

عنوان مقاله:

Identification of Factors in the Development of Sport Tourism from the Perspective of Managers and Staff of Sport Organizations

محل انتشار:

نشریه پژوهش در مدیریت ورزش و روانشناسی، دوره 3، شماره 4 (سال: 1394)

تعداد صفحات اصل مقاله: 5

نویسندگان:

Mohammad Reza Guya - *Department of Physical Education and Sport Sciences, Islamic Azad University, Central Tehran Branch, Tehran, Iran*

Farideh Ashraf Ganjui - *Department of Physical Education and Sport Sciences, Islamic Azad University, Central Tehran Branch, Tehran, Iran*

Abdul-Reza Amirtash - *Department of Physical Education and Sport Sciences, Islamic Azad University, Central Tehran Branch, Tehran, Iran*

خلاصه مقاله:

Background: Today, sport tourism has developed beyond an industry and has turned into a socio-economic phenomenon at the international level. Many countries appreciate the value of this growing industry and have invested in it to improve their economic, social, and political conditions as well as their reputation and destination branding. The purpose of this research was to identify the factors in development of Iran s sport tourism industry from the perspective of the managers and staff of sport organizations in Mazandaran Province. Materials and methods: 148 managers and staff were randomly selected as the sample based on Morgan s table. Data were collected using a 30-item questionnaire developed by the researcher. Descriptive statistics, binomial test, and Friedman test were used for data analysis. Results and Discussions: The results showed that push and pull factors and inhibitors all affect the development of sport tourism in Mazandaran Province. Conclusion: Given the potential of Mazandaran Province for sport tourism, including its rich natural and climatic capacities, it is recommended that officials invest in preservation and restoration of historical monuments, museums, and ancient structures

کلمات کلیدی:

Sport tourism, push factors, pull factors, inhibitors

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