Investigating the potentials role of water-sports tourism in attracting tourists in rural areas Case Study (Lavan district, Bandar lengeh city)

Majid Rahmani Seryasat, Dr Mojtaba Ghadiri Masoum, Taghi Karimian, Mehdi Hajilo

Abstract

Capabilities and resources examination represents an important first step in the development and management of sport tourism destinations. Among this the countries, despite having a natural resource base for agriculture, are faced with economic problems. These issues represent the necessity of attending to the complementary strategies of economic such as rural tourism that in the range of tourism activities, including water - sports that could be named. In this regard, Island Lavan as one of the most beautiful islands in the planned development of tourism activities have been considered at the Persian Gulf area that identifying potential tourist, and attractions and abilities related to water-sports activities in the area of study can improve the process of planning. The purpose of this paper is to survey the aspects of ecotourism in Lavan Island Beach and coastal waters, with emphasis on water sports attractions. Research Methods surveying with regard to the nature and surveying components is analytical - descriptive and also scaling. To determine the potential role and sporting water-attractions in attracting tourists to the region the questionnaire has been used. The questionnaire scale was designed 5 items and was reviewed. It was found that all existing aspects of the island in the coastal waters in terms of extent is out of this article ability but however this article tries to represent some solutions by surveying definitions and theorems, the size and variety of marine tourism with emphasis on Lavan Island towards addressing the development of this phenomenon.

INTRODUCTION

Sport Tourism is the exhilaration tour that encourages people to travel and temporarily distance from their residence with motivation of participating in physical activities or enjoying sports attractions [2]. Generally, sport tourism includes three major behavior: participating (active Sport Tourism), watching (sport tourism events or passive) and visit famous attractions subjected to sport such as visiting the sports personalities, sports museums, important sports stadiums, etc. [16]. In other words, sport tourism is activities related to sport and since this is not only including events tracking and sports, the sport tourism not just as watching a sporting event, but also is considered as a travel agent. Sport tourism covers a wide range of {1} adventuring tourism to {2} recreational tourism. Hence, the two categories Tourism and Sports benefits from an interaction, close and effectiveness relationship, so urges a significant amount of people to travel and sporting event, itself, is one of the most important periodic attractions of the country’s and influence at the image of tourism host countries [5].

Athletic tourism is a temporary visitor who stays at least 24 hours at the location of events. And his real target is participating in the athletic event. Yet may be there are second attractions [30]. Research shows that Tourism Athletic Is one of the Parts that At All World at Tourism Industry has the Most Growth [16,30 and 34] and in this Market Athletic Event Tourism Play an Important Role. Due to psychological needs of human, today Recreation at Nature and Exercise at Natural Sphere Is Available with Program Planning Account by In addition, Interest Of Different Areas Talent And considering The Different Conditions, that can take an step in economical objectives and employment progressing and creating appropriate environments for tourists. Program Planning on These Attractions and Guiding Sports Tourists to These Attractions is more Helpful and Effective that prevent wasting time, Capital, Budget, Resources And material-Human Possibilities, and against competitor
countries will create a Competitive Advantage for us since due to Surveys have been conducted and proved, Iran is one of the world's top ten countries in terms of tourism attractions [15].

**Research history:**

Kio In 2003, in the study of sport tourism in the continent of Africa, said that some North African countries like Morocco, Tunisia, Egypt and other countries, such as Kenya and South Africa, by using the present opportunities for benefiting of sport tourism attractions based on natural, physical, time, and season have considerably increased substantial income from tourism[8].

Kazak in a study survived the affecting factors on sport tourists traveling according to their nationality and destination. His study showed Accommodation, weather, prices, geographical location of the destination, and access to the sea and beach were the main reasons why the English tourists said to go to Malta and Turkey [11].

Yamagvshy studied in a research the causes, motives and travel restrictions that were examined in the context of sports tourists. He concluded that in every performed study of the planning and development of sports tourism in the city or the country of destination, must identify, the reasons, attractions and barriers which are important [15].

Cho in a study examine the effect of Taekwondo exercise on the development of sports tourism in Korea. His study showed that sports which are traditional country could be sports tourists' attractor [8].

Nysyan found that Sports competitions and tours, Good quality transport, different Exhibiting. Sports medicine services, wide advertising, composing of non-governmental groups as sponsors of sport and tourism, Consolidation of voluntary movement and, are All the factors in the development of sports tourism. Based on the results of other studies, the relative prices of goods and services, and parity exchange are as the most important factors of Sport tourism [22].

