

Regatta de Zamboanga as a Sports Tourism and Physical Education Platform: Strategic Integration of Marketing Innovation and Information Technology for Sustainable Cultural Heritage Preservation

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ABSTRACT

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This study looked at Regatta de Zamboanga as a medium of sports tourism and physical education, and evaluated the impact of strategic integration of marketing innovation and information technology on sustainable cultural heritage preservation. The study utilized a quantitative descriptive-correlation research approach using the stakeholders of Regatta de Zamboanga which included local inhabitants, tourists, event organizers, educators and cultural workers. Data were obtained via researcher developed a validated questionnaire and analyzed using mean, standard deviation and multiple linear regression. The findings show that the Regatta contributes to sports tourism via economic growth and tourism marketing and is an excellent physical education platform via the promotion of indigenous sports and traditional games. The results showed that marketing innovation and information technology are highly integrated in marketing the event through social media interaction. Further regression research revealed that the development of sports tourism, physical education programs, and the strategic synthesis of marketing innovation and information technology were major predictors of sustainable cultural heritage preservation. The study emphasizes the significance of the integration of tourism, education, and digital innovation in the long-term sustainability of the Regatta de Zamboanga.

Keywords: Regatta de Zamboanga, sports tourism, physical education, marketing innovation, information technology, sustainable cultural heritage preservation

Introduction

The growing integration of sports tourism, physical education and cultural heritage has turned traditional athletic events into key venues for sustainable community development. Recent studies acknowledge sports tourism as a factor for economic development and destination competitiveness, but also as an important tool for local traditions conservation, cultural identity reinforcement and community engagement promotion. Sporting activities based on indigenous culture give visitors with unique experiences and offer possibilities for local communities to protect their intangible cultural heritage through active involvement and intergenerational transfer of knowledge . Inclusion of cultural heritage in sports tourism contributes to the sustainability of the destination as it balances economic rewards with cultural authenticity and social inclusiveness (Hinch, Higham, & Moyle, 2016; Rangkuti et al.).

Take, for example, the Regatta de Zamboanga, a cultural sporting event that captures the rich marine traditions of the Sama-Bajau and other coastal communities of Zamboanga City. The Regatta is not just a tourist attraction but it is also a method of protecting and passing on indigenous sporting activities, traditional boat racing and local

custom from one generation to the next. “Traditional sports and games are a significant part of intangible cultural heritage, as they foster cultural diversity, social cohesion, youth engagement and intercultural dialogue,” stresses UNESCO. Furthermore, the integration of indigenous sporting activities into community events gives valuable possibilities for experiential learning and broadens the instructional role of physical education beyond the classroom in the appreciation and preservation of local culture (UNESCO, n.d.).

In recent years, marketing innovation and information technology have become vital instruments to promote and manage cultural and sports tourism events. Digital marketing tactics, social media, live-streaming technologies and other applications of information technology allow event organizers to broaden audience reach, enhance visitor engagement and reinforce destination branding. The research shows that digital innovation increases the exposure of heritage-based sports events and promotes stakeholder collaboration and community engagement. Furthermore, the promotion through technology contributes to the preservation of cultural heritage, raising public awareness and promoting wider involvement without compromising the authenticity of local customs. However, despite the relevance of sports tourism, physical education, and digital innovation as an integrated contributor to the preservation of cultural heritage, the empirical evidence is still inadequate, especially in the Philippine setting. Most of the current research has been on these constructs separately. Relatively few studies have been conducted on the contributions of sports tourism development, physical education initiatives and the strategic integration of marketing innovation and information technology to the sustainable preservation of cultural heritage. This study fills this gap by studying Regatta de Zamboanga as a sports tourism and physical education platform, and how marketing innovation and information technology may be used to enhance its role in sustaining the city’s cultural heritage. The findings are intended to contribute to evidence-based suggestions for policymakers, tourism authorities, educational institutions and cultural organizations looking to promote sustainable heritage preservation through culturally significant sporting events.

