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## Investigate the factors affecting the development of sports tourism in Hormozgan Province coast with emphasis on attractions and water sports

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### ABSTRACT

The aim of this study Investigate the factors affecting the development of sports tourism in Hormozgan Province coast with emphasis on attractions and water sports. The research population consisted of experts in tourism and cultural heritage of the province and the province of the expert panel for swimming and water sports that they were equal to 68. Therefore, the total number of research samples were selected so that the sample of 68 questionnaires were distributed and then collected. A questionnaire was utilized to collect the data. The validity of the questionnaire was investigated and its reliability was measured through Cronbach's alpha which was reported to be 0.78. Descriptive statistics were used to analyze the data. Inferential statistics, i.e., spearman correlation coefficient, Friedman rank test co were also used. The results showed that the nine factors and the development of coastal tourism in the Hormozgan province, there is a significant relationship which is elaborated as follows: There is a statistically significant positive relationship between natural resources and development of sports tourism ( $r=0.65$ ), relationship between transportation services and development of sports tourism ( $r=0.55$ ), relationship between facilities and development of sports tourism ( $r=0.70$ ), relationship between entertainment and recreational activities and development of sports tourism ( $r=0.81$ ), relationship between informational services and relations and development of sports tourism ( $r=0.81$ ), relationship between welfare facilities and development of sports tourism ( $r=0.78$ ), relationship between the factors related to physical education and development of sports tourism ( $r=0.76$ ), relationship between tourism and cultural heritage and development of sports tourism ( $r=0.71$ ). There is a significant difference between the factors affecting development of sports tourism, they can be ranked as follows: informational and relational services, natural resources, welfare facilities, factors related to physical education, tourism and cultural heritage, facilities and infrastructures, entertainment and recreational resources and transportation services.

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## INTRODUCTION

Travel and tourism industry is the largest and most diverse in the world and is considered the industry.

Many countries in this dynamic industry as the main source of income, employment, private sector growth and infrastructure development as (Parsaeian, 1382). Exercise is also one of the major industries in the world today and many people around the world are engaged in it. It also sports one of the most common motivating factor for tourists and "sports tourism" industry that combines two industry "sports" industry "tourism" has emerged. In other words, exercise is one of the important activities of tourists during the tourism and sports tourism and travel is associated with different types (Honarvar, A., 1383). Different countries of the world for tourism as a revenue-generating industry and the development of entrepreneurs in promoting and developing endearing and great efforts have been (Naseri, 1375). Reasons such as increased revenues, reduced working hours and days, increasing the holidays, inactivity, high standard of living, growth and development, communication, technology development, the development of roads and public transport and changing needs of the common reasons that modern man tourism and sport has led to the And unexpected increase in these two industries has created this century (tick Li, 2003). Every country and in every sport destination to attract tourists, offers a variety of products and services each visitor has the possibility to choose between different destinations.

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Yamagoshi (2005), in their study entitled "Survey for travel incentives and restrictions in this form of sport tourists' pay. He concluded that in order to study the planning and development of sports tourism destination in the city or country, you must be a reason, it's important tourist attractions and barriers to be identified. He was enjoying the natural attractions of the sport as the most important factor because leisure motivation. On the other hand, colorful and unique nature of Iran's vast territory, including beaches, mountains, lakes, forests and deserts that are all unique in our country ranks fifth in terms of natural attractions in the world has . Beach and water sports, including sports attractions and natural talent are Therefore, developing tourism, sport tourism is a sector that according to statistics, about 32% of the success and achievement of world tourism accounted for and due to the change in lifestyle and people's interest in this phenomenon is important (Kortezman, 2005). Tourism in any country, whether developed or developing, including economic and social benefits of many. Therefore, it is important to plan for the development of (mechanical, A., 1383). Support of UNESCO and the World Tourism Organization as one of the world's top ten countries with the largest variety of attractions to draw tourists and the tourist attractions (Furqan, 1385) This is while Iran's share of this market is very low and about 1/0 per cent of GDP (the tick Li, 2003). Today, tourism is one of the most favorite people in the world and is located on the sport tourism (Kurtzman, 2005). In recent years, people need to exercise and increase in holiday travel is becoming a popular sport. Since 2004 by the World Tourism Organization in the name of sport tourism has been named And Secretary General of the World Tourism Organization and president of the International Olympic Committee in September 2004 emphasizing the common message that both tourism and sport driving force for stable economic growth, employment and incomes are rising (IssacBraz, 2002). Now the need is felt that sport and tourism agencies should work closely with each other. Of sport tourism opportunities that will realize both objectives, it will be exploited. Of sport tourism as a leading industry in most countries is on the rise and development (Ross, 2004 HautBois, 2004) and it is predicted that by 2020 the industry average growth rate of 10% per year would. British Tourism Association has defined tourism: tourism moving the temporary destination outside their usual place of work and during their stay in those destinations, activities, views and objectives of the circulation of are different (Batia, 1995). With regard to all the above, one way to develop sports tourism and cultural tourism attractions that require one hand and the other is a combined exercise. Especially given that Iran, Hormozgan province has beautiful beaches and the tourism potential of natural and cultural attractions, and also having the capacity of the provincial economic activity as formidable in preparing favorable conditions for enthusiasts And given the capacity and potential to hold various competitions and coastal water is important, Polarization can be as important to tourism and sports tourism in the narrow sense, it must be And due to the psychological needs of people today in different areas and natural attractions, especially sports that take place on the beach, With a deliberate plan also utilizes the talents of different places and in different circumstances The economic and employment goals and the steps to create a suitable environment for tourists and also provide infrastructure improvements. Therefore, researchers intend to emphasize the natural attractions and water sports on the coast of the province, officials view their role in the development of tourism, experts, and provide the results of sports tourists.

