

# Identifying the Practical Factors of Dealing with the Impact of the Coronavirus on the Attraction of Sports Tourists

## (Case Study: Equestrian Competitions in Golestan Province)

Received: 2022-06-11

Accepted: 2023-02-28

Vol. 4, No.1. Winter .2023, 1-12

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### Abstract

**Purpose:** Sports tourism, as an income-generating industry, is considered very important in the world. Attracting tourists through equestrian competitions in Corona conditions requires necessary measures along with health protocols. Therefore, this research has been compiled with the aim of identifying the practical factors of dealing with the impact of the corona virus on the attraction of horse racing tourists in Golestan province. The present study is practical in terms of purpose and descriptive and analytical in terms of method.

**Methods:** The research methodology is mixed the statistical population was selected from among 30 horse racing experts board, trainers, jockeys, spectators, tourism agencies, restaurant, and hotel managers. The sampling method at this stage was available and targeted. In the quantitative stage, using the identified factors, a questionnaire was prepared and was delivered to the interviewees through Delphi classics, and the four factors of health, economic, technological, smart, social, and infrastructural tourism, government and policymaking, and 69 other components were identified. The questionnaire was given to sports management professors for confirmation.

**Results:** Findings showed; providing health packages to tourists in the equestrian complex, holding equestrian competitions and shows through cyberspace, increasing betting in equestrian competitions, increasing welfare services for domestic tourists in the equestrian complex, interaction of the equestrian complex with travel agencies .

**Conclusion:** The creation of groups to analyze the field of tourism and market analysis in critical situations have a positive and outstanding effect on attracting tourists during Corona period.

**Keywords:** Equestrian, Corona, Sport tourism, Golestan Province

## Introduction

Tourism is the deed of every individual who loves to travel for leisure, entertainment, sports, or other purpose and usually stay in places outside their environment. It involves hospitality, health, sports, education, or entertainment (Das et al, 2023). Nowadays, tourism is growing as a huge global business that accounts for 10.4% of global and domestic GDP and comprises 10% of the global employment (Menegaki,2020). It is also considered as a factor for economic, cultural, and social reconstruction among urban and rural communities (Williams, 2021). Now tourism has become a national strategy in different countries; and is trying to attract the attention of visitors and attract tourists using the natural attraction opportunities, building beautiful artificial places, and hosting important sports events (Zhao,2020). sports tourism is one of the important branches of tourism(Shahvazian et al, 2020). The development of sports tourism for the people creates an opportunity for learning, interest in sports, interaction with others, employment, and political development with other borders for any city or country where sports events are held (yanpi et al,2019). It also improves infrastructures, revitalizes cities, and increases international credit, the presence of tourists and job opportunities for local people (Daniels,2007).

One of the most important sports events in the world that attracts many tourists, is horse racing competitions and holding exhibitions of genuine horses. Australia is one of the countries that has something to say in the field of horse and equestrian competitions. Holding equestrian competitions brings many tourists to the country to see the competitions. Therefore, creating suitable job opportunities and developing existing systems and jobs in Australia is one of the basic strategies of this country in the field of tourism (Buchmann,2017). Equestrian competitions is one of the popular fields in France that attracts many spectators to watch

these competitions and has increased the income of sports tourism in this country (Farnoosh et al, 2020). France has experienced great economic booms during 17 years of equestrian competition. Equestrian competition has caused great changes in the annual income of France (Ricard et al, 2001). The analysis of the sport of horse breeding and horse racing in the Republic of Croatia indicates the great attention of this country for the development of tourism through horses. Horse breeding significantly contributes the national economy. Maintenance of horses with different breeds, including pure Arabian, Trubert, Haflinger and Gidren, has led to the creation of exhibitions to show horses with the presence of tourists, and has also led to entertainment, recreation and business in the horse industry (Baban et al, 2011). In Iran, equestrian competitions and the interest in this sport have attracted the attention of many tourists in recent years, and it is known as one of the local native games of several cities and provinces in our country. In addition to the fact that there are various native and local games in our country that can lead to the economic development of the region through attracting many tourists who come from all provinces of Iran to watch these competitions it can preserve the culture and old traditions and introduce the customs of the region to others (Ghezelsfloo et al, 2015).

