



## Comprehensive Sportsfest Assessment: Evaluating Facilities, Organization, Scheduling, and Athletic Experience

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### Abstract

Sports fests have traditionally promoted fitness, camaraderie, and athletic talent in schools, later expanding to organizations. The annual Sports Fest fostered collaboration through various activities. However, its impact had not been fully assessed. Key factors such as facility quality, event organization, scheduling, and participant experience were crucial in determining the event's overall success and reception. This study evaluated the Sports Fest by examining participant satisfaction with facilities, organization, scheduling, and athletic experiences. It also assessed the achievement of goals related to activity takeaways, unity, teamwork, and student participation. The study explored the relationship between satisfaction and goal achievement, identified areas for improvement, and proposed an action plan to enhance future events. The study employed a descriptive-correlational mixed-methods design, utilizing surveys and qualitative feedback from 267 athletes selected through purposive sampling. Participants rated satisfaction on various aspects using a validated questionnaire, while open-ended questions captured qualitative feedback. Data were analyzed with descriptive statistics, Spearman's rho, and thematic coding, revealing themes such as the need for improved scheduling, enhanced facilities, and better communication for program development and improvement. The Sportsfest promoted athletic excellence, teamwork, and community engagement. Participants praised the focus on health, safety, organization, and inclusivity, but highlighted areas for improvement, such as facilities, scheduling, and officiating. Teamwork was identified as a key strength, while clearer rules, better communication, and improved venues were recommended to enhance satisfaction and unity. The study's limitation was its focus on athletes, excluding non-athletes and spectators, and its cross-sectional design, which limited trend analysis. While qualitative feedback was gathered, conducting in-depth interviews could have provided more detailed insights. External factors such as social desirability bias and survey fatigue may have affected the accuracy of the results. Future research could involve a more diverse participant pool, longitudinal methods, and a broader demographic analysis. This study's value lies in its potential to guide targeted improvements, ensuring future Sportsfests better align with participant needs and institutional goals. By addressing gaps in existing research, particularly in linking satisfaction with goal achievement, it contributes to the broader discourse on sports event management and its role in fostering community engagement and inclusivity.

**Keywords** *Sportsfest; Athletic Experience; Goal Achievement; Participant Satisfaction*

### INTRODUCTION

Sports Festivals are widely recognized as competitive and recreational events that promote physical fitness, teamwork, and camaraderie. Traditionally held in educational institutions, these events have also gained popularity in corporate and community settings as a means of enhancing social interaction and overall well-being through athletic engagement.

In the academic context, Sports Fests play a vital role in enriching the student experience beyond the classroom. They offer a platform to showcase athletic skills, build school spirit, and foster unity among participants. These events typically include a mix of traditional sports, cultural games, and modern e-sports, allowing a diverse range of students to participate and contribute.

At the City College of Calamba, the annual Sports Fest is one of the most anticipated institutional events. It brings together students and faculty in a celebration of physical fitness, collaboration, and school identity. Activities include basketball, volleyball, dance sports, cheer dance, badminton, chess, Scrabble, Mr. and Ms. Sportsfest, departmental competitions, traditional

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Filipino games like sack race and patintero, and e-sports such as Mobile Legends.

Despite its importance in promoting community and student development, a comprehensive evaluation of the Sports Fest's overall impact has not yet been conducted. Understanding how well it meets its intended goals and how satisfied participants are with various aspects of the event is essential for continuous improvement and inclusivity.

This study aims to assess the City College of Calamba's Sports Fest by addressing the following questions:

1. What is the level of satisfaction of participants regarding the following:
  - a. Facilities and Equipment
  - b. Organization of Events
  - c. Time and Scheduling
  - d. Athletic Experience
2. To what extent did the sportsfest achieve its goals in terms of:
  - a. Activity Takeaways
  - b. Unity and Teamwork
  - c. Activity Objectives
  - d. Student participation
3. Is there a significant relationship between the level of satisfaction of athletes and the level of achievement of the sportsfest's goals?
4. What is the overall participant satisfaction with the City College of Calamba Sportsfest, and what areas require improvement?
5. What suggestions do participants have for enhancing the sportsfest in future iterations?
6. Based on the results of the study, what action plan can be proposed?

By addressing these questions, the study seeks to generate actionable insights that will inform the planning and implementation of future Sports Fests. Ultimately, it aims to align the event more closely with participant needs and institutional goals, contributing to the broader understanding of sports event management and its role in fostering engagement and inclusivity in higher education.

## LITERATURE REVIEW

### Sports Facilities and Equipment

Sports facilities are immovable structures used for athletic activities, while equipment refers to durable, non-consumable items essential for sports events. Proper management of these resources is crucial for ensuring safety, enhancing competition quality, and optimizing their use.

Effective facilities management, as highlighted by [Adiele et al. \(2018\)](#) and [Sayyd et al. \(2022\)](#), is vital in educational institutions, ensuring the provision, utilization, and oversight of sports venues and equipment. The City College of Calamba's Sports Fest depends on well-maintained facilities to enhance participant experience and event success.

[Okyere et al. \(2019\)](#) emphasized that inadequate facilities hinder sports development, as seen in the Tano North district. Similarly, evaluating CCC's facilities will identify gaps and improvements needed for a better Sports Fest experience. [Pestano and Ibarra \(2021\)](#) further linked sports success to the availability of facilities and manpower, reinforcing the need for proper resource management.

[Nasrulloh et al. \(2022\)](#) highlighted that planning, organizing, leading, and controlling are key to event effectiveness, especially amid pandemic-induced adjustments. Examining these functions will offer insights into service quality, resource management, and lessons for future events.

