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**DETERMINING BARRIERS TO THE DEVELOPMENT OF SPORTS TOURISM IN  
FARS PROVINCE**

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**ABSTRACT**

The purpose of this present paper is to identify problems and deficiencies facing the development of sports tourism in the Fars Province. The methodology of this present study is based on applied method and in terms of research strategies and methods in the study was descriptive-survey and how to perform was based on the field. The study population included managers and sports experts, managers and experts of Tourism (55 persons including men and women). A few of the research population, sampling is accepted if all of the methods used. The questionnaire included two sections. (a) Section one refers to questions on demographic characteristics (including age, level of experience) and the second section of questionnaire included items with variable management problems, social problems are cultural. In this descriptive study, to analyze the parameters of descriptive statistics, median, and mean frequency were used. Also, in order to making ranking and determining priority of each of the obstacles and the components of the test, the researcher was used Friedman analysis and SPSS

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software version 19. The results of the descriptive statistics of the two main components of the management components indicated that management component is with a mean (22/4) and the cultural elements with a mean (13/4). Also, the results of Friedman test indicated that cultural and social barriers in first priority and management in second priority. The important point is doing role in the development of tourism and sports tourism, cultural and social development of the country.

**Keywords: Developmental Barriers, Sports Tourism, Fars Province**

## **INTRODUCTION**

Sport tourism industry has a special role in the global economy and it has an important factor in the interaction of cultures, civilizations, dialogue, and strengthen familiarity and intimacy among people and nations (**Ghiyami Raddetal., 1998**). Also, nowadays, the tourism industry is more than an industry, as a social phenomenon has become the world's economy (**Powel Emri, 2010**). According to the World Tourism Organization (WTO) predicts by 2010 more than 43 percent of the jobs related to the tourism industry. Due to the need to strengthen and develop the tourism industry to achieve its rightful place in the international credit must identify the various sectors of the industry. One of the most important and valuable feature which would become part of the tourism industry is called sport.

In today's world, sport tourism is a significant source of profits and revenues. Any country that can provide the source and circumstances of the identification and elimination of obstacles, it can benefit from the blessings

and benefits. Statistics indicated that many countries that are suitable for the tourist, sporting as a large part of its economy through tourism economy run. In recent decades, sport tourism has grown enormously. As share of the sport tourism in Australia is annual 3 billion USD. But Iran, in spite of its potential wealth of cultural, historical and natural attractions that make it unique in terms of tourism among the top ten countries in the world (**Nasari, 1996**).

Despite having plenty of sporting talent, the vast resources of tourism, cultural attractions, sports in our country, it is not worthy of enjoying sports tourism revenues and entry to find his place in the international arena. While holding the tournaments in the world are interested in participating in this tournament will travel to the host country. Even with smaller-scale in sporting events should not ignore the importance of economic rent. (Every year thousands of people the world over long distances to watch their favorite sports are regularly traveled). Unfortunately in our country, due to the inability of senior

international tournament is deprived of such benefits. This issue is important enough for the government to be developed and progressive. Defects and deficiencies are substantially different in the way of the development of the industry today including these deficiencies can be mentioned sports and tourist facilities (Ghyami, 2007). Above and similar cases, our country still does not have a good position in the international sport tourism. Removing these problems involved high cost of building stadiums and sports venues and other infrastructure needed to standards across the country. With respect to the Iranian nation rely heavily on oil export revenues, macroeconomic variables on the trail of the world oil price fluctuations over time is fierce. Given the country's high youth unemployment and reduce them to deal with these issues, identifying and addressing barriers to the development of tourism, sports tourism, especially in our country is very important (Shalchyan, 1995). Unfortunately, not only for sports tourism but also for tourism in its general level, too, there is no strategy and plan or a specific design in the country and all the activities are based on personal experiences or sectional and short-term activities so that the sports managers' weakness of planning in the development of sports tourism industry is the main cause of the country's lag in this industry in the world. Fars Province as a tourism hub of tourist

interest is located. This province is one of the most talented and prominent tourism areas of the country due to the historical monuments and the history of this province. In addition, this province has the appropriate climate in each of the seasons of the year and having the historical attractions, and other factors in attracting a high potential of sport tourism. Furthermore, the emphasis on local sports development in the province, it can be effective. Iran and particularly of Fars province, due to having a different sport with the arrival of native effective can be a big competition like the Olympic sport tourism development provides your background that in this regard, it should be given to the potential of the existing sports in the country and sports centers in particular to create action.

To extend the native string, and hence the income of its existence this way. It is necessary to create a specific type of tourism professionals, local resources as sources of competition are similar in countries and cities. Therefore, the lack of a proper planning pattern for sport tourism industry in accordance with local conditions and specific characteristics and the lack of any structure or a projected Outlook for it caused that high level of tourism development of the resulting benefits of sport events. Therefore, due to the importance of tourism in the economic sector in comparison with the other in terms of production, income and employment, the task

of sport managers, researchers and planners is that the identification of this capacity to expand it, and with proper planning to organize in its development. Obviously, in order to develop the concept of embarking on a step by step way to identify any barriers facing first development and responding to the social and cultural barriers that these administrative enquiries on tourism development of Fars Province, what? Then surmount them.

