



## Tourism Management

*Elixir Tourism Mgmt.* 73 (2014) 26281-26285

**Elixir**  
ISSN: 2229-712X

# Evaluation of effective factors on sport tourism development emphasizing on sport natural attractions from view points of Khorasan Razavi province tourism and sport experts

Hasan Safdel<sup>1,\*</sup>, Mozafar Yektayar<sup>2</sup>, Sardar Mohammadi<sup>3</sup> and Tayebeh Molazem<sup>4</sup>

<sup>1</sup>Young Researchers Club, Science and Research Branch, Islamic Azad University, Kurdistan, Iran.

<sup>2</sup>Department of Sport Science, Sanandaj Branch, Islamic Azad University, Kurdistan, Iran.

<sup>3</sup>Department of Physical Education and Sport Science, University of Kurdistan, Sanandaj, Iran.

<sup>4</sup>Department of Education, Physical Education, Education District Khorasan Razavi, Mashhad, Iran.

### ARTICLE INFO

#### Article history:

Received: 11 November 2013;

Received in revised form:

25 July 2014;

Accepted: 8 August 2014;

#### Keywords

Tourism,  
Sport tourism,  
Sport natural,  
Attractions, khorasan razavi.

### ABSTRACT

The goal of this research is evaluation of some of the effective environmental attractions on Khorasan Razavi sport tourism development. The research statistical population include of all in charge expert and professors in field of sport and tourism as 120 persons. This research is past-event descriptive that had been performed based on field method. Sampling had been performed as Categorized to determine effective environmental attraction effects on Khorasan Razavi tourism development, the questions had been analyzed by researcher that its validity had been confirmed by experts and Cronbach's alpha had been calculated as 0.82. Data had been analyzed using spss software and Kolmogorov–Smirnov test had been performed to confirm normal data. Also one sample t test and Friedman test had been used to analyze hypothesis. Findings show that from experts and managers view points, effective factors on sport tourism development with emphasis on sport natural attractions include of tourism and pilgrim attractions, natural treatment and warm water attractions and summer and water sports that are the most important items in Khorasan Razavi. Also there are three important factors in relation to problem and obstacles as Management problems, cultural problems and infrastructure problems. Research results show that pilgrim locations are effective to attract tourism and knowing the effect of tourism industry development effects and present obstacles and limitation in the province, attention to sport tourism development importance and applying various benefits of sport tourist attraction are necessary and programming and sport tourism developments by province planner and policy makers would be required.

© 2014 Elixir All rights reserved

### Introduction

Today, tourism is one of the basic world economic activities to achieve much revenue. Comparing to other economic sectors and with creation of new employment opportunities this industry is faced to more quick growth and this is pioneer industry (time 2009). Today, tourism is very important factor to country social and economic development, therefore, this is named as non-visible export (2007, swart).

Based on most important revenue research categorization of the world, petroleum exploration and exploitation industry is the richest industry. Then, automobile manufacturing and after that, tourist would be defined (Heritz et al, 2010).

Human paid attention to tourism industry from long time ago. Therefore, this industry has important role in world economy. Also this is effective factor to cultural interaction, nation conversation and creating relation among nations. According to world tourism organization prediction more than %43 of world occupations would be related to tourism industry until 2010(Parsaeen,2003) one of the important sectors that could be developed would be sport in tourism industry (Fank, 2007)

In some of countries 25% of total tourism revenue is related to sport and because of its economic and political role this is important applied issue (lumsdon, 1997). Today to manage and plan to urban and provincial locations dynamic and systematic

view point would be required. Therefore using tools and compiled approaches, the motives would be indentified and applied to achieve goals. Evaluation and analysis of capabilities and resource show first important step to develop and manage sport tourism goals.

Various goals include of properties attraction and capabilities of tourism and sport to develop and attract sport tourism (Ivangel & peter, 2009) therefore sport and tourism are two critical element of global economy that affected modern society developing sport activities and coordination between sport and tourism benefits (lee,2011).

