

## Modeling the Solutions for Development of Sport Tourism in Iran

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### Abstract

**Purpose:** In marketing any strategy or action implemented should be closely tied to creating and development a positive image of tourism destination. The aim of this research was to investigate the factors related to the barriers to the development of sports tourism and its destination images in the case of Mashhad city.

**Methods:** The method of this applied research was descriptive-correlation. The statistical population of this research included all tourists who attended the 2019 Chookha Championships at the Zinel Khan stadium (N=350). The construct validity was examined by confirmatory factor analysis. Reliability of research instrument was obtained 0.86 using Cronbach's alpha. At the level of inferential statistics, the normality of the data distribution was evaluated using Shapiro-Wilk test. Finally, confirmatory factor analysis and structural equation modeling was used to analyze the data.

**Results:** Finding showed that: Problems of management and human resources have a significant role in the development of Mashhad sport tourism ( $\beta = 0.499$ ,  $P < 0.001$ ). Barriers of legal sponsor has a significant role in the development of Mashhad sport tourism ( $\beta = 0.21$ ,  $P < 0.01$ ). Marketing barriers has a significant impact on sport tourism ( $\beta = 0.19$ ,  $P < 0.01$ ). Problems and barriers of Infrastructures and facilities has a significant role in the development of Mashhad sport tourism ( $\beta = 0.25$ ,  $P < 0.001$ ). Weakness of research and study has a significant role in the development of Mashhad sport tourism ( $\beta = 0.17$ ,  $P < 0.01$ ). Finally, cultural and educational barriers have a significant role in the development of Mashhad sport tourism ( $\beta = 0.42$ ,  $P < 0.001$ ).

**Conclusion:** Therefore, planning for solving problems and developing sport tourism and destination images essential.

**Keywords:** Barriers, Development, Destination Image, Marketing, Sport Tourism.

## Introduction

Tourism is considered as one of the most diverse and largest industries in the world (Chia-Chen, 2010). This dynamic industry is known as the most important source of income, employment and the growth of the private sector in the infrastructure development in many countries, especially in countries where there is not the possibility of mining or production is not economical or it does not an important role in their economy, tourism is of great interest (Daniels et al, 2004). In this regard and according to the necessity of development of tourism, the various sectors of this industry must be identified and special attention must be given to the most important sectors in order to be able to achieve the actual position and validity of this industry at international level (Goldi-Goklani, 2011). One of the most important parts that can become a multi sectoral fact in tourism industry is “sport” which is known as “sport tourism” (Darbellay & Stock, 2012). Sport exercise is one of the important activities of tourists during tourism, and travel and tourism are also associated with different types of exercise (Heather et al., 2012). People usually travel for many reasons. Sport is one of the important reasons for promoting the tourist industry (Abdolmaleki et al., 2019). With the development of society and improvement of people's living standards, sports tourism has gradually become one of the faster growing industries. People travelling to participate and watch sport events dates back to the ancient Olympic Games (Higham, 1999; Kumari & Wickramaratne, 2016). But a fundamental factor in travelers' selection is destination image (Carballo, Arana, Leon, & Moreno-Gil, 2015). Kim and Richardson (2003) define the destination image as: the sum of perceptions, ideas, beliefs, expectations, and emotions that are accumulated toward a place or location over time. Creating a differentiated destination image has become essential to standing out in today's competitive global market, where

competition between destinations is intense (Qu et al, 2011).

The image is a fundamental element in the promotion of tourism destinations, since what differentiates one destination from another is a key to its success (Carballo et al., 2015). However, most of the related research focuses on the perceptions of the image that tourists get from the visit and their subsequent reflections on the visit (Prayag et al ,2017), with many studies focusing on aspects such as their level of satisfaction (e.g., Chen & Phou, 2013; Lee et al, 2014). Tourism has been identified as a driving force for regional development, whereby the industry contributes to overall economic growth. The gradual emergence, proliferation and consolidation of tourist destinations currently present a challenge to tourism managers in terms of competitiveness and the loyalty of source markets (Majd et al., 2021). In general, there is a consensus that a positive image has an affective influence on tourists' behavior. In this sense, it is vital to find out how to attract tourists not only for the first time but also, above of all, to discover how to persuade them to revisit and recommend destinations to others (Moniz et al, 2017).

