Factors of sustainable development of sports Tourism: identifying barriers and outlines

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ABSTRACT: Exercise is one of the most motivating factors for tourists. The purpose of this study was to identify the natural attractions of sport tourism in Tehran and barriers affecting sustainable development of tourism in the province and provide a solution. This research is a descriptive-analytic study. All Physical Education office of Tehran's population, experts, professionals and executives managing cultural heritage and tourism travel and tourism and sports committee of experts formed of these, 150 subjects were randomly selected. Questionnaire designed by the researchers to collect data from five value scale Lykert (very high to very low) to 38 questions using. Results showed that the sports tourism attractions and barriers affecting the alpha level of 0.05 of a statistically significant difference exists between the factors in order of priority of mountaineering and caving attractions related to the forest and hunting and fishing, and the barriers to effective management of problems related to tourism development, infrastructure and cultural awareness groups.

Keywords: sport, tourism, sustainable development, outlines, Tehran.

INTRODUCTION

Travel and tourism industry is the world's most important industry (Baudbovy & Lawson, 1998). Exercise is one of the most motivating factors for tourism and sports tourism is an industry that has emerged from the combination of tourism and sports industry. In other words, exercise is one of the important activities of tourists during the tourism and travel and tourism are also associated with different types of exercise.

This refers to the study of tourism in a destination city for tourism, sports activities and sports teams always have a place in the relationship (Hall, 1992 & 1993).

One of the events that will attract the attention of tourists, competitions and sporting events with teams in various sports that are held around the world (Butler, 1994).

Currently, one of the concerns of marketers and event organizers is to attract visitors and spectators of sports events planning and identify the factors that influence the presence. Some studies have shown that attractive sporting event, security and health and financial constraints limit the willingness or unwillingness of potential participants and to determine the effect (Namsu & Chalip, 2003).

Several explanations have been offered the tourism, travel and tourism to the person in whose place he is living outside for less than a year to stay for leisure and other purposes, it is said (WTO, 2000).

Sports tourism Before defining the concept of sports tourism should be noted that the exercise of any activity or experience to make fitness fun and athletic activities, refers to (Jenning, 1998).

Sports tourism is that take place in nature and the outdoors. Sport tourism home and at work for exercising, watching sports events, watching sports attractions that include competitive and non-competitive activities are said to be.

Sports tourism refers to tourism that emphasizes the study of the natural attractions of exercise done (Ross, 1993; Murray & Sproats, 1990; Bascombe & al, 1996).

Sport tourists to individuals or groups that are enabled or disable while traveling or staying at a place other than their place in the competitive or recreational sport sare (Weber, 1995). Hich & Hingham (2003) in their research found that the climbing and caving sports tourism is considered as a factor.

Research of Deery & Jago (2006) showed that the barriers affecting sports factors related to management problems is known as the main factor.

Gibson & Yiannakis (1992) build this career on life cycle theory and gender perspective to better understand patterns among men and women prefer sports holidays elected in adult life. They found that
although there is a negative correlation between age and choice of sports tourism activities but still considerable proportion of adults (elderly) actively participate in sports tourism during the holidays.

Care & Leader (2003) in the study of sports tourism, sports tourism in Africa, referring to point out that other forms of tourism in which the main objective other tourists to be sport, are striking. North African countries like Morocco, Tunisia, Egypt and other countries in Africa such as Kenya and South Africa have substantial income from their water sports on the beach.

There are beautiful landscapes, including national parks, wildlife centers and other attractions such as mountain weather, the four seasons, including mineral waters and water treatment facilities could be an opportunity to attract sports tourism and active in the development of tourism Sport provided for each region. In Tehran springs such as Asalak, Sarbposhan, Simiran, Amir Kabir dam and cascades like Dogholou, Auchan, Savashy there. Heights and peaks Tehran hub for residents and tourists who are interested in skiing, including: leopard trench, Resort, plastic valve, Dizin, Abali, phishing hole, Damavand and hills like Vavan, Cranberry Hill, Rector and Jackal is.

MountainpeaksandtouristsTehranTehranisacentercitizenswhoareinterested in skiing, including the Palangchal, Tochal, Shirpala, Dizin, Abali, Kolakchal, and the hills of Damavand like Vavan, Pishva and Shoghali. There are several parks in Tehran has many cultural and recreational facilities including sailing, track, running, biking, zoo, etc.

**MATERIALS AND METHODS**

This research is a descriptive-analytic study. All Physical Education office of Tehran's population, experts, professionals and executives managing cultural heritage and tourism travel and tourism and sports committee of experts formed of these, 150 subjects were randomly selected.

The statistical sample consisted of 150 patients who were randomly selected. Of these, 50 persons Experts General Administration of Sports and Physical Education Tehran province, 75 people were experts in cultural heritage and tourism department and agency executives and chairmen of the board sports 25 people in the last formed.

Due to the nature of the study design, data collection requirements of the research questionnaire with five-valued scale Lykert (very high, high, medium, low and very low) to 38 questions was used. The questionnaire consisted of two parts, the first part includes information about sporting natural attractions, which includes six subscales (total 19 questions). The second section (19 questions) includes three subscales are related to tourism problems. Approved by the Faculty of Physical Education and Sports Sciences Validity and reliability through Cronbach's Alpha 0/861 percent was assessed. Variables affecting the natural attractions of sport tourism development (six subscales), and problems of sports tourism (three subscales), respectively.

