

Original research article

Analysis of Visitor Satisfaction Factors at a Sports–Tourism Event: A Case Study of the “Danube Regatta near Negotin”

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Abstract

This study examines the social, economic, and experiential dimensions of the “Danube Regatta near Negotin” as a model of a sustainable sports–tourism event within the Danube region. Drawing on contemporary theoretical approaches to sport and event tourism, an empirical survey was conducted among 217 visitors in 2025, aimed at identifying demographic characteristics, motives for attendance, and levels of satisfaction with various elements of the event. The results show that the regatta predominantly attracts a middle-aged, highly educated, and economically active population, confirming its potential to contribute to regional tourism development. The highest satisfaction levels were recorded for the event program and atmosphere ($M = 4.62$) and visitors’ willingness to return ($M = 4.70$), whereas infrastructure received lower ratings ($M = 3.87$), indicating the need for improvements in physical and service capacities. The main motivations for participation include sports and recreational engagement, socializing, and spending time in nature, while sources of information are predominantly informal (recommendations and social media). The findings support the hypothesis regarding the socio-economic importance of the regatta and highlight the relevance of experiential and social aspects in shaping tourist satisfaction and visitor loyalty. The study concludes that the “Danube Regatta near Negotin” possesses strong potential for further development as a representative example of a sustainable sports–tourism event in the region, accompanied by recommendations for strategic improvements in infrastructure and institutional promotion.

1. Introduction

Sports tourism and water-based sports have become an integral part of destination development strategies seeking to combine active recreation, nature-based experiences, and community engagement. Competitions and regattas held on major world and European rivers represent a significant segment of contemporary sports and tourism events, bringing together physical activity, cultural identity, and local community development (da Silva Carvalho, 2023). Regattas in-

creasingly act as catalysts of tourist demand, tools for destination promotion, and mechanisms for preserving natural and cultural riverine heritage (Lopes et al., 2021).

According to the study by Alemany-Hormaeche et al. (2019), regattas organized in the Mediterranean region—particularly within the Balearic archipelago—generate substantial economic impacts on local economies. These events contribute to extending the tourist season, diversifying the tourism offer, and strengthening destination identity through sports and cultural promotion. In this way, water-sport events surpass the boundaries of traditional competitions and become significant socio-economic and cultural

phenomena within destination development (Aguiló-Lemoiné et al., 2020). Similarly, Vamplew (2023) emphasizes that sports events held in major urban areas fulfill multiple functions: preserving tradition, creating destination branding, and generating economic and social effects.

Analyses conducted in Central and Eastern Europe show that water-sports events, including river regattas and marathons, stimulate the development of regional tourism clusters, promote active recreation, and shape strong symbolic capital within local communities (Stanciulescu & Molnar, 2018; Malchrowicz-Moško & Poczta, 2018; Van Rheenen et al., 2021; Bošković, 2024). In Poland, for example, research on outdoor tourism and kayaking revealed a rising interest in water-based active tourism and the formation of local “nodes” of tourism activity along river corridors (Lewandowicz & Bac-Bronowicz, 2022). Technical-geographical aspects of water-sport tourism development on European rivers were addressed by Kolotukha et al. (2023), who assessed constraints affecting the potential for organizing water-sports tourism. In Serbia and the broader region, a study of the “Veseli spust” rafting event applied the EVENTQUAL service-quality model to examine visitor motivation and revisit intention for a water-based sports event (Dimitrovski et al., 2022; Đurađević et al., 2022).

Compared to these international examples, Danube regattas within the broader Danube Basin—despite their rich sports and cultural traditions—remain insufficiently studied regarding their social, tourism, and economic functions. Particularly notable is the regatta near Negotin, which represents a unique form of sports event intertwining competitive spirit, local identity, and the potential for river-tourism development.

The main aim of this research is to explore the position and significance of the Danube regatta near Negotin as a model of a sustainable sports–tourism event, through a comparative analysis of global and European practices. Special attention is devoted to the structure of participants, their motivations and perceptions, and opportunities for enhancing regional tourism development through the promotion of river regattas as forms of active and cultural tourism.