Equestrian competitions are one of the most popular fields in Golestan province, which has countless enthusiasts. Golestan province is one of the northern provinces in Iran, which is an important factor for attracting tourists due to natural attractions such as the sea, forest, ancient relics, the presence of different ethnicities and also holding of equestrian competitions. Course competitions, which are held by different breeds of horses, including Turkmen, Dekhon, and Trubert horses of different ages, have attracted many enthusiasts to this Islamic field and has attracted fans and enthusiasts to this place from different parts of Iran and other countries. Attracting tourists makes this field better known

and through it, by attracting tourists, the areas where competitions are held can provide the necessary infrastructure for tourist attraction. Paying attention to the infrastructures of attracting tourists in the field of this sport makes Golestan province known as one of the entertainment and leisure sections for sports tourists. In addition, creating a recreational and touristic place for tourists, building hotels and restaurants around the horse racing complex and small businesses such as selling traditional products of the area, creating a traditional space for dining in this event has caused many people to engage in business in the area to earn money and efficiently get benefit from the presence of tourists (Rahimi et al, 2016). Therefore, since Golestan province is known as the pole for horse racing and course competitions, as well as the production and breeding of pure breeds of Turkmen horses; it is one of the economic potentials of this province, which has led to many businesses in this field. It has caused trading through holding various festivals and competitions, and besides these, it has led to the creation and boom of various businesses, due to the significant volume of spectators and the presence of tourists, so that local organizations and individuals can easily set up various businesses in this area (Andam et al, 2014).

The corona virus has created many problems for societies, especially in the tourism sector (Colabi and Karimirad, 2020). The differential effects of the corona virus are clearly evident in industries and organizations. This virus has affected the relationship between business and society in such a way that it has caused social and economic problems (Bapuji et al, 2020). With these conditions in Europe, it is estimated that from April 7, 2020, closures will directly affect the important sectors of tourism and economic businesses (Ritzen et al, 2020). None of the similar conditions between 2000 and 2015, such as the global economic crisis of 2009, the Sars virus of 2003, the terrorist attack of September 11 (2001), the most severe acute landscape syndrome, etc, It has not led to a long-

term decline in development in the tourism industry (Gössling et al, 2020).

At present, the processes related to attracting tourists and possessing the effective capacities of sports tourists in events have been disrupted by the wide spread of the corona virus pandemic, and this epidemic and the closure of places or holding sports events without spectators has caused the closure of many jobs and unemployment of people and therefore the decrease in the arrival of sports tourists (Nicola et al, 2020).

Iran is a country with a lot of potential for sports tourism, which can benefit both tourists and society, but Covid-19 has significant effects on sports tourism in this country (Khoshkam & Rahimi, 2023). Due to the popularity of this field in this region, it is necessary to think of measures in order to prevent the spread of the disease and the better implementation of it in the conditions of Corona and the suspension of competitions due to biological warfare. Therefore, in this research, the researcher aims to identify the practical factors of dealing with the effect of Corona virus on the attraction of sports tourists in equestrian competitions in Golestan province.

### **Materials and Methods**

The methodology behind this research is descriptive-survey. The current research is practical regarding the purpose, and it is a combined (qualitative-quantitative) study in terms of methodology. The first part of the research is qualitative and was conducted in the form of semi-structured interview with the statistical population comprised of 30 people from the experts of Golestan province horse racing board, trainers, jockeys, spectators, tourism agencies, restaurant and hotel managers who work in Golestan province. The study was stopped after the theoretical saturation was achieved. In the continuation of the qualitative analysis, the factors mentioned in the interview, which were used to identify practical factors to deal with the impact of the Corona virus on the

attraction of sports tourists, were identified. The second part which is the qualitative part has dealt with the three-step Delphi classics technique to extract the factors and confirming them at the final stage. In the first and second stages of the Delphi section, the questionnaire is derived from the identification of factors that included 72 components, with a yes/no answer, were given to the interviewees, and at the end of the questionnaire, a table was designed to indicate the components that need to be removed or added. In this part, the interviewees selected and approved 69 components and the components were included in the questionnaire as they were divided into 6 factors, health (23 components), technological and smart tourism (14 components), economic (11 components), social (10 components), infrastructural (7 components), and government and policymaking (4 components). Considering that the questions obtained at least 60%, all

components were included in the questionnaire for the next round. At the end, the final questionnaire was designed with a Likert scale. The statistical population in the quantitative section was comprised of 30 interviewees to whom the questionnaires were given. The questionnaire was given to sports management professors to be confirmed. The reliability of the research was obtained as 86% through Cronbach's alpha. For data analysis and ranking the questions, the descriptive statistics, Friedman's test, and Spss22 software were used.