Mashhad is one of the most important tourist destinations in Iran. With its enormous potential in attracting tourists, this city can play a great role in urban development. For example, several tourist attractions of the city can make a memorable trip for tourists and make them visit the city again or recommend it to others. However, these potentials have not been used well. This study examines the issues and obstacles that hinder the development of destination image, especially sports tourism.

Today, sport officials and planners are trying to localize and specialize sport fields, so that some countries began to build sport centers with a focus on one or more special sport fields according to their talents and potential in the country (Ghafuri, 2014); for example, Korea in martial arts especially Taekwondo, Austria and Switzerland by hosting winter sports such as skiing and hockey due to suitable climatic conditions and Japan by

holding Ski Championships have attracted large numbers of sport tourists to their countries and have annually earned a good income (Lee, 2012,). However, unfortunately in Iran, the city of Mashhad so far has not had much success in attracting sport tourists, which one of its reasons is the lack of attention by relevant authorities to conduct scientific research in the field (Abdolmaleki et al., 2020). Therefore, by recognizing the barriers and trying to resolve them, Mashhad with sports like local wrestling (wrestling with Chookha) can attract a large number of tourists and create a good tourism destination image.

Andam (2014) in research evaluated developing strategies of "Sport Tourism" in Hamadan Province and classified effective components of sport tourism into seven categories: hosting the event, facilities for tourism, outdoor activities, infrastructure, ecotourism, advertisement and natural landscapes. Their results showed that the most important factor from respondents' standpoint was "infrastructure" and the least important factor was "ecotourism". Darvishi et al (2019) investigated the political barriers to the development of coastal sport tourism in the Mazandaran province. Their Findings revealed that, lack of proper laws to support coastal sport tourism, Weaknesses in the coordination of the various institutions involved, unclear duties of officials in different parts of the decision-maker and lack of strategic plans were the most important obstacles from the perspective of the respondents. Ghafari (2014) in research entitled "Tourism development model based on local game development in the country", stated that from the perspective of the samples, the positive aspects of local and traditional games in terms of priority were: simplicity of dealing with them, the ability to run at all age groups and their relationship with culture of society. Also, the following barriers to the development of traditional games were more important than the other obstacles: lack of planning, lack of knowledge about performing the games and the lack of media attention. Based on the

analysis done, for every unit of increase or improvement in traditional games, 0.60 unit of increase or improvement is achieved in tourism. Also, Hemmons et al., (2021) proposed a planning model and functional layout of sport tourism development and claimed this model is comprehensive and global. In this model, planning has been considered as the most important component in the development of sport tourism. Hogue Mackenzie et al., (2021) proposed a comprehensive model to predict the factors affecting tourism of sports events. They concluded that: Cost will have a negative impact on the number of sport tourists who travel to a destination, Anticipated good weather, The perceived friendliness of destination residents, The perceived safety associated with a destination, The availability of sport-related attractions/activities in and around a destination, The quality of accommodation in and around a destination, The proximity of accommodation to a sport venue, Accessibility to the destination, sports venue, and other attractions, The perceived quality of the sports venue, The perceived quality of the food, Population size, The use of joint marketing efforts, The number and type of sports events held in a destination will impact the number of sport tourists who travel to that destination. In Ito (2021) research, some destination image attributes were selected to measure the influence of destination image on the decision to attend sports events. The results indicated that destination image is a predictor of attendance at road games. Attributes, in particular, those were stronger influences on destination image included weather, cost, safety and hospitality. There were also no differences between weekday attendees and weekend attendees.

Without adequately trained, educated, creative and creativity-oriented personnel, a developmental policy cannot be carried out in any management system within a society, and consequently neither in tourist enterprises. today the majority of scholars argue that in order to achieve competitive advantage in the tourism market, specific

factors of the destination are the most important, among which are human resources. The importance of the role of employees in the development of sport and recreational tourism has been recognized and confirmed many times in developed tourist destinations, which pay more and more attention to human resources. (Mohammadi et al., 2021). Given various studies that confirm destination image as an important persuasive element, research on this concept is extremely important for effective management of tourist destinations (Moniz, Ferreira, Batista, Melo, 2017). Destination managers should attempt to improve or build the image of the destination to facilitate loyal visitors or recommending behavior (Ramkissoon et al, 2011).

