

Analysis of effective factors in sports tourism marketing in Khorasan Razavi province

Atoosasadat Hozhabrossadati^{a*}, Fatemeh Ganji^b, Jafar Jaweek^c, Seyed Hani

Hozhabrosadati^d

^a Master of Marketing Management in Sports, University of Tehran

^b Master of Marketing Management in Sports, Payame Noor University, Karaj Branch

^c PhD student of marketing management in sports at Ferdowsi University of Mashhad

^d Master of Business management, international marketing at Ferdowsi University of Mashhad

* Corresponding author: * Corresponding author: Atoosasadat Hozhabrossadati, ashobjabr@gmail.com

Abstract

The purpose of this study was to determine the important factors in sports tourism marketing in Khorasan Razavi province. 100 university professors, tourism managers and marketing experts active in the tourism department of the Cultural Heritage and Tourism Department, and managers, coaches and sports professionals with a history of sports tourism answered the questionnaire about the effective factors in sports tourism marketing in Khorasan Razavi province. The questionnaire of factors affecting the development of sports tourism with the items of factors related to management, information and cultural problems and problems related to infrastructure was designed by Firooz Jah (2007). Among the factors related to managing the existence of investment (public and private sector) in the sports tourism sector, and correct, accurate and scientific planning for the development of sports tourism were more important. Among the cultural and informational factors, sufficient knowledge of sports tourists about natural attractions and resources in the province and the existence of sufficient information about the needs and desires of tourists were more important. Among the factors related to infrastructure, the existence of standard and desirable sports recreational facilities and facilities, the lack of weakness in the air and rail land transportation system; Provide appropriate facilities and welfare services to tourists during their stay; The existence of standard accommodation facilities and hotels at the international level was more important for the accommodation of tourists. The general results also showed that the most important factor in Khorasan Razavi sports tourism marketing is the factors related to infrastructure. Therefore, it is suggested that the most activity be done in the infrastructure sector to attract sports tourists.

Keywords: Sports Tourism, Sports Marketing, Infrastructure, Sports Facilities, Khorasan Razavi

1. Introduction

Tourism is now recognized as a strong industry that has a significant impact on changing economic conditions around the world (1). On the other hand, sports tourism is a new form of tourism in recent decades, so that tourism and sports are interdependent and complementary (2). The link between tourism and sport has created a new type of tourism that has created a new and comprehensive structure to fill leisure and entertainment with human mental and physical vitality (3). The role of tourism as a new source of employment, income, higher tax revenues, foreign exchange absorption and strengthening of social infrastructure that leads to the growth and development of other industries has been confirmed in several studies (4). The increasing and accelerating growth of the tourism industry has led many experts to call the twentieth century the century of tourism. According to those in charge of tourism, at the end of the twentieth century and the beginning of the twenty-first century, a revolution in tourism occurs (5). Today, sport is one of the most important industries in the world and one of the most common motivating factors for tourists. The idea of sports as a tourist attraction is not new, but the theoretical foundations of sports attractions have only recently been considered. Sport, like other attractions, is one of the attractions of tourism, with the difference that it is a unique attraction. Sport has the ability to attract many tourists. Therefore, events involving sports are themselves a kind of attraction and act as a tourist attraction to the destination city or country (6). Gibson defines sport tourism as the journey from one's place of residence to a competitive sporting activity, a sporting activity to fill one's leisure time, to watch sporting activities, or to participate in sporting attractions (7). Sports tourism is a multi-billion dollar business that has the fastest growth with \$ 4.5 trillion in the tourism industry worldwide and has become a highly strategic issue due to its important economic and political role (8). Sports events play an important role in increasing sports tourists. Hosting sporting events has become the focus of destination marketers as a strategy to enhance the image of the host community and differentiate their tourism products. Sporting events can bring great economic benefits to the host. A review of previous tourism works shows that destination selection has always been one of the most important issues in tourism management (9). Each destination offers different products and services to attract tourists and the tourist has the opportunity to choose from a set of destinations (10). Increasing tourists' knowledge of tourism destinations, new choices are made for them and new opportunities are gained to gain unique experiences (11).