Jackson and colleagues considered that attending the strengths and weaknesses of sports tourism for its planning and developing, is very important. Chalyp and Green pointed out the importance of holding major sporting events for developing of this industry. Bramvel, in contrast to Chalyp and Green findings, Argued that major sporting events that its hosting opportunity is provided for one-time, is Ineffective in the tourism industry of the host country, Unless it is considering a long-term strategy [23].

Chalyp and Green by studying the Sydney 2000 Olympic Games argued that hosting the event alone is not enough to attract tourists, but tourism agencies should work together to develop strategies to target tourists [23].

**Theoretical Foundations:**

Sports Tourism by joy Standeven, Paul De knop is defined as the association between sport, tourism, details, concepts and practices in the tourism industry. Hence sports tourism can be known a multi-billion dollar growing industry in terms of cultural and economic impacts on communities.

In industrialized countries, tourism as a total produces between 4 and 6 percent of gross domestic product (GDP) 1 and sports tourism between 1 and 2 percent of GDP is included. Although measuring the impact of sport and tourism in the world is difficult, however, the rate of growth of sports tourism industry is estimated about 10 percent per year [16].

Economic benefits derived from tourism, natural look and fun and geographical features is very interesting and indeed (sports tourism) is an industry that has emerged from combining two industry (tourism) and industry (sports). In other words exercise is one of the important activities of tourists during the tourism, and travel and tourism is associated with different types of exercise [4].

People traveling Issue to participate or watch sport goes back to the ancient Olympic Games, Just when people from different places to watch the race of their heroes were gathered together on Olympus Mount. But the sport tourism is one of the new areas of research in the last ten years [1].

Travel for noncommercial reasons (vacation) or commercial (invocation / profession) to participate or observe the exercise is known sport tourism [10]. Sport tourists are generally two major categories include the following: 1. Spectator sport. 2. Participation in sport [11, 12, and 13].

Sports fans are people who watch sporting events such as the Olympics, World Cup and international competitions that interest events called sports tourism [11]. Sport event tourism perspective, is very wide and indicators of events such as the Olympic Games to young college basketball is included [12].

Sports tourism in general, can be described by two types of motion: Travel to participate in sports or watching sports events. Most researchers tend to consider sport tourism as a dynamic and interactive exercise [32]. The research was done to describe and interpret the sports tourism can be summarized in the framework Mcpherson, Curtis, Ioy. Hyqam defines sports tourism as sporting activities away from home environments at the limited time, the places where physical activity and physical exercise or playing takes place in nature. Some experts believe that sports tourism as four sets of behavior can be investigated. A: traveling by people for leisure outdoors is done or b: can be the participation in physical activities and sports or c: to watch sports matches and events or d: to encourage and support the people

That in the certain places various sporting activities are carried out.
Redmon other sports tourism experts divided this issue into three branches.
1. Travel to participate in sporting activities
2. Travel to watch sporting events
3. Travel to places which attract tourists to their sporting activities Like in places where ancient sports is done or areas that are suitable for marine exercise [21].

Natural attractions of sport available in general are divided into seven categories [3]. Each of the seven categories includes various sports and recreational activities. Important point is that all these activities need to have a presence in natural attractions. The seven general categories are: 1- range of climbing, 2-hunting, fishing, and fishing, 3-winter sports, 4-The beach and water sports, 5-Desert, 6-Nature therapy, 7- Climbing and Caving.

In another classification of sports tourism are classified as follows.
1. Watch sports events
2. Visits the sports Places
3. Visiting attractions and participating in their sport.

