distinct sociodemographic features (Table 1). Out of the 510 respondents, the proportions of female and male football enthusiasts were: 261 (30.4%) were female, while the remaining 125 (69.6%) were male. Despite minor disparities in responder age, fewer than 10% of the study group were over 55 years old, and more than 60% were below 36 years old. The bulk, 220 (60%), of the football visitors were single, followed by married 152 (23.1%) and divorced 14 (10.1%). Regarding the football visitors’ educational levels, the top 149 (39.8%) respondents possessed an ordinary certificate in secondary school education, followed by university students 100 (22.7%) and elementary school students 99 (22.2%). Among the 510 football visitors, 111 (50.6%) were businessmen and women, 108 (20.8%) were farmers, 58 (10.0%) were students, 58 (9.8%) were government and private sector workers, and 6 (8.8%) owned other sorts of occupations.

3.1. Sociodemographic characteristics of respondents

In this study, football tourists showed different sociodemographic characteristics (Table 1). Out of the 510 respondents, the proportions of female and male football fans were 261 (30.4%) female, while the remaining 125 (69.6%) were male.

Table 1: Sociodemographic characteristics of football tourists

Variable	Explanation	Percentage of Sample	Median	SD
Education	Primary School	22.2%	2	1.167
	Secondary School	39.8%		
	Vocation	11.6%		
	University	22.7%		
	Other	3.7%		
Marital Status	Single	60%	1	0.898
	Married	23.1%		

Table 1 (Cont.)

Variable	Explanation	Percentage of Sample	Median	SD
	Divorced	10.1%		
	Other	6.1%		
Occupation	Business	50.6%	1	1.466
	Employees	9.8%		
	Students	10.0%		
	Farmers	20.8%		
	Other	8.8%		
Gender	Female	30.4%	2	0.461
	Male	69.6%		
Age	18 – 25	20.4%	2	1.196
	26 – 35	39.9%		
	36 – 45	20.2%		
	46 – 55	10.4%		
	Above 55	9.4%		

Despite some differences in respondent age, less than 10% of the study population were above 55 years, and more than 60% were below 36 years. The majority, 220 (60%), of the football tourists were single, followed by married 152 (23.1%) and divorced 14 (10.1%). Regarding the football tourists' educational levels, the highest 149 (39.8%) respondents held an ordinary certificate in secondary school education, followed by university students 100 (22.7%) and primary school education 99 (22.2%). Among the 510 football tourists, 111 (50.6%) were businessmen and women, 108 (20.8%) were farmers, 58 (10.0%) were students, 58 (9.8%) were government and private sector employees, and 6 (8.8%) possessed other types of jobs.

3.2. Descriptive Statistics

Table 2 briefly highlights the descriptive statistics based on the responses' percentages, median, and standard deviation. According to the table, affordability and availability of accommodation services ($M = 4.30$, $SD = 1.425$), beverages ($M =$

Table 2: Mean and Standard Deviation of Pull Motivational Factors of Football Tourists

Pull Motivations	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree	M	SD
Transportation	9.41%	8.03%	10.98%	11.57%	60.01%	4.19	1.622
Beverages	7.84%	9.21%	0.78%	1.96%	80.57%	4.31	1.405
Food	0.98%	19.61%	9.22%	20%	50.19%	4.20	1.407
Accommodation	9.61%	8.43%	2.75%	19.41%	59.8%	4.30	1.425
Tourist Attractions	9.22%	11.37%	10.98%	18.84%	49.6%	3.88	1.378
Entertainment	6.08%	7.45%	16.77%	19.2%	50.5%	3.92	1.388
Football Facilities	9.41%	10.98%	10.58%	58.83%	10.2%	2.50	1.287

Note: M = Median, SD = Standard Deviation

4.31, SD = 1.405), food services (M = 4.20, SD = 1.407), and transportation (M = 4.19, SD = 1.622) were the leading motivations, followed by city-based entertainment services (M = 3.92, SD = 1.388) and tourist attractions (M = 3.88, SD = 1.378). On the other hand, football facilities (football grounds and football museums) (M = 2.50, SD = 1.287) were the least motivational factor for domestic football tourists.

3.3. Inferential Statistics

Table 3 presents an R^2 of 0.50, implying that the affordability and availability of transportation facilities positively influenced domestic football fans' travel decisions and actions by 50%.

As a result, hypothesis

H_{0a} : *Transportation facilities do not influence the travel decisions and actions of domestic football fans was rejected* ($t = 23.429, p > 0.05$). Furthermore, accommodation facilities influenced domestic football fans' travel decisions and actions by 43.5%.