Without planning nothing will happen and without having a program no development will accrue. In planning and marketing for attracting tourists in general and sport tourism in particular, identifying the factors that influence their attendance is effective. Unfortunately, due to the lack of understanding of the factors involved in attracting tourists or for other reasons, there is no proper planning or marketing to attract tourists to sports events (both international and domestic tourists). This problem is that despite huge expenses spent by the Ministry of Youth and Sports, National Olympic Committee, sports federations and other institutions involved in holding sports events, we are not able to utilize much of the benefits of tourism development that resulted from this event. If the important factors and methods are identified, then we can identify the target markets through the process of classification using these factors and during a marketing strategy. Therefore, planning, directing and developing the sports tourism industry as one of the most important sources of income and employment that also has tremendous social, cultural and environmental impacts, is considered a need. But proper planning for this issue is possible in each region of the country by scientific knowledge of capabilities and limitations. For this purpose, factors related to barriers to

the development of sports tourism in the city of Mashhad, which, due to its many capabilities, is one of the most important parts of the country for the growth and development of this industry, are investigated in the present research.

### **Materials and Methods**

The present research is an applied one in terms of objective and is descriptive-correlation in terms of data collection that was done as a field study.

The statistical population of this research included all tourists who attended the 2019 Chookha Championships at the Zinal Khan stadium in that according to studies their total number was more than 80000 people. Due to the unlimited number of populations, the statistical population according to Morgan table was 384 who selected available and after collecting distributed questionnaires and subtracting incomplete questionnaires, 350 questionnaires were finally analyzed.

The data collection instrument is a questionnaire used by Goldie-Guccani (2011), which has 40 items and is scored based on the 5-point Likert scale. The questionnaire included the following sections: The first part of the questionnaire consists of 4 items related to demographic variables.

The second part of the questionnaire consists of 36 items measuring the barriers to the development of sport tourism. Each of the items was designed with the 5-point Likert scale as follows: 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree and 1 = strongly disagree. The validity of the questionnaire was content validity and construct validity (confirmatory factor analysis).

Due to the limitations of research, to confirm the reliability of the questionnaire, in order to conduct an initial study of the target population, 30 questionnaires were randomly selected and their reliability was calculated using SPSS software and Cronbach's alpha coefficient. Cranach's alpha coefficient was

obtained 0.86, and according this obtained value it can be said that the questionnaire is highly reliable for a test. Data analysis was performed at the level of descriptive and inferential statistics. At the level of inferential statistics, the normality of the data distribution was evaluated using Shapiro-Wilk test. Finally, confirmatory factor analysis and structural equation modeling were used to analyze the data. These calculations were performed through SPSS software and Amos Graphics.

## Results

Descriptive results of the research are summarized as follows: the results obtained about the age of the sample are such that their average age was 34.06 years, and in terms of gender, all subjects were male.

Prior to conducting research tests to determine the normal distribution of data, the Shapiro-Wilk test was used that the results are listed in Table 1.

**Table1.** The results of the Shapiro-Wilk test to evaluate the normality of distribution of the data

Components	Test statistics	df	Sig.	Result
Problems of management and human resources	0.911	350	0.06	Normal
Legal barriers for supporting	0.969	350	0.08	Normal
Marketing problems	0.963	350	0.08	Normal
Fundamental barriers	0.955	350	0.08	Normal
Lack of study	0.936	350	0.07	Normal
Problems of education and culture	0.947	350	0.07	Normal

According to the results presented in Table 1, it can be concluded that the distribution of all data is normal; therefore, to test the hypotheses the parametric tests should be used. Also, the structural equation model was

examined that based on statistical parameters the good fitness of the model for data is shown. Using appropriate parameters such as the chi-square and appropriate statistics, the fitness of the model is as shown in Table 2:

**Table2.** The parameters of the fitness of the model for research structural equation

	X <sup>2</sup> /df	CFI	NNFI	NFI	GFI	AGFI	RMSEA
Value	2.46	0.968	0.918	0.985	0.938	0.905	0.032
Standard	Less than 3	>0.90	>0.90	>0.90	>0.90	>0.90	<0.05
Interpretation	Good fit	Good fit	Good fit	Good fit	Good fit	Good fit	Good fit

Then, in Figure 1, the output of Amos

Graphics software has shown the results of a structural equation model.