Based on the defined research aim, the central assumption is that river regattas, beyond their sporting nature, also possess strong social and economic functions by contributing to the promotion of local communities, the development of tourism supply, and the preservation of cultural and natural identity. From this assumption arise three research hypotheses:

H1: River regattas, in addition to their sporting character, possess strong social and economic functions by promoting local communities, developing tourism supply, and preserving cultural-natural identity.
 H2: Motives for attending the regatta include sports, social interaction, and cultural-entertainment activities, with varying priorities among different demographic groups.
 H3: Higher satisfaction with the program and atmosphere positively influences visitors’ willingness to recommend the regatta, whereas weaker infrastructure reduces the overall event experience.

The validity of these hypotheses is examined through analysis of empirical findings, accompanied by detailed interpretation.

2. Literature Review

In contemporary society, water sports and regattas represent a fusion of athletic competition, recreation, tourism appeal, and environmental awareness, thus becoming an important factor in the sustainable development of destinations (Martins, 2021; Van Rheenen et al., 2024). These events, which include various disciplines such as rowing, kayaking, canoeing, sailing, and recreational river descents, increasingly transcend traditional sporting boundaries and become integrated elements of the cultural, economic, and social life of local communities (Perna et al., 2019). In this context, the review of relevant literature highlights the dynamic development of water sports and regattas worldwide, across Europe, and within regional and local frameworks, particularly along the Danube River.

At the global level, numerous studies confirm that water sports represent one of the fastest-growing segments of sports tourism. Morfoulaki and colleagues (2023) emphasize that sports tourism is becoming a driving force of destination sustainability, combining active lifestyles with economic and social benefits for local communities. Similarly, the study by Ding et al. (2024) underscores the importance of participants’ subjective experience and its connection with their intention to return, which contributes to the long-term sustainability and increasing prestige of such events. These findings reveal that the success of water-based events does not depend solely on organizational factors but also on experiential and emotional components of participation.

Moreover, global analyses indicate a variety of challenges in the development of such events, including infrastructural limitations and environmental pressures. Kolotukha et al. (2023), in their study on geographical barriers to water

Table 1. Overview of Relevant Studies on the Impact of Water Sports Events on Tourism and Local Development

#	Author(s) (year)	Country / region	Topic / focus	Key findings / relevance to the Negotin regatta case
1	Rejón-Guardia, F.; García-Sastre, M.A.; Alemany-Hormaeche, M. (2018)	Balearic Islands, Spain (Mediterranean region)	Impact of regattas on the tourist season and participant behavior	Shows the multiplicative economic effects of regattas (season extension, participant segmentation by motivation and spending). Provides a useful model for analyzing visitors and economic effects of a local regatta.
2	Hristić, N.D.; Stefanović, N.; Milijić, S. (2020)	Serbia, Danube	Danube cruising and cultural tourism	Analysis of river cruising tourism in Serbia: policy, infrastructure, and potential for river resource use, highlighting opportunities and limitations for tourism development, directly relevant for the Danube/Negotin.
3	Xiong, D.; Williams, I.D.; Hudson, M.D.; Osborne, P.E.; Zapata-Restrepo, L. (2023)	UK (Solent) – regatta/boating event study	Impact of a large recreational event on water quality	Shows that large regatta and boating events can cause local impacts on the aquatic environment (e.g., fecal pollution from sanitary discharge), requiring integrated event management and water protection measures. Important for planning sustainable regattas on the Danube.
4	Chan, J.K.L. et al. (2024)	Asia (river tourism study)	Local perception and support for river-tourism development	Examines local community attitudes towards river-tourism development – emphasizes the need for community involvement in planning and capacity building to ensure events are acceptable and sustainable. Methodologically useful for surveying residents around Negotin.
5	ICPDR – Danube Day / izveštaji (2021–2023)	Danube region (multinational)	Practice of regeneration/events on the Danube (regattas, cruises)	Annual reviews and practice examples (e.g., “Vode Vojvodine” regatta) show how regattas promote the Danube, education, and community connections along the river; practical examples of logistics and partnerships. Provides empirical material/examples for a local regatta.
6	Kolotukha, O. et al. (2023)	Europa (General)	Geographic and infrastructural barriers to water-sports tourism	Annual reviews and practice examples (e.g., “Vode Vojvodine” regatta) show how regattas promote the Danube, education, and community connections along the river; practical examples of logistics and partnerships. Provides empirical material/examples for a local regatta.
7	(Đurađević 2022; Dašić & Gavrilović, 2023).	Serbia, Balkans	Event quality, visitor motivation, intention to return	Local studies on rafting and smaller water events show that organization quality, safety, and complementary tourist services are key for visitor return and economic impact. Methods can be directly applied for surveying participants at the Negotin regatta.

