

Original Research Article

# Omani Consumers' motivations and experiences to participate in international sports events: Some managerial implications for sport event development

Raja Tumati<sup>1</sup>, Mustafa Daskin<sup>2</sup>, Zayoun Al-Raqadi<sup>1</sup>, Engin Yavuz<sup>2\*</sup>

<sup>1</sup> Tourism Marketing Program Oman Tourism College

<sup>2</sup> Vocational School of Social Sciences Amasya University, 05-100 Amasya, Türkiye

\*Correspondence: engin.yavuz@amasya.edu.tr

## Abstract

**Background:** International sporting events play a growing role in tourism development and destination promotion, particularly in emerging markets such as the Gulf region. Understanding spectators' motivations and experiences is essential for effective sport event management and sustainable tourism growth. This study aimed to identify key motivations of Omani consumers to attend international sporting events and to evaluate their event-related experiences. **Methods:** A quantitative, descriptive research design was applied using a simple random sampling technique. Data were collected from 154 respondents through a structured questionnaire administered in Muscat between January and March 2023. The instrument assessed motivations for attendance, preferred sports, information sources, and event experiences using ranking questions and a 5-point Likert scale. Descriptive statistics and t-test analysis were performed. **Results:** Football was the most preferred sport (37%), followed by tennis (14.3%) and volleyball (13%). The primary motivations for attending events in Oman were escaping daily routine (25.3%), recreation (17.5%), and team loyalty (13.6%). For international events abroad, rivalry matches (46.1%), national team participation (40.9%), and favorite sport discipline (33.1%) were dominant motivators. Attendees reported highly positive experiences regarding safety and security (mean = 4.21), game atmosphere (4.13), and weather conditions (4.09), while parking availability and facility cleanliness were rated lowest. No significant gender differences were found in event experiences. **Conclusions:** Omani spectators' participation in international sporting events is primarily driven by leisure, emotional engagement, and national identity. Positive experiences—especially safety and atmosphere—enhance satisfaction and loyalty. Event organizers should prioritize infrastructure, accessibility, and service quality to strengthen Oman's position as a regional sport tourism destination.

**Keywords:** Consumption, international sporting events, attendee's experience, football

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## Introduction

People travel for several purposes, and sports events are one of the most significant reasons why people travel [1]. Sports travel has grown significantly and become an incentive for tourism [2]. Thus, it has emerged as a form of tourism because it makes people travel from place to place or country to country only to attend this type of event, such as the Olympics, Football World Cup, Cricket World Cup, Cycling Tours, Tennis Tournaments, NBA Basketball Matches, Formula One, Bike Racing, and others. These sporting events, whether international or regional, have contributed significantly to the growth of the tourism industry [2,3].

Increased interest in specialized forms of tourism, such as competition and event tourism, helps destinations differentiate themselves in a competitive [4]. Sports tourism involves the interaction of activities, people, and places away from their usual environment [5]. They are attracted to destinations to participate in or watch sporting events based on their specific demands [6]. Thus, events serve a purpose beyond attracting people or functioning as strategic economic tools [7]. They are an effective and useful way of developing a brand and can contribute to a positive image of the host country among both foreign and domestic audiences [4].

According to Yu et al., some of the factors that drive viewers to travel to international sporting events include their passion for new experiences [8]. Others include excitement in watching events and the opportunity to see their beloved players. Besides, Kim et al. stated that the major reasons individuals attend sporting events are interest in the player, love of the game, and desire to see certain club players play [9]. Moreover, according to Howell et al., non-working days, promotional giveaways, tickets offered at discounted prices, and special events are factors that have a huge influence on fan attendance [10]. However, exceptional weather conditions, including torrential rain, heavy downpours, and extreme cold or hot weather, might result in an adverse or sluggish reaction or participation rate [11]. Additionally, Trail et al. argued that the presence of star players in a match may be a significant factor influencing viewers' decisions to attend a match [12]. Another key component attracting fans to stadiums is the club's victory rate in recent and past seasons, positively affecting audience participation in competitions [13]. Furthermore, according to Bogdanov et al., supporters feel immediately attached to their teams or clubs, and whenever they play, they feel compelled to attend matches [14]. Furthermore, Melnick et al. claimed that when two rivals compete, a heightened sense of pride takes over, and most supporters are prompted to attend matches [15].