Sport tourism term was innovated to create better understanding about sport as tourism motivation (luna, 2008). According to world tourism organization statistics 43% of world occupation is related to tourism industry. For example, during 1997 to 2005, sport tourism lead to annual 13% increase of national gross production that is result of economic activities.

According to holding great sport competitions, annual 19% unemployment decreases had been achieved (kosmati, 2009). According to above issues , statistics show most of world countries have appropriate condition about sport tourist and manage great part of their economies through sport tourism economy (Shahidi et al, 2008). Iran is one of the ten countries due to tourism variety (Vid, 2006).

Tele:

E-mail addresses: [sardarmohammadi@gmail.com](mailto:sardarmohammadi@gmail.com)

Therefore, in recent research, manager and expert viewpoints would be evaluated about sport tourism development with emphasis on natural sport attraction development in Khorasan Razavi. therefore, evaluation sport tourism industry development effects, organization cooperation to sport tourism, province sport tourism capabilities assessment and sport natural attraction priorities evaluation have been performed to determine province problems and obstacles and help to managers and in charges to provide this industry development approaches and plans.

**Methodology:** this research type is descriptive post event based on field method. In these research, effective sport natural attractions on Khorasan Razavi sport tourism development, approaches and existent problems of sport tourism had been evaluated from expert viewpoints. Research statistical population include of experts of tourism organization, cultural heritage and handmade industries, public body training departments, education body training departments, sport boards (mountain climbing, boating, swimming, horse riding, bicycle driving, archery, running race, public sports, ski, golf), high education body training center, body training professor having certificate in field of body training and sport sciences management in Khorasan Razavi province. The population included of 120 persons.

According to research nature as descriptive-post event, research tools included of questionnaire because of lack of standard tools based on research goals. After studying resources, questionnaire was designed with 50 questions and 11 sub-scales. Rating had been performed using likert scale (5 items). The questionnaire included of two parts. First part included related questions to personal specifications and second part include of 50 questions. In first part, 30 questions were related to natural sport attractions and in second part, so questions were related to tourism problems.

The questionnaire had been used to determine validity among 15 person of professor and tourism and sport management experts obtaining the ideas of them, their view points and recommendations had been included in preliminary questionnaire. Performing guide research, questionnaire reliability had been determined using Cronbach's alpha method (0.82) and its stability had been confirmed.

In this research to describe value statistics, descriptive statistics had been used also distribution indices as average, score average, graph, frequencies had been used beside to potential rating and measurement of important factors in province sport tourism development to evaluate inferential statistics. Kolmogorov-Smirnov test had been used to the determine variable normality. To research hypothesis analysis, one-sample t-test and Friedman test had been applied.

**Research findings and results:** findings show 18/33 of population have diploma, 49/16 have bachelor degree and 26/66 have M.A or PhD. Age average is calculated as 37/98 years with deviation of 7/658 years. The youngest person is 22 years old and the oldest is 61 years old. Due to sex aspect, 65% are men and 30% are women and average of occupational record is 12, 12 years with deviation of 7/149 years. The lowest post is related to 1 year and the greatest is related to 30 years.

Analysis results show positive effects of environmental attraction to Khorasan Razavi sport tourism development that was significant ( $t=10.62, p<0.001$ )

Therefore results view points about Prioritize and the effect of sport natural attraction on sport tourism development show

religious traveling attraction with 6/27, warm water and nature treatment with 5/3 summer and water sport attraction with 4/43 mountain climbing and nature visit with 4/33 hunting attraction with 4/26 care visit attraction with 3/97 winter sport attraction with 3/71 desert visit attraction with 3/74 include of higher ranks in relation to Khorasan Razavi sport tourism development (table 2)

According to finding from sport and tourism experts and manager view points there is significant difference about the effect of sport natural attraction on sport tourism. as you see in table 3 significant level of Friedman test is 0/00001 therefore is priority to sport tourism development environmental attraction that show the most important effect of religious traveling attractions as most important factor. Also warm water and nature treatment attraction and hunting attractions are next factor.