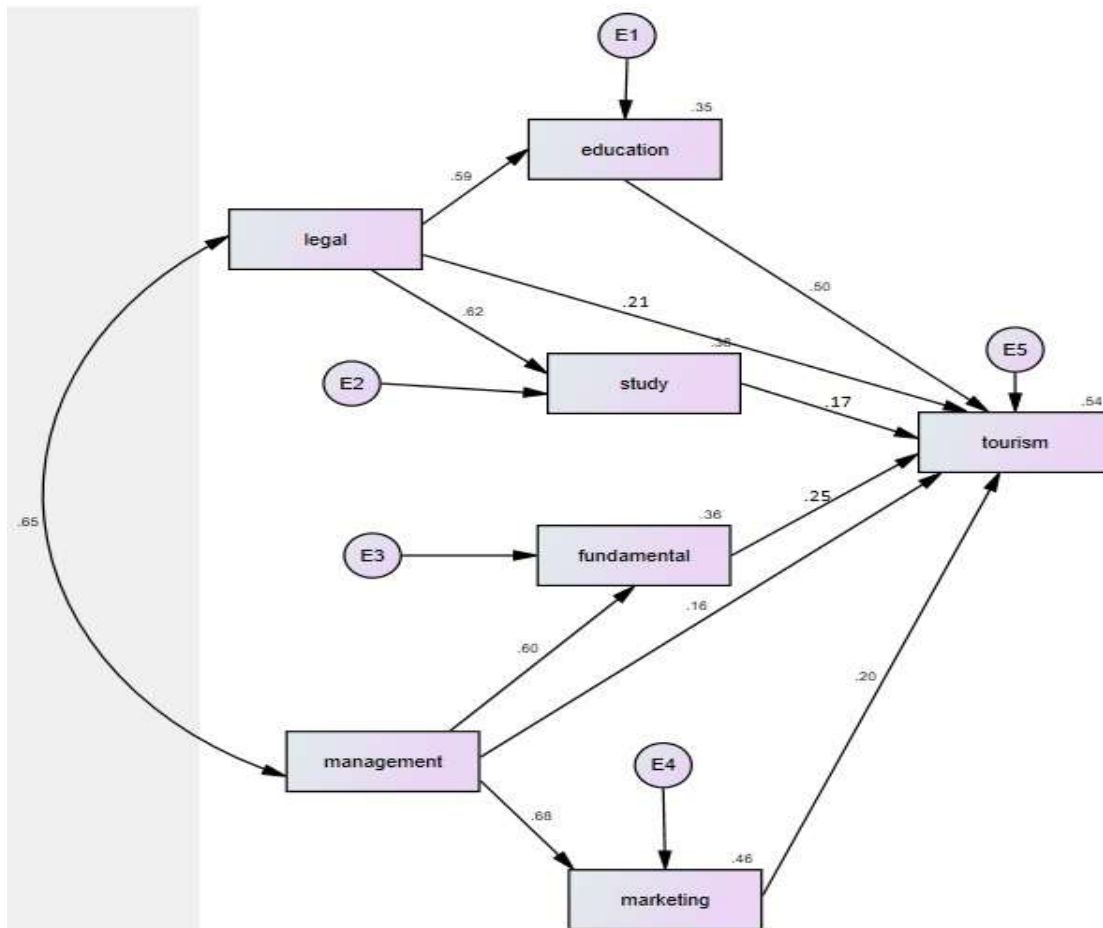


Fig1. Research structural equation model

The regression weights of research table 3. components on sport tourism are as follow in

Table 3. Regression Weights

		Estimate	S.E.	C.R.	P	Label
management	fundamental	.499	.037	13.360	.001	par_7
management	marketing	.596	.036	16.614	.001	par_8
legal	education	.594	.045	13.271	.001	par_9
legal	study	.527	.037	14.109	.001	par_10
education	tourism	.502	.041	10.347	.001	par_1
study	tourism	.172	.064	2.181	.005	par_2
fundamental	tourism	.251	.065	4.307	.001	par_3
marketing	tourism	.199	.068	2.936	.003	par_4
legal	tourism	.211	.053	2.854	.003	par_5
management	tourism	.141	.049	2.854	.004	par_6

According to table 3, all variables of this study have significant and significant effect

on sports tourism. Table 4 shows the total effects of study variables.

