Factors Affecting the Development of Tourism at National Sporting Events in Zanjan City, From the Viewpoint of Those Involved in Sports

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Abstract

The purpose of this research is to study factors affecting the development of tourism at national sporting events in Zanjan city, from the viewpoint of those involved in sports tourism. The goal of this study was to identify factors influencing tourism based on the national sporting event in Zanjan. This research was a descriptive survey. The population was all of sport and cultural experts in Zanjan that our sample was 110 experts. We used a questionnaire and descriptive and conceptual statistical method for example chi-square. In Zanjan sport expert's opinion persuasion factors caused sport tourism developing and interceptor factors inhibited sport tourism developing. Therefore, between sport axis and sport tourism developing by take place sport event and natural attractiveness and tourism developing was a significant relationship. It could be concluded that sport axis is one of significant factors in sport tourism developing. We can use these factors for achieving the objectives of sport tourism developing in Zanjan.

Keywords: Sport tourism, National sport event, Sport experts, Attract factors, Intercept factors.

Introduction

Iranian territory with the potential of natural and cultural tourism attractions and the weather being so great and powerful country in preparation for four seasons as favorable conditions for those interested in foreign travel can be polarized in the general tourism and sports tourism in a certain sense it may be considered. Despite having our natural attractions, national parks, mountain centers, wildlife and other attractions such as weather, four seasons, the presence of water-treatment centers, historic, cultural attractions and talents can be a valuable opportunity to active sport tourism, sports tourism in order to attract development to provide. Countries hosting matches for the takeover attempt, but it will not reward and countless benefits to their fate in various areas, so that after the 2006 World Cup in Germany, called for about 11 billion dollars, revenue from the host portion by Germany. This example alone is not indicative of the impact of events such prosperity and progress in this area easily passed in the tourism industry (Dolnicar, 2003). Tourism and sports, either professional or amateur, and recreational to travel to different parts of the world over is significant. For sustained economic growth, job creation and income must also move with the sport and tourism.

After considering the role and importance of sport and tourism, both regional and municipal authorities, should be followed in the development of sport and tourism have caused it. Perhaps that, in many places lack the basic resources needed in this area, but with the potential and dedication to the role and its impact on various aspects of human life, events where creativity and innovation in this area provide good cause to benefit from this industry. Integrating human activities, ie sports and health tourism constituted a new and comprehensive structure to fill leisure and recreation are people with physical and mental vitality. Tourists “who want entertainment, business and visiting relatives temporarily, not intended for permanent residence time in less than one day or more than one year out of the life and work will travel” (Dolnicar, 2003; Fathollahi, 2007).

Professor Hanzyker and Professor Keraf: Tourism* All relations and phenomena that are due to stay with strangers this stay was not a permanent resident and guaranteed bonuses with no activity *(Thomas, 2006). Sport tourism is people traveling on leisure time physical activity in order to play or watch or visit the attractions associated with these activities are temporarily out of their lives Malek Akhlagh (2003) during the research and data collection of excellent managers and senior experts tourism & touring organization and experts (university professors and experts of tourism), the pattern of tourism marketing policy, he stated in planning and marketing should be the type of tourism (cultural tourism, historical tourism and religious tourism) will be given. The study of
Honarvar (2004) Factors affecting the development of tourism in international athletic competitions of the sport in the country's first investigation in this country has. In his study entitled "factors affecting the development of tourism in the country at international sporting events from the perspective of practitioners, managers and directors of sports and tourism," the effect of the "lead donor", "allure" and "deterrent" affecting the development of sport tourism events in the country's international payments. Adabi (2006) factors in the development of sport tourism in Iran, with emphasis on the natural attractions of experts in sports shows, attractions in Iran that are less affected by seasonality phenomenon and thus prolong the tourism season and yet more varied activities as it is done are more important and most difficult cultural problems in the country's sports tourism (Adabi, 2006). Study the effect of exercise on the development of taekwondo in South Korea for sports tourism. Results showed that the tradition of a country are sports that can attract tourists of their sport (Fathollahi, 2007).