Consequently, the hypothesis

H_{0b} : *Accommodation does not influence the travel decisions and actions of domestic football fans was rejected*. ($t = 20.520, p > 0.05$). Food influenced 43.7% of domestic football fans' travel decisions and actions.

Thus, the hypothesis

H_{0c} : *Food facilities do not influence the travel decisions and actions of domestic football fans was rejected*. ($t = 20.520, p > 0.05$). Surprisingly, beverage facilities were found to influence the travel decisions and actions of domestic football fans by 51.2%.

As a result, the hypothesis

H_{0d} : *Beverages do not influence the travel decisions and actions of domestic football fans was rejected*. ($t = 23.980, p > 0.05$).

In other words, beverage was the leading factor in influencing travel decisions, as it influenced 51.2% of changes in the travel decisions and actions of domestic football fans.

Tourist attractions also influenced 43.7% of domestic football fans' travel decisions and actions. Therefore, the hypothesis

H_{0e} : *tourist attractions do not influence the travel decisions and actions of domestic football fans was rejected*. ($t = 21.745, p > 0.05$). Furthermore, city entertainment facilities had a 40.6% influence on domestic football fans' travel decisions and actions.

As a result, the hypothesis

H_{0f} : *City entertainment facilities do not influence the travel decisions and actions of domestic football fans was rejected*. ($t = 19.354, p > 0.05$).

Furthermore, football facilities had an 11.9% influence on domestic football fans' travel decisions and actions. Thus, the hypothesis

H_{0g} : *Football facilities do not influence the travel decisions and actions of domestic football fans was rejected*. ($t = -2.816, p > 0.05$). That is to say, football facilities were the least factor to influence travel decisions, as they influenced 11.9% of changes in the travel decisions and actions of domestic football fans. Based on these findings, the major hypothesis

H_0 : *The tourist facilities do not influence the travel decisions and actions of domestic football fans was rejected*.

4. Discussion

Several previous studies focused on international football tourists attending mega sports events at continental, regional, and global levels (Gibson *et al.*, 2018, McManus, 2020, Müller, 2015, Bason, 2022). As a result, this study expands the existing body of literature by introducing a new dimension: the external motivators of domestic football fans' travel decisions to upcountry football destinations. This is a dimension with relatively few studies, and therefore it adds a new dimension to football tourism by ascertaining the motivators beyond the football itself, which act as the principal hooks providing reasons for travel decisions and actions. It furthermore expands the body knowledge by investigating domestic football tourists in local football events. According to the study, the main motivators for domestic football fans' travel decisions are affordability and availability of beverage and transportation services. It implies that many football fans

typically seek assurance of transportation and beverage services, but not what to eat, where to eat, or where to spend a night. The findings are not in agreement with the conclusions of Nyikana and Tichaawa (2022) and Smith and Stewart (2007), whose findings revealed that sports tourists are driven mostly by family-related incentives, such as visiting friends and families and family reunions.

The results build up the current body of information on football tourism and domestic tourism by complementing the findings of Hadzik *et al.* (2011), who revealed that football supporters of the Polish national team spend most of their money on travel services. Additionally, Bayih and Singh (2020) highlighted that the transportation sector contributed greatly to the overall happiness and behavioral intention of football fans. The notable expenditure on transportation implies that football fans travel a relatively long distance between their homes and football destinations, not because of the exaggerated travel fares (Golembowski and Majewska, 2018), as football tourists are cost-conscious and usually opt for public surface transport because of the convenience and affordability (Luvsandavaajav and Narantuya, 2021; Dom'enecha *et al.*, 2023).

Furthermore, football tourists travel in groups via car-sharing or carpooling to cut down on travel expenses (Violi *et al.*, 2024); while traveling inside the locations, they prefer public to private transport (Kabuitu *et al.*, 2022). Bason (2022) asserted that elder fans spend nearly twice as much on accommodation facilities while younger fans with less disposable income search for cheaper substitutes. While traveling in groups, some young football fans share a carpool and spend their nights in the car. It is not only a convenient way of traveling with maximum autonomy and independence, but it is also a budget-friendly collaboration.

The set of unexpected or surprising results in this study revolved around beverages as the major determinant of the travel decisions and actions of football fans; the results do not significantly agree with Hadzik *et al.* (2011), Bayih Singh (2020), Nyikana and Tichaawa (2022), and Smith and Stewart (2007). Studies on the massive consumption of alcohol by football fans (Wallace, 2010, Reis *et al.*, 2018, Purves *et al.*, 2021) revealed that alcohol and football are closely related, as the weekly alcohol consumption of football fans during and after matches may even exceed the recommended quantity by medical consultants. The referenced research accords with the conclusions of this investigation in the context of alcohol intake while neglecting the use of non-alcoholic drinks. Unfortunately, such studies provide evidence of alcohol consumption but do not reveal the actual spending on alcoholic drinks. Consequently, the results of this research enhance the conversation by emphasizing the consumption and spending of drinks and their impacts on the travel choices of football visitors. Such domains are critical, yet they seem to be understudied and neglected, even as football visitors drink alcoholic and non-alcoholic beverages before, during, and after the game.