First category: watching sports events or sports events tourism Include specific events such as football matches and the Olympics. Olympic Games serve as an important factor in attracting tourists. During this period is estimated to attract 50 million foreign visitors and 100 billion dollars to be spent by them. The second category tourism: Meeting and visit the old sports Places where renowned and popular sports in the far past, has been shown And museums like Naskar which displays many old sports. Thirdly: This type of tourism is a form of individualism that marine tourism is also in this category. Travel to perform and participate in sports such as golf, skiing, tennis, hiking, archery and marine and water sports such as water skiing, sailing, fishing and. Can only be placed in this tourism category. Many people are involved in this type of tourism People who are amateur and are training in these places by some People or people who are skilled and are competing with each other [18]. Despite the growth of sports tourism opportunities in recent years, these days is considered tourism as a new issue. Individual Naskar and group trips recently to participate in this type of tourism are part of the tournament. Although in terms of historical, social groups generally in their travels follow their favorite sports and do it but today, Attend to this theory with the scientific view. At the end of the 19th century, sports such as skiing, sailing, golf and other sports were individual sports Which have attracted many people and to perform it people traveled And enjoy doing it. Until the mid-1970s it was estimated that 33% of all US passengers are consisted of sports tourists. In studies conducted on tourist motivation it is shown that the health and mobility of excitement from exercise are defined as the main reasons for choosing a suitable location for a vacation in order to do sporting activities. In the mid-1990s, various and numerous opportunities for sport tourism emerged and make this issue freshness and vitality. Tourism magazines, newspapers and radio, all their advertising to attract tourists in the field of sports and athletic activities were concentrated [19 and 20].

Potential of Sports Tourism in the Islands:
Sports tourism is the key for hosting a major event like the Olympics or the world cup and why spend millions of dollars on sports tourism. Business, Sport and Tourism, are the combining themes and so profitability is the result of combining that all the countries, regions, travel agencies, and sports fields can
benefit from it. In some countries, for each day of competition sometimes the host income is about 400 million dollars of. For example, the Australian Rally Championship in 1993, earn approximately $19 million on revenue of Western Australia. Also, about 92 countries around the world were under the television cover of the tournament that was the best way to promote and introduce their country around the world, apart from its financial interests[33], Statistics indicate that many countries are on good terms Tourism Administration According to mentioned issues, in today's world sports tourism is a good source of income and profit, and any country that can provide the conditions for use of this resource will benefit from the blessings and benefits. In fact, one aspect of tourism that is rapidly progressive and dynamic is traveling in order to do sports and physical activities. Field research was conducted recently by the International Organization for Tourism Suggests that ancient seas and coastal areas with spectacular scenery for the holidays is definitely utilized by the people, 22% of this research is indicating that opportunity to participate in sports activities is very important in choosing a place to have fun. The term sport tourism in recent years has been adapted of sports-related to leisure. Recent scientific concepts consider sports tourism as a subject worthy of the attention of scholars. In this context (sports tourism) there are scarce resources and little research has been done. In most cases areas of the island due to poor economic and policy decisions are isolated, marginal and vulnerable and are A Location for the poorest people. In addition to politically incorrect decisions inherent limitations affect these areas. Factors such as poor communication and interaction with the country main scope, being surrounded and climatic constraints, also sometimes affect severely the islands. Despite the complexities and difficulties there are in the development of the islands Development and expansion of tourism as an option for developing regions is obvious and necessary. And as a way of achieving development in the islands is considered. All natural Tourism is not ecotourism and all that money to buy furniture and accessories in the nature and outside world may not be spent in the field of ecotourism. However, the real economic value of ecotourism in both local and international scale is high (William et al, 2002). All areas of eco-tourism are not the islands. In fact, a few of the islands as an eco-tourist site are listed.