This study assesses CCC's Sports Fest facilities to improve management practices, enhance participant satisfaction, and ensure the event continues to foster fitness, teamwork, and community

spirit.

### **Organization of Events**

Organizing a sports event is a complex task requiring meticulous planning, early preparation, and coordination of resources, venues, logistics, and stakeholders. Successful execution depends on securing appropriate venues, scheduling activities, and ensuring all necessary elements are in place to prevent last-minute issues.

Tabuena (2020) highlights that effective communication is essential for engaging participants, while Collis (2023) outlines a 14-step guide for sports event planning. Key steps include defining event details, selecting a venue, securing insurance, ensuring health and safety, assembling a team, promoting the event, and coordinating officials and logistics.

For the City College of Calamba's Sports Fest, evaluating facilities, organization, scheduling, and participant experience aligns with these best practices. By assessing these aspects, this study aims to enhance planning strategies and ensure a well-organized, enjoyable, and impactful event.

### **Scheduling Sports Activities**

Sports scheduling is a crucial aspect of athletic event management, requiring careful coordination of timing, logistics, and resources to ensure smooth execution. As events grow in scale, challenges such as optimizing match schedules, balancing workloads, and managing venue availability become more complex.

Durán (2020) explores sports scheduling challenges through mathematical models, addressing optimization problems such as the Traveling Tournament Problem (TTP), feasibility constraints in football scheduling, and referee assignments using the Traveling Umpire Problem (TUP) and the Referee Assignment Problem (RAP). Tabuena (2020) emphasizes the importance of inclusivity and extending event duration to enhance participation, aligning with the evaluation of the City College of Calamba's Sports Fest.

Day Smart (2020) identifies key scheduling challenges, including inflexibility, poor communication, underutilized facilities, and outdated methods. Solutions include digital scheduling tools, buffer periods for rescheduling, efficient venue use, and clear communication to prevent conflicts and participant burnout.

These insights are relevant to optimizing the Sports Fest's organization. By applying mathematical scheduling models and modern event management strategies, this study can propose improvements that enhance efficiency, participant satisfaction, and overall event success.

### **Athletic Experience**

According to Horii and Okuda (2019), it is well-established that participating in sports positively influences an individual's life skills. However, the relationship between the motivations for engaging in daily exercise and an individual's personality traits or non-cognitive skills has yet to be explored.

While previous studies have established the positive effects of sports experiences on an individual's life skills, there remains a gap in understanding how the motives for participating in physical activities correlate with personality traits and non-cognitive skills in a structured setting like a Sportsfest. Research has highlighted significant effects of psychosocial constructs such as body weight concerns, self-esteem, depression, self-efficacy, motivation, and parental support on physical activity.

These findings suggest that assessing a Sportsfest should not only focus on facilities, organization, and scheduling, but also on the broader athletic experience, including evaluating participants' motivation, self-efficacy, and other psychosocial factors. This comprehensive assessment can offer deeper insights into how the Sportsfest environment and structure impact

participants' overall physical and psychological development.

### **Sportsfest Goal and Its Achievement**

Levental et al. (2023) highlight the link between goal setting, achievement assessment, and sports motivation. Social cognitive theory categorizes success perception into task orientation (skill development) and ego orientation (competitive success), with factors such as age, gender, and sport type influencing these orientations.

Their study reveals a tension between competition and skill growth, with athletes valuing task orientation more, despite viewing sports participation through a competitive lens. This contrast shapes their motivation and engagement.

This research is relevant to the Comprehensive Sportsfest Assessment, as it examines how facilities, organization, and scheduling support both orientations. Understanding whether the Sportsfest effectively balances competition and skill development can provide insights into its impact on athlete motivation and help refine future events.

### **RESEARCH METHOD**

This study employed a descriptive-correlational mixed-methods design, combining quantitative surveys to measure participant satisfaction with facilities, event organization, scheduling, and overall experience, and qualitative open-ended questions for improvement suggestions (Bhat, 2023). Correlational analysis examined the relationship between satisfaction and goal achievement. Data was collected cross-sectionally to provide a comprehensive assessment, informing action plans for future Sportsfest improvements.

### **Instrument Validation**

A self-designed questionnaire underwent expert review, pilot testing, and refinement to ensure validity and reliability. The pilot test yielded a Cronbach's alpha of 0.94, indicating excellent internal consistency. Validity (face, content, and construct) ensured accurate measurement, while reliability confirmed consistency (Cresswell & Cresswell, 2018).

### **Statistical Treatment**

Descriptive statistics (means, frequencies) and inferential statistics (correlational analysis) were used to analyze the data objectively, identifying patterns such as the link between event organization quality and participant satisfaction. A Likert scale assessed key aspects, including facility accessibility, appropriateness of scheduling, and overall athletic experience. Key performance indicators (satisfaction scores, participation rates, reported issues) provided insights into strengths and areas for improvement, ensuring data-driven enhancements for future Sportsfest events.

Participants/Athletes rated their experiences on a Likert scale to evaluate key aspects like the quality and accessibility of facilities, the effectiveness of event organization, the appropriateness of scheduling, and overall satisfaction with the athletic experience. Additionally, key performance indicators, such as satisfaction scores, participation rates, and the frequency of issues reported, were collected to provide a comprehensive overview of the event's strengths and areas for improvement. The acquired data on the participants' athletic experience was interpreted based on a five-point Likert Scale as shown in Table 1.