However, tourism marketing is a complex task due to the special features of its product (12), because the tourism product consists of all the attractions, facilities and services used or seen by tourists during their stay at the destination. Also, everything that happens to tourism during this period or any experience they gain is part of the tourism product (13). Therefore, due to the complexity of the tourism product and the variety of preferences and demands of tourists, the effectiveness of tourism marketing requires the identification of specific target markets (14). According to surveys, the Islamic Republic of Iran is one of the top 10 countries in the world in terms of tourist attractions. Despite such high potential, the share of all Islamic countries in foreign exchange earnings from tourism is about seven percent (15). Sport and the increasing development of sports tourism in the world, as well as the existence of numerous capacities in our country to attract sports tourists require the use of appropriate marketing strategies. Regarding the importance of sport, it should be noted that sport plays an important role in the economy of countries and is effective in the social and economic development of society and causes employment, turnover and income in society (16). The importance of sports tourism marketing also lies in the fact that it leads to more and better communication with sports tourists, influencing the process of purchasing decisions, attracting and satisfying their needs for re-visiting the relevant destinations. Meanwhile, no study has been conducted on sports tourism marketing in Khorasan Razavi province (the whole province). The development of sports tourism is one of the ways to attract domestic and international tourists, employment and income generation and economic rotation and liberation from dependence on the oil industry. The need for study and research according to the current situation to apply appropriate sports tourism marketing strategies can lead to better and more purposeful cohesion of organizations in marketing activities and also the study of sports tourism marketing can make better decisions in Provide a study framework. Due to the fact that many of our country's sports teams hold their sports camps in other countries such as Turkey, UAE, etc. every year, it leads to the outflow of currency from many countries, which can harm the country's economy. . Meanwhile, Iran itself has several tourist attractions with high sports potential that can be a goal for our country's sports camps and prevent the outflow of currency. In addition, with scientific and detailed studies and researches in order to market sports tourism for these areas, it can lead to attracting foreign sports teams or in other words, foreign sports tourists to our country to conduct sports camps and competitions. It became different. If this happens, not only will the outflow of national capital be prevented, but it will also lead to the import of money from other countries, which can have positive effects on the country's economy. The importance of this issue is doubled when the government of the Islamic Republic of Iran is making great efforts to solve economic problems and the Supreme Leader of the Revolution has repeatedly stressed the need for a resistance economy and not relying on oil money. In this regard, Khorasan Razavi province has a lot of potential. In this regard and in the present study, we sought to analyze the effective factors in the marketing of sports tourism in Khorasan Razavi province.

2. Methodology

The present study is a survey model. The present study is among the applied research. The method of this research is descriptive-analytical. The statistical population of this study is all university professors, tourism managers and active marketing experts in the Deputy of Tourism of the Cultural Heritage and Tourism Department, and managers, coaches and sports professionals with a history of sports tourism about the factors affecting sports tourism marketing in Khorasan Razavi province. . Through available purposive sampling method, 100 people were selected from the statistical population as a statistical sample.

Data collection was done in the field and through a questionnaire. The researcher tried to consult with university professors, tourism managers and active marketing experts in the Deputy of Tourism of the Cultural Heritage and Tourism Department, and managers, coaches and sports professionals with a history of sports tourism about the effective factors in marketing tourism tourism in Khorasan Razavi important factors in Identify the sport tourism marketing of this province. Therefore, first the necessary coordination was done with the cultural heritage, sports and youth departments of Khorasan Razavi province and after the necessary coordination with statistical sample, distribution and collection of questionnaires were done among them. The questionnaire of factors affecting the development of sports tourism with emphasis on natural sports attractions was designed by Firooz Jah (2007). The items of this questionnaire are: factors related to management, information and cultural problems and problems related to infrastructure. The validity of the instrument was confirmed by expert professors and its reliability was examined before the main performance in a sample of 20 people.

Characteristics such as frequency, percentage, mean, and standard deviation were used for statistical description, and one-sample t-test and Friedman method were used to analyze data and inferential statistics. SPSS statistical software version 16 was used to perform statistical calculations. Significance level was also considered $P \leq 0.05$.

3. Results

Among the factors related to management, the existence of investment (public and private sector) in sports tourism, and correct, accurate and scientific planning for the development of sports tourism were more important ($P < 0.05$). Among the cultural and informational factors, sufficient knowledge of sports tourists about natural attractions and resources in the province and the existence of sufficient information about the needs and wants of tourists were more

important ($P < 0.05$). Among the factors related to infrastructure, the existence of standard and desirable sports recreational facilities and facilities, the lack of weakness in the air and rail land transportation system; Provide appropriate facilities and welfare services to tourists during their stay; International accommodation facilities and hotels were more important for tourists ($P < 0.05$). Also, the general results showed that the most important factor in sports tourism marketing in Khorasan Razavi province is the factors related to infrastructure ($P < 0.05$).