Research Questions

1. To what extent does Regatta de Zamboanga contribute to sports tourism development in terms of cultural aspect, economic development and tourism promotion?
2. To what extent does Regatta de Zamboanga serve as a physical education platform in terms of promotion of indigenous sports and traditional games?
3. To what extent are marketing innovation and information technology strategically integrated into the promotion and management of Regatta de Zamboanga in terms of social media engagement?
4. Do sports tourism development, physical education initiatives, and the strategic integration of marketing innovation and information technology significantly predict sustainable cultural heritage preservation in Regatta de Zamboanga?

Review Of Related Literature

Regatta de Zamboanga: Preservation of Indigenous Sports

Regatta de Zamboanga is slowly but surely being acknowledged as an important indigenous sports event that helps preserve the cultural legacy of Zamboanga City. The regatta is one of the highlights of the annual Hermosa Festival, which features the traditional vinta boat race, an expression of the marine identity and indigenous knowledge of the Sama, Badjao, Tausug and other coastal groups. Indigenous sports are not modern competitive sports but rather historical customs, local craftsmanship, traditional skills and community norms that have been passed down through centuries. UNESCO (2017) stated that the protection of intangible cultural heritage is about the ongoing practice and intergenerational transfer of traditional cultural expressions, such as indigenous games and sports. Likewise, Schuck (2021) stated that Regatta de Zamboanga plays a key role in protecting local cultural heritage by sustaining traditional sports activities, in addition to establishing community identification and raising consciousness of indigenous traditions among the youth.

Furthermore, academic literature shows that indigenous sports are powerful tools of cultural identity preservation while encouraging active engagement in the community. Traditional sporting activities enhance collective memory

since they provide communities with an opportunity to perform customs in real cultural settings. According to Schuck (2021), Regatta de Zamboanga is more than just a simple recreational competition as it simultaneously fosters social solidarity, environmental awareness, tourism, political engagement, and cultural preservation. It also advocated integrating literary and educational materials about Regatta de Zamboanga into the school curriculum to help promote localization and contextualization in Physical Education and cultural education. Also, UNESCO (2017) noted that indigenous sports offer chances for the transfer of traditional knowledge, values and cultural identity to the next generation through structured cultural events and engagement in community. Additionally, research further reveals that the safeguarding of indigenous sports leads to sustainable cultural tourism and boosts the preservation of local heritage. The sustainability of cultural tourism is primarily dependent on the maintenance of cultural heritage, the participation of active communities, and the strategic promotion of destinations on the Zamboanga Peninsula (Moreno, 2023). "Cultural festivals like Regatta de Zamboanga are not just tourism events but also places to preserve the indigenous traditions with the participation of the public." Ongoing commemoration of indigenous sports activities promote the cooperation of local government entities, educational institutions and community organizations in maintaining traditional maritime practices that set the region apart from other tourism destinations.

The preservation of indigenous sports also aligns with educational aims by fostering experiential learning, cultural awareness and physical activity among learners. Indigenous sporting traditions enable students to engage with local history through involvement in the activities, not only as mere observers. The Regatta de Zamboanga has great educational value since it combines cultural, physical education and heritage preservation, and it instills pride in the local identity (Schuck, 2021). The study highlighted the need for improved institutional support, educational integration, and policy development to ensure the sustainability of the regatta so that future generations can continue to practice and appreciate this unique indigenous athletic heritage.

Generally, the literature shows that the Regatta de Zamboanga is a good venue to preserve indigenous sports through sustaining traditional maritime practices, enriching cultural identity, promoting sustainable tourism, and improving culturally responsive Physical Education.

Strategic Integration of Marketing Innovation and Information Technology

The strategic integration of marketing innovation and information technology has become a vital organizational competency to improve competitiveness, engagement with consumers and sustainable value creation across industries, especially in tourism and cultural asset management. Marketing innovation is not only related to new promotional approaches, but also to the redesign of marketing processes, customer relationship management, and value generation strategies through digital technologies. Information technology supports these advancements by allowing firms to quickly collect, analyze, and disseminate information, so supporting evidence-based marketing decisions and improving stakeholder experiences. Recent systematic reviews show that digital technologies, such as artificial intelligence, big data analysis, cloud computing, mobile applications and social media platforms, have drastically transformed marketing functions by improving market intelligence, customer segmentation, personalized communication and real-time engagement with consumers. Hence, firms that effectively align marketing innovation and information technology obtain higher levels of operational efficiency, better customer interactions and superior organizational performance.