Table 4. Standardized Total Effects (Group number 1 - Default model)

	management	legal	marketing	fundamental	study	education
Marketing	.678	.000	.000	.000	.000	.000
fundamental	.596	.000	.000	.000	.000	.000
study	.000	.617	.000	.000	.000	.000
education	.000	.593	.000	.000	.000	.000
tourism	.283	.372	.198	.251	.172	.502

According table 4, problems of management and human resources have a significant role in the development of Mashhad sport tourism ( $\beta = 0.283, P < 0.001$ ). Barriers of legal support has a significant role in the development of Mashhad sport tourism ( $\beta = 0.372, P < 0.01$ ). Marketing barriers has a significant impact on sport tourism ( $\beta = 0.198, P < 0.01$ ). Problems and barriers of Infrastructures and facilities has a significant role in the development of Mashhad sport tourism ( $\beta = 0.251, P < 0.001$ ). Weakness of research and study has a significant role in the development of Mashhad sport tourism ( $\beta = 0.172, P < 0.01$ ). Finally, cultural and educational barriers have a significant role in the development of Mashhad sport tourism ( $\beta = 0.502, P < 0.001$ ).

### Discussion

Sport, sports teams, sports events and sports facilities have been transformed into the tourism industry. Sport is an important expression of culture at a tourism destination. The prominence of sports and sports people in the national and international media is such that sports have become a powerful tool in destination marketing (Dickson et al., 2021). Tourism and sports are the emerging trend in today's culture. Both sport and tourism activities are organized all over the world regardless of national borders. A fundamental element for the development (especially economic) of some local communities is sports tourism. There are many factors that can influence the success and development of this type of tourism and its destination image. Some of the barriers identified in this study are discussed.

In this research, it was found that the problems of management and human resources have significant roles in development of sport tourism ( $\beta = 0.283, P < 0.001$ ). The following are some of the management problems that exist in Mashhad sport tourism:

- Lack of strategic planning for sport tourism,
- Overlapping duties and lack of coordination among organizations that

make decisions about sport tourism. Various organizations such as Cultural Heritage Organization, Youth and Sports Department, the Department of Environment and the Municipality take decisions in this regard, but unfortunately, in some cases these organizations have common duties and since each of them is seeking to implement its plans, some inconsistencies are observed among them, which lead to various duplications in this field.

- Unfortunately, often during the research, the researchers faced with this issue that senior managers of sport field did not have a clear idea about the sport tourism industry and did not have enough information about numerous benefits of this industry.

About the role of human resources and management problems in the development of sport tourism, the results of the present research are congruent with the research results of Ghafari (2014) that in his research found a significant role of management problems in tourism. Also, the research conducted by Houge Mackenzie et al, (2021) confirms the role of efficient management and human resources in sport tourism. the results of the present research are not congruent with those of Gravand et al (2013) that in their research about the factors preventing the sport tourists found that from inactive sport tourists' viewpoints (spectators), lack of the standard recreation and sport facilities in a host city was the most important factor which can prevent them from attending sport events in the city. While in the present research, management problems and human resources were identified as the main barriers to the development of sport tourism. Differences in the populations of these two studies can be a possible reason for inconsistency. Andam et al. (2014) in their study reported that tourism infrastructures were the most important component from respondents' view point. Geographical differences maybe the reason for the discrepancy with the present study.

The research also showed that the legal support barriers had a significant role in the development of sport tourism ( $\beta = 0.372$ ,  $P < 0.01$ ), which indicates the necessity of paying attention by government officials and policymakers in the sport tourism sector in Mashhad to enact and enforce supporting laws in this regard. Making aware the authorities from positive consequences of this new industry and creating a positive attitude and image in people toward tourism can include more support of authorities. By taking the policies of distribution of tourist facilities across various regions and by creating a variety of attractions for tourists, it can be prevented from overcrowding and invasion to specific areas of tourism. Also concentrated planning at the national level on sport tourism cannot act efficiently and effectively and it is better decentralized system to be used. If this industry receives the legal and political support, and the proper planning and prediction for this industry be drawn and performed, it can become a source of foreign exchange earnings for the city of Mashhad. About the role of legal support obstacles in development of sport tourism, the results of the present research are consistent with Andam et al. (2014) who found the significant role of legal support obstacles in tourism, as well as Dickson et al. (2021) that found the role of public and political support in sport tourism. Also, the study conducted by Golghamat Raad (2019) highlighted the political, economic and legal barriers as main barriers to the tourism industry of Iran.