**Table 1.** Five - Point Likert Scale

<b>Weight</b>	<b>Ranges</b>	<b>Qualitative Description</b>
5	4.21-5.00	Very Satisfied /Fully Achieved
4	3.41-4.20	Satisfied/Mostly Achieved

<b>Weight</b>	<b>Ranges</b>	<b>Qualitative Description</b>
3	2.61-3.40	Neutral/Moderately Achieved
2	1.81-2.60	Dissatisfied/Partially Achieved
1	1.00-1.80	Very Dissatisfied/Not at All Achieved

The Spearman's rho correlation coefficient was used to determine the degree and direction of monotonic relationship between the level of satisfaction of the athletes and the perceived level of achievement of the sportsfest's goals. The test is used for at least ordinal types of variables and does not require the normality assumption. The following table for the interpretation of the correlation coefficients was adapted from [Hinkle et al., \(2003\)](#).

**Table 2.** Spearman's rho correlation interpretation of values

<b>Correlation Value</b>	<b>Qualitative Description</b>
<b>.90 - 1.0</b>	Very high positive correlation
<b>.70 - .90</b>	High positive correlation
<b>.50 - .70</b>	Moderate positive correlation
<b>.30 - .50</b>	Low positive correlation
<b>.00 - .30</b>	Little, if any correlation
<b>0</b>	No relationship

### Description of the Respondents

The researcher employed purposive sampling to select respondents for the study, specifically targeting athletes likely to provide valuable insights into their experiences. This sampling method was chosen because it allows the researcher to focus on a specific group that can contribute rich and relevant data to the research topic. In this case, athletes were identified as the key respondents since their experiences are central to the study's objectives.

By intentionally selecting athletes, the researcher ensured that the data collected would be directly applicable to understanding the athletic experience. This approach improved the relevance and depth of the findings by including the sample most closely aligned with the study's focus. This method allows the study to capture a range of perspectives while ensuring that participants are representative of the athletic population.

The purposive sampling process led to the selection of a diverse group of respondents, categorized by gender:

**Table 3.** Demographic Profile of the Respondents as to Gender

<b>Gender</b>	<b>Number of Respondents</b>
Male	199
Female	144
Others	3
<b>Total</b>	<b>267</b>

The demographic profile of the respondents, as shown in Table 3, highlights the gender distribution among the 267 participants in the study. Out of the total respondents, 119 identified as male, while 144 identified as female, with females slightly outnumbering males. Additionally, 3 individuals identified as gender other than male or female, contributing to the sample's overall diversity. This gender breakdown offers a clearer understanding of the respondents' composition, providing context for analyzing potential gender-based differences or patterns in the study's findings.

## FINDINGS AND DISCUSSION

The following paragraphs present the findings of this research:

### 1. Level of Satisfaction of the Participants

Table 4 presents participants' satisfaction levels with the sports facilities and equipment used during the event. Mean scores across items indicate an overall rating of "Satisfied." However, the lowest-rated item— "*The facilities met the needs of participating in sporting events,*" received a mean score of 4.13, suggesting that while participants generally found the facilities adequate, some needs specific to sports may not have been fully met.

This slight dip in satisfaction points to opportunities for improvement, especially in tailoring facility provisions for the diverse requirements of each sport. This aligns with the findings of [Fatai and Peter-Ajayi \(2021\)](#), who emphasized the importance of accessible, high-quality facilities and continuous evaluation to enhance participation and safety. The feedback highlights the need for organizers to review and upgrade facility features to ensure they meet both general and specialized sporting demands in future events.

**Table 4.** Level of Satisfaction of the Participants regarding Facilities and Equipment

Facilities and Equipment	Mean	Verbal Interpretation
1. The sports facilities are clean and well-maintained.	4.21	Very Satisfied
2. The equipment provided is in good condition.	4.21	Very Satisfied
3. The facilities met the needs of participating in sporting events.	4.13	Satisfied
4. The accessibility of first aid and medical support is observed.	4.22	Very Satisfied
5. The cleanliness of the facilities is well-maintained and well ventilated.	4.16	Satisfied
6. The overall condition of the facilities and equipment was conducive to a good sporting experience.	4.21	Very Satisfied
<b>GENERAL MEAN</b>	<b>4.19</b>	<b>Satisfied</b>

The highest-rated indicator, "The accessibility of first aid and medical support is observed," scored 4.22, reflecting strong participant satisfaction with medical assistance during the event. This high rating underscores the importance of safety in sports and highlights the organizers' commitment to health and well-being.

These findings align with [Fatai and Peter-Ajayi \(2021\)](#) and [Bolarinwa \(2021\)](#), who emphasize the role of sports facilities and safety measures in encouraging participation. Similarly, Peter-Ajayi and Olarewaju stress the importance of safety equipment in fostering engagement in competitive sports.

Overall, the results highlight both strengths in health and safety provisions and opportunities for facility improvements to better meet the needs of different sports. These insights can help organizers enhance future events.

**Table 5.** Level of Satisfaction of the Participants regarding Organization of Events

Organization of Events	Mean	Verbal Interpretation
1. The event was well organized and ran smoothly.	3.96	Satisfied
2. The communication regarding event details is clear and timely.	3.97	Satisfied
3. Problem solving during the event is handled efficiently.	3.95	Satisfied
4. The staff and organizers are helpful and courteous.	4.18	Satisfied
5. The scheduling of events is logical and convenient.	4.02	Satisfied

<b>Organization of Events</b>	<b>Mean</b>	<b>Verbal Interpretation</b>
6. The overall management of the sports festival met my expectations.	4.04	Satisfied
<b>GENERAL MEAN</b>	<b>4.02</b>	<b>Satisfied</b>

Table 5 presents participant satisfaction with event organization during the Sportsfest, yielding an overall mean score of 4.02, indicating general satisfaction.