### **METHODOLOGY**

The methodology of this present study is based on applied method and in terms of research strategies and methods in the study was descriptive-survey and how to perform was based on the field. The study population included managers and sports experts, managers and experts of Tourism (55 persons including men and women). A few of the research population, sampling is accepted if all of the methods used. The questionnaire included two sections.

(a) Section one refers to questions on demographic characteristics (including age, level of experience) and the second section of questionnaire included items with variable management problems, social problems are cultural. In this descriptive study, to analyze the parameters of descriptive statistics, median, and mean frequency were used.

### **Populatin**

(A)-The managers of physical education organizations and federations and (B)-Sports management professionals and masters of (C)-experts in the tourism sector of the tourism and cultural heritage Organization (both men and women). The study population included managers and sports experts, managers and experts of Tourism (55 persons including men and women). A few of their search population, sampling is accepted if all of the methods used. The number of complete response letter received by 45 questions and statistical analysis were used.

### **Instrumentation**

In the implementation of the present research, the researcher used library of the study and a Library and Internet resources in the field and the current status of the comprehensive studies in the field of sport tourism. The researcher also gave and distributed the initial questionnaire with a group of professors and experts. After collecting the opinions of the experts and determine the validity of the formal content and final questionnaire a questionnaire was prepared. The questionnaire was designed in three main sections. The first part includes individual information and part two contains the main questions of the questionnaire, which was in the form of social and cultural barriers. Like rt scale questionnaire based on the five- degree includes the options too much, too much, medium, low, very low

ratings. A score value of responses for each question option is in the order of 1 to 5 (5 to score too much and a score of 1 for very little).

### Reliability and validity

Content and face validity of the questionnaire by were approved the seven experts and masters degree in sports management and tourism management were the amendments. Cronbach's formula was used to gain the reliability of the questionnaire.

**Table 1** shows the Cronbach's alpha for the entire questionnaire and for each of its

components

### Statistic Method

With regard to the research objectives and research questions are frequently used descriptive statistics and data frequency, mean, percentage frequency and cumulative frequency percent is used. The inferential statistical parametric Friedman test to evaluate the significance of each of the barriers identified by Cronbach's alpha test was used for all calculations are done via software SPSS version 19.

**Table1: Reliability of Questionnaire by Using Cronbach Alpha**

Component	Number of Questions	Alpha
Management	7	0.87
Social-Cultural	7	0.86
Total	14	0.86

## RESULTS

### 1. Investigating descriptive feature

#### a) Description of respondents' age

In **Table 2**, the researcher indicated Indexes of descriptive statistics related to respondents' age of the questionnaire. The mean of respondents' age of the questionnaire is 30 years old.

#### b) Description of experience of respondents

In **Table 3**, the researcher indicated Indexes of descriptive statistics related to

respondents' experience. The mean of experience of respondents is 10.1 years old.

#### c) Description of Components of Cultural, Social and management

In **Table 4** indicates the index of descriptive statistics relating to tourism development 2 component's athletic barriers of Fars province. Also in table 3 the average calculated from each component are compared. As can be observed on an average of the component

include: cultural management (22/4), (13/4).

d) **Components of management barriers**

**Table 5** Respondents views toward each of the administrative obstacles to the component questions.

e) **Cultural and social factors**

**Table 6** shows respondents opinions of each component of the cultural and social

questions.

2. **Characteristics of inferential statistics**

Friedman test prioritization factors barriers to the development of sports tourism in the province. **Table 7** shows the statistical parameters associated with this test. As can be seen between the two components, there is a statistically meaningful difference ( $P < .05$ ).

**Table 2: Indexes of descriptive statistics related to respondents' age of the questionnaire**

Statics index	Mean	Max	Min	SD
Value	30	55	25	8.5

**Table 3: Description of experience of respondents**

Statics index	Mean	Max	Min	SD
Value	10.1	29	2	8

**Table 4:**

Statistics indexes	Mean	SD	Max	Min
Management	4.22	0.84	5	1.62
Cultural-social	4.13	0.89	5	1.36

**Table 5: represent the views of the respondents to the questionnaire study was superior to any**

Row	Question topics	The relative frequency percent of the agreement				
		Very low	Low	medium	high	Very high
1	The lack of correct, accurate and scientific Planning for improving the sports tourism in the province	1.9	14.1	7.6	31.2	45.2
2	The existence of parallel organizations and Indefiniteness of the duties of responsible parts in sports tourism sector	1.7	11.5	17.9	40.6	28.3
3	Lack of specialists and trained human Resources in the sports tourism sector of the province	1.6	7.8	4.7	38.4	47.5
4	Difference in policies, procedures, and lack of a clear strategy about sport tourism of the province	2.8	2.9	12.1	35.5	41.7
5	Lack of adequate coordination between Organizations and coordinating offices in the development of sport tourism of the province	1.8	9.5	11.2	27.2	46.3
6	Problems in funding (public and private sectors) in the sport tourism sector	3.4	1.13	11.2	23.6	59.5
7	Lack of monitoring and control on the Activities of tourism and sports tourism units	2.9	6.5	31	31.2	28.4