Methodology

Descriptive research study survey that the field has been done. Descriptive study of two methods of data collection - is a cross sectional survey and the purpose of research is applied. In order to analyze the data from the descriptive and analytical, analytical and test dentist (one group X2-square) for data analysis (hypothesis to be significant) is used. A questionnaire has been used for this study, the questionnaire has four parts, first part (personal information), the second part (about factors pulling, pushing and inhibitory control) Part III (about natural attractions and sports centers ) Part IV (open question), respectively. The questionnaire has been used in research. The second questionnaire (factors pulling, pushing and inhibitory control) mechanic in Iran in 2004 in his research entitled factors affecting the development of tourism from the questionnaire has been used. In this study, its validity and reliability of measuring the Cronbach's alpha sub-scale factors into the 0.71, the allure of 79% and factors 72% achieved that is acceptable and the third part of the questionnaire (about natural attractions and sports centers) Goldost questionnaire (2010) used the reliability of the questionnaire using Cronbach alpha 0.89 was obtained.

Results

The above table shows information about the status of the subjects age. Most of the subjects (4.46 percent) is related to the age group 20 to 30 years and the lowest (5.5 percent) is related to the age group 50 to 60 years. The age of men more than women.

| Age          | Abundance | Number | | | | |
|--------------|-----------|--------|---|---|---|
|              | Female | Male | Total | Percent |
| 20-30 Years  | 27     | 24   | 51   | 46.4 |
| 30-40 Years  | 18     | 22   | 40   | 36.4 |
| 40-50 Years  | 4      | 8    | 12   | 10.5 |
| 50-60 Years  | 1      | 5    | 6    | 5.5  |
| Total        | 50     | 59   | 109  | 100  |

Considering the factors affecting the development of tourism in national sporting events to attract visitors from three fine-scale factors, preventive factors and push factors is composed the views of those involved in sports are three fine-scale assessment. Analysis of factors affecting the development of tourism (pulling, pushing and inhibitory control) shows (three of the first hypothesis), according to the results, fine-scale information about the factors that led 1-18 after the question questionnaire technology and the results of the test, X2 shows the significance test is less than 0.05 is the hypothesis is statistically significant and suggests that from the viewpoint of those involved in sports zanjan factors, pushing the development of tourism-related there are some sporting events. The push factors are the improvement of tourism in zanjan. But the gain factors of which the information was collected from 19-44 questions, the results of chi-square test shows that the lower level of 0.05 is not significant, in other words, the exercise involved in zanjan attracting factors of tourism development is affected in the zanjan city, but statistically, this effect is not significant. In the third study hypothesis, the effect of inhibiting factors on the development of tourism, which was collected through questions 45-51. Shows the results of the Xi-square test that tests the level of 0.05 is significant, other than those involved in sports zanjan inhibiting factors has negative effects on tourism development. Tourism is a means to reduce barriers in the branch. But to clarify the effect of each fine-scale questions, a separate analysis of the test is given in X2.

First hypothesis: Push factors in the development of tourism on the national sporting events from the perspective of those involved in sports, there are connections in zanjan. Given the level of significance of test in all questions of less than 0.05, so the chi-square test X2 at levels of 0.05 is significant, and this means that the factors that lead to the development of tourism resulting from the events of zanjan has the effect of the viewpoint of those involved in sports.
Second hypothesis: Development of tourism on the allure of national sports events from the perspective of those involved in sports, there are connections in Zanjan. But according to the results of the development of tourism's impact in the general case of sports events, the sport is not significant.

Third hypothesis: Factors inhibiting the development of tourism in national sports events from the perspective of those involved in sports, there are connections in Zanjan. Given the significant level of test questions in less than 0.05. Since Xi2 test in less than 0.05 and this means that significant barriers to the development of tourism, sport events from the perspective of those involved in sports city of Zanjan.