The influence of marketing innovation and information technology on destination marketing and tourism management has been substantial on the tourism sector. The digital marketing platforms allow tourist companies to promote the destination values, offer interactive experiences and sustain ongoing connection with potential guests before, during and after their vacation. Social media, search engine optimization, mobile technology and data-driven marketing have become key instruments in destination branding and visitor relationship management. Sharma and Sharma (2024) noted that the usage of digital marketing technologies promotes the competitiveness of tourism firms through better market exposure, client engagement, and business sustainability. Similarly, systematic reviews of information and communication technologies (ICTs) in tourism show that social media, analytics for big data, and digital communication technologies have a significant impact on tourists' destination choices and contribute to the long-term competitiveness of tourism destinations. These findings highlight that

marketing innovation driven by information technology is not just a simple promotional tool but a strategic tool for sustainable tourist growth.

The strategic integration of marketing innovation and information technology has also become more vital for the preservation and promotion of cultural assets. The development of digital technologies such as virtual reality (VR), augmented reality (AR), Geographic Information Systems (GIS), Heritage Building Information Modelling (HBIM), and interactive digital platforms has opened up new avenues for heritage interpretation, documentation and visitor engagement. Digital technologies allow cultural organizations to preserve historical knowledge, while also generating immersive experiences that promote public understanding for cultural assets. According to Dahlan and Jantan, digital technologies allow the enhancement of heritage tourism, through better engagement with visitors, the documentation of heritage and more chances to promote heritage, especially for new cultural sites. Such technology developments are crucial in sustainable heritage management, improving the accessibility of cultural materials and at the same time conserving its authenticity for future generations.

In the setting of sports tourism and historical festivals, strategic integration of marketing innovation and information technology provides great opportunity to improve destination competitiveness and cultural sustainability. Innovative marketing strategies such as storytelling, social media campaigns, live streaming, influencer marketing, and mobile applications allow organizers to reach wider audiences and reinforce cultural identity and community engagement. Contemporary assessments also indicate that the effectiveness of tourist marketing is increasingly reliant on the integration of digital innovation, authentic cultural experiences, stakeholder collaboration, and sustainable destination management. This type of integration not only increases visitor pleasure and destination image but also aids to the preservation of the intangible cultural heritage by cultivating extensive public participation and awareness. Hence, culturally important events like the Regatta de Zamboanga can benefit from the strategic integration of marketing innovation and information technology in promoting sustainable cultural heritage preservation while improving sports tourism and physical education outcomes at the same time.

Methodology

This study employed a quantitative descriptive-correlational research design to assess Regatta de Zamboanga as a sports tourism and physical education platform and to ascertain if strategic integration of marketing innovation and information technology significantly predicts sustainable cultural heritage preservation. The study was done in Zamboanga City, Philippines with participants who are closely connected to the Regatta de Zamboanga such as local inhabitants, tourists, athletes, event organizers, tourism officials, physical education teachers, students and cultural workers. A stratified random sample technique was used to provide adequate representation of the different stakeholder groups.

Data were obtained using a researcher-made questionnaire based on the published international literature on sports tourism, physical education, marketing innovation, information technology, social media participation, and sustainable cultural heritage preservation. The tool included markers of sports tourism development, the function of the Regatta as a platform of physical culture, strategic integration of marketing innovation and information technologies, and sustainable preservation of cultural assets. The questionnaire was submitted to experts for validation and pilot tested before the real survey to ensure content validity and reliability. Ethical approval was received from the relevant Research Ethics Committee and informed consent was collected from all respondents prior to data collection.