Table 3- Friedman test results to determine sport tourism development environmental attraction priorities.

Analysis results show that tourism problems are effective on Khorasan Razavi tourism developments and there is significant difference (table 5)

As expert viewpoint about prioritization show importance of related problem management with 2/44 cultural and tourism problems with 1/84 and related problems to infrastructures with 1/72 to Khorasan Razavi sport tourism development therefore, the problems of Khorasan Razavi tourism domain would be effective on tourism development (table 4, 5, 6).

#### **Discussions and conclusion:**

Sport tourism as the part of tourism industry that may be transferred to the first industry with highest revenue in the world. According to this issue that sport tourism using sport natural attraction can create positive and negative effects, identification of effective activities and related social and environmental effects would be necessary (Razavi, 2012). According to natural views' caves, mountains, great water series, road, positioning in Abrisham road and religious locations, there is special attraction to absorb sport tourist. Research findings show that from expert and managers view points, religious-traveling attraction, warm water and nature treatment, summer and water sport attractions are the most important attraction to Khorasan Razavi sport tourism development. findings are in conformance to Mafei, Andueza & Miranda, Waid, Kezak researchs.

Due to having religious location, this province is attractive. Because of importance and religious role, cultural religious performance of province and Mashhad had been affected. From sport expert view point, this is the most important factor that is defined as first priority route to sport tourism industry development.

Research findings are in conformity to findings of Sardi Mahkan, Momeni and colleagues. Presences in some of the events or sport tourism location lead to reinforce cultural desires and formalities based on specific beliefs. These factors lead tourists to travel (Chalip et al, 2001). According to Kim researches, one of the positive effects of world cup football 2002 on South Korea was cultural development and positive interaction.

According to research findings and other results, proper conditions should be provided to supply requirements based on motives and honor to culture and beliefs of sport tourists as human duty.

Sport tourism development potentials of any location would be determined based on required resources and infrastructures. Sport tourism resource list include of physical environment sport equipment tourism transportation capabilities and infrastructure (Mirshahi 2011). Therefore province direction should invest to develop infrastructures as transportation, location, sport facilities, facility capabilities, welfare capabilities, residential possibility, sport location quantity, conformity between locations and facilities to national and international standards, construction of sport location to cover various purposes to hold sport events, non- competitive and recreational activities to use tourists.

These issues should be emphasized in programming, approach determination and development of this industry at future. Hypothesis analysis findings show tourism problems are effective on Khorasan Razavi tourism development. Expert view points about prioritization show the effect of related problems to management as 2/44, tourism and cultural problems with 1/84 and related problems to infrastructures with 1/72 as the most important factors on Khorasan Razavi sport tourism development. These issues show that tourism domain problems have significant Effects on tourism development condition these findings are in conformity to researches of Madhooshi, Hasanbaigi, Ebrahimzade, Adabifiroozjah, Mohseni 2009 confirmed that management weakness is obstacle to sport tourism industry.

It is necessary to note that tourism domain problems should be evaluated from various angles using applied and scientific approaches, these problems would be eliminated. According to this issue that sport tourism science is young and applied, to achieve cultural and economic goals, we should perform scientific and exact evaluations to obtain significant progress in sport tourism and absorb local and foreign tourists ( Honarvar ,2005).

According to global importance of sport tourism, the country having various natural views could be basic pole in the world to absorb millions tourists. Therefore, civil and economic progress of attractive locations would be achieved. In fact to eliminate obstacles of sport tourism plans and its development, it is recommended to pay attention to experiences of various countries about sport tourism and opinions of organization expert and managers in relation to country and province sport tourism.

To develop sport tourism in Khorasan Razavi, proper organizational structural condition should be managed. Having management and rational and proportional planning based on province condition would help to perform approaches and

achieve to goals in field of sport tourism development. More infrastructure development as establishment of location to tourists and having welfare capabilities and health food and air and attention to environmental attractions would be effective on province tourism progress. Therefore, it is recommended in environmental domain attractions, expert personal should be applied to promote conditions and improve sport tourism situation.