## Results

As shown in Table 1; in the gender variable, men with 93.33%, in age variable; the age category of 30-39 with 46.67% and in the type of activity; equestrian experts with 33.33% allocated the most percentages to themselves.

**Table 1. Demographic characteristics of the research sample**

	type	Abundance	Percentage
<b>Gender</b>	Male	28	93.33
	Female	2	6.67
<b>Age</b>	20-29	8	26.27
	30-39	14	46.67
	40-49	5	16.67
	50-60	2	6.67
	Above 60	1	3.33
	<b>Type of Activity</b>	Horse racing board experts	10
coach		3	10
jockey		2	6.66
Spectators		7	23.33
Restaurant manager		3	10
Travel agencies		2	6.66
hotel manager		3	10

According to Table 2, in the section of health factors; providing health packages to tourists in the equestrian complex with an average rank of (14.02), in the technological and intelligent tourism section; holding equestrian competitions and showing through cyberspace with the highest rank of (8.67), in the economic section; reduction of betting in equestrian competitions with an average rank of (8.41); in the social development section; increasing welfare and

health services for domestic tourists in the equestrian complex with an average rank of (5.81), in the infrastructure section; interaction of equestrian complex with travel agencies with average rank of (4.28), and in government and policy-making section; creating groups for tourism and market analysis in critical conditions with an average rank of (2.72) had the highest ranks. These factors are more influential on tourism in equestrian sports in Golestan

province while corona is spread.

**Table 2 Ranking of the obtained components**

<b>Title of factors</b>	<b>Components</b>	<b>Average rating</b>
<b>Health factors</b>	1.Providing health packages to tourists in the equestrian complex	14.02
	2.Holding beauty festivals and horse exhibitions by considering health protocols	13.93
	3.Designing educational posters to keep the tourist informed during Corona crisis	13.30
	4.Improving the health quality in the transportation and service sectors in the equestrian complex	13.00
	5.Annulling exercise programs and psychological effects on athletes, coaches and tourists	12.96
	6.Cooperation between hotels and restaurants of the province to create a healthy environment for tourists	12.60
	7.Informing tourists and present people in the equestrian complex	12.47
	8.Creating suitable basis for environmental factors in reducing the prevalence of coronavirus in the region	12.45
	9.Sanitizing the equestrian complex	12.37
	10.Having sanitary ware for spectators	12.34
	11.Appropriate behavior and encouragement to wear the mask in tourists who do not follow health protocols.	12.32
	12.Long period of corona outbreak and its psychological effects on tournament organizers, athletes and tourists	12.31
	13.Anxiety and fear of tourists to attend the equestrian complex due to the outbreak of corona disease	12.17
	14.Requirement of having a health certificate for tourists to enter the equestrian complex to watch the course competitions	12.03
	15.Refraining from presence of guests without applying corona test in the equestrian complex	11.92
	16.Cooperation of equestrian officials with the health department	11.84
	17.Informing and educating tourists and people at the event before entering the equestrian complex	11.59
	18.Increasing the numbers of spectator platforms and numbering and social spacing in order to increase the distance among tourists during the pandemic	11.50
	19.Corona testing of trainers and agile riders to prevent Corona virus transmission	11.34
	20.Continuous presence of health officials during equestrian competitions	11.13
	21.Continuous monitoring of officials and organizers of competitions to prevent the spread of coronavirus	11.11
	22.Creating infrastructural ground and social distance at the venue	9.56
	23.Creating appropriate bedding through provincial media	
<b>Technological and smart tourism</b>	1.Holding virtual equestrian competitions and horse shows	8.67
	2.Providing sport tourism services in cyberspace	8.47
	3.Increasing equestrian advertisements on social networks	8.32
	4.Increasing betting through reputable sites for individuals under the auspices of the Horse Racing Federation	8.00
	5.considering strategies of developed countries in using the developing e-tourism capacities during the Corona pandemic	7.92
	6.Selling competition tickets electronically	7.81
	7.Increasing tourist tours in cyberspace (designing an application to create a space for equestrian competitions)	7.79