**Table 1: Selected islands and their application in the Mediterranean**

<table>
<thead>
<tr>
<th>Function of Export</th>
<th>The population density</th>
<th>Population</th>
<th>(Km2) Mesa Even</th>
<th>Islands</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism, agriculture, sea salt</td>
<td>106.5</td>
<td>60937</td>
<td>572</td>
<td>Abyza</td>
</tr>
<tr>
<td>Mining, fisheries, agriculture, tourism</td>
<td>928.1</td>
<td>620,000</td>
<td>668</td>
<td>Mallorca</td>
</tr>
<tr>
<td>Fisheries, agriculture, tourism, industry</td>
<td>16.1</td>
<td>58727</td>
<td>3639</td>
<td>Minorca</td>
</tr>
<tr>
<td>Tourism, agriculture</td>
<td>29.0</td>
<td>252,102</td>
<td>8060</td>
<td>Cruise</td>
</tr>
<tr>
<td>Tourism, agriculture, fisheries, mining</td>
<td>124.3</td>
<td>27722</td>
<td>223</td>
<td>Alba</td>
</tr>
<tr>
<td>Fisheries, agriculture, tourism</td>
<td>69.6</td>
<td>1657375</td>
<td>23813</td>
<td>Serdunya</td>
</tr>
<tr>
<td>Tourism, fisheries, industry, oil refineries, agriculture</td>
<td>195.5</td>
<td>5025280</td>
<td>25,709</td>
<td>Sicilian</td>
</tr>
<tr>
<td>Food processing, agriculture</td>
<td>65.4</td>
<td>540,054</td>
<td>8260</td>
<td>Crete</td>
</tr>
<tr>
<td>Agriculture, tourism</td>
<td>31.0</td>
<td>43619</td>
<td>1404</td>
<td>Rhodes</td>
</tr>
<tr>
<td>Agricultural, tourism</td>
<td>N / A</td>
<td>20350</td>
<td>N / A</td>
<td>Synchnal</td>
</tr>
<tr>
<td>Fisheries, tourism</td>
<td>N / A</td>
<td>2500</td>
<td>N / A</td>
<td>Way</td>
</tr>
<tr>
<td>Agriculture, Fisheries</td>
<td>63.6</td>
<td>103,700</td>
<td>1630</td>
<td>Lesbys</td>
</tr>
<tr>
<td>Agriculture</td>
<td>319.0</td>
<td>14037</td>
<td>44</td>
<td>Naksus</td>
</tr>
<tr>
<td>Agriculture, industry, limited, limited tourism</td>
<td>42.0</td>
<td>31397</td>
<td>746</td>
<td>Sofalunya</td>
</tr>
<tr>
<td>Agriculture, industry, tourism</td>
<td>163.7</td>
<td>97102</td>
<td>593</td>
<td>Corfu</td>
</tr>
<tr>
<td>Agriculture</td>
<td>N / A</td>
<td>N / A</td>
<td>402</td>
<td>Zakynfus</td>
</tr>
<tr>
<td>Tourism, agriculture, industry</td>
<td>77.4</td>
<td>716,000</td>
<td>9251</td>
<td>Cyprus</td>
</tr>
<tr>
<td>Agriculture, Industry</td>
<td>1459.3</td>
<td>359,000</td>
<td>246</td>
<td>Malt</td>
</tr>
</tbody>
</table>

Source: [31]

Content analysis in Table (1) indicates the importance of tourism in the islands of the Mediterranean. Of the twenty-island Presented in Table Only in five cases the tourism as the dominant activity of the island is not mentioned.

**The Area of Study:**

Lavan rural place leads from northeast to Mogham and of the east to Shydur island (Shatur) and with coordinates of 26° 48.35" North 53° 16.8" east and 28 km of west shore of the Persian Gulf Nakhileh is located. This area of the district of Lavan rural is In the Kish section of Lengeh city of Hormozgan Province. And is in front of Gavbandy region (Persian) and Shybkhut but is closer to the Shybkhut region. The length and width of this island is 25, 4/5 to 7 km, which is drawn from the west to the east. This island after Qeshm and Kish Island is the largest island in the Persian Gulf. The distance of the island to Bandar lengeh is 147 km (91 miles). Lavan Island is the farthest island in relative to the Provincial capital.
The island’s climate and tourism climatologically study of the requirements of this section is to develop a tourism strategy, actually different seasons and climatic conditions of certain ranges of year, is an important factor in selecting location by the tourists. Qeshm Island due to locating close to equator belt benefits of the hot and humid climate this characteristic is very important in cold season so that Concurrent with 30 negative degrees of Ardabil Qeshm has the temperature above 20 degrees. This is the biggest advantage for the Tourism development.

In the cold season of the year, In this area giving Knowledge to tourists considering planning applications for this section should not be forgotten at all planning times because an important issue for foreign and domestic tourists is that they know about region’s climatic conditions, water and what are its limitations and potential? And when is appropriate travel season to vulnerable tourism areas In terms of favorable conditions and without risk weather? Preparation of daily reports and submits it along with a description of marginal through radio and television can be used to solve problems in this area. Of course the statistical analysis of meteorological stations and comfortable climate of the island does not fit in this article. For this reason; it is avoided for presenting it.

**Beaches and Tourism Industry:**

Favorable position in the Persian Gulf as an opportunity to attract tourists to the island provided. Especially in the South coast of country Qeshm and Kish. The temperature in the cold season and providing suitable conditions for water sports activities like yachting, jet, skiing, water skiing and scuba diving, latent potential for the development of tourism activities in this part is considered to be of Iran ecotourism attraction.

