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**EVALUATION OF GEOGRAPHICAL CONDITIONS AND EXISTING FACILITIES OF
BOATING DEVELOPMENT IN MARAGHE IN VIEW OF SPECIALIST (WITH
EMPHASIS ON SPORT TOURISM)**

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ABSTRACT

Sport tourism due to field's variety and its attractive and vibrant nature can be influential for to development of health indicator of human community and revenues from tourism fund and also by creating a platform for sustainable development. Among these boating in roaring water according to its vibrant and adventurous character draw the attention of sport mangers and those interested in sailing sports. Maraghe due to its numerous potentials from geographical perspective can contribute to development of this beautiful and attracts tourist and with appropriate management can establish this newly launched sport and turn it to an influential and effective instrument for the mentioned aims. Themain subjective of this study is evaluation of geographical condition and existing facilities of boating development in maraghe in the view of specialists. Accordingly, the technique related to strategic management (SWOT) which is based on recognizing internal and external factors have been used. Therefore after recognizing the strength, weakness, opportunities and threat and delfi technique and likretrange for weighting and ranking of factors have been used. The methodology of this study was descriptive –analytic and accordingly was practical Data gathering is field study and library based. The findings reveal that according to geographical condition the final score of internal matrix is 4, 201, therefore

strength points is more than threat. The findings indicated that the final score of internal matrix (4.201) was calculated which indicated that opportunities and strength points related to tourism and boating in roaring water in maraghe were more than its threats and weaknesses. Finally, the dominant strategy in maraghe for development and management of this field is the offensive strategies (SO).

Keyword: Sport Tourism, Boating in Roaring Water, Maraghe, strategic management, maraghe

INTRODUCTION

Tourism today is global and enjoying fast development. The statistics delivered by world organization confirming this growth. According to the estimation of the world tourism organization, the amount of revenue from tourism industry in 2020 will be 1.6 billion [1]. Tourism covers different scopes and one of these scopes is sport tourism. Searches reveal that sport tourism in comparisons with other sectors in tourism industry has the most growth [2] and even in some countries just sport incorporates more than 25 % of the whole tourism revenue [3]. Tourism based on sport is considered to be a kind of tourism which includes participation in sport activity and competitions (members of sport team) and tours for using exercise facilities (like one-day tour for ski in Dizin) [4]. Generally, sport tourism is consisted of three main categories: a) people who actively participated in sport, b) people who travel just to visit sporting events c) people who for

recalling their past memories and childhood visit sport museums and halls [4].

Today one of the sport management's principles is paying attention to sport participants and developing sport facilities for visitor of different competitions. Water plays a substantial and decisive role in sports and entertainment events. Boating is one of water sports (like swimming, Water polo, diving, water skiing...) which have bond with water and with its exhilarating and exciting property have become prevalent among youth and sports winners. Boating competitions is a technical sport which incorporate asymmetrical movement (kayaks) and asymmetrical movement (canoe). These competitions can be organized in different seasons.

Boating is a kind of exercise and entertainment which is done by different kind of boats in, boating courses, calm waters, Canoe Polo, Dragon Boat ride on, ride on yachts, rowing and slalom water rafting.

Therefore boating is a diversified sport and among them, boating in roaring water is the most attractive and exciting kind of boating that attracts most of athletes. This sport is done by two boats of kayaks and canoe.

Iran is enjoying unique natural attractions; by the way it's having of natural tourism is a collection of sporadic, unregistered sources which in many cases are in decline. Natural geographical researches and also feasibility of each of ecological attractions with investing potential in Iran indicates that in our country natural tourism is a unique economic source, special and also one that is left behind (Taghvaie et al, 1390,101) One of the current problems in development of water sports, like boating in the country, in one hand is the lack of planning for construction of boating resort and its side installations, and on the other hand is the inappropriate location of the current installation and boating resort. Particularly because water sources in Iran are facing shortage, optimized use of these restrictions require careful planning. On the other hand according to tourism indicators in country is facing with increasing of young population and active groups, planning for entertainment and sport of this group of youth is more necessary than before. This issue reveals the importance of sport tourism.