The highest-rated indicator, “The staff and organizers are helpful and courteous” (4.18), highlights the positive impact of professionalism and customer service in fostering a welcoming event atmosphere. This aligns with [Chutiphongdech and Kampitak \(2022\)](#), who emphasize the role of intangible resources in the event of success, reinforcing that courteous staff enhances stakeholder satisfaction and event reputation.

Conversely, “Problem-solving during the event is handled efficiently” (3.95) received the lowest score, suggesting room for improvement in promptly addressing issues. While still within the “Satisfied” range, the slightly lower rating indicates occasional inefficiencies that may have affected participant experience. This supports [Schnitzer et al. \(2020\)](#), who advocate for project management strategies to enhance problem-solving and operational efficiency.

In summary, while strong customer service contributed to event success, refining problem-solving approaches will further improve participant satisfaction and overall event management.

**Table 6.** Level of Satisfaction of the Participants regarding Time and Scheduling

<b>Time and Scheduling</b>	<b>Mean</b>	<b>Verbal Interpretation</b>
1. Any changes of the schedules are communicated properly.	3.96	Satisfied
2. The duration of the events is sufficient.	4.00	Satisfied
3. The events started and ended on time.	3.82	Satisfied
4. The intervals between events are adequate.	4.00	Satisfied
5. The scheduling allowed for sufficient rest periods.	3.98	Satisfied
6. The overall event schedule is well-planned.	4.01	Satisfied
<b>GENERAL MEAN</b>	<b>3.96</b>	<b>Satisfied</b>

Table 6 presents participant satisfaction with time and scheduling during the Sportsfest, with an overall mean score of 3.96, indicating a satisfactory experience.

The highest-rated indicators, “The duration of the events is sufficient” and “The intervals between events are adequate” (both 4.00), suggest that participants found the scheduling appropriate, enhancing engagement and allowing sufficient recovery time. This aligns with [Iranpoor et al. \(2023\)](#), who highlight the complexities of sports event scheduling and the importance of well-planned durations and intervals for smooth execution.

Conversely, “The events started and ended on time” (3.82) received the lowest score, suggesting minor scheduling delays. While still within the “Satisfied” range, this indicates room for improvement in punctuality. [Durán \(2020\)](#) notes that disruptions, such as weather-induced delays in sports leagues, can impact schedules, emphasizing the need for buffer periods to minimize setbacks.

In summary, effective scheduling—ensuring punctuality, adequate intervals, and flexibility for disruptions—is crucial for enhancing participant satisfaction and overall event success.

**Table 7.** Level of Satisfaction of the Participants regarding Athletic Experience

<b>Athletic Experience</b>	<b>Mean</b>	<b>Verbal Interpretation</b>
1. The sportsfest provided a good athletic experience.	4.35	Very Satisfied

Athletic Experience	Mean	Verbal Interpretation
2. The level of competition was appropriate.	4.23	Very Satisfied
3. The officiating was fair and unbiased.	4.03	Satisfied
4. The sportsmanship display was commendable.	4.23	Very Satisfied
5. The experience helped me to relax and create a positive effect on my college life.	4.27	Very Satisfied
6. I had a highly enjoyable and fulfilling athletic experience during the sportsfest.	4.29	Very Satisfied
<b>GENERAL MEAN</b>	<b>4.23</b>	<b>Very Satisfied</b>

Table 7 presents participant satisfaction with their athletic experience during the Sportsfest, with an overall mean score of 4.23, indicating a very satisfactory experience.

The highest-rated indicator, “The Sportsfest provided a good athletic experience” (4.35, Very Satisfied), reflects strong participant engagement and enjoyment, reinforcing the event’s success in meeting expectations.

Conversely, “The officiating was fair and unbiased” (4.03, Satisfied), received the lowest score, suggesting some concerns about fairness. Ensuring impartial officiating is vital for maintaining trust in competition. [Munson and Ensign \(2021\)](#) highlight the importance of inclusivity and fairness in athletics, emphasizing that training officials to uphold impartiality can enhance the overall experience.

In summary, while the Sportsfest achieved high satisfaction, improving officiating fairness and fostering inclusivity could further enhance future events.

## 2. Level of Achievement of Sportsfest’s Goals

**Table 8.** Level of Achievement of Sportsfest Goals in terms of Activity Takeaways

Activity Takeaways	Mean	Verbal Interpretation
1. The sportsfest promoted physical fitness and health.	4.47	Fully Achieved
2. I gained new skills and valuable experience from participating in the sportsfest.	4.46	Fully Achieved
3. The activities encouraged teamwork and collaboration.	4.52	Fully Achieved
4. I felt motivated to participate and engage in sporting activities after the event.	4.42	Fully Achieved
5. The sportsfest fostered a sense of community and school spirit.	4.45	Fully Achieved
6. I would like to participate in future sports festivals again.	4.41	Fully Achieved
<b>GENERAL MEAN</b>	<b>4.45</b>	<b>Fully Achieved</b>

Table 8 evaluates the achievement of Sportsfest goals, with an overall mean score of 4.45, indicating that objectives were fully achieved.

The highest-rated indicator, “The activities encouraged teamwork and collaboration” (4.52), highlights the event’s effectiveness in fostering camaraderie and social interaction, essential for a strong school community.

The lowest-rated indicator, “I would participate in future Sportsfests again” (4.41), still falls within the fully achieved category but suggests a slight variation in enthusiasm. Identifying factors influencing this could help enhance future participation.