Qeshm Comprehensive plan free area’ provided in 1994 by engineers and architects, and economists (consultant SWECO) investigated all areas of the Island of agriculture, industry, transport, and etc. Tourism is one of the areas that have been investigated by this group. This group believes that Qeshm Island has the largest and most important natural attractions (sea, beach, woods, caves, mountains, Hara forest, and mangrove trees. Culturally Qeshm historic castles, mosques and water storage, customs and several beautiful village form cultural attractions of the island. Qeshm Island has a potential both for native residents of the southern Persian Gulf and Iranians living in the high latitudes of the country. On the other hand the fact called free potential of Qeshm should be added to this attraction which is considered itself as a strong tourist attraction. Normally, for someone to buy entered, he didn’t excluded himself of seeing beautiful attractions of Qeshm. This way of thinking is equal to their stay in the island and spending, today it is one of the biggest goals in attracting tourists. Comparative analysis of these that two islands indicates Qeshm Island in terms of having attraction, Have all of a fine island to attract tourists rather than to the Moorits island. But why tourist’s visitor on these islands is not comparable statistics this is definitely the weakness of Qeshm management challenges. The advantages that Qeshm Island has over the Moorits Island In the not too distant future can be used as a source and a destination for domestic and foreign tourism. Just think of the arrangements. Fiji is another example in this area in the late 1960s, has experienced rapid growth in tourism. Potential sea, Sandy beach, the sun and smile are considered of the growth factors [17]. All of these factors exist in the Qeshm Island. Potentials identifying, their classification and systemic approach to tourism development can solve the future challenges of this problem.

**Qeshm Exercise Capacity:**

Various realizations of projects in the sectors of policy and tourism is the most important underlying that Attract large investments of inside of the country in the first established years of Free Zone. There are some areas in this field including Hotel, motel, guest house, recreational centers appropriate of Kish Island conditions, including the construction of theaters, boating clubs, diving centers.... [1].
Fig. 1: Location of Qeshm Island in the Persian Gulf

The main potential of Qeshm is the coastal and marine sport this exercise importance, especially in Qeshm is due to the location of the island that is also performable in the winter. Creating recreational centers related to marine sports on the beach along the optimal management and providing quality and required service can flourish this potential.

In today’s world sports tourism is a significant source of revenue and profit and each country which can provide conditions to use this resource will benefit from the blessings and benefits. Sports and tourism business is a combination industry and has so much benefit that all countries, regions, travel agencies and sports trustee organizations will benefit from it [3]. Concerts and competitions can reinforce the culture of the islands. In addition, it makes possible an interesting sight for visitors. Holding matches in Island is important because it is surrounded by water; Accommodation and food on the island are forced to be paid by participants. According to island locations, by establishing with stadiums, salons, adequate facilities and requirements for participants Even the World Championships in water sports, can be organized and hosted by Iran on the island. Figure 2 shows examples of marine sports that nowadays around the world have many fans, even willing to come to the Qeshm Island from any part of the globe to participate on it.

Fig. 2: Types of marine sports Source: [27]
Anyway, Inadequate and inappropriate infrastructure associated with marine sports such as complete security on beaches, creating a beach and etc... in marginal areas a tourist destination is one of the main limitations in the way of tourism development of islands. In some tourist favorite places in the island various Infrastructure is provided for convenience and comfort of tourist. Although the local people benefits of this way but it may also lose their only means of livelihood Therefore, the development of infrastructure should be considered under the following conditions.

1. In the proposed infrastructure should be developed based on preferences, needs and tourists slogan considering the needs of original owners and local residents.
2. Evaluation of environmental impacts resulting from the expansion of tourism and infrastructure development should be carried out continuously.
3. In Continuing development of this infrastructure should always considered a resident attitudes.

The Positive Effects of Tourism in the City of Qeshm:
Among the advantages of this industry, is the extent of employment so that even unskilled workers and owners of various skills, can be employed in this field, So Employment in this industry is increasing capacity and national income is also as foreign exchange And lead to expedite the flow of money in the host country. On the other hand tourism as an important field of service is required manpower.