Travel obstacles can limit or prevent people from engaging in travel activities [16]. The authors propose that international sporting organizations must work with the host country to reduce limitations and increase tourist presence; otherwise, the intended results will not be achieved. Moreover, Hoye et al. stated that one of the primary reasons fans attend sporting events is their ease of travel to host nations [17]. However, Kim et al. argued that absence of a companion to attend, lack of interest from other friends, and cost affect fans' selections to attend international sporting events [18]. Similarly, Hoye et al. found that cost is a significant factor affecting fans' travel intentions to attend sporting events [17]. Some supporters are unable to travel if the match ticket prices or transportation tickets are exorbitantly high. Similarly, Soebbing et al. observed that when ticket costs for sporting events increase, total attendance at a season-long sporting event significantly declines [19]. In contrast, when subsidized tickets are provided, the percentage of people who attend increases.

These activities are considered a type of entertainment because most individuals enjoy time away from their everyday routines when they attend these events [20]. Consequently, in recent years, there has been considerable growth in the number of sporting events that may attract local and worldwide audiences [10]. Because global sporting events have such a large economic impact, it is critical for all stakeholders to take steps to motivate and entertain spectators to attend events [21]. Spectators play an important role in the success of sporting events. Therefore, it is critical to understand what motivates individuals to attend sporting events. Just two studies have examined why people choose to attend sporting events until now in the Oman context. The first was conducted in 2017 and was titled "Sport tourism: an exploration of the travel motivations and constraints of Omani tourists" by Alsawafi et al. [22]. Additionally, Tumati et al., "Participants' Motivations for International Sports Events in Oman: A Comparative Study Between the Muscat Marathon, Iron Man, and Spartan Race," is another [23]. Nonetheless, in addition to motivation, other topics like experiences and facilities expected are the focus of the current

study. The Gulf Cooperative Council (GCC) countries are highly interested in becoming global hubs for activities. Therefore, understanding why people travel abroad for these events and what their experiences are like will be very beneficial to the GCC countries. Further, the findings of this study contribute significantly to the body of literature, which makes the current study crucial. With motivation and experience surrounding sporting events differing across locations, this study aimed to address the following objectives:

- To determine people's motivation to attend international sporting events in Oman.
- To review the experiences of attendees who have visited international sports events.

#### *People's Motivations for Attending International Sporting Events*

The theory of achievement motivation tries to explain why people select achievement tasks, stick with them, are energized to complete them, and perform well on them [24]. Plante et al. stated that when people do something that they are really interested in and it helps them reach their goals, they will feel more excited and involved [25]. Besides, Eccles et al. stated that how much you enjoy an experience is closely related to the emotions it makes you feel, and feeling happy, excited, or accomplished are good emotions that make an event seem better and more satisfying [23,26]. Additionally, Plante et al. mentioned that people decide if an experience is worth it by comparing it to the money, time, or effort they must spend on it [25].

Currently, people are more interested in sports than ever before. Every year, many fans attend games to relieve tension in their everyday routines and to have fun [6]. According to Bee et al., understanding what motivates people to attend sporting events will assist in deciding the best ways to keep fans interested in engaging in sporting events [21].

Furthermore, timing must be considered when conducting an event, as most viewers plan their yearly vacations to attend sporting events [27,28]. Escape, self-esteem, economic advantages, social affiliation, family reasons, and eustress provide people with the opportunity to escape from their daily lives and engage in past times. The motives that influence people to attend sporting events are as follows:

**Escapes from routine:** People endure several issues and demands at work and home. As a result, they must do something to recharge them or risk having a psychological influence on them. Attending sporting events may help relieve stress and forget about personal difficulties [29]. As a result, escape from routine has become a motivator for consumption, reflecting viewers' need to find a way out of their mundane daily lives, jobs, or realities and towards a location that gives them a sense of success and excitement [22]. Likewise, Stander et al. argued that this type of activity should be available to people to move away and escape from their daily working lives by recovering from stress and tension [30]. Modern sporting events provide a haven for taking a short break from the complexities and confusion of daily life [23].

**Socialization:** According to Maeng et al., there is a desire to meet people other than to extend social media, and the incentive is aimed at individuals rather than the area itself [27]. This drive is often measured by factors such as spending time with friends, having fun, spending time with others sharing similar interests, and meeting new people to form new relationships [22]. Individuals can socialize by attending sporting events with friends or strangers and forming new relationships [23]. According to Sabin et al., socializing via sport is a process in which individuals learn various skills, values, patterns of behavior, and attitudes that enable them to function within a certain culture that is learnt at school or at home [31].