The research also showed that marketing barriers play a significant role in development of sports tourism ( $\beta = 0.198$ ,  $P < 0.01$ ). Paying attention to the marketing approach can be a solution for increasing sport tourism. Tourism promotional activities should be commensurate with the type of tourists and their culture, and therefore require a specific strategy and management and professional powers. The following are some of the marketing problems that exist in Mashhad sport tourism:

- Lack of an integrated and comprehensive marketing program to attract sport tourists. considering a good sport attraction of Mashhad (indoor complexes of water sports, locations for local wrestling (wrestling with Chookha), motorsport tracks, gardens and large parks with sport spaces, etc.), Unfortunately, none of the tourism organizations have provided a proper marketing program to raise awareness and motivate tourists to identify these attractions.
- Lack of effective and sufficient use of provincial audiovisual capacities for presenting promotional programs related to the introduction of tourist attractions as well as weaknesses in the use and exploitation of other advertising capabilities across the city passages and crossings.
- Low number of books, articles, catalogs and things like that can introduce the tourist's potential of sport tourism in Mashhad.
- Low attendance of decision-makers in sport tourism at conferences and exhibitions held nationally and internationally.
- Failure to host festivals and sports events in areas that have the potential to attract tourists.

About the role of marketing barriers in development of sport tourism, the results of the present research are consistent with those of Harrison-Hill, & Chalip (2005), Ito (2021) that in their investigations have referred to the role of marketing in attracting sport tourists.

The research also showed that the Problems of infrastructure and facilities play a significant role in development of sport tourism ( $\beta = 0.251$ ,  $P < 0.001$ ). Accommodation and welfare facilities are secondary elements of the tourism system that can play an important role in the development of key components of sport tourism in the country, which should be considered. Although the city of Mashhad has better infrastructure and facilities than



many of the other cities in the country, because Mashhad is the religious tourism polar in the country and every year, many (domestic and foreign) tourists travel to this city, the city's current infrastructure is not responsible for the many tourists.

The following are some of the infrastructure and facilities problems that exist in Mashhad sport tourism:

- The number of highways leading to Mashhad is less than other neighboring cities.
- The roads leading to the city's natural attractions are not suitable.
- Most of the flights in Mashhad Airport are internal ones, while the city has great potential to attract foreign tourists; so, there is a need for more foreign flights at the airport.
- In the city's natural attractions, there is no suitable accommodation for tourists. Unfortunately, in Mashhad natural attractions there are not appropriate amenities (sanitary facilities, safe drinking water and electricity networks, etc.) And most tourists traveling to these areas have trouble staying overnight and have to use a tent that will cause them a lot of trouble.

About the role of the infrastructure and facility barriers in development of sport tourism, the result of the present research is consistent with that of Andam et al. (2014) that found the significant role of infrastructure and facility barriers in sport tourism, and also is consistent with that of Harrison-Hill, & Chalip (2005), Kozak (2005) who discussed about the role of tourism infrastructure and facilities in their studies.

The research also found that the lack of research and study has a significant impact on the development of sport tourism ( $\beta = 0.172$ ,  $P < 0.01$ ). In the sports tourism industry, from the viewpoints of the research respondents, the most important indicators related to "study and research" are: "The research to investigate and identify appropriate strategies to develop sport tourism, to study the interaction among sport, tourism and sport

tourism and their common interests". About the role of weakness of research on sport tourism development, the results of the present research are in agreement with those of Mirzazadeh and Abdolmaleki (2016), Harrison-Hill & Chalip (2005), Kozak (2005) and Roche et al. (2013) who discuss about the role of research in attraction of sport tourists. The research also found that cultural and educational obstacles had a significant role in development of sport tourism ( $\beta = 0.502$ ,  $P < 0.001$ ). According to the results of the research, until the local people are not aware of the various benefits of sport tourism and there are not trained people in different sectors of this industry, there would not be the possibility of development of the industry.

