

A Comparison of the Experts and Customers` Viewpoints Regarding the Factors Constraining and Enhancing Sport Tourism Development in Zanjan-Iran

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Abstract

Today, tourism and sport enjoy a complementary interrelationship directly constraining and enhancing the nations` economy .Also. sport tourism is, nowadays, considered as the most lucrative 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, in this paper, the authors investigated and offered guidelines for sport tourism development in Zanjan .This is an applied research carried out as field study. The statistical sample is divided into 2 groups:1)Experts including physical education teachers, cultural heritage and physical education department employees and,2)Customers including different sportsmen/women traveling to Zanjan of whom returned 560 questionnaires. The research tool was a researcher-made questionnaire in Likert scale whose reliability and validity were confirmed by a board of university professors. We applied descriptive and T-student statistics to describe the demography and determine the differences between both groups` viewpoints regarding sport tourism development in Zanjan.

Keywords: sport tourism, Zanjan, tourism, constraints

INTRODUCTION

For much of this century, citizens have placed the primary responsibility for crime prevention in

the hands of the formal system of criminal justice. However, in recent years, the limitations of this approach have been recognized. Criminal justice professionals, politicians, and members of the community have realized that the patrol and investigative resources of the police are limited in preventing many types of crime and that the courts and prisons also have only a small impact on crime rates. Because of this there has been a greater emphasis on crime prevention programs that involve close cooperation between those working in the criminal justice system, other professionals, business people, and community residents.

The direct costs of crime to the justice system are nearly \$10 billion a year. To this we can add the financial costs of medical care, property loss, community decay, private security, and the human costs of the pain and suffering and psychological damage resulting from victimization. Because of high crime rates, the cost to Aboriginal communities is disproportionately high. There is ample evidence that a significant amount of this loss could be avoided if we made more of an effort to develop crime prevention programs targeted at the most serious crime problems.

When women living below the poverty line are part of a program planning process, they have a greater sense of empowerment and increase their participation in recreation and sport activities. The provision of recreational activities (including sport programs) for children, as part of a package to help sole-support parents on social assistance, can contribute to moving more families off social assistance.

Both boys and girls are more attracted to sport and physical activity if their parents encouraged them to participate. In families where parents are involved in sport as both athletes and volunteers, their children have high levels of sport participation.

Sport and sustainable human development

Central to the United Nations notion of development is sustainable human development, which recognizes that development is more than economic growth. Development is a process of enlarging people's choices and increasing the opportunities available to all members of society. Based on the principles of inclusion, equity and sustainability, emphasis is on the importance of increasing opportunities for the current generation as well as generations to come. The basic human capabilities that are necessary for this are to "lead long and healthy lives, to be knowledgeable, to have access to the resources needed for a decent standard of living and to be able to participate in the life of the community".⁵ Sport can directly help build these capabilities.

Participation in sport has significant physical benefits, contributing to people's ability to lead long and healthy lives, improving well-being, extending life expectancy and reducing the likelihood of several major non-communicable diseases, particularly heart disease, diabetes and certain cancers. Sport also provides psychosocial benefits, such as fostering social integration and teaching coping mechanisms, as well as psychological benefits, such as reducing depression and improving concentration.

Sport further builds human capabilities by increasing knowledge and contributing to education. Incorporating physical education into the school curriculum and providing opportunities for recreation improves a child's ability to learn, with evidence indicating that it also increases attendance and overall achievement. Sport also educates people about the body, raising awareness and respect for their bodies and those of others, critical

for healthy living and the prevention of diseases, like HIV/AIDS. Similarly, participation in outdoor sports raises awareness and respect for the environment, teaching people about the importance of a clean and healthy environment.

Sport is also a key component of social life, directly engaging communities. It brings people together in a fun and participatory way. It helps create social relationships, build connections and improve communication between individuals and groups. Sport also mobilizes volunteers and promotes active community involvement, helping to build social capital and strengthen the social fabric.

Problem Statement:

Is there any difference between the experts and customers' viewpoints regarding the factors constraining and enhancing tourism development in Zanjan-Iran

Research hypotheses:

There is a difference between customers and experts' viewpoints regarding sporting events factors constraining and enhancing sport tourists attraction in Zanjan?

There is a difference between customers and experts' viewpoints regarding tourism facilities factors constraining and enhancing sport tourists attraction in Zanjan?

There is a difference between customers and experts' viewpoints regarding cultural and social factors constraining and enhancing sport tourists attraction in Zanjan?

There is a difference between customers and experts' viewpoints regarding geographical factors constraining and enhancing sport tourists attraction in Zanjan?