sports tourism in Europe, highlight that shoreline accessibility, safety standards, and waterway regulations represent key factors shaping the spatial development of water sports. Accordingly, the concept of sustainability is increasingly central to modern approaches, where river-based sporting events are regarded not only as competitions but also as instruments for promoting ecological awareness and preserving natural resources. Analyses of European cases reveal several common characteristics: all river events feature multi-dimensional functions—they are simultaneously sporting, tourism-related, and cultural. Special emphasis is placed on organizational safety, infrastructure, and participant experience, while the sustainability trend is increasingly pronounced, reflecting efforts to align events with ecological principles and to engage the local community. However, differences are evident in the scale and level of professionalization: large international regattas, such as the European Rowing Championships, are characterized by high media visibility and strong economic impact, whereas smaller regional

regattas are predominantly recreational in character and focus on local participation. Nevertheless, the unifying thread among these diverse forms is the aspiration to integrate sport, tourism, and sustainable development (Dašić & Gavrilović, 2023).

In the European context, water-based events possess a pronounced cultural and tourism dimension. Regionally and nationally, particular importance is attached to analyzing events along the Danube River, which connects more than ten countries and constitutes a unique hydrological and cultural corridor of Europe. Regattas and water events along the Danube have a long tradition, yet notable differences exist among countries in terms of development, organization, and scientific coverage. One of the most significant international events is the *Tour International Danubien (TID)*—a rowing and tourism regatta that passes through Germany, Austria, Slovakia, Hungary, Croatia, Serbia, Bulgaria, and Romania. This event, which unites sport, tourism, and intercultural dia-

logue, represents a strong example of a sustainable manifestation connecting various communities along the river. Regattas such as the Danube Regatta in Hungary demonstrate that sports events have become an important promotional tool for destinations, contributing to the local economy and enhancing national image (Müller et al., 2022; Máté et al., 2024). Conversely, the study by Cavalheiro et al. (2022) shows that water sports are particularly suitable for destinations seeking to combine active recreation, natural resources, and local culture.

In Serbia, although events such as the “Waters of Vojvodina Regatta” and various local descents along the Danube and Tisza are important for the development of active tourism, academic research on their impacts and characteristics remains scarce. Hristić and colleagues (2020), in their study of Danube cruising tourism, stress that the river has enormous potential as a foundation for building Serbia’s cultural and tourism identity, while also emphasizing the need to integrate sports and recreational activities into sustainable tourism strategies. Additionally, research on water quality and the ecological state of the Danube (Marković et al., 2021) indicates that ecological factors are crucial for the safe and attractive use of the river for sporting activities, which directly affects the feasibility of organizing regattas and water-based events.

A comparative analysis of international, European, and local studies reveals that water-based events—particularly regattas on rivers such as the Danube—are complex phenomena connecting various dimensions: sport, tourism, ecology, and community identity. While in Western European countries these events are highly professionalized and integrated into destination branding strategies, in Serbia and the wider region the potential is significant but underutilized. The lack of empirical research, limited infrastructure, and the need for standardizing event organization pose major challenges. Nevertheless, positive examples such as the TID regatta demonstrate that long-term sustainable events can contribute to promoting the Danube as an international brand of active tourism. In this context, Table 1 presents selected studies and sources analyzing the economic, environmental, and social aspects of water sports events, offering a valuable foundation for planning the regatta near Negotin.