Maraghe is one of the cities of Azarbayejan sharghi province which from sport tourism perspective specially, has numerous potentials. Maraghe from north is restricted to Tabriz, from south and southwest to Bonab from east to Oromiye Lake and east to Hashtrud. This city is in south of Sahand and southeast of Oromiye lake in 760 kilometer distance from Tehran, on the way of Tehran-Tabriz railway. The climate is temperate and in different seasons of year is fluctuating between 20 c below zero and 35 c above zero and the amount of rainfall is 300 milliliter in year. Elevation in maraghe divided the city into two district of mountainous and plain, so that the elevations of the north to South and from East to West began to decrease, and reached to the shores of the Oromiye Lake and themelkan plain. There are big garden around the city and streets are covered with lots of trees. Maraghe was dragged along a lush valley and mountains and this city enjoys natural attraction like Saltwater and freshwater springs, beautiful valleys and historical places like Towers, castles, domes, celebrities, school. There are rivers of water in the city, generally comes from Sahand Mountain which paved the way for development of entertaining sports such as boating. Mordak and sabzChay Rivers are the most important rivers of Maragheh. Because

maraghe is located on the southern slopes of Sahand rivers like Sofichay which have originated from the mountain passing through maraghe and have great influence in The prosperity and development of the city .Sufi rod (Sufi tea) is originated from the southwest slopes of Mount Sahand and melting of permanent and heavy mountain snow and especially from bamiderz river. This river with southern and northern flows watering the whole farms and garden of maraghe and from the south enters to Bonab. On the sofichay river in malkakbabad district in 21 kilometer southeast of maraghe there is a dike with 11 meter heights and 65 meter width. Nowadays this dike is filled with river sediment. There is a considerable amount of trout in the river. In the existing part of

REVIEW OF LITERATURE

In relation to the subject of this study, the effect of sport development (in general) and water sports (in specific) and development of sport facilities in economic development and etc , there are direct and indirect studies that I mention some of them as follow:

Santo (2005) in a study investigated the economic impact of professional sports and stadiums. In his model he used data from 1984 to 2004 and studied the variable of people's revenue on the city population. He showed that professional sports and stadiums

maraghe and in the way of Tehran –tabriz railway on the sofichayi river two bridges have been constructed. According to these potentials, recently a boating resort of roaring water on Sofi Chay River officially has been constructed and this resort is the first boating resort of roaring water in Iran. Boating resort of slalom on the river of Sabzchay is another resort of the city. With regard to the initiation of the resort and current abilities that exist in other location of Maraghe, for maintenance and development of this resort and its abilities and its stability, it is necessary to investigate the strengths and weaknesses and also opportunities and threats for development of Maraghe and to offer strategies and solutions that is crucial for development of boating in the city. had positive and significant effect on revenue of people and it could be an important factor for development [5].

Rosentraub and joo (2008), in their study investigate the effect of different tourism locations on revenue and occupations in 318 cities of the United States of America during 2000 to 2006. Their conclusion showed that the entertainment places had positive and significant effect on occupation and revenue. The effect of stadiums and sport locus on occupation and revenue was also significant and positive. The effect of number of

museums on revenue and occupations in cities are negative, but they are not significant [6].

Fatholahi Parvaneh et al in an essay investigated effective inhibiting factors on sport tourism of AzarbayejanGharbi province in the view of sport organization. They introduce the problems related to management, information and cultural and also problems related to infrastructure as an inhibiting factor that is present in sport tourism of Azarbayejan Gharbi province [7].

Honari in an essay investigated the role of sport tourism in employment and income from the perspective of tourist, manager and stakeholder and concluded that tourism industry affected employment and revenue of host area through development of sport tourism and development of infrastructure [8].

Esfahani in a study analyzed the effective factor on development of sport tourism of Iran. His findings reflect this issue that the axes of facilities and services, security, and better housing have great importance in the development of domestic tourism, and axes of education, economic and tourism site are most relevant to other factors [9].

Kozechiyan in a study analyzed the role of tourism service quality on satisfaction of sport tourism, its results show that among

different variables, accessibility quality, quality of sport complex and quality of competitions have the greatest impact on satisfaction of tourist. Also the results of this study indicate that the effect of quality of complex on tourist satisfaction is not significant. Therefore it could be said that each dimensions of quality of sport tourism services has specific influence on tourist satisfaction [10].

Theoretical basis

The nature and meaning of sports tourism

Sport tourism is defined as travelling for relaxing in which people temporarily leave their living place and travel for playing, visiting sport activities or watching accompanying attraction [11]. In other words sport tourism includes travelling that is related to sport activities with commercial and non-commercial reasons, which is done randomly or organized from their home or workplace. The important thing is to distinguish between sport tourism and tourist sports. In sport tourism the first purposes sport travelling while in tourist sport the main motivation is tourism and the second one is sport (Dubais and rousse1, 2006, 34).