In fact supporting official and political managers in relation to province sport tourism development, introducing sport tourism and tourism industry to people using marketing and advertisement, table and billboards in public location, city entry and exit and publishing poster manual, books and creating systematic relations between body training organization, Iran trade development organization and cultural heritage and tourism organization and coordination and interaction between various organs as environment, cultural heritage sport boards, body training department and universities to improve condition would be necessary.

Establishment of university specialized course with concept of sport tourism in province and using sport event hosts, creating opportunity to employee and train most of volunteers to help management and official affairs domain, presence of investors in various economic sectors as sport tourism and providing new sport tourism products, determination of independent organ to decision making in country sport tourism with tourism, sport and marketing using modern technology, compiling agreement between body training organization and tourism and cultural heritage organization and broadcast to advertising sport tourism attractions would be effective. according to importance of sport tourism and necessity of using personal, economic, social, cultural and political benefits, it is confirmed that managers and policy makers and planners of sport tourism affairs should attempt and cooperate to province governor, governorship, municipality, tourism department, body training department, natural resource departments of province and cities to introduce and develop sport and recreational attraction and promotion of necessary infrastructures to develop this industry with regional and district management.

To achieve this goal, more familiarity of managers and in charges would be necessary beside to understanding importance of absorbing sport tourists to overall development of various parts of province.

**Table 1. Respondent particulars**

Variable	gender		Education			Age				work experience				Sum
	Man	Woman	degree	bachelors	PhD and graduate	SD	Mean	Max	Min	SD	Mean	Max	Min	
Frequency	78	36	22	59	32	7/658	37/98	61	22	7/149	12/012	30	1	120
Percent	65	30	18/33	49/16	26/66									100

**Table 2: Score are ranged to determine priorities of sport tourism development environmental attraction.**

Factors	mean rank	priority
Impact attractions of tourism and pilgrimage	6/21	first
Effect of heat and natural attractions water treatment	5/3	Second
Effects of hunting and fishing attractions	4/43	Third
tourism attractions of the desert	4/33	Fourth
The effect of gravity hills climbing and nature tourism	4/26	Fifth
The effect of gravity mountain climbing and caving	3/97	Sixth
The effect of gravity winter sports	3/77	Seventh
Effect of water sports and summer attractions	3/74	Eight

**Table 3- Friedman test results to determine sport tourism development environmental attraction priorities.**

No	statistics	amount of
1	when both Friedman	70/438
2	degrees of freedom	7
3	significant level	0/00001

**Table 4. One-sample t-test result about tourism problem affected Khorasan Razavi tourism development.**

Variable	mean	Standard deviation	statistic t	significance test
Problems of tourism in Khorasan Razavi Tourism Development	3/79	0/598	12/22	0/001

**Table 5. Friedman test result to determine priorities of tourism problems to sport tourism development.**

No	statistics	amount of
1	when both Friedman	25/161
2	degrees of freedom	2
3	significant level	0/001

**Table 6. Scores are ranged and the score of tourism problem priority to sport tourism development had been shown.**

Factors	mean rank	priority
Problems related to management	442	first
Problems related to Tourism and cultural	1/84	Second
Problems with the substructure	1/72	Third