Recent literature indicates that regattas and other water sports events function as important catalysts for tourist traffic and destination identity. An empirical study of regattas in the Balearic Islands highlights the multiplicative effects of such events (season extension, participant segmentation,

and differences in spending) and provides a model for analyzing participants and economic contributions (Rejón-Guardia et al., 2018). At the same time, analyses of river cruising tourism on the Danube show significant untapped potential for valorizing cultural heritage and enhancing Serbia’s tourism offerings (Hristić et al., 2020). When planning regattas, it is also necessary to consider impacts on the aquatic environment — studies of large boating events demonstrate possible local negative effects on water quality that require preventive event management measures (Xiong et al., 2023). The application of participatory methodologies and the involvement of local communities has proven important in developing sustainable river-tourism models (Chan et al., 2024), while practices on the Danube (e.g., regattas and events within the framework of Danube Day) provide practical examples of collaborative management and promotion of river events (ICPDR, 2021–2023).

3. Methodological Approach

Within this research, an empirical analysis was conducted on the perceptions, motivations, and satisfaction levels of visitors to the Danube Regatta near Negotin, with the aim of assessing the significance and potential of the event as a model of sustainable sports-tourism manifestation in the Danube region.

The study was carried out using a survey method, which served as the primary instrument for collecting first-hand data about event visitors. The questionnaire was designed as a combination of closed and open-ended questions. The closed questions focused on respondents’ socio-demographic characteristics (gender, age group, education level, and employment status), sources of information about the event, motives for attending, mode of arrival, and duration of stay. Open-ended questions were aimed at identifying elements of satisfaction and dissatisfaction, as well as suggestions for improving the organization and content of the event. A separate group of questions addressed the assessment of satisfaction with various aspects of the event using a Likert scale — ranging from organization and program, through environmental care, to infrastructure and overall impression of the event.

4. Study Area

The research was conducted during the “Danube is My Sea” event, organized by the Negotin Tourist Organization at Kuskak in celebration of International Danube Day. The event

Demographic Structure of Visitors to the Danube Regatta near Negotin

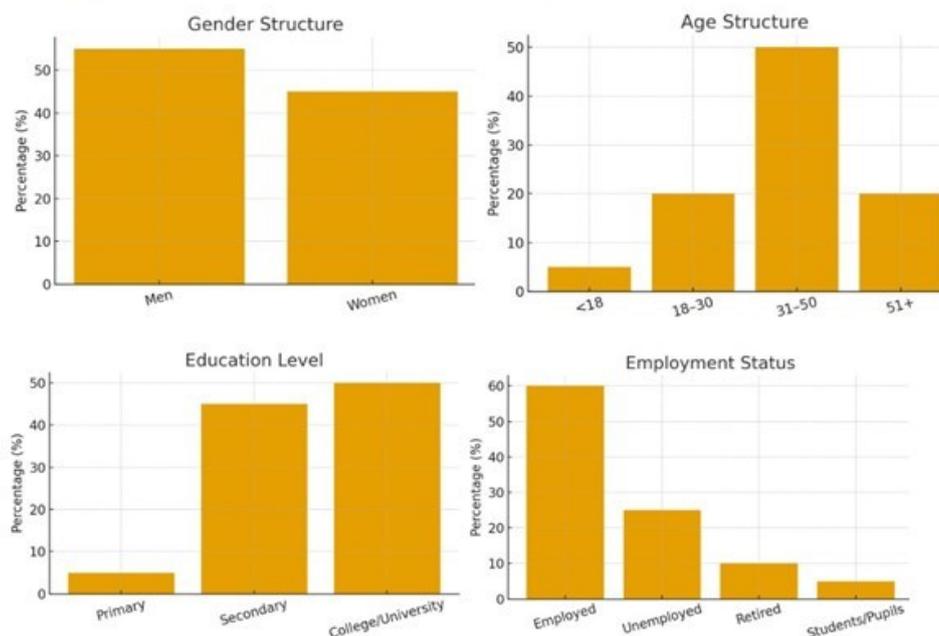


Chart 1. Demographic structure of visitors to the “Danube Regatta near Negotin” event (Source: authors)

included activities such as fishing, rowing, regatta, catamaran rides, and fish stew preparation, while visitors could enjoy the natural surroundings and music. These activities and participant interactions provided an empirical framework for observing and analysing visitor behavior, interests, and motivations, making the event a direct field for conducting the research process.