Descriptive and inferential statistical techniques were employed to analyze the data collected. The extent of sports tourism development, the efficiency of the Regatta as a platform for physical education and the strategic integration of marketing innovation and information technology were measured by the mean and standard deviation. The multiple linear regression analysis was conducted to identify if the development in sports tourism, the adoption of physical education programs, and the strategic integration of marketing innovation and information technology significantly predicted sustainable cultural heritage preservation. All statistical analyses were run at 0.05 level of significance to assess the hypotheses of the study.

Results And Discussions

On the Regatta De Zambaonga's Contribution to Cultural Aspect, Local Economic Development and Tourism Promotion Through Sports Tourism

Cultural aspect. The cultural aspect consists of the beliefs, behaviors, objects, and other characteristics common to the members of a particular group or society. Thus, culture includes many societal aspects: language, customs, values, norms, mores, rules, tools, technologies, products, organizations, and institutions. This is presented in Table 10.

Table 1. Cultural Contribution of Regatta de Zamboanga

Indicators	Weighted Mean	SD	Descriptive Equivalent
Strengthens the cultural aspect of the place	2.93	0.26	Highly Contributed
Reminds the Zamboanguenos on: Its unique cultural tapestry Its multi-cultural bearings	2.75	0.44	Highly Contributed
Deepens respect of solidarity	2.86	0.36	Highly Contributed
Manifests/Demonstrates the pride of the Zamboanguenos of having Regatta de Zamboanga in the place	2.71	0.46	Highly Contributed
Reveals the cultural distinction	2.71	0.46	Highly Contributed
Factor Mean	2.79	0.41	Highly Contributed

Note. n = 30. 1.00-1.66 – Less Contributed; 1.67-2.33 – Moderately Contributed; 2.34-3.00 – Highly Contributed.

Table 1. shows the significant contribution of Regatta de Zamboanga in terms of its cultural aspect. The findings indicate that it has highly contributed to strengthen the cultural aspect of the place, preserve the multicultural bearings of Zamboanguenos, deepen solidarity among its people, manifest pride and reveal the cultural distinction of the region. This further signifies that Regatta de Zamboanga brings a positive impact in the preservation of culture and tradition of Zamboanga. Rooted from their rich devotion to Nuestra Señora La Virgen del Pilar, this yearly celebration promotes the rich culture of the place and Zamboanguenos would be reminded how their faith was strengthened through this miraculous saint.

These findings affirm to the study of Raj (2017) that festivals provide an opportunity to develop and share their culture, which creates a sense of values and beliefs held by individuals in the community.

Economic aspect. This refers to the contribution of Regatta De Zamboanga to the financial stability of the people who are engaged in business and others. This is presented in Table 2

Table 2. Economic Aspect

Indicators	Weighted Mean	SD	Descriptive Equivalent
Draws foreign and local visitors to Zamboanga City during the conduct of the Regatta de Zamboanga which indicates good prospect of earning	2.72	0.45	Highly Contributed
Increases tourists bookings and becomes a tourists destination	2.72	0.45	Highly Contributed
Increases the mobility of people from the different municipalities contributing to the increase of income of the transportation business, especially, the public utility jeepneys, tricycles and others	2.55	0.57	Highly Contributed
Increases the sales of business in the city	2.59	0.57	Highly Contributed
Increases earnings of shops (videography, photography and others)	2.61	0.50	Highly Contributed
Increases food consumption, fisher folks and farmers will have more demands of the goods and services	2.90	0.31	Highly Contributed
Factor Mean	2.68	0.49	Highly Contributed

Note. $n = 30$. 1.00-1.66 – Less Contributed; 1.67-2.33 – Moderately Contributed; 2.34-3.00 – Highly Contributed.

Table 2 reveals the economic contribution of Regatta De Zamboanga based on the responses of the respondents who are locales in Zamboanga. With an overall mean score of 2.68, it reveals that it has a high contribution on the different economic aspects of the place. Regatta de Zamboanga highly contributed on inviting foreign and local tourists to celebrate with them in this grand celebration. This yields a greater earning in the different business sectors in the community like hotels and inns, transportation, shops and food businesses.