**References:**

- Andueza & Miranda.(2005).The Role of Sport Tourism Destination Chosen by Tourist Visiting Spain. *Journal of Sport Tourism.* 10(2) . 143- 145 .
- Chalip, L, & Green, B, C. (2001). Leveraging large sports events for tourism: Lessons learned from the Sydney Olympics. Supplemental proceedings of the travel and tourism. Research association 23rd annual conference, Fort Myers, FL, 10-13.
- Chen, C. M., Lee, H. T., Chen, S. H., Huang, T. H. (2011), "Tourist behavioral intention to service quality and customer satisfaction in Kinmen National Park, Taiwan", *International Journal of Tourism Research*, 13, 416-432.
- Ebrahimzadeh, E, Aghasizade,A,(1999). Analysis of Effective Factors on Tourism Development in Chabahar Using Research and Study Magazine Mode, Regional and Urban .Approach SWOT, Esfahan university.
- Funk, D. C., Bruun, T. J. (2007). The Role of Socio-Psychological and Culture-Education Motives in Marketing International Sport Tourism: A Cross -Cultural Perspectives, *Tourism Management*, 28, 806-819.
- Honarvar,A.(2005) .Effective Factor on Tourism in Relation to Hold International Events from Tourism and Sport Manager and in Charge View Points. M.A. Thesis, Tarbit Moalem University, Tehran.
- Hritz. Nancy., Ross, Craig. (2010).The Perceived Impact of Sport Tourism: An Urban Host Community Perspective. *Journal of Sport Management*,24,119-138
- Kasimati, E, Dawson, P. (2009).Assessing the Impact of the 2004 Olympic Games on the Greek Economy: A small Macro Econometric model. *Economic Modeling* Volume 26, Issue 1, PP: 139-146.
- Kim.Hyun J, Gursoy, Dogan , Lee, Soo-Bum. (2006). "The Impact of the 2002 World Cup on South Korea: Comparisons of Pre-and Post –Games". *Tourism Management*, 27; PP: 86-96.
- Kozak, M. (2005).Comparative Analysis of Tourism Motivations by Nationality and Destinations. *Tourism Management*,23,PP. 221-232.
- Lee, J. H., Kim, H. D., Ko, Y. J., Sagas, M. (2011). The Influence of Service Quality on Satisfaction and Intention: A gender Segmentation Strategy, *Sport Management Review* 14, 54-63.
- Ioana, M, Badulescu, A, Bac, D. (2008). Qualitative and Quantitative Analysis of Sport Tourism from the Perspective of Romanian young adults, MPRA Paper, No 7641, on-line at [http://mpra.ub\\_muenchen.de/](http://mpra.ub_muenchen.de/)
- Lumsden, L. (1997). *Tourism Marketing*, International Thomson Business Press, London.
- Mafei, E, Zafaranlo , A ,(2013). Analyzing and Ranking Urban Tourist attractions in Mashhad by Emphasizing on Fuzzy Multi-criteria Decision Making (Fuzzy MCDM) .*World of Sciences Journal.* Vol: 01 Issue: 13 P 170-185
- Mirshahi et al.(2011) .Solutions to Attract Sport Tourist in Shahrood with Emphasis on Natural Sport Attractions. First National conference of Sport Tourism Development and Management. Shah rood Islamic Azad University.
- Mohseni,R,A. (2009). Stable Tourism in Iran: Performance Challenge and Approaches.Research- Scientific Magazine of Geographical location, 9th year.Azad university of Ahar.
- Momeni,M, Sarari,M, Ghasemikhozani,M,(2007). Cultural-Religious Tourism Performance and Structure and Necessity of Uniform Management in Mashhad Metropolitan Geography and Development, vol: 13. pp
- Parsaeen,A, Arabi,S,M,. Tourism from General View Point, Translated by Cultural Research Officer, Tehran.
- Razavi,M,H,.Effective Factors and Obstacles on Mazandaran Sport Tourism Development with Emphasis on Natural Sport Attraction, National Conference of Applied Body Training and Sport Sciences. Azad University of Taft
- Sardimahakan,A.( 2001 ).Evaluation of Marketing Role 13 in Mashed Tourism Industry, M.A.Thesis Tarbiat Modares University.

21. Shahidi,M,S, Sadatardestani, Z Goodarzi,M,M,(2009) .Evaluation of tourism effect on rural location planning. Human Geography Research Magazine.
22. Swart, K., Bob, u. (2007). The Eluding Link: Toward Developing a National Sport Tourism Strategy in South Africa Beyond 2010.
23. Weed , M. (2006). Sport Tourism and the Development of Sport Events. Published on the Internet, [www.idrottsforum.org](http://www.idrottsforum.org) ( ISSN 1652-7224 ).
24. WTO(2008): Yearbook of Tourism Statistics, Vol.1