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An Investigation of the Factors Influencing Sport Tourism Development

ABSTRACT

Today, tourism and sport enjoy a complementary interrelationship directly affecting the nations` economy. Also, sport tourism is, nowadays, considered as the most profitable industry worldwide. In addition, it may affect the all social strata economically and politically. Thus needless to say that much more attention should be directed to the industry through clear-cut policies, visions and constructive plans in this regard. To this end, the present research tries to explore the ways as for sport tourism development in Iran based on the existing literatures. The data for the literature derived from certain sources like the related books, researches, articles and the figures released by world trade organization(WTO). According to the WTO, tourism industry will witness 4.1% rise by 2020 on the annual basis. Similarly, there will annually be 8.4% increase in the number of tourists travelling to Iran through 1995-2020. Currently, tourism is regarded as the main economic component worldwide involved in creating jobs and employment.

Keywords: sport tourism, sport industry, tourism, sport economy

INTRODUCTION

One of the significant Industries in the world is tourism industry in which sport tourism has attracted much more attention. Sport and Tourism make the world a small place enhancing more understanding between cultures, tolerance and world peace, eventually . Sport Tourism is an economic, environmental, social, and political phenomenon as well as attractive mixture of both sport and Tourism. (9, 6, 2,

1) Tourism Organization in 2004 acknowledged that 55% of people travel abroad in Germany and 52% of Dutch people travel for sport purposes (4). A great number of those tourists are male, single and highly educated . Racially, the black and the Asians make up the biggest sport tourists and the age group below 40 years, especially between 17 to 22 years, gives more importance sports tourism. Sport Tourism in Iran has its root in Sport Tourism Commission in National Olympic Committee. World Tourism Organization (WTO) has predicted Tourism Industry in 2020 will increase with the Annual rate of 4/1. Also, number of inbound tourist to Iran will grow with average annual rate of 8/4 through 1955 to 2020. (Additionally, thanks to sports tourism growth in the past 50 years, it is regarded as one of most important social and economic phenomena of the twentieth century. (10,

9, 6, 5)

METHODS

This paper tries to investigate and offer guidelines to develop sports tourism focusing on three economic, political, social and cultural perspectives. . Therefore,

to this end, the data for this article attained via reviewing some literatures, books, documents, research documents, scientific articles and statistics provided by the World Tourism Organization in this respect.

RESULTS

The tourism and sports shall supplement each other and the resulting revenue from sport tourism can be an economic leverage. Given the favorable geographical conditions, Iran can afford to host and cater a great number of mountain climbers, hunters, cyclist and skiers so that it can increase economic productivity, meet social and recreational needs, establish peace and friendship among nations and bring up political stability. (11, 8, 7, 6, 2, 1)

Effects of Sport Tourism: economic, political, cultural and social.

Economic impacts: Sport Tourism is one of the most prolific industry and world economy component. Plus, it is a multi-million dollar business and can be such an important source of foreign exchange earnings, generating economic and employment opportunity that, based on reports, each tourist creates 7 to 9 jobs when entering the country. (7, 6, 2, 1)

Political effects: Sport tourism is deemed to be the most important sign of political stability and social prosperity of each country which can cause internal continuity of the power within the country and consequently, attract special attention in the world.

(11, 10, 9, 7)

Social and cultural effects: In order to stabilize cultural values in the international scene, there must be increased sports tourism which is the best tool for dialogue among civilizations and causes development, strengthens friendships, builds bridges between cultures and ends up with strengthening social cohesion and promotion of national belonging. (11, 10, 9, 7, 6, 3)

CONCLUSION

- Paying too much attention to public sports in national and international levels.
- Participating actively in international conferences and creating sports tourism database.
- Using private sectors, creating employment and attracting investors in terms of constructing and equipping multi-hosted/purposes sport facilities as well as undertaking sporting events.
- Presenting exhibitions, live performance and cultural programs and, above all, holding “Iranian Nights” program during International competitions.
- Developing Sport Tourism so as to consolidate peace and friendship and sport globalization .
 - Strengthening and striving for national identity.

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