	8.Selling products and services through digital marketing	7.71
	9.Updating data and information quality in smart tourism technology	7.43
	10.Using smart tourism technologies and creating innovation in the tourism system through Internet sites based on customer needs	7.38
	11.Use of software and hardware infrastructures	6.97
	12.Introducing the spectacular areas of the province in cyberspace	6.79
	13.Easy access to tourism sites	6.50
	14.Creating a strategic plan for the development of e-tourism	5.25
<b>Economical</b>	1.lessening betting on equestrian competitions	8.41
	2.Disruption in the process of tourism businesses	7.98
	3.Damage to tourism agencies of the province	7.84
	4.Creating job opportunities in the development of domestic sport tourism	7.75
	5.Augmenting of the private sector investment in equestrian sport tourism	7.45
	6.Closing equestrian competitions and selling tickets	7.44
	7.Lack of monetization for equestrian complex in Corona period	5.43
	8.Decrease in stakeholder income in equestrian competitions	3.77
	9.Cutting down the purchase of products and handicrafts of the province	3.50
	10.Modification or cancellation of equestrian competitions	3.36
	11.Curtailing domestic and foreign tourists to see equestrian competition	3.06
<b>Social Development</b>	1.Developing welfare and health services for domestic tourists in the equestrian complex	5.81
	2.Absence of spectators and urban restrictions for tourists and spectators to enter the province	5.76
	3.Losing to watch equestrian competition in a group	5.76
	4.Lack of communication between people with different cultures (people who come from different places to watch the competition)	5.73
	5.Preserving the originality and local clothes type by increasing tourism development	5.70
	6.Closing equestrian-related attractions (Turkmen Horse Show)	5.43
	7.Inadequate cooperation of sport sponsors	5.39
	8.Increasing the interaction of local people with tourists	5.38
	9.Meeting of officials, coaches, agile workers, owners, etc. in absentia	5.29
	10.Increasing preoccupation to equestrian competitions	4.76
<b>Infrastructure</b>	1.Interaction of equestrian complexes with travel agencies	4.28
	2.Improving the quality of roads leading to the equestrian complex	3.41
	3.Paying less money for accommodation of domestic tourists	4.15
	4.Closure of hotels and restaurants to receive tourists (tourists who have come to see equestrian competitions)	4.11
	5.multiplying recreational places by taking the health protocols into consideration	4.08
	6.Abating the entrance fee of equestrian complex for tourists in corona pandemic	4.03
	7.Screening areas and paying attention to tourists' health	3.95
<b>Government and policy making</b>	1.Creating groups to analyze the field of tourism and market analysis in critical conditions	2.72
	2.Paying unemployment insurance for equestrian staff	2.62
	3.Granting low-interest loans to the tourism sector and the equestrian complex	2.44
	4.Tax breaks and exemptions for the equestrian complex during the	2.23

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## Corona pandemic

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### Discussion

Tourism is a potent force for economic change in developed countries. While the role of tourism in the economic development of cities and the creation of several benefits for local people is well known, the development of tourism also influence society in many ways. In the current and critical situation that is ahead; the sport industry and the fields that somehow have a large audience have been intensively suffered from the crisis and it implies that the closure of many sporting events and sporting restrictions have practically wiped out the sport economy in the community. The widespread outbreak of the coronavirus has affected the vast majority of countries around the world. Some countries have overcome this crisis with minimal damage by implementing timely and accurate policies, but some others have suffered so much damage that it seems that the consequences will continue for years. No crisis in recent history has affected the world. The outbreak of the corona virus has had many economic consequences for the countries of the world and has created a significant recession. Iran is all suffering from the consequences of the economic situation due to the spread of this virus. Meanwhile, sports also have been the subject to negative effects originating from the crisis, including the closure of competitions and sports events. One of the most important events in Golestan province is equestrian competitions that have a long history and have many spectators and enthusiasts. Due to the fact that this sport is known as a native sport in Golestan province, many people invest in this field. The closure of this race has had a great impact on all equestrian groups, spectators, related businesses, local markets, sponsors and tourism, and has created a big complication. Moreover, the economic effects of this virus, which is considered as a kind of crisis, have affected the living conditions of households (equestrian trainers, agile riders, producers and breeders). Therefore, in order to further develop

equestrian sports and increase tourists, it is essential to create job opportunities, increase investment through the private sector, cooperate with the province's tourism agencies, and increase betting competitions through the website. The equestrian federation of the province should pay more attention to domestic tourists so that the economy of this Islamic sport stays stable along with attracting tourists. In a study conducted by Mowaneh et al. (2021)