[Tagare et al. \(2024\)](#) emphasize that success in sports fosters personal growth, social relationships, and well-being—aligning with the Sportsfest’s impact. Their study underscores

intrinsic motivation and teamwork over excessive competition, reinforcing Sportsfest's role in holistic development.

In conclusion, the Sportsfest successfully promoted teamwork, motivation, and well-being. Addressing minor concerns can further strengthen future engagement and its lasting impact.

**Table 9.** Level of Achievement of Sportsfest's Goals in terms of Unity and Teamwork

<b>Unity and Teamwork</b>	<b>Mean</b>	<b>Verbal Interpretation</b>
1. The sportsfest encouraged camaraderie among participants / teams.	4.39	Fully Achieved
2. The event outcomes were effective in promoting the college's values and goals.	4.36	Fully Achieved
3. The activities helped build stronger relationships within the CCC community.	4.36	Fully Achieved
4. The team spirit was evident throughout the event.	4.39	Fully Achieved
5. The experience contributed positively to my college life.	4.37	Fully Achieved
6. The sportsfest enhanced unity within the college community.	4.36	Fully Achieved
<b>GENERAL MEAN</b>	<b>4.37</b>	<b>Fully Achieved</b>

Table 9 evaluates the Sportsfest's success in fostering unity and teamwork, with a general mean score of 4.37, indicating that these goals were fully achieved.

The highest-rated indicators, "The Sportsfest encouraged camaraderie among participants/teams" and "Team spirit was evident throughout the event" (4.39), highlight the event's strong impact on building relationships and collaboration.

Slightly lower scores (4.36) were observed for indicators related to promoting college values, strengthening relationships, and enhancing unity, suggesting opportunities to better align event outcomes with institutional goals. The score of 4.37 for "The experience contributed positively to my college life" affirms the event's meaningful impact on participants.

McEwan and Crawford (2022) emphasize the importance of team monitoring and leadership engagement in sustaining teamwork. Applying their insights—such as strengthening preparation, addressing leadership challenges, and reinforcing college values—could further enhance future Sportsfests.

In conclusion, while the Sportsfest effectively fostered unity and camaraderie, refining leadership strategies and reinforcing institutional values can further strengthen its long-term impact.

**Table 10.** Level of Achievement of Sportsfest's Goals in terms of Activity Objectives

<b>Activity Objectives</b>	<b>Mean</b>	<b>Verbal Interpretation</b>
1. The event achieved its primary objectives effectively.	4.29	Fully Achieved
2. The goals of the sportsfest were clear and communicated well.	4.31	Fully Achieved
3. The sports were aligned with the objectives of the sportsfest.	4.32	Fully Achieved
4. The sportsfest contributed to the overall development of participants.	4.33	Fully Achieved
5. The event fostered a sense of unity among participants.	4.35	Fully Achieved
6. The sportsfest was successful in achieving its goals.	4.34	Fully Achieved
<b>GENERAL MEAN</b>	<b>4.32</b>	<b>Fully Achieved</b>

Table 10 assesses Sportsfest’s success in achieving its activity objectives, with a general mean score of 4.32, indicating they were fully achieved.

The highest-rated indicator, “The event fostered a sense of unity among participants” (4.35), highlights its effectiveness in promoting collaboration and camaraderie. Conversely, the lowest-rated indicator, “The event achieved its primary objectives effectively” (4.29), suggests that while goals were met, refining execution could enhance clarity and impact.

Other indicators, such as “The goals of the Sportsfest were clear and communicated well” (4.31) and “The sports were aligned with the event’s objectives” (4.32), reflect participants’ strong understanding of its purpose. Additionally, “The Sportsfest contributed to participants’ overall development” (4.33) underscores its role in skill-building and personal growth.

Levental et al. (2023) emphasize the need to balance skill improvement and community engagement in sports events. Their findings, particularly regarding young female athletes and parental perspectives, align with the Sportsfest’s dual focus on competitiveness and development.

In conclusion, while the Sportsfest effectively met its objectives, ongoing evaluation and refinement—incorporating diverse participant perspectives—can further enhance future events, ensuring they remain both competitive and enriching.

**Table 11.** Level of Achievement of Sportsfest’s Goals in terms of Student Participation

Student Participation	Mean	Verbal Interpretation
1. There was a high level of student participation.	4.16	Achieved
2. The events were inclusive and encouraged participation from all students.	4.26	Fully Achieved
3. The activities catered to a wide range of interests and abilities.	4.31	Fully Achieved
4. Students were actively engaged in the activities.	4.24	Fully Achieved
5. The participation process was easy and well-organized.	4.18	Achieved
6. I felt motivated to participate in next year's sportsfest.	4.25	Fully Achieved
<b>GENERAL MEAN</b>	<b>4.23</b>	<b>Fully Achieved</b>

Table 11 evaluates the level of student participation in the Sportsfest, with a general mean score of 4.23, indicating it was fully achieved.

The highest-rated indicator, “The activities catered to a wide range of interests and abilities” (4.31), highlights the event’s inclusivity in engaging diverse student demographics. In contrast, the lowest-rated indicator, “There was a high level of student participation” (4.16), suggests room for improvement in maximizing engagement. Potential barriers, such as scheduling conflicts or lack of incentives, may have affected participation levels.

Pestano and Salazar (2024) identified similar challenges in student-athlete engagement, including facility limitations and participation constraints. Addressing these issues—through better scheduling, increased incentives, or enhanced accessibility—could further improve participation rates.

In conclusion, while the Sportsfest successfully promoted student involvement, aligning its strategies with motivational drivers such as skill development, recognition, and inclusivity could further enhance participation and satisfaction in future events.