Sport tourism means traveling for non-commercial reasons for visiting or participating in sport activities which is far from their home (Hinch&Higham, 2002).

Nowadays sport is incorporating an expanding concept, the scientific view to this issue makes it the most influential events in economic political social and cultural conditions of communities (khosravi, 2006). Also paying attention to sport tourism and improving and developing it is one of the decisive elements in tourism (hashemi, 2005). This tourism include 5 to 10 percent of all travels, is one of the most rapid section of tourism (report, 2005).

Sport tourism is a new phenomenon in tourism industry. As UN World Tourism Organization, has made a very close relationship between tourism and sports and its events at the local, national and international level. This industry is the good way for gathering people from different nations for sharing joys and emotions.

Although travelling for watching sport is like watching sport competitions in ancient Greek but this industry is consider a new one. Today, the industry has been widely welcomed. reason for increase of attraction to this industry include The rise in popularity of international and national sports events (Such as the Olympics, World Cup and other sports at different levels, regional, national and international), Health value growth that can be achieved through active participation in many sports, understanding Governments

and political leaders of the value of the industry due to its economic benefits (both national and international dimensions). Also sports by providing the mobility of people makes communication more efficient by improving the conditions of technological and global infrastructure (dubais and Roussel, 2006:6)

However, the link between sport and tourism is considered as inextricably bond, and as globalization is in progress new features to enrich the experience of tourists by Sport and Tourism along with the globalization process has been provided.

If we consider sport as an activity within cludes all forms of physical activity which, through casual or organized participation aimed at improving physical fitness and mental health in the form of a social relationship, Then it can be said that sports have many functions including: social, emotional function, the function of unity, political function, social function, mobility and function of socialization. In other words, Exercise has long been internal in human nature and exercise movement have been seen in human being from very long age and gradually after urbanization, people make sports and sports activities as part of their life. Later, every nation in accordance with the geographical situation of their country,

find their own special sports and their sport exercise like other individual characteristics turn into their national and political, characteristics and features. Sport Tourism industry is the subject of two attractive combinations of sports and tourism, an industry that many countries invest heavily for its development. Because sports and tourism have great influence on the economy of countries and cities, so in several countries, tourism and sports activities in the form of a special ministry in the name of sport tourism is planned and implemented [12].

Diknop (1990) notes that Sport Tourism includes three views:

Going on sport holiday like travelling for skiing

Use of sports facilities in the destination, although the primary purpose is not sports travel
Private sports holidays where tourists do sporting activities such as beach volleyball [11]

Sport tourism in the world

Importance of sports tourism is increasing day by day, and institutions in this field have been specialized. Estimates suggest that by 2004 more than 70 million people for participating in sports event, especially watching the games have been moved. Summer and Winter Olympic Games, World

Championships, national and regional competitions turn into big tourism attraction. Soccer matches at different levels contribute greatly to attracting sports tourists (Palmer and Bahmanpour, 2008).

Studies reflect the fact that 26% of people in England consider sports as the main purpose of their trips. In 1988, the first festival of national games and entertainment of Japan held for four days. In this event, 14,000 participants competed in 15 sports. Since then, the number of tourists in Yamanashy region totaled three million people.

Sports tourism industry is a strategic discussion which is able to attract millions of tourists to the Olympics and World Cup. For example, Australia for holding the 2000 Sydney Olympics, paid \$ 1.7 billion and expect that it will gain 4.5 billion dollars over 10 years to spend money to reform the system of aviation, transport and visiting and residential centers and the main reason for that is the presence of sport tourism in it. Many activities in different parts of the world have been done in this industry. In America, there is more than 270 sports committee that its most important goals is to attract important sport events of the city which would have a positive effect on the local economy. This Country by offering tourism packages which includes sporting event,

hotel accommodation, other services that are proportionate to visitors' expectations, provide valuable experience for visitors.