**Promotional activities:** Promotions are one of the most essential factors contributing considerably to increasing people's willingness to attend sporting events. This is achieved by delivering promotional offers as incentives to fans before, during, or after an event.

People are particularly price sensitive, according to Kotler et al., so any price reduction, such as lower tickets for both the elderly and their families or when purchasing a set number of tickets, increases the expected number of attendees [32]. Due to free time, the individual is motivated to attend a sporting event alone or with the family, especially if the promotions are towards the end of the week [10]. Furthermore, Funk et al. states that end-of-game fireworks, gift distribution, and family-orientated festivities are some of the most essential motivators for attending sporting events [33]. This will be accomplished through advertising, which will not make the consumer hesitant to visit.

**Team or club loyalty:** According to Silveira et al., the presence of dedicated supporters in stadium stands or elsewhere is critical for the success of sporting events [34]. This is demonstrated by their continual purchase of tickets, even if the costs are high, and their continued attendance at events featuring favorite teams. The influence of fans on team performance is also evident [35]. According to Wakefield et al., team loyalty may be the result of social upbringing (the impact of family or peers on succeeding generations), the historical success of the team, or the strong marketing of the team or stadium that embraces the match [36]. As a result, team loyalty is an allegiance to a certain team based on the fan's interest, which has been built over time, and loyalty endures even if the club frequently loses it [22]. Furthermore, Silva et al. stated that the more fans are dedicated to their favorite club, the more involved they will be in consuming [37]. Consequently, some fans may see this as encouragement, making them less sensitive to the costs associated with purchasing merchandise.

**Leisure and recreation:** According to Snelgrove et al., attending a sporting event is an individual leisure alternative [38]. A sporting event may either satisfy or surpass accessible alternatives in terms of consumer satisfaction. Moreover, the willingness of potential attendees to attend depends on the amount of leisure and recreation that they expect events to deliver [22]. As a result, the greater the ability of the event to fulfil the entertainment demands of the viewers, the more appealing the event will be. According to Wann et al. many individuals engage in sports as a form of enjoyment, whether leisure or otherwise [39]. Moreover, Tumati et al. participants joined the event to have fun and to acquire additional insight for their own development [23]. Further, Wiid et al. stated that events enthusiasts are driven in the same manner as fans of other leisure activities such as watching television, reading books, and going to the theatre [2]. Additionally, Tumati et al. carried out a comparative analysis of the Spartan Race, Iron Man, and Muscat Marathon to examine why people participate in international sports events in Oman [23]. "Very high" for the Muscat Marathon and "high" for the Spartan Race and Iron Man are the motivation levels. The study also revealed that the main drivers of attendance were pride, experience, and self-expression [23].

#### *Attendees' experiences with international sporting events*

Consumer experience is perhaps a crucial aspect of an event business and is strongly correlated with crucial factors such as customer engagement and satisfaction [40]. The physical environment and service personnel are two factors that the service provider has command over; however, other factors, such as the customer's past experiences, encounters with other customers, and mood changes, can also affect the experience [41]. Lee et al. stated that people desire to extend their horizons when they travel, so they try new things and immerse themselves in particular activities like festivals, events, tourism activities, and supporting events [42]. Sporting events and activities are beneficial to both visitors and locals, as they provide a unique experience and help people unwind [23]. Therefore, organizers of sporting events must provide guests with experiences they will never forget so they may take back wonderful memories and share them with their friends and family. Owing to favorable word-of-mouth, events or sporting activities will become more well-known [5].

Thomas et al. described that, in comparison to other nations, Oman is a newcomer to hosting sporting events [43]. However, the government continues to support this since it will help Oman compete successfully in international athletic competitions and allow it to host such events in the future [44]. Since 2010, six cycling stages have been part of the Tour of Oman, an annual race that travels through the northern areas of Oman. This event was a huge success because of the large number of cyclists worldwide. Oman's natural beauty has aided in making the competition more difficult. Some roads are challenging, because they are situated between mountains, valleys, and other terrain features. When contenders pass through, locals also have a positive response and both young and elderly people come to say hello. This shows that the community is aware of these events and welcomes visitors from different cultures [45]. According to Brown et al., there is a correlation between event experience and the intention to suggest and return to the host location [46]. In contrast, Chand et al. claimed that viewers would return to sporting events if their first experience was pleasant and if they were located closer to their homes [47]. According to Chen et al., the fact that visitors were primarily spectators who were exclusively interested in a particular event explains why there is a negative association between the event experience and an inclination to return to the location [7].