### 3. Level of Satisfaction of the Athletes as Related to Level of Achievement of Sportsfest’s Goals

Table 12 presents Spearman’s rho correlation coefficients showing a strong positive relationship between athletes’ overall satisfaction (with facilities, organization, schedule, and

experience) and their perceived achievement of goals. High correlations were found with unity and teamwork ( $\rho = 0.751$ ), activity takeaways ( $\rho = 0.711$ ), objectives ( $\rho = 0.746$ ), and student participation ( $\rho = 0.796$ ), all at  $p < 0.01$ . These results indicate that higher satisfaction aligns with greater perceived goal achievement, supporting [Shah and Singh's \(2024\)](#) findings on the link between athletes' contentment and accomplishment.

**Table 12.** Spearman's rho correlation between the overall level of satisfaction of the athletes and the level of achievement of Sportsfest Goals

Overall Satisfaction vs	Correlation ()	p-value	Interpretation
Unity and Teamwork	0.751	0.000	With high positive correlation
Activity Takeaways	0.711	0.000	With high positive correlation
Achievement of Objectives	0.746	0.000	With high positive correlation
Student Participation	0.796	0.000	With high positive correlation

Moreover, Table 13 shows the Spearman's rho correlation coefficients between the athletes' levels of satisfaction regarding the facilities and equipment, organization of events, time and scheduling and athletic experience and their levels of achievement of goals in terms of activity takeaways, unity and teamwork, activity objectives and student participation.

**Table 13.** Spearman's rho correlation coefficients between the athletes' levels of satisfaction and their levels of achievements

Level of Satisfaction in terms of	Levels of achievement in terms of			
	Activity Takeaways	Unity and Teamwork	Activity Objectives	Student Participation
<b>Facilities and equipment</b>	=.615 p=.000 Moderate	=.658 p=.000 Moderate	=.727 p=.000 High	=.674 p=.000 Moderate
<b>Organization of events</b>	=.633 p=.000 Moderate	=.717 p=.000 Moderate	=.785 p=.000 High	=.744 p=.000 High
<b>Time and scheduling</b>	=.578 p=.000 Moderate	=.642 p=.000 Moderate	=.731 p=.000 High	=.719 p=.000 High
<b>Athletic experience</b>	=.686 p=.000 Moderate	=.765 p=.000 High	=.814 p=.000 High	=.830 p=.000 High

The results above show that there are moderate to high positive relationships between the athletes' levels of satisfaction in all areas and their perceived level of achievements in activity takeaways, unity and teamwork, activity objectives and student participation. Interestingly, the level of satisfaction regarding their athletic experience had the highest correlation with their perceived levels of achievement of goals in the activity takeaways, unity and teamwork, activity objectives and student participation. This suggests that among the areas related to sports activities, the level of athletic experience may have the highest effect in the achievement of goals.

#### 4. Overall Participant Satisfaction

**Table 14.** Rate on the Overall Sportsfest 2024 Experience

Overall Experience	Mean	Verbal Interpretation
1. I enjoyed the sportsfest 2024.	4.35	Fully Achieved

2. The sportsfest met my expectations.	4.37	Fully Achieved
3. The sportsfest was well worth the time and effort.	4.12	Achieved
4. I would recommend other students to join the sportsfest.	4.29	Fully Achieved
5. The sportsfest was a valuable experience.	4.40	Fully Achieved
6. I look forward to participating in future sportsfests.	4.38	Fully Achieved
7. Overall, the sportsfest positively impact my college experience	4.35	Fully Achieved
<b>GENERAL MEAN</b>	<b>4.32</b>	<b>Fully Achieved</b>

Table 14 presents participants' overall experience of Sportsfest 2024, with a mean score of 4.32, indicating it was fully achieved and well received.

The highest-rated indicator, "The sportsfest met my expectations" (4.37), suggests effective planning and execution, ensuring a fulfilling experience. Meanwhile, the lowest-rated indicator, "The sportsfest was well worth the time and effort" (4.12), though positive, highlights a potential area for improvement in enhancing the perceived value of participation.

[Magaz-González et al. \(2020\)](#) emphasize the role of emotions in shaping future behavioral intentions in sports events. If certain activities felt less rewarding, participants may be less inclined to engage in future events. Addressing these emotional and experiential aspects can strengthen engagement and retention.

In conclusion, refining event elements to maximize emotional impact and perceived value could boost overall satisfaction and future participation. Applying advanced analytical models could further enhance insights, guiding more effective event planning and management.

## 5. Suggestions from the Participants in Sportsfest Enhancement

Table 15 summarizes participants' feedback on various aspects of the sports festival, organized into four key themes: Organization and Management, Fairness and Transparency, Rules and Communication, and Facilities and Venue. Each theme captures specific suggestions and concerns raised by participants, highlighting areas for improvement in future sports fests.

### a. Organization and Management

Feedback indicates a strong need for improved coordination, particularly in scheduling and communication. Respondents emphasized the importance of announcing schedules in advance and ensuring fair play among departments. Disorganization during the award ceremony and certificate distribution negatively affected participants' experiences, underscoring the need for clear guidelines and structured communication. [Manawis \(2024\)](#) stresses that effective event management relies on pre-planning, clear communication, and structured coordination, all of which are essential for a seamless and enjoyable sports fest.

### b. Fairness and Transparency

Concerns about fairness suggest a perception of bias in competition, particularly regarding "non-pro vs. pro" matchups and resource distribution. Participants emphasized the need for integrity, equal opportunities, and transparency in decision-making. [Hb et al. \(2024\)](#) highlight that sports ethics require clear guidelines, impartial judgment, and accountability to foster trust and fair competition. Implementing transparent processes and ensuring equal budgets across teams will enhance credibility and participant satisfaction.