5. Data Collection

Data for this study were collected in July 2025, during the regatta. The sample comprised a total of 217 respondents who voluntarily agreed to participate in the study. The collected data were processed using the statistical software package SPSS, applying descriptive statistical methods. For each categorical variable, percentages were calculated, while for questions related to satisfaction scales, response distributions were analysed, and arithmetic means were computed. Qualitative data obtained from open-ended questions were analysed using thematic coding, which allowed for the identification and interpretation of the most common themes and motives present in the respondents' answers.

6. Results and discussion

The analysis of data collected through the survey conducted among visitors to the Negotin Regatta included a total of 217 respondents. The sample was diverse in terms of gender, age, and educational background, allowing for relevant insights

into the demographic profile and attitudes of the event's visitors.

The analysis of the socio-demographic characteristics of respondents indicates a balanced gender structure in the sample, with males representing 53.5% and females 46.5% of all participants. This relative balance suggests that the event attracts members of both genders almost equally, reflecting its universal appeal and potential to contribute to broader tourism promotion of the destination.

The age structure of respondents shows that the regatta is predominantly attended by the middle-aged population. The largest share consists of individuals aged 31 to 50 years (51.6%), while younger adults, aged 18 to 30 years, represent 23.0% of respondents. Participation of those over 50 years old accounts for approximately 20%, while individuals under 18 are less represented (around 6%). These data indicate that the event is particularly attractive to the adult, economically active population, which has implications for shaping tourism offerings and promotional strategies.

Regarding educational background, more than half of the respondents (50.2%) have completed higher education or university, 44.7% have secondary education, and only 4.6% have primary education. This distribution of education levels suggests that the event attracts visitors with a higher degree of cultural and educational capital, contributing to its positioning in the context of cultural-sport and eco-tourism development.

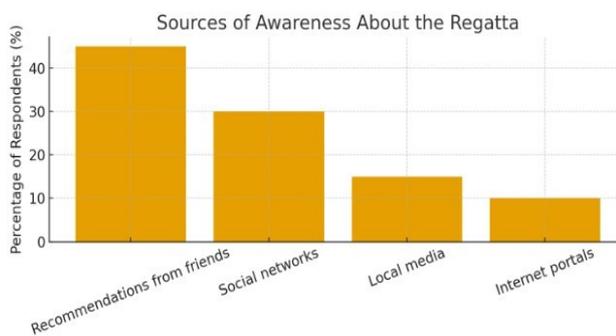


Chart 2. Sources of information about the event "Danube Regatta near Negotin"

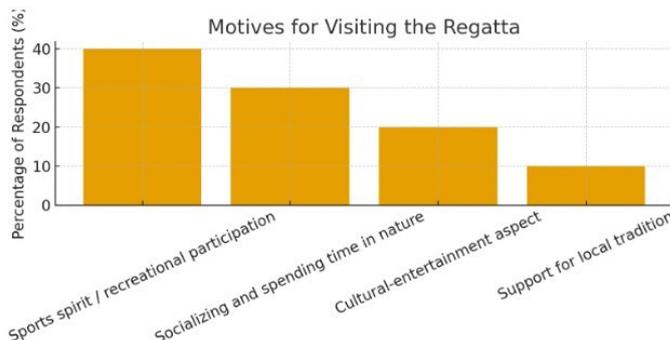


Chart 3. Motives for visiting the event "Danube Regatta near Negotin"

Analysis of employment structure shows that the majority of respondents are employed (61.3%), while the unemployed represent 24.0%, retirees 9.7%, and students/school-children 4.6%. This distribution indicates that the event predominantly gathers an economically active population, which potentially contributes to higher tourist spending and generation of local revenue during the event.

Charts 2 and 3 present the results of the survey regarding sources of information and motivations for attending the "Danube Regatta near Negotin" event.

The analysis of sources of information shows that the largest number of respondents learn about the regatta through recommendations from friends and acquaintances (the so-called "word-of-mouth" effect), while social media (particularly Facebook and Instagram) represent the second most significant information channel. To a lesser extent, respondents mentioned local media (radio and television) and online portals. This finding highlights the importance of interpersonal communication and informal marketing, as well as the need to improve institutional promotion of the event through digital and traditional media.

The motivations for attending the event indicate that most respondents come for the sporting spirit and recreational participation in the regatta, while socializing and enjoying nature is the second most common motivation. A significant number of visitors also mention the cultural-entertainment aspect of the event and the desire to support local traditions, confirming that the event has a multidimensional character connecting sport, culture, and tourism.