There is a difference between customers and experts' viewpoints regarding marketing and economic factors constraining and enhancing sport tourists attraction in Zanjan?

There is a difference between customers and experts' viewpoints regarding security and safety factors constraining and enhancing sport tourists attraction in Zanjan?

Methodology

The present study is applied and the data collection method is descriptive and survey type.

Questionnaire: It is researcher-made one consisting of 49 5-scale items whose reliability and validity were confirmed by professors and Cronbach alpha(85%), respectively.

Statistical population: Due to the nature of the study, we divided our statistical population into 2 groups as following:

1)Experts group: There were 110 physical education teachers,4 cultural heritage experts,15 academic physical education professors and 5 physical education department experts. Having determined our statistical population, we set out to select the statistical sample in which all of statistical population were chosen as our samples except for the teachers of whom we selected 86 teachers based on the Krejesi & Morgan table(110=86).Finally our experts group was 110 individuals

2)Customers group: we wanted to have an equal number of customers as of experts. So, we distributed 110 questionnaires among different sportsmen/women coming to Zanjan. These customers were university students participating in academic competitions held in Zanjan as well individuals traveling to resorts in Zanjan. it should be noted we chose our customers based

on availability sampling method. We used descriptive and inferential statistics T-student and Fried-Mann to test our hypotheses.

Results and Conclusions

H₁: There is a difference between customers and experts `viewpoints regarding sporting events factors constraining and enhancing sport tourists attraction in Zanjan?

Sig	d.f	T	S	Mean	Number	Group	Variable
.000	558	14.29	.41	3.39	290	Experts	Sporting events
			.5	3.37	270	Customers	

The findings revealed a significant difference between both groups` viewpoints. The results are consistent with those of Adabi(2006),Kosasi(2005) and Brown(2007).

H₂: There is a difference between customers and experts `viewpoints regarding tourism facilities factors constraining and enhancing sport tourists attraction in Zanjan?

Sig	d.f	T	S	Mean	Number	Group	Variable
.000	558	7.95	.57	4.02	290	Experts	Sporting facilities
			.63	3.61	270	Customers	

The findings revealed a significant difference between both groups` viewpoints . The results are consistent with those of Chalip and Green(2001),Kozak(2005) and Chian Chen U(2009).

H₃: There is a difference between customers and experts `viewpoints regarding cultural and social factors constraining and enhancing sport tourists attraction in Zanjan?

Sig	d.f	T	S	Mean	Number	Group	Variable
.000	558	7.78	.48	3.69	290	Experts	Social and cultural facilities

			.58	3.34	270	Customers	
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The findings revealed a significant difference between both groups` viewpoints . The results are consistent with those of Honarvar(2004),Yamkoshi(2004) and Chian Chen U(2009).

H₄: There is a difference between customers and experts `viewpoints regarding geographical factors constraining and enhancing sport tourists attraction in Zanjan?

Sig	d.f	T	S	Mean	Number	Group	Variable
.000	558	4.89	.63	3.89	290	Experts	Geographical factor
			.81	3.59	270	Customers	

The findings revealed a significant difference between both groups` viewpoints . The results are consistent with those of Mahmudi(2005),Asgari(2006),Yamakoshi(2004) and Kozak(2005).

H₅:There is a difference between customers and experts `viewpoints regarding marketing and economic factors constraining and enhancing sport tourists attraction in Zanjan?

Sig	d.f	T	S	Mean	Number	Group	Variable
.044	558	2.53	.5	3.67	290	Experts	Marketing and economic factors
			.59	3.55	270	Customers	

The findings revealed a significant difference between both groups` viewpoints . The results are consistent with those of Yamakoshi(2004),Kozak(2005)and Chian Chen U(2009).

H₆:There is a difference between customers and experts `viewpoints regarding security and safety factors constraining and enhancing sport tourists attraction in Zanjan?

Sig	d.f	T	S	Mean	Number	Group	Variable
.002	558	4.48	.58	3.61	290	Experts	Security and safety
			.7	3.35	270	Customers	

The findings revealed a significant difference between both groups' viewpoints. The results are consistent with those of Esfahani(2009).

.Table 1:Fried -Mann test to prioritize tourism attraction factors

Constraining or Enhancing	Rating	Mean Fried- man Ratings	Variables
Enhancing	Third	3.59	Sporting events
Enhancing	First	4.20	Sporting facilities
Constraining	Sixth	2.92	Social and cultural factors
Enhancing	Second	3.95	Geographical factors
Constraining	Fourth	3.39	Marketing and economic factors
Constraining	Fifth	2.94	Security and safety factors

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