### c. Rules and Communication

Participants expressed the need for clearly defined rules and explicit instructions before competitions. Unclear guidelines contributed to confusion, affecting the overall experience. [Jiang \(2016\)](#) underscores the role of internet-based sports communication in

improving event organization. Utilizing messaging apps, social media, or a dedicated event platform could streamline updates, rule dissemination, and real-time clarifications, ensuring all participants are well-informed.

**d. Facilities and Venue**

Concerns regarding venue space and accessibility were prominent, with participants requesting larger, more stable locations to prevent last-minute changes. [Wu et al. \(2022\)](#) emphasize the importance of well-planned, versatile sports venues that cater to both players and spectators. Careful venue selection and long-term usability planning will enhance event experiences and provide lasting benefits for the community.

**Table 15.** Suggestions for Sportsfest Enhancement

Themes	Feedback
Organization and Management	<ul style="list-style-type: none"> <li>- I hope that the flow of the sportsfest will be much more organized next academic year and the given schedule per sport will be announced ahead of time.</li> <li>- Pls next time you should watch and make a fair play to other departments.</li> <li>- Make rules before the sports and announce them before the game or the event.</li> <li>- The events are good but some of the players and assigned coordinators' mentality is not fit for sports.</li> <li>- I hope next time, it's not about who's good in the particular games but also who has sportsmanship and camaraderie.</li> <li>- Pls dont make a schedule for the whole day event if it is round robin so the coordinator will not be confused.</li> <li>- ("I hope the announcements during the awarding will be better organized, like in my case, I had an award but didn't know about it.")</li> <li>- ("I hope the certificates will be distributed properly.")</li> </ul>
Fairness and Transparency	<ul style="list-style-type: none"> <li>- Make sure the biases among departments must be prohibited.</li> <li>- ("I hope that next time there will be no cheating and no bias.")</li> <li>- Pls next time you should watch and make a fair play to other departments.</li> <li>- Non-pro vs. pro??? Hayys!</li> <li>- (We felt that our team was discriminated against because the acknowledgement during the awarding wasn't done properly.)</li> <li>- ("Ensure that the budget is distributed equally for all sports, and that each sport is clearly explained.")</li> <li>- ("I just want to suggest that in the next sports fest, it shouldn't be like a 'cookfest' anymore.")</li> </ul>
Rules and Communication	<ul style="list-style-type: none"> <li>- Before starting the game, especially in PRG, please give clear instructions to the players.</li> <li>- ("I hope that in the next sports fest, all the rules for each game will be clear.")</li> <li>- ("Please clarify the rules next time. It gets a bit confusing when the game starts.")</li> <li>- Be specific about the rules of the game.</li> </ul>
Facilities and Venue	<ul style="list-style-type: none"> <li>- ("Regarding the venue, I hope that for the next sports fest it will be more spacious so that both the players and the audience can sit comfortably.")</li> <li>- The event place should be in a wider area.</li> </ul>

Themes	Feedback
	- The availability of venues so that games don't have to be switched from one venue to another.

## 6. Proposed Action Plan

This plan is designed to enhance future Sportsfests by addressing identified strengths, weaknesses, and areas for improvement across various dimensions, including activity takeaways, unity and teamwork, activity objectives, and student participation.

Implementing this action plan based on the evaluations from the Sportsfest will enhance overall experience and address areas for improvement, ensuring future events are more engaging and inclusive for all participants. The focus on promoting unity, teamwork, and clarity of objectives will contribute to the long-term success and sustainability of Sportsfest as a cornerstone of student engagement at the City College of Calamba.

**Table 16.** Proposed Detailed Action Plan

Goal	Action Item	Responsible Entity	Timeline	Key Performance Indicator
Enhance Facilities and Equipment	Conduct regular maintenance and upgrades of sports facilities.	Facilities / Budget Management Office	6 months before the event	Facilities rated "Very Satisfied" by at least 90% of participants.
	Procure modern and sport-specific equipment to meet the needs of all games.	SDO Procurement Office	3 months before the event	Equipment rated "Very Satisfied" by at least 85% of participants.
	Create a detailed master plan with schedules and allocate event coordinators for each sport.	Organizing Committee	2 months before the event	Overall management rated "Very Satisfied" by at least 90% of participants.
Improve Organization and Management	Formation of the CCC Sports Development Committee To strengthen the planning, implementation, and approval processes for sports-related initiatives, the CCC Sports Development Committee will be established.	OSA Director	On call meetings and consultation	<ol style="list-style-type: none"> <li><b>Plan Approval Rate:</b> At least 90% of plans presented to the BOT receive approval within the first review cycle.</li> <li><b>Budget Utilization Efficiency:</b> At least 95% of allocated budgets are utilized effectively, with minimal variances.</li> <li><b>Stakeholder Satisfaction:</b> Stakeholders, including students and staff, report at least 85% satisfaction with the</li> </ol>
		SDO Director		
		Coaches of the CCC Valiants		
		SSC		
		CCC Budget Officer		
		VPA		