As part of the study, respondents rated their level of satisfaction with different aspects of the event using a Likert scale from 1 to 5, where 1 indicates completely dissatisfied and 5 indicates very satisfied. Analysis of the average scores is presented in Table 1.

Based on the results presented in Table 1, it can be concluded that respondents are generally highly satisfied with the event, with average ratings above 4 on almost all dimensions. The highest ratings were given to the event program and atmosphere (4.62) and the willingness to return and recommend the event to others (4.70), confirming that the regatta has a stable image and potential for long-term positioning as an attractive tourism event. The lowest-rated aspect relates to infrastructure (3.87), indicating the need for investments in site arrangement, access roads, and service facilities.

In the qualitative analysis of open-ended questions, three main thematic categories emerged:

The first relates to elements of satisfaction, where respondents most frequently highlighted the richness of the program, the good atmosphere, and the variety of water activities.

The second category includes expressions of dissatisfaction, most commonly related to an inadequately arranged beach, a lack of umbrellas and tables, as well as a limited number of service facilities and sanitary amenities.

Table 1. Level of satisfaction with aspects of the "Danube Regatta near Negotin" event

Event aspect	Average rating	Standard deviation
Organization and site arrangement	4,48	0,72
Event program and atmosphere	4,62	0,58
Environmental care	4,21	0,80
Infrastructure (parking, roads, services facilities)	3,87	0,91
Intention to return and recommend	4,70	0,52

The third group of comments contains constructive suggestions for improving the event, including the need for better infrastructure, increased environmental care, more diverse catering options, and an expanded program to extend the duration of the event and attract a wider range of visitors. Notably, respondents most frequently mentioned local institutions and businesses (such as the Đerdap 2 Hydroelectric Plant and the Negotin local government) as key actors whose more intensive involvement could contribute to the improvement of the event.

7. Discussion

The results of the study among visitors to the Negotin Regatta indicate a clearly defined participant profile and a generally high level of satisfaction with the event, with certain aspects requiring improvement. Analysis of demographic characteristics shows that the event predominantly attracts a middle-aged population, with a high level of education and mostly employed individuals (Figure 1). This visitor profile implies that the event has positioned itself as appealing to mature, economically active, and culturally aware segments of the population. Such a participant structure can contribute to a higher level of satisfaction, as respondents are more likely to value the quality of content and event organization compared to other forms of recreation.

These findings are consistent with the results of González-Gómez et al. (2020), who found that older and more educated visitors of sports events exhibit higher levels of satisfaction and a greater willingness to revisit compared to younger groups, due to higher expectations and a stronger cultural orientation. These results also align with the conclusions of the meta-analysis by Lee et al. (2021), which confirms that service and experience quality at sports events has a strong direct impact on satisfaction, while visitor satisfaction indirectly influences loyalty and intention to revisit.

The high average satisfaction ratings (above 4 on the five-point scale in Table 1) in this study indicate a high perceived quality of the event, particularly in the areas of organization and program. The highest average score was achieved by the “Event Program and Atmosphere” dimension (4.62), confirming that the content and social component of the event play a key role in shaping a positive experience. These results largely correspond with the study by Škorić et al. (2021), which highlights that the social and experiential aspects of sports events are the main determinants of tourist satisfaction.

However, it was observed that the average satisfaction rating for infrastructure (3.87) is lower than for other dimensions, indicating limitations in the organizational-logistical segment. In contrast, the study by Jeong & Kim (2020), conducted on visitors to an international sports event in China, found that physical infrastructure and service facilities had the strongest impact on overall satisfaction. In line with our research, these results can be interpreted as follows: the Negotin Regatta is a medium-sized, local event with a modest budget and infrastructural capacity compared to large international events. This confirms that the destination context and event scale significantly modify the impact of individual satisfaction factors, as emphasized in the analyses of Getz (2008) and Higham (2018), who note that quality dimensions are not universal but depend on the type and purpose of the event.