According to the Olympic Council of Asia, Oman has a long history of hosting international sailing competitions, including the Oceania Championships in 2019, the Asian Beach Games Championship in 2010, the Tour of Oman since 2010, and the Laser World Championships in 2013 [48]. However, Yousuf et al. asserted that the local community in Oman has a high-level of interest in sports, which favorably affects the success of hosting events [49,50]. Additionally, weather has a significant impact on the location of international sporting events. When organizing outdoor events, the hot and dry environment of Oman should be considered [48]. However, Oman has a moderate temperature range from November to April, which makes it a good time to schedule sporting events. Potential weather-related problems can be mitigated through timing and venue selection [49]. According to the Times of Oman article, the Sultanate was also recently granted the privilege to host the 2024 Hockey 5s World Cup, which would draw as many as 32 foreign teams to Oman [50]. In addition, Oman has emerged as a potential contender to host several Twenty20 Cricket World Cup matches.

## Material and Methods

### *Sampling and data collection*

This study adopted quantitative research methodology because, according to Cresswell et al., it is appropriate to learn about respondents' ideas and sentiments [51]. Quantitative data are more relevant because the aim of this study was to explore the beliefs and opinions of fans, as well as their experiences at sporting events. Moreover, descriptive research was used because the goal was to identify people's interest in sporting events and the driving force behind their attendance. Furthermore, a simple random sampling technique was adopted in this study. Ghosh et al. states that a small number of samples from a wider population is used for analysis in simple random sampling, which presents a more accurate picture of the broader group [52]. Besides, Babbie et al. states that because every participant has a fair chance of being selected, there is no researcher partiality or systematic exclusion, making the selection process impartial and equitable [53]. Simple random sampling can produce highly reliable and valid results that are applicable to the entire population [54]. Data was gathered from 170 respondents, but only 154 were considered for the data analysis because 16 of the questionnaires were only partially answered. The research was approved by the Ethics Commission of the Oman Tourism College (no. OTC-0394 on date 11.04.2024)

*Measures*

The data was gathered via a survey questionnaire to better understand how individuals feel about their athletic activities. This study used a questionnaire-based survey method stated that surveys are commonly used to collect data from many participants, can be administered in person, by phone, or online, and can include both closed-ended and open-ended questions [54]. People who consented to participate in the study were given physical questionnaires at random in different locations throughout Muscat. The motivation scale for consumption, which was the subject of a study by Trail et al., was used to develop the questionnaire [56]. To meet the study needs, the language has been simplified. Furthermore, for attendees' experiences, respondents were asked to score items on a five-point Likert scale (1, = strongly disagree; 2, disagree; 3, = neutral; 4, agree; 5, = strongly agree), and for all others, they were asked to rank the items. An electronic questionnaire via Google Forms was planned for distribution if simple random sampling in Muscat did not achieve the desired audience; however, random sampling successfully collected the necessary data, rendering Google Forms unnecessary. A consent form was included in the survey, and confidentiality was guaranteed. In addition, the survey was intended only for those aged 18 and above. This study began in January 2023 and was concluded in March 2023. Average, maximum, minimum, mean, standard deviation, and other metrics were used to examine the data.

**Results**

*Descriptive Statistics*

Table 1 presents the respondents' demographic profiles. The gender distribution was essentially equal, with 55.8% of them being men. The proportion of women included in this study was 44.2%. Because men participate in events more frequently than women, there is a 6% difference between the two genders. The respondents' ages, which were separated into five categories, ranged from 18 to 50 years. The age range of 18 to 20 years old accounts for 1.9% of the total; the age range of 21 to 30 years old accounts for the majority of the 70.8 respondents, followed by the age range of 31 to 40 years old with 24.7 respondents. There were no responses in the category of 50 years or older, and there were only four respondents (2.6 percent) in the age range 41–50. The age group of 17 years or younger was excluded from the questionnaire because it was thought that they might not have autonomous ideas. Relationship status: Of these, 70.1% were single, and 29.9% were married. In addition, 73.4 percent of the participants were Omani, while the remaining 26.6 percent were non-Omanis. Although this ratio statistically influenced participants' responses to the questions, it is considered to have made a positive contribution to the analysis when it comes to international sports activities.