Goal	Action Item	Responsible Entity	Timeline	Key Performance Indicator
				implementation of sports programs.
				4. <b>Meeting Attendance:</b> At least 90% attendance rate for committee members in quarterly and urgent meetings.
				5. <b>Timely Proposal Submission:</b> 100% of proposals are submitted to the BOT within the agreed timeline.
				6. <b>Implementation Success Rate:</b> At least 85% of approved initiatives are successfully implemented as per the defined objectives.
	Use digital tools (e.g., apps, messaging platforms) for real-time updates and communication.	SDO Staff Student Volunteers	1 month before the event	Participants reporting "Very Satisfied" with communication clarity and timeliness.
	Conduct pre-games or simulation events to identify and resolve scheduling errors.	Scheduling Committee SDO	1 month before the event	Issues identified and resolved before the main event.
	Improve the knowledge of game coordinators through seminars and specialized training programs.	QA SDO OSA OVPA	2 months before the event	Feedback from coordinators indicating increased confidence and competence in their roles.
Promote Unity and Team Spirit	Organize pre-event team-building activities /group dynamics.	SDO and Sportsfest Committee	2 months before the event	Improved scores for teamwork indicators to 4.5 or higher.
	Introduce awards for exemplary sportsmanship and teamwork.	Awards Committee	During the event	Recognition categories successfully implemented and well-

Goal	Action Item	Responsible Entity	Timeline	Key Performance Indicator
				received by participants.
Ensure Inclusivity	Include a wider variety of sports and recreational activities to cater to diverse interests.	Sports Development Office	2 months before the event	Activities rated "Inclusive" by at least 85% of participants.
	Create guidelines ensuring accessibility for students with disabilities.	Accessibility Committee	3 months before the event	Increased participation of students with disabilities by 20%.
Enhance Fairness and Transparency	Develop and publicize clear guidelines for officiating and budget allocation for each sport.	QA Media Team	2 months before the event	Perceived fairness rated "Very Satisfied" by 90% of participants.
	Establish proper lines and communication channels for filing protests and appeals during the games.	Event Planning Committee	1 month before the event	Feedback indicating clear and accessible protest procedures.
	Train referees and coordinators on unbiased officiating and effective problem-solving.	SDO QA	1 month before the event	Officiating rated "Fair and Transparent" by 85% of participants.
Improve Scheduling	Design a schedule incorporating buffer times and ensuring minimal conflicts.	Scheduling Committee SDO	2 months before the event	Schedule rated "Well-Planned" by 90% of participants.
	Communicate schedule changes promptly using digital platforms.	Media Team and Scheduling Committee	Ongoing	Schedule changes reported "Clear and Timely" by participants.
Strengthen Participant Engagement	Conduct post-event surveys to gather feedback and suggestions.	Quality Assurance Team SDO	Immediately post-event	At least 80% survey response rate and actionable suggestions collected.
	Share survey results and action plans with the CCC community for transparency.	Office of Student Affairs QA	1-month post-event	Survey results presentation completed and shared with stakeholders.
Enhance Safety and Security	Upgrade the number and training of safety	Safety and Security Committee	1 month before the event	Participant feedback indicating improved perceptions of safety.

Goal	Action Item	Responsible Entity	Timeline	Key Performance Indicator
	personnel for the event.	CCC Health services		
	Ensure first aid stations are adequately staffed and equipped.	Health Services Office QA SDO	During the event	Health and safety rated "Very Satisfied" by participants.

### Planning and Communication

1. **Face-to-Face Meetings:** Conduct regular in-person planning sessions with key committees to ensure alignment of goals and deliverables.
2. **Online Platforms:** Utilize digital platforms such as Google Workspace, messaging apps, and project management tools for updates and coordination.
3. **Pre-Games Communication:** Disseminate detailed guidelines, rules, and schedules to participants and coordinators through both in-person briefings and digital channels.
4. **Real-Time Updates:** Use messaging apps and event-specific social media pages to provide real-time updates during the event.

### Monitoring and Evaluation

1. **Regular Review:** Conduct bi-weekly progress reviews during the preparation phase to ensure milestones are met.
2. **Feedback Mechanisms:** Implement real-time feedback collection during the event using digital tools.
3. **Post-Event Evaluation:** Assess the effectiveness of the action plan based on participant satisfaction scores, survey results, and debriefing sessions with the organizing team.
4. **Annual Report:** Publish a detailed report summarizing the outcomes, strengths, and areas for improvement to guide subsequent events.

### Evaluation and Feedback

1. **Regularly Review:** Conduct a debriefing session post-event to evaluate the effectiveness of the action plan and incorporate participant feedback.
2. **Future Adjustments:** Utilize participant feedback to continually adapt and improve Sportsfest activities, ensuring they align with student interests and institutional goals.

### CONCLUSIONS

The Sportsfest 2024 at the City College of Calamba showcased a commendable effort in fostering athletic excellence, teamwork, and community engagement. Participant feedback highlighted strengths in health and safety provisions, organizational professionalism, and inclusivity, while also identifying areas for improvement, such as facility adequacy, scheduling, and fairness in officiating. The event largely achieved its goals, with teamwork and collaboration emerging as significant accomplishments; however, enhancements to rule clarity, communication, and venue arrangements were recommended. By addressing these insights through a structured action plan, future Sportsfests can enhance participant satisfaction, strengthen unity, and ensure the event remains a cornerstone of student life.

## LIMITATION & FURTHER RESEARCH

A key limitation of this study is the use of purposive sampling, which focuses on athletes and may not fully represent the perspectives of non-athlete participants or spectators. The cross-sectional design captures experiences at a single point in time, limiting insight into changes over multiple Sportsfests. While qualitative feedback was gathered, more in-depth methods, such as interviews, could have yielded richer data. External factors, such as venue changes and response bias among successful athletes, may also have influenced satisfaction levels. Future research should consider a more diverse sample, including non-athletes, and employ longitudinal methods to assess better changes in satisfaction and goal achievement across multiple events. Additionally, exploring demographic factors beyond gender could provide a deeper understanding of varying participant experiences.

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