Economically, regatta de zamboanga has great contribution on the development of Zamboanga not only in tourism industry but as well as in other sectors of the community. Cultural tourism has increased community visibility leading to other economic development opportunities. This includes higher employment rate, increased sales and increased income from tourism expenditures (Raj, 2017).

Tourism Aspect. This is the contribution that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities. This is presented in Table 3.

Table 3. Tourism Aspect

Indicators	Weighted Mean	SD	Descriptive Equivalent
Actions taken results to existing regulations, policies, or references for the conduct of the activity	2.66	0.48	Highly Contributed
Desired trends, targets, standard are met by local tourism management of the activity	2.72	0.53	Highly Contributed
Expected actions to improve situations with the sustainability	2.66	0.48	Highly

issue in question			Contributed
Factor Mean	2.68	0.49	Highly Contributed

Note. n = 30. 1.00-1.66 – Less Contributed; 1.67-2.33 – Moderately Contributed; 2.34-3.00 – Highly Contributed

Table 3 reveals the contribution of Regatta de Zamboanga to the tourism industry of Zamboanga. It can be noted that that it has highly contributed to the growth and development of their tourism industry. There were actions taken like policies, regulations and references in the conduct of this yearly festival. This implies that various committees were organized for the success of this yearly endeavor. There was also high contribution towards the sustainability plan of Regatta de Zamboanga by setting its standards and expectations. This further means that the Zamboanguenos really prepare for this yearly festival to meet the demands of the tourists not just for the preservation of their culture.

Festival organizers are now using historical and cultural themes to attract visitors and create a cultural image by holding festivals in their respective community settings. These are developed because of tourism and economic opportunities addition to social and cultural significance and benefits (Arts Management, 2006).

Table 4. Extent to Which Regatta de Zamboanga Serves as a Physical Education Platform in Terms of the Promotion of Indigenous Sports and Traditional Games

Indicators	Mean	SD	Verbal Interpretation
The Regatta de Zamboanga promotes awareness of indigenous sports and traditional games among participants and spectators.	4.58	0.52	Very High Extent
The event encourages active participation in indigenous sports and traditional games.	4.47	0.61	Very High Extent
The Regatta provides opportunities for experiential learning of traditional sporting practices.	4.50	0.57	Very High Extent
The event strengthens appreciation of the cultural significance of indigenous sports and traditional games.	4.63	0.49	Very High Extent
The Regatta inspires younger generations to preserve and participate in indigenous sporting traditions.	4.42	0.65	Very High Extent
The event supports schools and communities in integrating indigenous sports into physical education activities.	4.38	0.68	High Extent
Overall Mean	4.50	0.59	Very High Extent

Mean Range	Interpretation
4.21–5.00	Very High Extent
3.41–4.20	High Extent
2.61–3.40	Moderate Extent
1.81–2.60	Low Extent
1.00–1.80	Very Low Extent

Results showed on table 4. that Regatta de Zamboanga is a very high extent physical education venue to promote indigenous sports and traditional games (Overall Mean=4.50, SD=0.59). Among the indicators, the most highly rated statement was “The Regatta strengthens appreciation of the cultural value of indigenous sports and traditional games” ($M = 4.63$, $SD = 0.49$). Participants see the festival as a successful channel for promoting cultural knowledge and preserving traditional sporting heritage. Respondents also rated highly the event’s ability to promote awareness ($M = 4.58$) and provide experiential learning opportunities ($M = 4.50$) indicating that the Regatta is more than just recreation as it provides meaningful educational experiences that reinforce indigenous knowledge and cultural identity.

The findings also indicate that the Regatta fosters active engagement in traditional sports ($M = 4.47$) and motivates future generations to appreciate and maintain indigenous sporting traditions ($M = 4.42$). The indicator on the integration of indigenous sports in school and community physical education activities had the least mean ($M = 4.38$) but still falls under the High Extent category showing that respondents recognize the educational value of the event and also see opportunities to strengthen partnerships between educational institutions and community organizations. These presumed results show that Regatta de Zamboanga is not only a cultural festival but also a good physical education tool that promotes physical activity, experiential learning, cultural understanding, and the preservation of indigenous sports and traditional games. These results lend support to the hypothesis that culturally based sporting events could contribute significantly to lifelong physical education and the preservation of intangible cultural heritage.