**Table 1.** Demographic profile.

Description	Frequency	Percentage
Entire Group	154	100
	<b>Gender</b>	
Male	86	55.8
Female	68	44.2
	<b>Age</b>	
18-20	3	1.9
21-30	109	70.8
31-40	38	24.7
41- 50	4	2.6

50- Above	0	0
	<b>Marital Status</b>	
Single	108	70.1
Married	46	29.9
	<b>Nationality</b>	
Omani	113	73.4
Non-Omani	41	26.6
	<b>Education</b>	
High School	35	22.7
Diploma	32	20.8
Graduate	79	51.3
Postgraduate and above	8	5.2
	<b>Status</b>	
Student	44	28.6
Employee	72	46.8
Freelancer	26	16.9
Own business	12	7.7
Retired	0	0
	<b>Income</b>	
0 to 500	59	38.3
501 to 1000	52	33.8
1001 to 1500	23	14.9
1501 and above	20	13.0

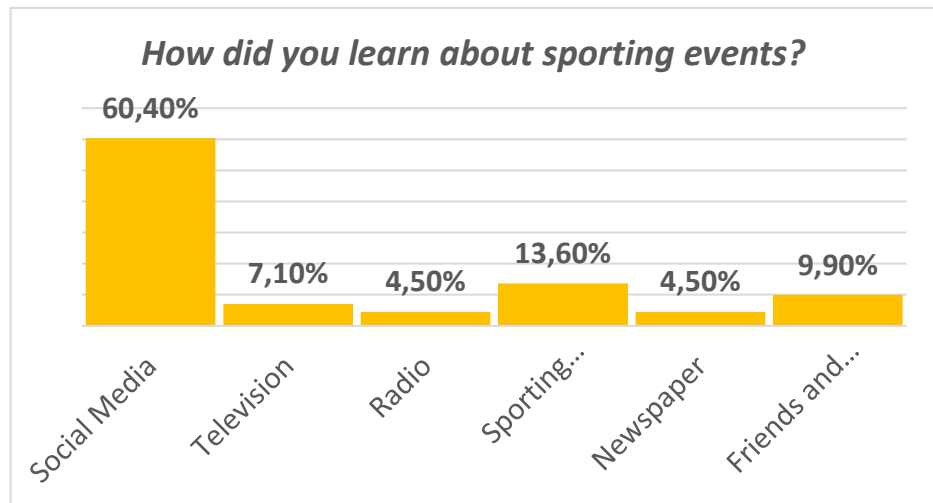
There were four levels of educational attainment. Many respondents (51.3%) had a bachelor's degree in their hands. Additionally, 5.2% had a master's degree or higher. There was no discernible difference between the percentage of respondents who held a diploma (20.8%) and those who held school certificates (22.7%). One of the demographic inquiries regarding status. Of the respondents, 46.8% worked in either the public or the private sector. Of the respondents, 28.6% fell into the category of students, 16.9% worked as freelancers, and 7.7% owned their own enterprises. None of these fit the retired category. Respondents' annual income ranged from 0 to 1500 Omani Rials or above. Most were students who had just started working and comprised 38.3 percent of the population, with incomes between 0 and 500. Those who entered between RO 501 and 1000 were respondents in 33.8% of cases. A total of 14.9% of those who entered the RO 1001-1500 were included in this study. In addition, 13% of those surveyed earned RO 1501 or more annually.

As shown in Table 2, respondents were questioned about sporting events that sparked their interest. The highest percentage of respondents (37%) indicated that they preferred football events. In addition, with 14.3% of respondents, tennis events came in second, followed by volleyball events (13%). Basketball, Formula 1 racing, hockey, cycling, cricket, and badminton were some of the other sporting events they enjoyed. However, the respondents classified sports as table tennis, swimming, boxing, and cycle racing, with the lowest frequency of 1.4 percent.