In Canada based on Sport Tourism Planning Template suggested that sporting events are included in the tourism packages, so all services provided to tourists. These packages are sold by travel agencies where one can reserve plane tickets, or reserve a car, etc. In addition, there should be packages for sport event for couples or families in order to increase the number of participants. Also packaged should be designed for participants after the events in order to keep them longer in the city. Today, there is a high demand for adventurous tourism packages (Beedie and Hudson, 2003). In Nepal, depending on various sports tourism, including climbing, kayaking, cultural and entertainment packages with various services provided to tourists

Boating and its different types

All boats which are moving by rowing and muscle strength by the oarsman, based on the kind of movement and oar which is used, are divided into two parts, which are working under separate bodies. The first part is canoeing which is under the International Federation of Rowing ICF and this federation includes the calm waters committee (racing at the resort), Slalom Committee (spiral) and

Roaring Waters, Marathon Committee, Wh Committee, Yacht Committee, Turing Committee. The second part of the International Federation of rowing is boating. Here we will only briefly examine boating in roaring waters.

Adventurous tourism- boating in roaring water

Adventurous tourism is one of the many branches of tourism which many considered it as sub category of sport tourism. This branch of tourism in Iran is almost unknown and neglected.

Rafting or boating in the roaring waters is one of most attractive and adventurous entertaining field of tourism that can attract domestic and foreign tourists. Raft in English language means boat or wooden yacht which is constructed by connecting several trunks to each other by rope.

METHODOLOGY

This study in the term of method is analytic-descriptive and in the term of purpose is among the applicable studies. Therefore, in order to collect data, library method and field study are used by the means of tools like interview, information and questionnaire collected from manager of physical education organization, municipal and sport teachers in Maraghe. Based on this study, recognition of internal and external factors of sport tourism

system in boating on roaring water has been done and in terms of strength and weakness and opportunities and threats is offered.

After identifying external environmental factors e.g. opportunities and threats by questionnaire from manager and experts, for each of these factors, a weight value from 0 to 1 is allocated. Then for each of opportunities and threats a score from 1 to 5 is given. In next stage, the weighted score (the coefficient of the degree of importance of each factor in resulted score) is calculated and total score is obtained. In this way, the evaluation matrix of external factors (EFE) is calculated. The way of calculating the evaluation matrix of internal factors (IFE) is the same. A weighted coefficient from 0 (unimportant) to 1 (very important) is allocated to the factors of strength and weakness points according to the comments of managers and experts. Then the scores from 3 to 5 are considered for the factors of strength points and the scores from 1 to 2 are considered for the weakness points. In the next stage the weighted score (multiplication of the degree of importance of each factor and the resulted score) is calculated and total score is obtained. In order to determine the exact effectiveness of each factor in sport tourism development in Maraghe and rank them, hierarchical analysis technique is used.

In the following by adjusting internal and external strategic factors that are the foundation and basis for writing of strategy, SWOT matrix derived and according to quantitative strategic planning matrix (QSPM), priorities will be recognized and the right strategy will be offered. Prioritization steps in quantitative strategic planning are as the followings:

First we enter internal and external factors and their given weights in the table of internal factor evaluation (IFE) and table of external factor evaluation (EFE) in the vertical part of the table. Then extract the intended strategies that we want to prioritize them from SWOT matrix table and write them is on the horizontal column. Each strategy consists of two columns; one shows the attractiveness score (AS) and other strategy attraction (TAS).

Authorities and experts according to degree of the effectiveness and attractiveness of both internal and external factors give them a score between 1 and 5 and called it attractiveness score (AS). If the intended factor doesn't have any effect in writing or selecting of strategy in difference score or zero will be given to it. With the weight coefficient of each factor, strategy attraction (TAS) is calculated

The scope of the study

Maraghe is one of the oldest cities of Iran which is located near Sofi Chay River and from north is bounded by Ghashghagh and Ashan mountains and from south by Varjoy gardens and from east by gardens and fields and in the end from west by well know Mountain Of Observation. It is located in 37 degrees 23 minutes of north latitude and 46 degrees 16 minutes of east longitude. The altitude is about 1390 meters above sea level [13]. Its population according to iranstatistic In the first stage, which is the stage of data input, after analysis and surveys which is conducted by delphi method, the comments of experts of physical education and tourism about strength and weak points, threats and opportunity of sport tourism and boating in roaring water of Maraghe area, coefficient (the degree of importance of these factors in sport tourism and boating in roaring water in

center in 2005 is more than 149921 people. The most important rivers in Maraghe are Mordagh and sofichay which are full of water. These rivers are generally originated from Sahand Mountain. According to current potential in these rivers, Sofi Chay River is the first boating resort in the country. Boating resort on calm water on this river have been constructed which is mostly for entertainment.