Table 5. Extent of the Strategic Integration of Marketing Innovation and Information Technology into the Promotion and Management of Regatta de Zamboanga in Terms of Social Media Engagement

Indicators	Mean	SD	Verbal Interpretation
Official social media platforms effectively disseminate timely and accurate information about the Regatta de Zamboanga.	4.65	0.46	Very High Extent
Social media platforms increase public awareness and visibility of the Regatta de Zamboanga.	4.71	0.43	Very High Extent
Digital content (e.g., photos, videos, and live streaming) effectively promotes audience engagement before, during, and after the event.	4.60	0.50	Very High Extent
Social media facilitates interaction and communication among organizers, participants, tourists, and the local community.	4.55	0.56	Very High Extent
Marketing campaigns through social media attract local and international tourists to the Regatta de Zamboanga.	4.52	0.58	Very High Extent
Information technology enhances the efficiency of event promotion and public participation through online platforms.	4.57	0.53	Very High Extent
Overall Mean	4.60	0.51	Very High Extent

The findings in table 5. reveal that there is a very high strategic utilization of marketing innovation and information technology in the promotion and management of Regatta de Zamboanga (Overall Mean = 4.60, $SD = 0.51$, social media involvement). The top rated indicator is “Social media platforms increase public awareness and visibility of the Regatta de Zamboanga” ($M = 4.71$, $SD = 0.43$) which means that respondents perceived digital platforms as very effective in increasing the reach and public profile of the event. Similarly, the timely release of event information ($M = 4.65$) and the use of multimedia, such as images, videos, and live streaming ($M = 4.60$), were rated as highly important by the participants, indicating that digital communication strategies are effective in enhancing audience engagement throughout the entire event life cycle.

The findings also indicate that social media is an efficient communication platform between organizers, participants, tourists and community stakeholders ($M = 4.55$), and technology-driven marketing strategies are crucial in recruiting local and international visitors ($M = 4.52$). Also, respondents knew that the use of information technology leads to increased efficiency in event promotion and fosters more public engagement through online platforms ($M = 4.57$). In conclusion, therefore, the findings reveal that the systematic integration of marketing innovation and information technology has become an indispensable element of the promotional and management plans of Regatta de Zamboanga. The event will leverage social media participation to broaden its audience reach and tourism appeal, enhance stakeholder interaction and promote the sustainable presentation of the city's cultural legacy.

Do sports tourism development, physical education initiatives, and the strategic integration of marketing innovation and information technology significantly predict sustainable cultural heritage preservation in Regatta de Zamboanga?

Table 6. Multiple Regression Analysis on the Predictors of Sustainable Cultural Heritage Preservation in Regatta de Zamboanga

Predictor Variables	Unstandardized Coefficient (B)	Standard Error	Standardized Beta (β)	t-value	p-value	Interpretation
Sports Tourism Development	0.321	0.061	0.335	5.26	< .001	Significant Predictor
Physical Education Initiatives	0.287	0.057	0.294	5.04	< .001	Significant Predictor
Marketing Innovation and Information Technology	0.418	0.064	0.442	6.53	< .001	Significant Predictor
Model Summary						
R	0.847					Strong Correlation
R ²	0.718					71.8% of the variance explained
Adjusted R ²	0.713					
F-value	154.82				< .001	Significant Regression Model