## MATERIALS AND METHODS

This study is a descriptive survey method. The research population consisted of experts in tourism and cultural heritage of the province and the expert panel for swimming and water sports are the number of 68 people was selected. In order to collect data and measure research variables, the questionnaire was as follows:

1 - Personal Characteristics Inventory Samples

Include individual characteristics such as gender, age, occupation, education level is.

2 - Questionnaire about factors affecting the development of sports tourism with emphasis on beaches and coastal attractions and water sports.

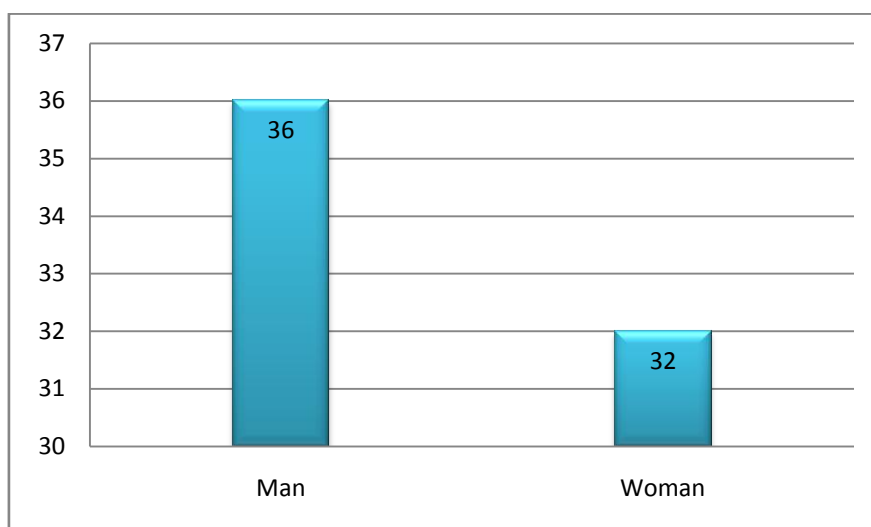
Finally, to analyze the data and calculated results of the statistical software package spss was used.

### *Discussion:*

Naseri, (1995) in a study to identify barriers affecting the development of the tourism industry in the country by foreign tourists in the country of 150 completed questionnaires was analyzed. He found that "the lack of marketing of" and "non-reality of bad publicity" is the most significant barriers to attracting tourists to Iran. E. (1996), stated that the investigation revealed the motivation for passengers traveling to Kish Island, the motives and goals of defeating commercial and recreational motives. NaghiTalab (2007), the study examines the development of sports tourism province of payment and concluded that a significant relationship between tourism destination much information and there is renewed interest. Moharram M., et al (2007), in a comparative study of factors affecting the development of sports tourism, sports administrators and practitioners Iran and Australia. . Their research results showed that the managers view sport Iran and Australia the factors inhibiting factors in attracting and developing tourism more important than their Iranian counterparts knew. Barimani and colleagues (2010), in a study of the environmental parameters affecting climate determines the