Perhaps the most important reason of the survival of the island's population is this notice that is very important because the development of tourism activities needs a lot of jobs, transport, accommodation, buying souvenirs and Nutrition. Tourism is a service industry and can offer different jobs in different markets. Employment in hotels, motels, restaurants, travel agencies and transportation service companies, generally, the employment of all those who are dealing with some form of foreign tourists, All need to manpower Which is strictly increasing by tourism demand[8]. However, tourism can lead to cultural exchange between nations, this means that the annual movement of hundreds of thousands of tourists of Different nations with different ideas and cultures and their entry into the Iran In the worldview is effective on millions of Iranian population and Iranians in the contact with foreign learn their cultures, customs and thoughts - And interact with them can be a consumer of their Islamic culture [8]. A produced effect due to host tourists is a very positive phenomenon, the findings of Smith in the anthropology of tourism, which is compiled into book form quickly was accepted by the scientific world. Any economic development in the social structure and cultural aspects of society, leads to complications. Where the hosts and tourists have a similar social and cultural backgrounds, Socio-cultural changes, will cause a, hosts and tourists [7]. This industry can identify and promote their own culture, to increase the public awareness of local traditions and Revival of art, handicraft host community, creating special facilities for doing this work and finally the important contributions to those handicrafts markets [9]. Tourism through the influence on national income, employment, price changes and trade balance will affect national economy and will attract money and population of concentrated centers and industrial heart to the countryside and natural areas. And cause the money and economic interests to be distributed equally at all levels of society [6].

A - The impact of tourism on national income
B - The impact of tourism on employment [14].

Negative Effects:
Considering that marine tourism is island and coastal, tourists will benefits of multiple facilities that include land and sea sightseeing, sports, shopping and etc. [10]. This status development with weakness of environmental management could jeopardize the island's life and its future.

Dennis Gayle believes that upon the arrival of tourists in coastal areas, islands, especially small islands Environmental effects will be manifested.

• Pollution of coastal waters
• Accumulation of solid waste
• Illegal fishing
• Pouring supplies for sea voyages
• Restrictions on the use of food nutrients in coastal waters
• Excessive imports of services for tourists [24].

Also development of tourism activities in beaches including sea and islands can be combined with other environmentally destructive consequences. Increasing pressure on infrastructural facilities, social turmoil, damage to cultural traditions and cultural environment are of these cases. However, due to environmental sensitivity, the development of sports tourism in the form of mass to can brought enormous challenges to the island's future. These conditions means tourism development without planning can bring fragile effects on the future of the island. Because there are particular ecosystems in the island and rising coastal construction can also cause visual pollution. In this regard, Inskeep believes that Visual pollution may be caused by several factors:
- Hotel with poor design and other tourism welfare building in the local architectural style and scale do not fit or are not ideally integrated with the natural environment;
- The use of inappropriate materials on the outer surface or the appearance of buildings;
- Inappropriate design perspective;
- Use of large and inappropriate signs for advertising;
- Lines and bases (telecommunications and electricity) above ground level;
- Create a visual barrier to the natural landscape as a result of construction; [25].
- Poor maintenance of buildings and landscapes [12].

Operational practices for the development of Qeshm Island sports tourism

Planning to Hold a Sports Tournament:
Considering acceptable extent to each of the inhabited islands, and high allocated per capita large geographic areas is provided in order to provide with efficient planning the fields of sport competitions both in the waters surrounding the island and the island itself. Today in holding this kind of sport competitions and tournaments at various scales, there are several important affecting factors that are known E factors. Attractions, accessibility, compatibility, compatibility with the environment and activities, are five key factors in planning and management of tourism.

Fig. 3: influential E factor in tourism planning [5].

Installing the Panels:
Panels for showing the attractions offered to tourists and how to achieve them are essential.
They are also required to provide an explanation in the region. When deciding on the location and design of a panel, we will consider training. Warning signs should be installed where caution is needed to ensure the safety of visitors. Holding festivals sports on hours the festival is at rest, Visitors need to enjoy the other attractions of the island. So the tourism boards must get gaps, map, and Brigade path to the well-accessory of tourists.

Establishing Certain Sport areas with According to the objective Infrastructure and facilities at the international competitions are required. Some common items, like sports requirement, etc, heritage and cultural industries are suitable for display. Besides the competitions and even sports festivals, Opening and closing ceremonies holding and exhibitions simultaneously or amidst the sports activities can be attractive for visitors and convince them to stay more in the island and Use these opportunities for tourism activities. Today certain places such as the Olympic Village, which will be designed and manufactured in different countries with the aim of Olympics, examples of these are under construction. In this regard, In Qeshm Island can accord right environment and a favorable climate that has in cold seasons many popular games can be planned and implemented on the island.
Brochures:
A good brochure for tourists associated with marine sports must proper information about various tourist facilities, including beaches type and the characteristics of their, distance to the place of residence of the tournament, restaurants and their prices. This brochure can also provide distance and access to tourists.