The results of the multiple regression analysis as shown in table 6 showed that the complete regression model was statistically significant, $F(3, 182) = 154.82$, $p < .001$, meaning that sports tourism development, physical education programs and the strategic integration of marketing innovation and information technology are significant predictors of sustainable cultural heritage preservation in the Regatta de Zamboanga. The R^2 value of 0.718 indicated that 71.8% of the variation in sustainable cultural heritage preservation was accounted for by the three predictor factors. This shows good explanatory power of the model and it implies that these elements have a significant impact in the promotion of the preservation of the Regatta's cultural legacy. Among the predictors, marketing innovation and information technology was the most outstanding predictor ($\beta = 0.442$, $p < .001$). This implies that the effective use of digital marketing strategies, information technologies, and online communication platforms led to the most contribution in the sustainable preservation and promotion of the Regatta's cultural heritage. Then there was the rise of sports tourism ($\beta = 0.335$, $p < .001$). Thus, the festival's

potential to attract visitors, generate local economic activity, and increase tourism exposure is a significant contributor to heritage sustainability. Physical education programs also showed a substantial favorable effect ($\beta = 0.294$, $p < .001$). This would suggest that educational activities to promote indigenous sports and traditional games encourage more understanding, transmission and maintenance of local cultural traditions. The results indicated that the combination of sports tourism, physical education, marketing innovation and information technology collectively serve as an integrated approach to the long-term sustainability of the Regatta de Zamboanga as a cultural heritage event.

Conclusion

The study concluded that Regatta de Zamboanga is a vital platform for sports tourism and physical education that contributes to the sustainable preservation of the city's cultural heritage. The results suggest that the Regatta contributes to the growth of sports tourism through the promotion of local economic development and tourism promotion, therefore strengthening its position as a cultural and tourism asset of Zamboanga City. The event is also a good platform for physical education as it promotes indigenous sports and traditional games, offers practical learning opportunities and cultivates a respect for local cultural traditions in the players and spectators. The study also finds that marketing innovation and information technology are strategically incorporated in the promotion and management of the Regatta de Zamboanga, especially with regards to social media participation. The widespread use of digital platforms, online communication, and technology-driven promotional tactics boosts public awareness, fosters greater stakeholder involvement, and extends the event's reach to new audiences. The results show the importance of digital transformation in improving the management and promotion of sports events based on heritage and in contributing to cultural sustainability.

Finally, the research shows that sports tourism development, physical education programs and the strategic integration of marketing innovation and information technology are important predictors for sustainable cultural heritage preservation. Marketing innovation and information technology were the most influential predictors, followed by sports tourism development and physical education programs. These findings imply that mixing educational, tourism, and internet marketing tactics gives a holistic approach to conserving the Regatta de Zamboanga as an essential piece of the city's intangible cultural heritage. The study therefore confirms the importance of collaboration among government agencies, educational institutions, tourism stakeholders, and local communities to guarantee the long-term survival, cultural relevance, and international recognition of the Regatta de Zamboanga.

Recommendations

Anchoring on the findings of the study, the following are recommended to the different stakeholders:

1. The City Government of Zamboanga and the City Tourism Office may encourage the Regatta de Zamboanga as a premier sports tourism event through the implementation of sustainable tourism programs that will increase visitor participation and at the same time preserve the cultural authenticity and traditional practices of the event.
2. Schools and universities and other educational institutions should include the Regatta de Zamboanga in their physical education, sports and cultural education programs through experiential learning activities, indigenous sports demonstrations, community engagement initiatives and heritage education to promote greater appreciation among the younger generations.
3. Event organizers and tourism stakeholders need to maximize the strategic use of marketing innovation and information technology by formulating comprehensive digital marketing campaigns, increasing social media engagement, harnessing interactive technologies and adopting data-driven promotional strategies to boost national and international visibility of the Regatta.
4. Develop collaborative partnerships between government agencies, cultural organizations and community leaders to document, preserve and promote the cultural value of the Regatta through digital archiving, multimedia documentation, research initiatives and community-based heritage conservation programs to ensure continuity of indigenous maritime traditions.

5. Future researchers are encouraged to extend this work by exploring other factors of sustainable cultural heritage preservation such as community participation, public policy, environmental sustainability, destination branding, visitor happiness, and cultural identity. The adoption of mixed-methods, longitudinal or structural equation modeling methodologies may also provide a more holistic understanding of the intricate interrelationships between sports tourism, physical education, digital innovation, and cultural heritage preservation.

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