**Table 2.** Favourite sporting events.

Favourite events	Frequency	Percentage	Rank
Football	57	37.0	1
Tennis	22	14.3	2
Volleyball	20	13.0	3
Basketball	16	10.4	4
Formula 1 Racing	12	7.8	5
Hockey	9	5.8	6
Cycling	7	4.5	7
Cricket	5	3.2	8
Badminton	4	2.6	9
Other sporting events	2	1.4	10
Total	154	100	10

The information resources for those planning to attend sporting events are shown in Figure 1. The method through which respondents learnt about various sporting events was examined. Overall, 60.4% of respondents obtained their information from social media platforms. This is hardly surprising given that social media has recently replaced traditional media as the primary information source across all demographics. At 13.6 percent, sports-related websites and apps came second. Family and friends provided 9.9% of the information, while television provided 7.1%. Finally, the percentages for radio and newspapers were the same, at 4.5 percent.



**Figure 1.** Source to get the information.

Table 3 describes the major motivations for respondents attending sporting events in Oman, as they seek something to quench their leisure demands or something more pleasurable. According to 25.3% of respondents, the main motive was to break up their routines. In addition, 17.5% of respondents said that recreation was their primary motivation. Team loyalty accounted for 13.6%, whereas family and friend influence accounted for 11.7%. Other reasons cited by the respondents included love for sports, social connections,

attractive promotions, excitement, and self-esteem. With a frequency of 1.5%, novelty ranked last among respondents' reasons for attending sporting events.

**Table 3.** People's motivations for attending international sporting events in Oman.

Motivations	Frequency	Percentage	Rank
Get away from the routine	39	25.3	1
Recreation	27	17.5	2
Team loyalty	21	13.6	3
Family and friends influence	18	11.7	4
Fondness for sports	13	8.4	5
Social interaction	12	7.8	6
Attractive promotions	9	5.8	7
Excitement	7	4.5	8
Self-esteem	6	3.9	9
Novelty	2	1.5	10
<i>Total</i>	<b>154</b>	<b>100</b>	<b>10</b>

Table 4 lists the individual's motivations for attending international sporting events held outside Oman. Multiple options were available for respondents, and respondents were asked to select more than one option. Most respondents (46.10%) said that they preferred to attend a sporting event whenever a rivalry was taking place; that ranked first. My country's participation (40.90%) and the fact that my favorite sport would be played (33.11%) were the second and third most significant motives, respectively. In the fourth level, there are games between specific clubs or teams. The next two factors, fifth and sixth, received the same number of responses (25.32%) each: proximity to a sporting event in my city or country and familiarity with the location. Tickets were available and reasonably priced in the seventh spot (22.72%), while the costs of accommodation and transportation were reasonable (18.18%) in the eighth position.

Other reasons that draw people to sporting events include the availability of companionship, the presence of famous athletes, high safety and security, on-site visas or visa waivers, and beautiful weather. Additionally, with 14.93% responses each, two elements, the presence of star players and improved safety and security, received the same ranking: position 10. Finally, language familiarity, which was rated at 7.79%, and the availability of halal or vegetarian food, which was rated at 6.49%, drove individuals to attend, which had the lowest frequency of people's motivations for attending international sporting events outside Oman.

**Table 4.** People's motivations for attending international sporting events outside Oman.

Motivations	Frequency	Percentage (of total respondents)	Rank
Rivalry Game	71	46.10	1
My country is playing	63	40.90	2
My favourite sport will take place	51	33.11	3
Specific teams or clubs play	44	28.57	4
A sporting event is taking place near my city or country	39	25.32	5
Familiarity with the destination	39	25.32	5

Tickets are available and are inexpensive	35	22.72	7
The cost of accommodation and transportation is reasonable	28	18.18	8
Companion available	26	16.88	9
The presence of star players	23	14.93	10
Better safety and security	23	14.93	10
On arrival visa or visa wavier is available	18	11.68	12
Pleasant weather	15	9.70	13
Language familiarity	12	7.79	14
Food options (Halal or Vegetarian) are available	10	6.49	15

Note: Percentages may exceed 100% as respondents can select multiple options. Participants were able to select more than one option.

Table 5 presents the attendees' experiences with sporting events. The highest mean score of 4.21 indicates that the safety and security aspects are satisfactory. This suggests that many survey participants were content with safety and security measures for sporting events. The following are the second and third highest mean scores, as determined by the respondents: the atmosphere of the game is lively (4.13), and the outside temperature is pleasant (4.09). This suggests that most respondents believed that the game had a lively atmosphere and that the weather was comfortable for watching games. Another positive experience that respondents had was the good behavior of the game's fans and spectators (4.02), with a verbal interpretation of "strongly agree."