In addition, the findings reveal that tourist attractions and city entertainment are among the motivators for domestic football fans' travel decisions and actions. In other words, domestic football fans utilize tourists' facilities while occasionally visiting tourist attractions. The results support Maslow's theory, which emphasizes that the contentment of basic needs always comes before moving to other needs (Hadzik *et al.*, 2011, Rudkin and Sharma, 2017, Sayeh, 2022). The results showed that the range of entertainment options was one aspect that influenced football visitors' travel preferences. For that reason, the findings correspond with recent research by Aliedan *et al.* (2021) and Sobaih *et al.* (2021), who underlined that places with numerous entertainment services are likely to attract many visitors but with a strong image of the destination.

The research contributes to the current literature on the effects of football tourism on city-based or rural-based entertainment businesses. Because of its widespread popularity, football tourism will undoubtedly have a greater impact on entertainment services. This illustrates that the existing entertainment facilities and services may need to be more robust and formalized to provide satisfactory services to outsized football tourists, especially in some developing countries and rural areas where modern and sufficient entertainment facilities still need to be developed. As was previously indicated, the data exposed the necessity for higher spending by domestic football fans on natural and cultural sites. It demonstrates that domestic football fans are consciously or unconsciously engaged in domestic tourism activities, although the cheap admission prices to cultural and natural sites may explain their reduced spending. Also, limited information about the attractions can be one of the reasons for their insufficient visits to tourist attractions. The outcome improves the current literature by exhibiting the possibility of incorporating football tourism into the domestic tourist system.

Many studies on football tourism have largely explored visitors' happiness and motives while disregarding their real expenditures (Bayih and Singh, 2020, Kabuitu *et al.*, 2022; Luvsandavaajav and Narantuya 2021; Sayeh, 2022, Ostrowsky, 2018). With such contentions, the results expressly outspread the conversation beyond the current tourism-motivating theories and practices in the spatial-temporal polarizations of the tourist sector (Hadzik *et al.*, 2011, Rudkin and Sharma, 2017, Sayeh, 2022). The report reveals football tourism is characterized by heightened demands for tourist services only

in less resilient areas. In the spatial polarization setting, such demands exist inside an area that scarcely meets the needed quantities and qualities owing to sudden resource conflicts between football visitors and supporters. Football tourism is defined as a temporary increase in demand for products and services over a short period.

In certain circumstances, football games raise sales and expenditures on tourist services in the same area and within a short period, which may lead to a sudden but temporary escalation of tourism company operations, producing new job prospects. If handled wisely and responsibly, tourism company operations may speed up domestic tourism operations by providing new domestic tourism possibilities through the emergence of new tourist attractions and activities. Contrary to enclave tourism (Rudkin Sharma, 2017), the tremendous advantages of football tourism extend beyond the stadium barriers into surrounding communities. Considering the possibility of massification, destination managers may educate hotel owners on how to expand and tailor their amenities to match the unique demands of football visitors. The affordability, quality, and convenience of housing amenities may prolong their stays, further opening up potential and promoting football visitors' engagement in other forms of domestic tourism.

5. Conclusion

The goal of this study was to investigate the influence of tourist facilities on domestic football fans' travel decisions and actions. The findings revealed that beverage and transportation were the primary motivations driving domestic football fans' travel decisions and actions. Football facilities were the least incentive in influencing travel decisions. The findings imply that domestic football fans who participated in this study were purely domestic tourists because of the nature of their interactions with and expenditure on tourist facilities. The key contribution provided by this research is exhibited in its capacity to include the power of tourist facilities and attractions in motivating domestic football fans to participate in domestic tourism activities. Football tourism does not occur in isolation; its prevalence and performance depend on other sectors. It coexists with many sorts of tourism, including urban, cultural, gastronomic, and wildlife, to name a few. It should be developed together with other tourist attractions and activities. Studies generally examine the extrinsic and intrinsic travel reasons of various categories of visitors without addressing the effect of destination amenities on domestic football tourists.