The problems that exist in this field of sport tourism in Mashhad include the following:

- Little awareness of citizens of the benefits of sport tourism. Although in recent years many religious tourists have visited the city of Mashhad and the people of Mashhad have somehow established an appropriate association with them, but due to lack of sports tourists in the city, people have little information about this type of tourism and are not aware of its immense benefits.
- Lack of trained people in the city to familiarize people with the benefits of sports tourism.
- Lack of academic courses in the field of sport tourism at the universities of Mashhad, especially at Applied Scientific Center for Youth and Sports. Since the Applied Scientific University is in charge of academic services to different sectors of society, there is still not a scientific course at this center for education and training specialists in sport tourism.
- Lack of familiarity of tourist agencies with the issue of sport tourism and its benefits.

About the role of cultural and educational obstacles in development of sport tourism, the results of the present research are

consistent with those obtained by Ghafari (2014) that found the significant role of cultural and educational obstacles in development of sport tourism, as well as with those of Roche et al. (2013) who discuss about the role of efficient management and human resources in sport tourism. Also, the present research is consistent with the research conducted by Safdel et al (2014). In their research about effective factors on sport tourism, emphasizing on development in sports natural attractions, they mentioned the management problems, cultural problems and infrastructure problems as three important factors of preventing development. As we found and discussed in this research, there are some factors that can influence the success and development of sport tourism and its destination image. But due to some problems and barriers that we mentioned to some of them, they act as a barrier and can have a negative effect.

So according to the results of the present research, and for reducing the negative effects of these problems, the following suggestions are offered:

1. Considering the role of management and human resources in sport tourism, the decision-maker organizations are suggested to prevent double or parallel work in sport tourism sector by cooperation and establishment of a single base that can take the responsibility of all affairs related to this sector, as well as prepare and develop a strategic plan for sport tourism using the opinions of professors and tourism experts.
2. According to the significant role of legal support barriers in the development of sport tourism, the authorities and practitioners in the field are suggested to issue appropriate laws and regulations to support the private sector in order to contribute to sport tourism and attempt to create an appropriate banking system consistent with the international banking system.
3. According to the role of marketing barriers in development of sport

tourism, the authorities of this sector are recommended to use the potentials of this organization to propagate and increase the public awareness towards sport tourism by complete coordination with provincial radio and television, to employ sport marketing specialists to develop a comprehensive program of tourism marketing, and eventually to use the new instruments of marketing (new media such as the Internet) to attract sport tourists.

4. Considering the role of functional and infrastructural barriers in the development of sport tourism, the authorities in this area are proposed to take necessary measures to develop public infrastructures, including transportation, facilities, etc., and equip natural attractions for visiting by sports enthusiasts.
5. According to the role of weakness of study on the development of sport tourism, universities and higher education institutes are recommended to cooperate to develop this sector by providing proper grounds for doing applied research, as well as to include the course of Sport Tourism Management in the graduate and doctorate courses in order to increase the qualitative research in this field.
6. Considering the role of cultural and educational barriers in development of sport tourism, the authorities of this sector are recommended to provide the necessary grounds for establishment of sport tourism course for training skillful individuals by an appropriate interaction with the Applied-Scientific University, as well as to include the sport tourism course in physical education field at other universities.

### Conclusion

Today marketers are aware that they can attract sports tourists by creating a destination image that is favorable to them. Chen and Tsai (2007) define destination image as the mental perception of the viewer

from the reality of destination. The image a tourist may have of a destination can be quite personal, as it depends on each tourist's individual perceptions of the place (Bigne et al, 2001; Gallarza et al, 2002; San Martin & Del Bosque, 2008). Therefore, as a management strategy, by interview surveying and getting tourists' opinions about destination image to correcting existing problems and reinforcing positive points, we can try to resolve existing problems and develop sport tourism. Therefore, as tourism destinations become more competitive in attracting tourists, especially foreign tourists, tourism managers and professional marketers should strive to not only create an ideal destination image but also to make additional efforts to develop it. These analyses provide useful information for the planning of future tourism marketing strategies and propose the most effective strategies to overcome barriers.

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