4. Discussion

According to the findings of the present study, among the factors related to managing the existence of investment (public and private sector) in the field of sports tourism, and correct, accurate and scientific planning for the development of sports tourism were more important. According to the findings of the present study, among the cultural and informational factors, sufficient familiarity of sports tourists about natural attractions and resources in the province and the existence of sufficient information about the needs and desires of tourists were more important. Based on the findings of the present study, among the factors related to infrastructure, the existence of standard and desirable sports recreational facilities and facilities, the lack of weakness in the air and rail land transportation system; Providing adequate facilities and welfare services to tourists during their stay and the existence of accommodation facilities and standard hotels at the international level were of greater importance for the stay of tourists. Also, the general results showed that the most important factor in the marketing of sports tourism in Khorasan Razavi province is the factors related to infrastructure. Various researches on sports tourism marketing have been conducted in other regions of the country. Coherence in policy and planning play a powerful role in the dimensions of marketing (17). Bureaucracy plays an important role in the marketing dimension and tourism-related laws must be accompanied by policy (18). Major sporting events do not have much effect on the host country's tourism industry, unless considered in a long-term strategy and this strategy continues after the event (19). The planning process in tourism is very political and extensive political analysis must be done to develop it (19). There should be coordination between sporting events and marketing activities (19). Event marketers and host city marketers need to work together (20). Organizational and organizational problems, the existence of parallel organizations in the country's tourism industry, lack of coordination between organizations involved in the tourism industry, domestic and foreign investment problems, weakness in the country's transportation system, change of use of hotels and accommodation units Lack of accommodation facilities, lack of proper services in accommodation facilities, educational problems and training of human resources needed in the tourism sector, and the problem of advertising are the most important obstacles in the development of the country's tourism industry (18). In marketing activities, both short-term and long-term planning to attract tourists should be considered (21). In all cases and factors identified during various studies, the role of scientific management is evident. Therefore, to be successful in marketing programs, it is very important to use marketing managers who are familiar with the scientific principles and related theories. Pilgrimage centers, historical sites and antiquities, the status of accommodation facilities and the attitude of officials and people, the status of transportation costs, the status of accommodation costs and travel tour prices, the establishment of overseas marketing offices, close cooperation of the Agency Foreign tourism agencies with local agencies and the level of expertise of travel agency staff, advertising in media such as newspapers, magazines, television and radio, participating in tourism fairs, and offering services or facilities through the creation of Internet sites. They are very important from the point of view of tourists (22). In any marketing activity, identifying the motives and motivating factors of tourists is the main element (23). Failure to use appropriate marketing methods and unrealistic advertising from Iran prevents the attraction of tourists to Iran (18). In places where sports and recreational activities are part of the region's culture, a number of international tourists can be attracted to enjoy its benefits (24). Natural resources, climate, and culture are three attractive factors that play a key and powerful role in determining the form and format of tourism industry marketing in many tourism destinations (25). Motivation is a dynamic concept and varies from tourism to tourist (26) and from target market to other target market (27). Festivals, ceremonies and side events of sporting events are important factors in driving tourists to sporting events (28). Cultural issues and ancient sites are of interest to sports tourists (22, 27). The presence of friends and relatives in the host country has a positive effect on the decision of tourists (29). Research has shown that interest in culture (22, 25, 27) and ancient sites are also of interest to tourists (22,27). On the other hand, considering the importance of celebrations, ceremonies, traditional programs and other side events of sports events in attracting tourists, some other researches (30, 31, 28, 32) seem to be the general atmosphere of the event. And its side festivals are very important. For example, various symbols and decorations allow visitors to communicate effectively with the event. Festival-sponsored festivals are also important, as people may attend an event because they can attend the festival. Although sports competitions are televised, side festivals can only be experienced by attending and participating. Festivals are one of the aspects of events that have escaped the domination of the media and experiencing it requires attending. Therefore, the organizers of sports events should pay special attention to the methods of creating a suitable atmosphere for the event (such as festivals, shows, religious ceremonies and games). In addition, given that a significant portion of tourists make long-term plans for sporting events (33), information about the event and its side events should be included in the marketing strategy at least one year before sporting events are held. Target markets