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Findings of the study

the area and beyond province) and rank (the degree of importance of these factors in sport tourism and boating in roaring water of Maraghe city) have been collected and at the end the sum of their final scores were calculated. In the end, evaluation matrix of internal factors (table 1) and external factors (table 2) was extracted.

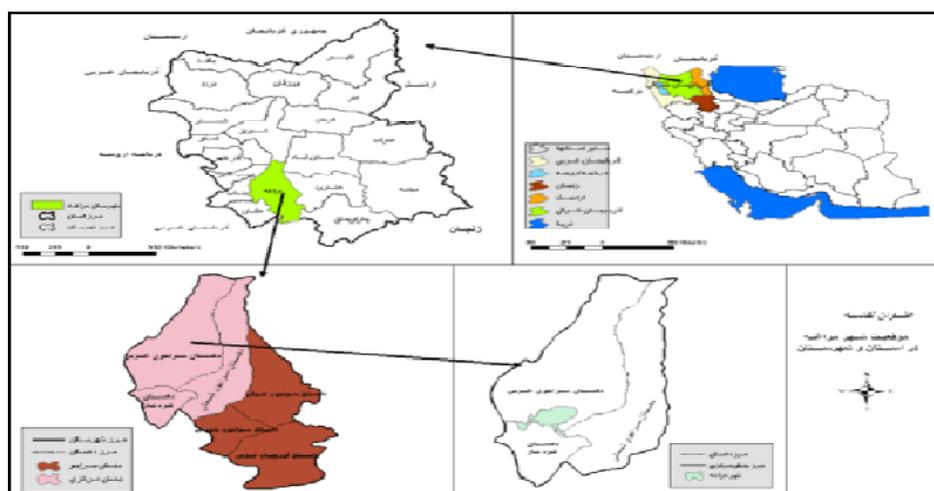


Figure1: Location of Maraghe in the town and province

Table1: the evaluation matrix of internal factors that dominate sport tourism (boating on roaring water) Maraghe district (aifas1)

Name of factor	title	weight	The factor score	The final score
S1	The presence of perennial and full rivers in the region	0.079	5	0.395
S2	Bounded by southern domains of Sahand mountain and using of water resources of these domains	0.032	2	0.064
S3	The presence of attractive natural tourism perspectives around rivers	0.033	2	0.066
S4	Establishment of natural dam like Alaviyan on the rivers	0.079	5	0.395
S5	Crossing of perennial rivers from the inside of Maraghe city with construction of sport facilitation with economic savings	0.08	5	0.4
S6	Presence of steep and ups and downs in cities	0.033	2	0.066
S7	The equipped resort of roaring water in city	0.079	5	0.395
S8	Enough space for spectators and construction of building for tourism around the dam and river	0.063	4	0.252
W1	The lack of sport installation and facilities for holding official competitions	0.063	4	0.252
W2	Lack of rebuilding of city rivers like sofichayi and sabzchay	0.063	4	
W3	Unfamiliarity of native population with boating	0.063	4	0.252
W4	The lack of facilities and building for delivering services to athletes and tourists around the river and near alaviayn dam	0.064	4	0.256
W5	The lack of enough budget for holding tours or training classes	0.063	4	0.252
W6	The lack of different and appropriate facilities for continuous presence of athletes in the town	0.063	4	0.252
W7	Lack of budget in order to hold sport camps and training classes in this sport	0.063	4	0.252
W8	Lack of integrated management and communications between offices and different departments for collaboration in this sport field and sport tourism	0.08	5	0.4
	total	1	63	4.201

Source: field study and authors' calculations, 2013

According to above table 1 from expert's perspective, crossing of perennial rivers from maraghe which makes the construction of sports facilities with economic savings with a weight score of 0.4 is on a priority which is the most important strength point of sport tourism of maraghe. Presence of permanent rivers in the region, construction of natural dams like alaviyanon the river and equipped

resort of roaring water with weight score of 0.395 are in second rank, and considered as the most important strength. Presence of enough space for spectators and construction of tourism facilities along the dam and the river in the city is the third priority with a score of 0.252. Meanwhile, the lack of integrated management and communications of departments and agencies to cooperate in

the field of sports as well as spot tourism with weight score of 0.4 considered as the main weakness of Maraghe. And the lack of facilities for delivering service and meritorious services to tourists and sailors around the river and near the Alaviandam with a score of 0.256 is in the second priority and the lack of sports facilities to hold official tournaments, improvement of city rivers like Sufichay and Sabzchay, inadequate familiarity of the indigenous community with boating, lack of financial sponsorship and support for sports in the city in terms of management, short age of different and appropriate facilities for continuous presence

of athletes in the city and lack of credit, and funding to organize sports camps, sports training with weight score of 0.252 are in next priorities.