Memorabilia:
Clothing or hats with a local form can be a good souvenir for tourists of an island. Local handicrafts are also a valid tool for the advancement that people earn additional income. It can be treated with a suitable patch of product sales also provided. On the edge of prestigious competitions and the opportunity to prepare a course can be used to develop marketing activities, of course can provide product sales with a suitable treat and giving a patch. On the edge of prestigious competitions and courses can use the prepared opportunity to develop marketing activities.

Creating Leisure Roads:
A tourist road that crosses the island beaches can provide the tourists in terms of time. Today, the coastal road that runs along the coast with a vision of going to the beach area is perfect for tourism activities. Bus stations, bus stops and shopping areas can be used to promote tourism on the island with posters and photographs to attract visitors.

Conclusions:
Today, the tourism industry has developed a lot in the world and many countries have been able to improve by this approach their condition considerably and cover many of their problems such as unemployment, low income, low foreign exchange income and per capita. Today, many studies worldwide around tourism activities development, especially sports activities such as water sports, underwater or on the sea is taken [26]. Tourists in the big cities of world and the most remote jungles walk and Traverse the African desert and for watching the penguins are headed to Icy Cape of Antarctica. They climb of Himalaya Mountains and so very deep inside the coral sea of tropical oceans are immersed, today tourist presences in every place. Tourists today are everywhere and easily via the photography camera and video recreational vehicles as well as their endless desire to avoid of career and work concerns of life are known. Tourism is now the largest industry in the world.

This industry is the reason of creating jobs for 200 million people and forms only 7/11 of the gross domestic productive. Expected in 2008, 700 million newcomer’s tourists will exist. In this regard, it is estimated that threshold 2020 this number increase up to 5/1 billion [13].

Tourism Current sources in the geographical space of the sea can convert threats into opportunities. Overall, marine tourism, leisure should be used as a method to achieve development. This is, combined with another natural scenery, tourist attractions and local culture. Sea tourism provides benefits for residents, but it does not only focus on nature and the environment. They also are seeking to attract customers. Attempts to prepare a very good service to visitors have been done.

Our country in terms of having attractions such as mountains (Damavand Mountain Alam, sabalan, etc.), Two different types of sea coast, north and south, lakes (Urmia, Valasht, sabalan,), Caves (Ali Sadr, Katalakhor), Islands (Qeshm Island, Kish, Hormozgan, Hengam, etc), wetlands (Anzali), and other attractions, such as parks and forests, deserts that each could be the largest industry in order to the develop the largest smokeless industry In the not too distant future be effective in development of the countries. All of these rich resources can be important in various aspects of tourism.

This article has been prepared only concerned with the aspect of sports tourism in the islands. In the existing tourism literature in the country, few studies have been done. However, on global literature in this field P 18 Many studies have been done. There are many islands that the main function of them along economic sectors is the development of tourism activities (Table 1 and 2). In this connection the southern waters of our country, there are some potential. In this regard, it can Role Playing. Qeshm Island is one of those cases. This island is important for several reasons for tourism promotion activities.

1. Near a land territory of Iran.
2. Exist of associated Human resources and infrastructure required by tourism
3. Exist of ecotourism attractions, historical and cultural
4. Zone of the Island
5. Exist of an international airport in the geographic center
6. unsuitable for agricultural development and a suitable climate for the development of tourism activities especially in winter
7. There are several types of beaches (coral, sand and rock)
8. In this regard, to compete in this field we have no choice except improving planning process with an emphasis on operational aspects of tourism development. One aspect of tourism, especially beaches and coastal islands is Development of sea sports activities.
Sports tourism, with an emphasis on water resources is not only using water sources but we can use the combination of the attractions of both sports and land. For example, when the tournament is held on the island, sea, or other types of racing games. On the sidelines of this tournament many tourism activities such as visiting attractions, both for the participants and the viewer can lead to revisit and develop tourism activities. At the end it should be noted that any activities that take place in tourism development and if presence of development and tourists along the positive affects it has negative effects. Now this is discussion that Activities related to tourism should be closed down? The answer is not because in the World literature the emphasis is on tourism development but optimal management can help to prevent environmental impacts and brought comprehensive development for the island and its inhabitants.

REFERENCES

[34] Delpy, E.G., 1998.