### Conclusion

the results showed the importance of prioritizing and improving tourist destination conditions, providing support packages and funding for cooperation with tourism, offering discounts on corona time, and strengthening foreign regulations for tourists entering Indonesia. The findings of a research carried out by Williams (2021) revealed that; the Corona virus outbreak has led to a decline in tourist attraction and a loss of funding for tourism companies, resulting in lower staff incomes. Research findings are in line with Bapoji et al. (2020), Ritzen (2020), Bachmann (2017), Baban et al. (2011), Ricard and Chenio (2001), Devin and Giessen (2000), Rahimi et al. (2017), Andam et al. (2013) and Yazdani (2011). The reason for the alignment is the importance of sport tourism and the role of equestrian sport due to its antiquity and being Islamic. Equestrian sport has a potential role in job creation and can be considered as an invisible export. Corona virus has affected various units and activities, including leisure and entertainment complexes, hotels, restaurants and local markets in Golestan province. Although, with the outbreak of the Corona virus, tourism has been shut down and has had a negative impact on employment, there is a need for the Golestan Province Equestrian Federation and Board to create various infrastructures to attract tourists, including; interaction of the provincial equestrian board with tourism agencies, improving the quality of

roads leading to the equestrian complex, paying less for accommodation of domestic tourists, reopening restaurants and hotels in accordance with the health protocols and reducing the entrance fee of the equestrian complex that can help to create suitable beds for the people of the region and attract tourists in corona conditions. The research results are consistent with Geo (2020), Nicholas (2020), Dennis (2012) and Yanpi and Dousti (2019). The reason for the alignment is that in order to attract tourists, the equestrian complex and the committee must provide the necessary infrastructure to increase the number of tourists. Another factor that has been into recession due to the Corona virus is the decline in sponsorship of sport events. Given that sponsors as a source of money can be a great help in sport events and accordingly they need to be seen in these competitions, so with this crisis and the closure of equestrian competitions and the absence of spectators, sponsors do not support this event like before. The number of tourists in various fields has decreased sharply not only in Iran, but also in all countries of the world, and the damage caused by this crisis is predictable for years after getting out of this situation. Of course, different countries in the development of tourism immediately tried to help the owners of this business by creating a fund and compiling supporting programs. During this crisis and a kind of biological war; the government has been able to allocate 110 billion tomans of support credit to this sector in order to compensate for the damage caused by this virus, and in addition the economic pressure will be removed from this sector by giving loans and reducing taxes. Immediately after overcoming this crisis, the tourism industry will return to its normal routine. Creating appropriate opportunities for the sport tourism sector, including relief funds and financial subsidies as the government support for the equestrian complex through deferrals or discounts on rents, providing unemployment insurance, and providing effective financial facilities to staff and horse owners prevent them from leaving the

sport cycle. Therefore, the government can continue to cooperate with the tourism industry and the equestrian complex of Golestan province by creating groups to analyze the field of tourism and market analysis, pay unemployment insurance in sports, especially in equestrian sports in Golestan province and tax exemption on equestrian complex which is a noticeable support in the Corona pandemic for the popular equestrian sport. Magalina et al. (2021) emphasized the need for government financial support for tourism companies and the high importance of providing safety conditions and reducing tourist concerns at this period of time. Furthermore, Shahvazian et al. (2020) in a study entitled "Challenges of human resource management during the transition from corona crisis and provide a solution in the Iranian hotel industry" realized that; managers can have a great role in countering the effects of the corona virus on tourism by forming crisis management staffs, identifying approaches to financing methods and reducing costs, obtaining government support, managing liquidity and reducing unnecessary costs, specific human resource strategies to deal with the corona crisis, implementing intelligent distancing and compliance health protocols. Corona as a big challenge today; has affected human beings. Most governments and organizations have reacted mainly to national policies, which rely on social distancing and largely the indefinite closure of life and social work, leading to the closure of borders, the temporary cessation of human movements, severe recession and the economic crisis and the global financial crisis that have long-term negative consequences for the governments. Leading players of various sports encourage people to stay home and do physical exercises by sharing videos of theirs. Some team-sport clubs, such as football, volleyball, basketball, etc., also seek to interact with fans through extensive publicity in order not to gather in front of stadiums and sports complexes and to prevent the spread of the corona virus. Various sports federations have