The final result from analyzing the internal factors of sport tourism and boating in roaring water in Maraghe (the final score 4.201) indicates that the strength points of sport tourism of boating in roaring water of Maraghe is more than weak points and huge strategies in sport management of this field should be written in a way that these strength points could be used for eliminating of weak points.

Table 2

	Factors	weight	Score	Final score
O1	location of Maraghe in the way of Tehran-Tabriz railway and access to fast transportation and also access to roads	0.085	4	0.34
O2	Closeness of this lake to beach of Ormiye lake and drought of this lake	0.043	2	0.086
O3	Construction of Maraghe –Ormiye freeway	0.043	2	0.086
O4	Lack of perennial rivers in all regions of the country	0.085	4	0.34
O5	Closeness to crowded city of Tabriz and attraction of athletes and travelers to this district	0.064	3	0.192
T1	Pollution of rivers of the city	0.085	4	0.34
T2	The concentration of tourist and athletes for using of Sofichay boating resort and reduction of river capacity and recreational amenities	0.064	3	0.192
T3	Increase of vulnerability degree of sport facilities and tourism resources	0.064	3	0.192
T4	Limited season for boating exercises due to climatic condition of the region	0.085	4	0.34
T5	Unfamiliarity with potential and talents of the region for those interested in this exercise all over the country	0.106	5	0.53
T6	Continual drought in recent years	0.085	4	0.34
T7	The slow process of allocating financial budget from federation to the city	0.106	5	0.53

T8	High cost and expensive equipment of this exercise	0.085	4	0.34
	Final	1	47	3.848

According to above table 2 the most important opportunities of Maraghe for development of boating and sport tourism are as the followings: locating in the way of Tehran- Tabriz railway, accessing to fast transportation and also to transition roads and also the lack of perennial rivers in all the regions of the country both with weight score of 0.34 recognized as the first opportunities for developing sport tourism and boating in roaring water in this area. Nearness to populous center of Tabriz and higher ability for attracting athletes and travelers to this areas with weight score 0.192 is the second opportunity for development of boating and tourism. Also nearness to beach of Oromiye lake and draught of this lake and establishment of Maraghe-Ormiye freeway by gaining the weight scores 0.086 are in next priorities. However, the unknown potentials and talents of the region for those interested in this field all over the country

and slow process of allocation of funds transferred from the federation to the city of Maraghe (administrative bureaucracy) both with weight score 0.053 as the most important threat , polluted rivers of city limited season for boating according to regional condition of area, continual drought in recent years and high costs and expensive facilities of the field in Maraghe all with similar weight score 0.34 as the second factor and high concentration of tourism and athletes for using sofi cay boating resort and diminishing of river capacity and entertaining facilities and increasing of vulnerability level of sport equipment and tourism sources with weight score 0.192 are the second threat for sport tourism in maraghe.

For determination of dominant strategy on development of sport tourism and boating on roaring water of area, in general we would have the following table 3:

Table 3: matrix SWOT

Internal-external factors	Strength points (S)	Weak points(w)
Opportunities(O)	Offensive –competitive strategies(SO)	Revising strategies(WO)
Threats(T)	Diverse strategies(ST)	Defensive strategies(WT)

In calculation of analyzing matrix of internal and external factors if the obtained result located in four parts of SWOT the following

requirements would be needed in considering the kind of strategies,

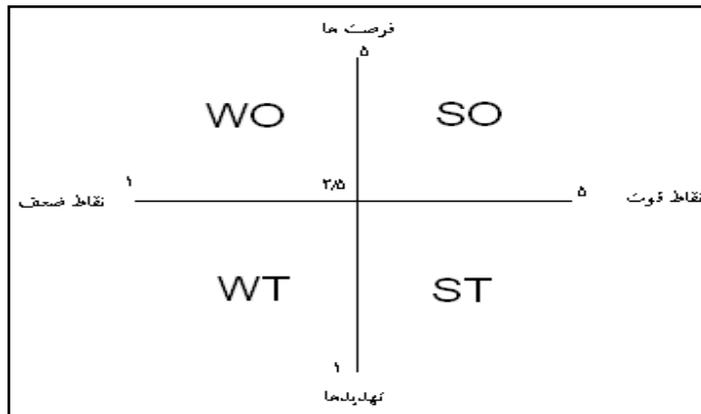


Figure 2: Different kinds of strategies according to analyzing of internal and external factor

