

عنوان مقاله:

Investigating the impact of the media on international sporting events and the extent of tourist attraction at that event

محل انتشار:

مجله بینش علوم انسانی، دوره 4، شماره 2 (سال: 1399)

تعداد صفحات اصل مقاله: 7

نویسندگان:

Mohammad Saeid Kiani - *Ph.D. student of sport management, Department of sport management, Kermanshah Branch, Islamic Azad University, Kermanshah Iran*

Aye Rizvandi - *Assistant Professor of sport management, Department of sport management, Kermanshah Branch, Islamic Azad University, Kermanshah Iran*

خلاصه مقاله:

Purpose: The aim of the study was to investigate the effect of media on international sports events on tourist attraction, for this purpose, research and reports related to holding sporting events were studied. **Methodology:** Systematic review of related articles from previous years. The basis for collecting material related to the impact of the media on attracting tourists to sporting events has achieved the desired result. **Results:** Media and networks provide diverse and exciting services to their audiences, most people consider media as the main source of information and an influential factor in life and social affairs, no doubt watching sports events As well as information on activities Exercise is one of the things that makes sports and friends more interested in the media. Using advanced imaging and visual arrangements, television images capture scenes of victory in a sporting event in a way that is seen by viewers as a great victory. Sports and the media, especially in the realm of popular sports, focus on special people It gives them heroism and transnational and transnational patterns to communicate more effectively with their audiences. Also, the media, as part of the new structure of society and one of the most widespread and widely available devices in all countries, plays a critical role in various political, cultural, social and economic fields, so the press, radio, television and the site. In today s sports, the world and Iran can be introduced as a driving force for cultural and sports. **Conclusion:** The results showed that the expansion and development of mass media is such that today s human beings can be considered as the medium of new media and culture as a product of mass media advertising; on the other hand, sports as one of the cultural, social and public issues. And publicity is of particular importance in societies, religions, and denominations, so the attraction of sport at the international level can provide the basis for the friendship of nations, positive cultural exchanges, coexistence, and mutual understanding. As a result, the more media coverage of an event It also attracts more tourists. **Suggestions:** The media coverage of sports in the world should be such that it emphasizes the promotion of cultural values in society and promotes desirable characteristics and moral virtues among the people.

کلمات کلیدی:

Media, Attraction, sports, Tourism, Event

لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/1029921>