are advertised. The presence of sights, landscapes and places of interest in the host country is one of the indicators that determine the presence of tourists. Kozak had also reached this factor in his research (27). Therefore, in planning sports events and marketing to attract tourists to it, this factor should be considered and sports events should be held in places where these characteristics are present. Familiarity with the culture, beliefs, customs and characteristics of the country is one of the important factors that marketers should pay attention to in their marketing operations. It has been found that cultural factors are one of the important factors attracting recreational (33, 34) and sports (35,28) tourists. Variables of national income (per capita) of the country of origin, relative price (ratio of the price index of goods and services of the destination country to the price index of goods and services of the country of origin) and exchange rate, which are the most influential factors on tourist flows to the studied countries. The contribution of economic, social, political, cultural and propaganda factors (36). The different experiences that are presented in the events determine the number of tourists in that event (30). The type of sports that attract tourists depends entirely on environmental conditions (37). Also, having night entertainment is one of the attractions that tourists pay attention to (27). Access of the host country to the sea and beach, the popularity of popular sports, the need for sufficient time in planning a trip to a sporting event, cooperation of sports institutions and travel agencies, promotion of sporting events by the host country, ease of providing suitable accommodation in Host country, the presence of athletes and popular people determines the reception of the event, the influence of cultural, political and social situation of the host country on the decision of tourists to travel to it, the establishment of conference centers, hotels, restaurants and large shopping malls In Iran, the importance of having friends and relatives in the host country, socialization, and the social nature of sporting events all play an important role in marketing programs, identifying target markets, providing marketing mixes, and ultimately satisfying the needs of customers or sports tourists. . However, identifying the effective factors for marketing sports tourism, although it is very important, but it is important that this research is continued with additional research and the relevant authorities should pay special attention.

5. Conclusion

It is concluded that:

Among the factors related to managing the existence of investment (public and private sector) in the sports tourism sector, and correct, accurate and scientific planning for the development of sports tourism were more important.

Among the cultural and informational factors, sufficient knowledge of sports tourists about natural attractions and resources in the province and the existence of sufficient information about the needs and desires of tourists were more important.

Among the factors related to infrastructure, the existence of standard and desirable sports recreational facilities and facilities; Lack of weakness in Veri-air overland transportation system; Providing adequate facilities and welfare services to tourists during their stay and the existence of accommodation facilities and standard hotels at the international level were of greater importance for the stay of tourists.

The most important factor in marketing sports tourism in Khorasan Razavi province is the factors related to infrastructure.

6. References

1. Prayag, G. Ryan, C. (2010). "The relationship between the push and pull factors of a tourist destination". *The role of nationality and analytical qualitative research approach*.
2. Mohsin, A. (2005). "Tourist attitude and destination marketing". *The case of Australia northern territory and Malaysia*. *Tourism management*, 26, PP: 732-733.
3. Chalip, L. Costa, C. (2006). *Building sport event tourism into the destination brand: foundation for a general theory* in H. Gibson (Ed), *sport tourism: concept and theories* (PP: 86-105).
4. Lokeer, LO. Perdue, R. (1992). "A benefit – based segmentation of anon resident summer travel market". *Journal of travel research*, 31, PP:30-35.
5. Kazemi, Mahdi. (1385). *Tourism management*. Tehran, Samat Publications, first edition.
6. Ranjbaran, Bahram. Zahedi, Mohammad (1387). *Tourism marketing*. Isfahan, Chaharbagh Publications, first edition.
7. Gibson, H. Attle, S. Yiannokis, A. (1998). "Segmenting the sport tourist market: alife spam oerspective". *Journal of vacation marketing*, 4,PP: 52-64.
8. Isfahani, Noushin (1387). *Analysis of effective factors on the development of Iran's sports tourism industry and presentation of strategic planning model*. PhD Thesis in Physical Education and Sports Sciences, University of Tehran.
9. Kim, SS. Petrick, JF. (2005). "Resident's perceptions on impacts of the FIFA 2002 world CUP: the case of seoul as host city". *Tourism management*, PP: 25-38.
10. Crompton, JL. (1992). "Structure of vacation destination choice sets". *Annals of tourism research*. Vol. 19,PP: 420-434.
11. Palmer, A. (1998). "Evaluating the governance style of marketing groups". *Annals of tourism research*. Vol. 25, No. 1, PP: 185-201.
12. Pamela, A. weaver, KW. McCleary, JH. Phillip, EB. (2009). "Identifying leisure travel market segments based on preference for novelty". *Journal of travel and tourism marketing*. 26:5,PP: 568-584.
13. Doswell, R. (1997). "Tourism: how effective management makes different butterworth and Heinemann".
14. Jeffrey, D. Xie, Y. (1995). "The UK market for tourism in China". *Annals of tourism research*. Vol. 22, No. 4, PP: 851-876.
15. Ghiami Rad, Amir, Moharramzadeh, Mehrdad, Hosseinpour, Baqer (2007). *The Relationship between the Perspectives of Sports Managers and Tourism Managers of the Country and Sports Tourism Factors in Iran*, *Olympics*, Year 16, No. 2, pp. 51-63
16. Homafar Fazele, Honari Habib, Heidary Akbar, Heidary Taghi and Emami Afsane (2011) *The role of sport in employment, income and economic development*, *Journal of hospitality management and tourism*, Vol 2, No 3, pp.34-37
17. Malek Akhlaq, Ismail, 2003, *Designing a policy model in tourism industry marketing*. Dr. Asghar Meshbaki, PhD Thesis, Tarbiat Modares