also provided extensive financial assistance to deal with the coronavirus, the most important of which is FIFA's \$ 10 million grant to the World Health Organization. Considering that the field of equestrian has countless fans in Golestan province and different people value trainers, agile riders and organizers of equestrian competitions and are fans of these people; therefore, equestrian groups can interact with their people and fans by advertising on virtual networks via these people in order to reduce gatherings and can also hold spectator-free competitions to keep themselves and their fans healthy. In addition to social distance, equestrian competitions can be held by providing health packages to tourists in the equestrian complex, designing educational posters to inform tourists during the corona, improving the quality of health in the transportation and services sectors in the equestrian complex, sanitizing the spectator stands, obligation of having a health card for entry, thermometry and increasing the spectator platforms along with the observance of health protocols and following that attract those who are interested towards this exciting sport. In the research carried out by Kalabi et al. (2020) entitled Strategic Entrepreneurial Renovation in the Post-Corona Period; active companies in the tourism industry; the results indicate the recognition of opportunities arising from the crisis, creativity in tourist booking systems through cyberspace, screening and classification of customers and taking tests before the arrival of tourists, forcing them to have a tourist health certificate along with other document, identifying and focusing on virtual tourism and holding virtual tours are the effective strategic factors in the Corona era. The results of the research of Megano et al. (2021) showed that the observance of health protocols and appropriate safety and health actions of places during the corona are effective for tourists to trust and inspire them desire to use the places. The results are consistent with Gosling (2020), Goleman and Headland (2020), Sharon (2020) and Fowling and Mitlax (2020). The reason for this

consistency is the encouragement of the World Health Organization not to have competitions and gatherings in sport complexes and reducing the prevalence of this virus. In addition, by observing health protocols and under the supervision of health officials of Golestan province, equestrian competitions can be held with the presence of tourists and spectators. Considering that the elimination of tourism cannot prevent the spread of Corona virus, it is possible to progress remarkably in this industry by using modern tourism methods such as the use of modern technology in the virtual tourism industry. The sport tourism market must be among several economic components at the national and international levels. In general, due to the epidemic of coronavirus and its negative impact on the sport industry and businesses, equestrian sports are also encountering serious conflicts. Much of the income of agile riders, coaches, and officials is earned through holding equestrian competitions, so there is a need in this critical situation to formulate a strategic plan, including holding competitions without spectators, observing health protocols during competitions and training, improving land clearing and sanitary waste management, using internet and virtual capacities for sport-related businesses, and turning of federations and committees to holding virtual competitions can help the Equestrian Federation in this crisis and prevent the further spread of the Corona virus. Therefore, in addition to attracting tourists to watch equestrian competitions; some actions are possible through cyberspace which can be a great help to the presence of equestrian and cyberspace expansion for virtual tourism in Corona; such as; innovating in the tourism system through websites, showing live equestrian competitions through cyberspace and TV channels, creating a strategic plan for the development of e-tourism, increasing equestrian sport advertising on virtual pages, selling tickets electronically, designing applications to create a space for equestrian competitions for enthusiasts, and selling equestrian-related

products and services via digital marketing. Another important factor in sport tourism, especially equestrian in Golestan province, is social development and people's interactions with domestic and foreign tourists. Due to the fact that Golestan province has different ethnicities (Turkmen, Fars, Turks, Baluchis, Sistani, Cossacks and Kurds), it may be attractive for tourists who travel to this province, and there will be somehow a lot of social interactions. Also, due to the popularity of equestrian competitions in the Turkmen region and the presence of spectators and tourists to watch the course competitions, it can help increase interactions with local people of the region and maintain the originality and the type of local clothes. Therefore, the equestrian and cultural heritage complexes can attract tourists by creating pavilions of traditional and local clothing, food, sports before and after competitions and creating a relaxing atmosphere by considering health protocols in corona period. The results of the study are consistent with Hemmati Moradabadi et al. (2017) and Ghezelsafloo et al. (2015). The reason is the face-to-face social interactions of the people of the region and the increase of social relations. According to the research results; domestic tourism is probably the first thing that improves tourism, and it can be expected that the people refer to the places which are accessible with less fear. Therefore, it is assumed that future tourists will first go on vacation in their own countries until they are ready to visit other countries without fear. This means that the cost of hotels in general should be commensurate with the income of domestic consumers and not in terms of international costs. Therefore, in times of uncertainty and high risk, tourism-related businesses must turn to social media-oriented advertising and deliver altruistic messages to travelers and individuals. This kind of message shows that tourism businesses care about the interests and safety of clients and they are not just looking for profit, and their first priority is to encourage customers to stay safe at this time

and to participate in tourism later if they feel safe. Hence, the equestrian team and board must do their best to attract domestic tourists and follow the health protocols in order to provide a safe and satisfying environment for tourists.

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