Comparison with similar studies in the field of event and sports tourism in Southeastern Europe (Wise et al., 2019; Đorđević & Kostić, 2022) reveals a high consistency regarding the dominant motivations of visitors. In all these studies, the key motivations for attending the event relate to socializing, enjoying nature, and escaping everyday life, while the sporting aspect holds a secondary, though symbolic, significance. The similarity of results can be explained by the cultural-geographical context of the Danube region, where sport-recreational events have a pronounced social character and serve as a means of bringing the local community together.

These findings also allow for testing the research hypotheses:

Hypothesis 1 (social and economic function of the regatta) is confirmed, as the results show that the event contributes to the local economy and tourism offer (visitor profile: employed and highly educated), while motives for attending, high satisfaction with the program, and intention to return confirm a strong social and cultural impact.

Hypothesis 2 (visitor motivation) is partially confirmed: sports and recreational activities, socializing, and enjoying nature dominate, while the cultural-entertainment aspect complements the experience. Differences across age and education groups are present but not pronounced, indicating that motivation in this context has a similar structure among most visitors.

Hypothesis 3 (satisfaction and infrastructure) is confirmed: high satisfaction with the program and atmosphere positively influences visitors' willingness to recommend the

regatta, while lower ratings for infrastructure (3.87) and visitor comments point to limitations that reduce the overall event experience.

On the other hand, certain differences can be observed compared to other studies regarding sources of information. In this study, social media and personal recommendations dominate, whereas studies from Western European countries (Osti & Pechlaner, 2020) highlight a more prominent role of institutional marketing channels and specialized tourism portals. The significant role of social media in our society lies in their function as a primary source of information and experience exchange, enabling rapid dissemination of information, direct communication with audiences, and a strong electronic word-of-mouth effect. For local and regional events, this source is particularly effective and often surpasses formal institutional marketing activities, which tend to have limited presence, weaker digital integration, and lower promotional intensity. This difference stems from varying levels of digital integration and institutional support for local tourism. Accordingly, the findings confirm that the socio-economic context of a destination influences promotional strategies and information distribution, thereby directly shaping visitor profiles and their expectations.

8. Conclusion

The conducted study on visitor perceptions and satisfaction at the “Danube Regatta near Negotin” provided empirical insight into the demographic profile of participants, their motives for attending, and the key factors shaping their event experience. The results show that the regatta primarily attracts a middle-aged population with a high level of education and stable employment, confirming its orientation toward an economically active, culturally aware, and mature audience. Such a participant structure directly contributes to a high level of satisfaction, as educated and financially secure visitors have a more developed awareness of the significance of cultural-sport events and more realistic expectations regarding the program and organization.

The results confirm the first hypothesis that river regattas, in addition to their sporting character, possess a strong social and economic function. The second hypothesis is partially confirmed, as visitor motivation includes sports, socializing, and cultural-entertainment activities, with differences between demographic groups present but not pronounced. The third hypothesis is confirmed, showing that a high level of satisfaction with the program and atmosphere positively affects visitors’ willingness to recommend the

event, while lower infrastructure ratings limit the overall experience.

The results are consistent with contemporary theoretical models of consumer and tourism behavior (Osti & Pechlaner, 2020; Müller et al., 2022; Máté et al., 2024) and the empirical findings of previous studies (González-Gómez et al., 2020; Lee et al., 2021). Comparisons with related studies indicate that the local context, event scale, and institutional support significantly modify visitor perceptions and satisfaction, particularly regarding infrastructure and information channels. The social and emotional dimension of the event proves crucial for creating positive experiences and loyalty, while infrastructural shortcomings represent a limiting factor for future development and international recognition.

Practical implications of the study highlight the need for a strategic approach to event improvement: investing in infrastructure and access facilities, better signage and site arrangement, strengthening digital promotion, and systematically involving local stakeholders — tourism organizations, hospitality providers, and cultural institutions — in event implementation. In the long term, the “Danube Regatta near Negotin” shows potential to become a representative regional event in sustainable sports and event tourism, contributing to cultural identity preservation and regional promotion through high visitor satisfaction, strong loyalty, and a social dimension.

9. Limitations

The limitations of the study relate to geographic coverage and the demographic structure of the sample, while future research should include international participants and apply inferential methods to gain a deeper understanding of the interrelationships between motivation, satisfaction, and visitor loyalty.

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