The respondents concur with the following experiences about sporting events: high-quality audio, video, and graphic effects (3.86); signs, messages, and other forms of communication (3.66); fantastic player performances (3.43); and good crowd control (3.27). Moreover, regarding the sporting event experience in terms of the venue's attractiveness and cleanliness (2.94), as well as the tidy state of the restrooms and prayer rooms (2.85), respondents slightly disagreed. Finally, the respondents noted the lowest mean score of 2.63 for parking spaces that were available and easy to locate. This suggests that respondents have trouble finding parking spots and that these spots are not always available.

**Table 5.** Attendees' experiences with international sporting events.

Experiences	Mean	Verbal Interpretation	SD	Rank
Safety and security aspects are satisfactory	4.21	Strongly Agree	1.116	1
The game atmosphere is energetic	4.13	Strongly Agree	0.982	2
Weather conditions are pleasant	4.09	Strongly Agree	0.936	3
The behaviour of the fans and spectators of the game is decent	4.02	Strongly Agree	0.988	4
High-quality audio, video, and graphic effects	3.86	Agree	0.935	5
Signboards, messages, and other communication.	3.66	Agree	1.165	6
The performance of the players is amazing	3.43	Agree	1.091	7

The crowd control is excellent	3.27	Agree	0.912	8
Cleanliness and attractiveness of the venue	2.94	Slightly Disagree	1.108	9
The condition of restrooms and prayer rooms is clean	2.85	Slightly Disagree	0.839	10
Parking spaces are available and easy to locate	2.63	Slightly Disagree	0.816	11
Total	3.58	Agree	0.989	11

Table 6 shows that fans expect certain facilities and services during sporting events. The absence of certain facilities at sporting events may leave supporters disappointed and discourage them from visiting the sporting sites. Wi-Fi service was the most expected service, as indicated by 20.8% of the respondents. The second and third most anticipated services or amenities by fans were the provision of food and beverages (13.6%), restrooms, and prayer rooms (11.8%). The fourth and fifth places are rated at the same percentage, 10.4, and include readily available high-quality audio, video, visual news, and other promotional materials to support teams. In addition, other facilities that fans look forward to include signboards, messaging, and other forms of communication such as ATMs, taxis, locations for mobile phone recharging, parking facilities, and if it is an outdoor event, hats, sunglasses, or umbrellas. Finally, the respondents ranked a help desk or information centre as number 11 and the cleanliness of the premises as number 10.

**Table 6.** Expected facilities and services at sports events.

Facilities and services	Frequency	Percentage	Rank
Wi-Fi services	32	20.8	1
Food and drinks	21	13.6	2
Restrooms and prayer rooms	18	11.8	3
Merchandising and other promotional material is available to cheer up the teams	16	10.4	4
There is audio, video, and graphic news of high-quality accessibility.	16	10.4	4
Sign boards, messages, and other communication	13	8.4	6
ATM's, taxis, mobile recharge facilities	11	7.2	7
Parking facilities	9	5.8	8
Hats, shades, or umbrellas should be available if it is outdoors	8	5.2	9
The premises' cleanliness	7	4.5	10
A help desk/information centre	3	1.9	11
Total	154	100	11

Table 7 shows the results of a T-test analyzing whether there was a significant difference between participants' experiences of participating in international sporting activities and their gender. According to the analysis results, no significant difference was found in participants' experiences of participating in international sporting activities based on gender.

**Table 7.** T-Test Analyze Result

F	p	t	df	Mean Dif.	Std. Error Dif.	Lower	Upper
3.53	0.06	.708	124.5	,050	.070	-.090	.190

### Discussion

Objective One – To determine people’s motivation to attend international sporting events in Oman: According to Table 3, the major reason individuals attend sporting events in Oman is to break away from their routine (25.3%). These findings are along with the literature; Wann and Jensen et al. claimed that attending sporting events may aid in stress relief and distraction from personal problems [28,29]. Sporting activities, according to Stander et al. and Alsawafi et al. assist people in breaking away from their routines and escaping their everyday working lives by reducing stress and anxiety [22,30]. As shown in Table 3, the second most common reason for attending activities was enjoyment (17.5%). These findings are supported by the literature; Snelgrove et al. noted that participating in a sporting event represents an individual's leisure option [38]. A sporting event may either meet or exceed available alternatives in terms of customer delight. Alternatively, Wann et al. stated that many people participate in as a type of recreation, whether leisure or otherwise [28,39]. Other motivators for individuals to attend international sporting events include team loyalty, the influence of family and friends, excitement, social engagement, and attractive promotions. According to Alsawafi et al. and Wann et al., social upbringing (the effect of family or peers on subsequent generations), the historical success of the team, or great marketing of the club or venue would motivate supporters to embrace the match [22,36]. However, while researching fans' behavior and its links, Bogdanov et al. and Wann et al. discovered a sense of honor and pride [14,28]. They are emotionally devoted to their teams or clubs and feel obligated to attend games.