The aim of this stage is determination of applicable strategies. For determining applicable strategies, internal and external matrix accompanied by expert’s views and likert range were used. Then field studies and questionnaire based on experts and specialist views were quantified

In this study according to final deduction from evaluation matrix of external and internal factors that are related to sport tourism and boating in roaring water by final sum scores (4.201) and (3.848) respectively,

indicates that opportunities for sport tourism and boating in roaring water of the area is more than its threats and therefore strategies for sport tourism and boating in roaring water of area should be written in a way that could most suitably use opportunities, capacities and potentials in environmental, managerial and collaborative aspects. Therefore, strategy or dominant strategy on development of tourism in Maraghe is offensive (SO). (Figure 3)

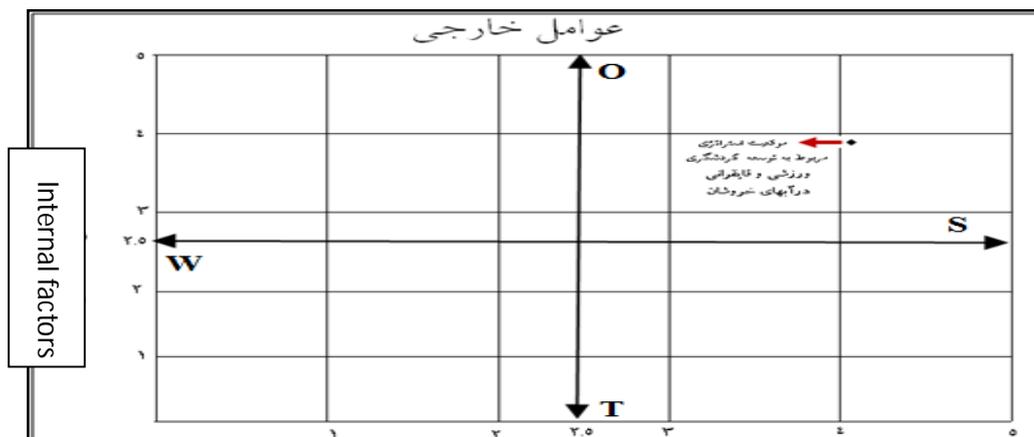


Figure 3: Strategic situation related to boating development and sport tourism in Maraghe
Development of Sport Tourism Strategies of Maraghe:

Second stage (comparison stage) by preparing SWOT matrix; investigate the different types of strategies (table 4). In the way that after identifying internal factors (strength and weakness points) and external

factors (opportunity and threat) sport tourism from evaluation matrix of internal and external factors (IEF, EFE), SWOT matrix is written and an appropriate strategy for sport tourism developed.

Table (4) strategies for development of boating and tourism in Maraghe

Internal and external factors	Opportunities O ₁₋₅	Threats T ₁₋₈
<p>Strength points</p>	<p align="center">Offensive/competitive</p> <p>1: Using a variety of convenient access routes (rail, air, land) that creates better connection between populous centers, e.g. cities and provinces of country in order to attract athletes and tourists to boating on roaring waters due to the perennial rivers in this city and also appropriate topographical conditions result from locating in domains of Sahnad Mountains (S1S5S6O1O5).</p> <p>2: directing tourism activities, specifically, sport tourism of boating in roaring water to regions that are ready for development of sport tourism like Maraghe that is due to enjoying favorable geographical condition and also great potential for development of these regions (S1S5O2)</p> <p>3: using of appropriate geographical condition and also proper condition of expanding all variety of sport tourism specifically boating in roaring water due to construction of alaviyan dam and presence of domains of sahand in upper hand areas of dam and attraction of tourism from other areas of country and specifically azarbajjan sharghi (because of the construction of Maraghe- Oromiye freeway) (s1s4o3)</p> <p>4: using of current potential of closeness to centers of population like Tabriz and Oromiye due to enjoying numerous attractive and natural perspectives and potential for sport tourism and also a variety of appropriate connective route (S1S3O1O3O5)</p> <p>5. equipped resort of roaring water in city and also potential facilities for application of these facilities in roaring water like having perennial water with appropriate steep that make this process easier by help of investment and revenues from sports tourism because of nearness to potential population (s7o5)</p> <p>6: utilization of economical saving resulted from location properness due to crossing of perennial rivers inside the city and the ability to build infrastructure and tourism for development of boating in roaring waters and also creating desirable and multi-purpose spaces ideal for the audience and those interested to this exercise due to proper connective road for availability of these spaces (S5S7S8O1O5)</p>	<p>Diversification strategies (ST)</p>
<p>Weak points W₁₋₈</p>	<p align="center">Revising strategies (WO)</p>	<p>Defensive strategies(WT)</p>