University.

18. Naseri, Seyed Massoud, 1996, *Identifying barriers affecting the development of Iran's tourism industry and designing an explanatory model to expand tourist attraction*. Dr. Davar Venus, Master Thesis, Tarbiat Modares University.
19. Bramwell, B. (1997). "Strategic planning before and after a mega-event". *Tourism Management*, 18, pp. 167-176.
20. Chalip L.; B.C. Green, L. Vander Velden (1998). "Sources of interest in travel to the Olympic games". *Journal of Vacation Marketing*, 4, pp. 7-22.
21. Neirotti, L.D.; H.A. Bosetti, K.C. Teed (2001). "Motivation to attend the 1996 summer Olympic Games". *Journal of Travel Research*; Boulder; Feb
22. Sardi Mahkan, Alireza, 2001, *The role of marketing in the tourism industry of the holy city of Mashhad*. Seyed Hamid Khodadad Hosseini, Master Thesis, Tarbiat Modares University.
23. Crompton, J.L.; S.L. Mckay (1997). "Motives of visitors attending festival events". *Annals of Tourism Research*, Vol. 24, No. 2, pp. 425-439.
24. Honarvar, Afshar, 2004, *Factors Affecting Tourism Development Due to Holding International Sports Events in the Country from the Perspective of Sports Managers and Stakeholders and Tourism Managers*. Batool Musharraf Javadi, M.Sc., Tehran Teacher Training University.
25. Lumsden, Los, 2001, *Tourism Marketing*. Translated by Mohammad Ibrahim Goharian, Cultural Research Office. Tehran.
26. Gibson, H.J. (1999). "Sport tourism: The rules of the game". *Parks & Recreation*, Arlington: Jun. Vol. 34, Iss. 6; pg. 36, 8 pgs.
27. Kozak, M. (2002). "Comparative analysis of tourist motivations by nationality and destinations". *Tourism Management*, 23, pp. 221-232.
28. Kim, N.; L. Chalip (2004). "Why travel to the FIFA World Cup? Effects of motives, background, interest and constraints", *Tourism Management*, 25, pp. 695-707.
29. Turco, D.M.; H. Eisenhardt (1998). "Exploring the sport-tourism connection". *ICHPER. SD Journal*, 34(2), 25-27.
30. Chalip L. (1992). "The construction and use of polysemic structures: Olympic lessons for sport marketing". *Journal of Sport Management*, 6, pp. 87-98.
31. Cho, Kwang-Min (2001). "Developing Taekwondo as a tourist commodity". *IJASS*, 13(2), 53-62.
32. Neirotti, L.D.; H.A. Bosetti, K.C. Teed (2001). "Motivation to attend the 1996 summer Olympic Games". *Journal of Travel Research*; Boulder; Feb
33. McGehee, N.; L. Loker-Murphy, M. Uysal (1996). "The Australian International Pleasure Travel Market: Motivations from a Gendered Perspective". *Journal of Tourism Studies*, 7 1, pp. 45-57.
34. Oh, H.C.; M. Uysal, P.A. Weaver (1995). "Product bundles and market segments based on travel motivations: A canonical correlation approach", *International Journal of Hospitality Management*, 14, pp. 123-137.
35. Funk, Daniel C. & Tennille J. Bruun (2006). "The role of socio-psychological and culture-education motives in marketing international sport tourism: A cross-cultural perspective, *Tourism Management*", Article in Press.
36. Moraseli, Aziz, 1995, *Estimation of supply and demand functions of foreign tourism in Iran*. Majid Sabbagh Kermani, Bachelor Thesis. Senior, Tarbiat Modares University.
37. Hinch, T.; J. Higham (2003). *Sport tourism development*. Channel View Publication. UK.