Fourth hypothesis: Among the natural attractions and development of sport tourism, sport-related events in Zanjan province there is a connection. The results show that the obtained value of Xi2 and a significant level, the natural attractions of less than 0.01, so this hypothesis can be confirmed statistically. In other words, the natural attractions of sport tourism and the development of sport event held in Zanjan province there is a relationship of those involved in sport and cause the development of tourism.

Fifth hypothesis: Sport and sport tourism development between the poles of national sports events from the perspective of those involved in sports, there are connections in Zanjan province. These results show that the obtained value of Xi2 and a significant level, athletic pole less than 0.01. Therefore, this hypothesis is confirmed statistically. In other words, the development of sport and tourism hub of sporting events from sports athletic association is involved and exercise in the development of tourism in the province of Zanjan province.

Discussion and Conclusion

Push factors in the development of tourism on the national sporting events from the perspective of those involved, there are sports related. The Xi 2 value obtained in the hypothesis is confirmed. In other words, the push factors that impact on tourism development. Goldost research results (2010), Khalil Zadeh (2008), Honarvar (2004) is consistent. Information obtained from the table, the second hypothesis, statistically not approved and that the allure of the sport involved in the development of sport tourism in the province of sport competitions has no effect. Confidential results with the results of Khalil Zadeh et al (2008), Honarvar (2004) and Goldost, (2010) are inconsistent be. The data confirmed the hypothesis above, the phrase has the effect of inhibiting factors on the development of tourism and sport can have a negative effect on the development of tourism in the province and is statistically significant deterrent impact.

Confidential results with the results of Fathollahi (2007), Honarvar (2004), and Goldost, (2010) is consistent and the results of Khalil Zadeh et al (2008) is inconsistent. Given the values of Xi2, the hypothesis stated above and under investigation in connection with the above hypothesis that compliance with the research study mentioned in the will is expressed. The results of the research results Goldost (2010). Given the observed values above hypothesis has been confirmed to be fixed between the poles of sport and sport tourism development in the province there is a connection. The results of the research results Goldost (2010), Dolinkar (2003) and is consistent. Sport tourism is a phenomenon that has received attention in recent years.

Each of the experts, to consider different aspects of sport tourism and offer a specific definition and classification. That some people in connection with sporting events (as a spectator or visitor), and some actively pay to exercise and exercise. Participants in sporting events sports tourism in connection with the exercise of the natural attractions and sightseeing (recreation-related activities, adventure sports and rest and rehabilitation, etc.) use. The size of the host country or city is entitled to appeal to a large extent on the development of tourism and sports tourism in the economic benefit resulting from this increase. Addressing the winter sporting events such as skiing, hockey and in countries where climatic conditions are suitable in terms of creating infrastructure for commissioning activities of winter sport tourism revenue is enormous. Looking at the situation with regard to geographical location and climatic and ecological zone, which is a very good platform for the development of public sports, especially sports-related environment, the importance and potential of the tourism industry in the province clearly receive. Zanjan province with natural attractions of having a good investment in relation to sports tourism and wildlife can be hunted in areas prone provinces in this connection that the field of foreign tourists is very important feature, arrival and presence of predators in nature, is non-negative reaction in society and also in this province, having different peak hiking and rock climbing to invest The Ghezelozan river flow in Zanjan province, officials and athletic directors can tourism investment in the river with water sports including sailing in the waters roaring and the natural scenery around the river the presence of athletes and tourists are in Zanjan province.

Addressing the winter sporting events such as skiing, hockey and ... in countries where climatic conditions are suitable in terms of creating infrastructure for commissioning activities of winter sport tourism revenue is enormous. General discussion of sport tourists, apart from the thousands of athletes and team-related, sporting events and thousands of tourists to excuse in the form of sport tourism to a country and enter the destination country as a principal, other tourist attractions such as gravity historical, natural, etc. the tourists are in the package can also include an example of Iran, Kish free zone's example of providing the infrastructure necessary to attract tourism destination could be many sports team.

References