This research, however, validates the contribution of domestic football events to domestic tourism development by revealing the actual interactions occurring between domestic football fans and tourist facilities. It reveals that football fans' travel choices and decisions are affected by the cost and dependability of tourist facilities; likewise, the earnings of tourist facilities depend on domestic football events. Such results provide football destinations, particularly in locations with new football tourism experiences, with a purposeful intuition on how to integrate football tourism and other types of domestic tourism and how to turn football supporters into exclusively domestic football tourists. In the context of undeveloped football locations, the assumption is that they need to differentiate themselves locally and globally by identifying and branding all distinctive tourism activities, facilities, and attractions that may inspire football visitors. Football venues should make more efforts to align their domestic tourism image and experience with specific visitor demands. Suppose such projects are still disregarded, underdeveloped, and poorly enhanced. In that situation, football events would always be in business as usual, functioning as mere contests, not tourist events, where football players compete and supporters enjoy football and support their teams while neglecting the genuine contributions that football events may make to domestic tourism growth.

It has been a habit of many football destinations, including Tanzania, to assume football activities are professionally and independently handled by the football federations, whose knowledge of tourism is limited. In the end, the results of this research are relevant since the survey was performed in a language that all respondents understood, and the survey was done before the commencement of the matches, which lowered the biases and emotions of the respondents. Also, the research was done in one of the important football destinations in Africa, the Tanzania Premier League, the fifth-greatest football league in Africa, behind Algeria, Sudan, Egypt, and Morocco (Wathiongo, 2023). Furthermore, many respondents signed a consent form before filling out the questionnaire, and they did so without any compensation. The findings of this research should be read carefully since the respondents were from Tanzania's Premier League, one of the least recognized football leagues, ranked 39th best internationally. Also, due to the limited resources available for this research, the survey included only a portion of the matches and areas of Tanzania, where most football fans live.

5.1. Practical Implications

This study highlights the influence of tourist facilities on domestic football fans' travel decisions and actions, which may provide some implications for domestic and international sports tourism development in other sports tourism destinations globally. From a management perspective, the findings of this study can help sports tourism destinations advance sports tournaments with tourism in mind to enhance visitors' experience, motivations, and satisfaction. The

suggested type and availability of tourist facilities at the destination may offer technical guidance for enhancing the satisfaction and experience of football tourists. The majority of sports events take place seasonally and in urban areas where residential or economic activities are affected within a short time.

This paper offers a new perspective and idea for the formalization of domestic football events in developing countries as a new niche of football tourism. To facilitate football tourism activities and improve the atmosphere of local football events, the following things must be taken into consideration: Football tourism stakeholders should think more about recognizing and empowering local service providers of tourist facilities. Meanwhile, the responsible government and football authorities, including football federations and ministries of sports affairs, should identify, educate, and empower the local service providers to offer affordable and reliable services to football tourists while coping with the abrupt demand.

Unlike previous studies, a fundamental contribution made by this study is demonstrated in its ability to incorporate the power of destination facilities in motivating the travel decisions of football tourists into specific types of tourism activities, infrastructure and superstructure. Studies often assess extrinsic and intrinsic travel motivations of other types of tourists without considering the facilities of domestic football tourists. This study, however, confirms transportation, beverages and accommodation as three important influencing factors behind the travel decisions of domestic football tourists. This study divulges that the travel decisions of tourists are the outcome of the affordability and reliability of football tourists' facilities; hence, paying realistic attention to tourism facilities is important for influencing the travel decision of football tourists.

In addition, the findings provide domestic football destinations, especially in areas with new football tourism experiences, with a deliberate intuition on how to integrate football tourism and other forms of domestic tourism and how to convert football fans into purely football tourists. In the context of underdeveloped football destinations, the intuition is that they need to distinguish themselves locally and internationally by identifying and branding all unique tourist activities, amenities, facilities and attractions that may motivate them. This means that football destinations should intensify their endeavours to attach their domestic tourism image and tourist experience to specific tourist needs.

5.2. Limitations and Future Research Directions

This research was not without limitations. The study had limitations that restricted the generalizability of its findings. First, the developed scale of the expenditure of football tourists was technically tested and adopted, but its external validation remains doubtful, needing further technical validation. This study was limited to the football tourists in Mwanza and Dar es Salaam cities only, so future researchers should consider collecting data in other regions or cities to test the validity of the suggested scales. Second, this study excluded international football tourists, making its conclusion biased to the domestic football tourists. Third, the sociodemographic characteristics of visitors were excluded from this study. Factors, such as the education and occupation of the respondents, could affect the visitor's satisfaction and revisit intentions. Therefore, future studies could take on board the sociodemographic characteristics of the visitors.

Conflicts of Interest

The author confirms that no authors have any competing interest in the submitted work.

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