According to Table 4, the most important reason that individuals travel for sporting events outside Oman is when rivals participate. Many respondents (37%) said that they enjoyed football (Table 2). Consequently, Omani fans enjoy attending football matches when their team is against their rival. The findings are in relation to other authors, who stated that when rivals compete, supporters feel driven and obligated to attend those games [14-15,22]. Based on Table 4, other reasons that led people to attend international events included my country's participation (40.90%), my favorite sports being conducted (33.11%), participating in specific teams or clubs (28.57%), and a sporting event taking place near my city or country (25.32%). According to the findings, the two major reasons that drive individuals to attend sporting events are the availability and affordability of tickets, as well as the affordability of lodging and transportation.

According to Table 5, the highest mean score obtained for the attendees' experiences with international sporting events is that the safety and security elements of international sporting events are good (4.21) "Strongly Agree." These findings agree Giulianotti et al., who stated that the goal of safety and security in sports is to foster a safe atmosphere for everyone [57]. Health and safety regulations can also reduce the number of injuries and accidents. Other key aspects of attendees' experiences with international sporting events include the game environment being vibrant, the weather being good, and fans and spectators acting responsibly. Respondents agreed highly on all these aspects. These findings agree with Dolinting et al. who suggested that elements such as weather, culture, and safety may be used to determine why individuals attend sporting events [58]. However, Howell et al. stated that severe weather conditions, such as torrential rain, heavy down-pours, and extremely cold or hot temperatures, may cause an unpleasant or slow reaction

or participation rate [10]. Moreover, Bogdanov et al. stated that fans' behavior is related to a sense of honor and pride [14]. Supporters feel attached to their teams or clubs, and whenever they play, they are compelled to attend matches and behave appropriately. Other findings based on Table 5 include the players' outstanding performance (3.43). These findings agree with Yu et al. finding that viewers attend international athletic events for a variety of reasons, one of which is to obtain new experiences and greater appreciation for players [8]. Besides, Hosany et al. stated that consumer experience is likely the most significant part of the event sector and is intimately linked to crucial criteria such as consumer engagement and contentment [40]. Sporting events and activities, according to Verhoef et al., benefit spectators because they provide a unique experience and help people relax [41]. These findings are also in line with Tumati et al., who found that the main motivations for people attending international sporting events in Oman are experience, personal growth, and patriotism [23].

#### *Limitations of the study*

This paper provides "some insights" for sporting organizers and public sports financiers about people's motivation to attend international sporting events and how to promote sports development through the conduct of large sporting events. However, future studies should use a longitudinal design to examine whether individuals who express motivation through their experiences improve the frequency with which they participate in international sporting events. Furthermore, given that this study examined only a few motives, what other motives affect individuals who display a persistent increase in the frequency of involvement in events? The answers to these questions will offer an accurate evaluation of large sporting events at local and national levels. Moreover, the sample size was limited (154 participants); the researcher hoped for a larger sample size, but this was not possible owing to the respondents' unwillingness to complete the questionnaires. Therefore, future studies should gather data from approximately 300 respondents to learn about their motivations and ideas regarding sporting activities. A larger sample size may increase the reliability of the research and the dependability of the results. Many respondents in this study were between 20 and 30 years of age; however, future studies should include other age groups.

#### **Conclusions**

Sporting events significantly stimulate tourism by attracting large audiences and shaping destination promotion, with football as the dominant sport among respondents. Attendance is primarily motivated by the need for leisure and escape from daily stress, supported by social media as the main information source. Positive on-site experiences—especially safety, atmosphere, and service availability—drive repeat attendance and consumer loyalty. Event planners should prioritize infrastructure, accessibility, and culturally adapted services. Further research is needed on the broader economic, social, and environmental impacts of sporting events and on diversifying the sports event portfolio.

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