In this research, descriptive and inferential statistics were used to analyze the raw data. Descriptive statistics community demographic data such as age, gender, including the means of drawing graphs are used. Inferential statistics to determine the method of Friedman ranking Ranking natural attractions, sports and tourism problems in the province were used.

**RESULTS**

The results of gender-related findings of the research showed that the majority of men (Table 1).

<table>
<thead>
<tr>
<th>Table 1. The gender distribution of the population participated in the study</th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Experts General Administration of Sports and Physical Education in Tehran</td>
<td>N 22</td>
<td>28</td>
</tr>
<tr>
<td>Percent 34</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Experts sports delegation in Tehran</td>
<td>N 9</td>
<td>16</td>
</tr>
<tr>
<td>Percent 14</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Experts tourism organizations and managers of travel agencies and tours</td>
<td>N 34</td>
<td>41</td>
</tr>
<tr>
<td>Percent 52</td>
<td></td>
<td></td>
</tr>
<tr>
<td>total</td>
<td>65</td>
<td>85</td>
</tr>
</tbody>
</table>

Results of the study showed that the majorityofolderpeopleaged20 to 40 years, 61 percent of them are (Chart 1).
The results of this study...

Figure 1. The age distribution of the population participated in the study

General conclusions about the factors influencing sports tourism in Tehran showed that the factors in order of priority, the attractions of climbing and caving, forest and plain were hunting and fishing.

<table>
<thead>
<tr>
<th>Factors</th>
<th>Ranking</th>
<th>Standard deviation</th>
<th>Mean</th>
<th>Friedman test score</th>
</tr>
</thead>
<tbody>
<tr>
<td>beachand Summer Sports</td>
<td>7</td>
<td>1/05</td>
<td>3/18</td>
<td>2/83</td>
</tr>
<tr>
<td>Summer Sports</td>
<td>5</td>
<td>1/09</td>
<td>3/53</td>
<td>3/45</td>
</tr>
<tr>
<td>Climbing and Caving</td>
<td>1</td>
<td>0/85</td>
<td>4/16</td>
<td>5/33</td>
</tr>
<tr>
<td>Hot water treatment</td>
<td>6</td>
<td>1/07</td>
<td>3/23</td>
<td>3/12</td>
</tr>
<tr>
<td>Forests and plains</td>
<td>2</td>
<td>1/04</td>
<td>3/87</td>
<td>4/16</td>
</tr>
<tr>
<td>Hunting and fishing</td>
<td>3</td>
<td>1/12</td>
<td>3/71</td>
<td>4/8</td>
</tr>
<tr>
<td>Domain climbing and hiking</td>
<td>4</td>
<td>1/08</td>
<td>3/62</td>
<td>3/67</td>
</tr>
</tbody>
</table>

Results showed that the barriers to effective administration of the Ministry of Sports and Physical Education experts Tehran, the problems related to the management, infrastructure and cultural wareness, And organization of tourism professionals, and managers of travel agencies and the tourism in structure, and information management problems associated with cultural and Sport Committee of Expertsin Tehran and in formation management problems associated with the cultural in structure were (Table 3).

General conclusions about the barriers affecting tourism development priority problems related to the management, infrastructure and cultural information (Table 3).

<table>
<thead>
<tr>
<th>Problems</th>
<th>Standard deviation</th>
<th>Mean</th>
<th>Friedman</th>
<th>Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Management problems</td>
<td>1/03</td>
<td>4/12</td>
<td>2/17</td>
<td>1</td>
</tr>
<tr>
<td>2. Problems and cultural information</td>
<td>1/07</td>
<td>3/73</td>
<td>1/86</td>
<td>2</td>
</tr>
<tr>
<td>3. Problems related to infrastructure</td>
<td>0/76</td>
<td>3/82</td>
<td>2/05</td>
<td>3</td>
</tr>
</tbody>
</table>

DISCUSSION

Tourism, encouraging people to travel away from home and spend money in the process. Sport tourism as one of the factors to be considered travel. Effects of various aspects of the industry such as: foreign currency to enter employment in many fields, dynamic retail market activation, airports and transport systems, promote investment and increase local production.

The results showed that the factors influencing sports tourism Tehran province was priority of mountaineering and caving attractions, forests and plains and hunting and fishing are the results of the investigation, who concluded Operating climbing and caving as a sport tourism is the main factor, is consistent. The results of this study's findings Leader (2003) is inconsistent. leaders (2003) in their investigation Beach
sports agent, summer water sports tourism as contributing factors were identified. Lack of consistency may be because there is a beach blonde in Tehran.

Results showed that the barriers affecting the development of sports tourism in Tehran priority problems related to the management, infrastructure and cultural awareness. This last research results and Deery & Jago (2006) are consistent with the constraints affecting sports.

Results of the study showed that the majority of older people aged between 20 and 40 years were 61 per cent of them are included. Gibson & Yiannakis (1992) found that although there is a negative correlation between age and choice of sports tourism activities but still considerable proportion of adults (elderly) during the holidays to participate in active sport tourism. Creativity and innovation in this field led to efficiently take advantage of this industry have provided.

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