Table 6: Respondents opinions of each component of the cultural and social questions

Row	Question topics	The relative frequency percent of the agreement				
		Very low	Low	Medium	High	Very high
1	Negative point of view and incorrect interpretation towards foreign tourists in the province	5.5	9.6	31.1	29.3	24.5
2	Low and insufficient knowledge about the sport tourists about natural attractions and resources in the province	1.2	3.15	17.6	48.3	28.4
3	Incomplete information system and poor public relations with sports tourists	1.2	1.12	15.5	33	48.2
4	Ideological constraints and its inadaptability With the culture of sport tourists	3.9	7.4	12.1	38.7	37.8
5	Lack of information about the needs and Demands of sports tourists	2.9	1.6	16	30.4	49.2
6	Weakness of Volunteering culture in Iran	2.8	8.4	20.6	18.4	43.8
7	Inappropriate treatment of sports tourists and the lack of adequate security for them in some regions of the province	5.5	15.3	18.8	24.2	32.3

Table 7: Results of Friedman test prioritization factors barriers to sports tourism province

Ranking	Component	Ranking Mean	df	chi-square	values
1	Social– Cultural	4.12	5	16.14	0.01
2	Management	3.83	5	16.14	0.01

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## DISCUSSION

Sports tourism has been considered a lot in the last 20 years and many experts and scholars

have discussed various aspects of it. Some experts consider sport tourism in relation with sports events where people are only considered as spectators and visitors and visit sports events and sports museums during their sports tourism trip and cause the formation of tourism product. Studies have shown that the tourists' willingness to participate in sports has grown 130 percent from 1967 to 1989 (Green, 1998). Laval has also estimated that sports tourism is an industry which has a value of 845 billion dollar (Laval, 1997). Growing and increasing popularity of sport-related recreational travels and the prevalence of active lifestyle have caused people to be eager to do sports even in trips (Green, 1998). Investigation of the results of descriptive statistics show that the average age of respondents has been 30 years, and the maximum and minimum age has been respectively 55 and 25 years. The average work experience of the respondents has been 10.1. The results of the descriptive statistics of the two main components of the obstacles to the development of sports tourism in the province of Fars showed that the management component with a mean of (4/22) and the cultural component with a

mean of (4/13) were in the first and second priority. Gibson 2005 also suggests in his research that cultural and management barriers of sports tourism of the country are of great importance, regarding the sports attractions that are consistent with the results of the present study. (Qiyami Raad, Moharram-Zadeh 2009) also suggest in their study that cultural and political barriers that sports tourists confront with them in Iran are consistent with the political and cultural barriers of the present study. Zeytoonly et al (2012) in a study entitled "Identifying the potential of sports tourism in Golestan province" expressed that the analysis of the capabilities and resources represents the first important step in the development and management of sport tourism goals which is in consistent with the results of the present study. Friedman's test results, using ranking average to prioritize the components of sports tourism barriers, indicated that Social and cultural barriers are the first priority and the management barriers are the second priority. Peter Cave in his study in (2003) which was carried out on the local perspective on sports tourism in Africa has concluded that there are potential resources in tourism, that the first league sports competitions like the Olympics and the World Cup, is currently not the only way of development for the majority of African countries. An exception would be

South Africa, with a lot of infrastructures including hotels and airport, which would be inconsistent with the results of the present study. Basically, there are many problems in the tourism and sports tourism; most notably are "the cultural problems and management problems". Sports tourism is a multidimensional phenomenon on that succession exploitation requires the improvement of the cultural conditions of the country and an efficient management system. Among the important factors in the development of sports tourism, we can refer to the development of sports resorts, festivals of traditional and local games, raising the quality of service, proper planning and management in order to provide public awareness about sport tourism, focusing on media like television, Internet, newspapers and magazines to promote the culture of the society, training human resources needed for the sport tourism, determining an independent organization for deciding in sports tourism sector of the country consisting of sports and tourism sectors' experts, training and employing local people in the sports tourism sector to increase revenue and reduce conflicts between people and also holding classes and seminars in relation to sports tourism by inviting experts of this profession from in-and outside of the country. An important point which must be

underlined in the field of sports tourism promotion and development is establishing a correct attitude toward sports tourism in the community, presence of a unique point of view in different classes of the officials and their common understanding about the importance and the place of sports tourism in the development of tourism and therefore cultural and social development of the country.

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