The selected strategies in internal and external matrix are SO strategist or offensive- competitive strategies in which threats, opportunities, strength and weak points of SWOT are developed

Also by employing QSPM matrix and according to expert's opinion and by using of couple comparing and measuring of

effectiveness of each of strategies from internal factor (weakness) and external (opportunities and threats) and calculation of final score of each strategies, all each six strategies have been prioritized. The obtained results of calculation of this matrix are as the followings:

Strategy 1: using of appropriate geographical condition and also proper condition for expanding all variety of sport tourism specifically boating in roaring water due to construction of alaviyan dam and presence of domains of sahand in upper hand areas of dam and attraction of tourism from other areas of country and specifically azarbajsharghi (because of the construction of Maraghe- Oromiye freeway) (s1s4o3)

Strategy 2: well-equipped resort of roaring water in city and also presence of potential facilities for utilizing these facilities along with presence of conditions for expanding sport tourism and boating in roaring waters like having perennial water and appropriate steep that make this process easier by help of investment and Revenues coming from sports tourism regarding to closeness of the city to populous potential (s7o5)

Strategy 3: using of current potential of the centers of population including Tabriz and Oromiye that are near the city due to enjoying of numerous attractive and natural perspectives and potential for sport tourism and also a variety of appropriate connective route (S1S3O1O3O5)

Strategy 4: utilization of economical saving result from its suitable location due to crossing of perennial rivers inside the city

and the ability to build infrastructure and tourism for development of boating in roaring waters and also creating desirable and multi-purpose spaces ideal for the audience and those interested to this exercise due to proper connective road for availability of these spaces (S5S7S8O1O5)

Strategy 5: directing tourism activities, specifically, sport tourism of boating in roaring water to regions that are ready for development of sport tourism like Maraghe that is due to enjoying of favorable geographical condition and also great potential for development of these regions (S1S5O2)

Strategy 6: Using a variety of convenient access routes (rail, air, land) that creates better connection between populous centers, e.g. cities and provinces of country in order to attract athletes and tourists to boating on roaring waters due to presence of the perennial rivers in this city and also appropriate topographical conditions obtained by its position in domains of Sahand Mountains (S1S5S6O1O5).

CONCLUSION

Sport tourism specifically boating in roaring waters not only could lead human societies to stable economic development but also could play a significant role in regard to satisfying human adventurous need and strengthening

and dynamic of social relations through attracting tourists and their relationship with host societies. Furthermore by creating sport condition and participation in physical health of people and also creating joys of watching this vibrant sport make people's leisure time more pleasurable. In Maraghe, sport management along other relevant one, by use of systematic approach and identifying the internal and external conditions that are dominant in sport tourism and specifically boating in roaring waters with focus on existing resources, facilities and potential in area, playing an active and proper role in achieving positive effect of this attractive sport. In current study the results are based on analysis of internal and external factors that are have an effect on tourism in Maraghe by SWOT technique indicates that the dominant strategy on sport tourism and boating in roaring water with regard to geographical potential and capacities in this case study is an offensive one. Therefore, physical health managers by adopting systematic approaches could not only recognize the present condition and necessary investigation but also could have long term, middle term and short term plans for development and stabilizing of this attractive sport.

In this regard, the present study by using of field studies and papers (library) and after identifying the effective factors on boating in roaring water and sport tourism in the city determine the weakness, strength, opportunities and threats against these exercise and sport tourism by emphasis on geographical factors and on the basis of experts' points of view. Therefore Delfi method and likert range were used. After constitution of final table of SWOT, strategies related to this sport with emphasis on sport tourism in maraghe were offered and in this regard the six strategies were suggested. Then by employing QSPM matrix, the six strategies have been prioritized.

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