tourist season began. The results showed that the South Coast in January and February, the highest frequency is desirable climate comfort. The result of applying measures such as: the study of optimal sweeping and organizing annual vacation and make the winter holidays seems necessary. Taragoudakis (2003), stated that the Greek authorities are hoping that the sea-based tourism (tourism based on the sea) to expand the Eigen Sea. . On this day the wind is blowing at a speed that continues until night. Up to 4.5 hours of summer sun is high. This situation provides an opportunity for competitive sailing. Andueza (2005), in their study entitled "Evaluation of sports tourism in Spain" to the conclusions reached Natural factors (%78/3) the most important factor in attracting tourists is Spain's national sport. They also found that sports blue (%48/3), and hiking and walking (%58/3) are more important to attract sports tourists (Andoza, 2005). Diri and Jago (2006), in his paper to the sports tourism management in Australia. These stated that sports tourism plays an important role in the national economy. Local and appears to have the potential to increase the role.

#### Results:



**Fig. 1:** Descriptive results of the gender of the participants

**Table 1:** Descriptive results related to age

Maximum	Minimum	M+S.D	Variable
59	19	36/03+7/2	Age

**Table 2:** Results of the relationship between the development of tourism and entertainment and recreational activities

sig	r	Number	StatisticsVariables
0/00	0/65	68	Tourism Development
		68	Entertainment and leisure activities

**Table 3:** Results of the relationship between tourism development and the factors related to physical education

sig	r	Number	StatisticsVariables
0/00	0/76	68	Tourism Development
		68	Factors related to physical education and sport

**Table 4:** Results of the relationship between tourism development and tourism and cultural heritage

Sig	r	Number	Variables Statistics
0/00	0/71	68	Tourism Development
		68	Tourism and Heritage

**Table 5:** Descriptive findings of scores of variables

Maximum	At least	Number	Mean $\pm$ standard deviation	Variable
35	19	67	30/04 $\pm$ 4/2	Natural resources
15	5	66	12/8 $\pm$ 2/04	Transport
20	9	68	17/3 $\pm$ 2/5	Facilities and Infrastructure
15	7	68	13/7 $\pm$ 1/6	Hobbies
45	17	65	38/1 $\pm$ 5	Information
30	9	66	24/9 $\pm$ 4/5	Facilities
30	7	68	25/2 $\pm$ 4/05	Physical Education
25	7	67	21/2 $\pm$ 3/6	Tourism

**Table 6:** Ranking of each of the nine factors in the development of coastal tourism province with the Friedman test

Average Rating	Rank	Factors		
8/97	1	Information and Communication Services	5/9	Number of samples
7/58	2	Natural resources		
6/07	4	Factors related to physical education and sport		
5/81	5	Facilities		
4/14	6	Tourism and Heritage	422/1	Chi-square
3/15	7	Facilities and Infrastructure		
1/59	8	Entertainment and recreational activities	8	Degrees of freedom
1/57	9	Transport	0/00	Significant level

**Conclusions:**

The results of this study showed that between entertainment and recreational activities and tourism development Coast of the province there are significant direct association ( $r = 0.81$  and  $p < 0.00$ ). Since the desire for recreation and leisure travel during the main reasons tourists from different areas is so having a coherent plan to increase recreational activities and entertainment for tourists can be further enhanced to attract tourists. Sports such as sailing, surfing, swimming, paragliding, motor racing and car racing on the beaches, Local games and crafts as well as local musicians can be attractive. The results of Honarvar research (2004), and Kezak (2005), in music, crafts, and sports specific geographical conditions are consistent. In addition to recreation, tourism development, the province will also promote culture and customs. Finally, the results showed that the nine factors affecting the development of sports tourism in the province, Factors, information services and communication facilities, as well as factors related to physical education and sport, tourism and cultural heritage greatest impact on the development of sports tourism in the province have Therefore, it seems that the importance of sport tourism and the need to use different personal interests, economic, social, cultural, political and proven In various studies, it is time to executives and managers in planning and policy for tourism and sport At the provincial level ever paid attention to the area And cooperation with the Government, municipalities, tourism offices, departments of physical education, and natural resource agencies to identify and develop the necessary infrastructure to promote sports and recreational attractions in the city of the Province address Pay and extending the management of the industry and its regional start. This requires further understanding of management and personnel, county and city attracts tourists with these issues and understand the importance of exercise and its areas of hosting various events of sports in the development. In this regard, considering the vast province of Hormozgan, capabilities and several water sports and beach sports tourism in the area has, Managers and planners, tourism and sports of scholars and researchers should also be concerned with the formation and the exercise of scholars and researchers should also be concerned with the formation and development of this industry in order to plan and develop appropriate strategies show Composition to control the development of this industry in the near future . Clean and enjoy various benefits for the country and our province.

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