

Identifying the Factors Affecting of the Sport Tourism Economy of Iran (With Data Foundation Approach)

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Abstract

Purpose: The purpose of the current research was to identify the factors affecting the economy of sports tourism in Iran (with the foundation's data approach).

Method: Qualitative and based on foundational data theory with a systematic approach. Collecting data by interviewing a statistical population of 22 people by managers of the Ministry of Sports and Youth, National Olympic Committee, heads of sports federations, members of the Sports Tourism Commission of the National Olympic Committee, senior managers of the Ministry of Cultural Heritage and Tourism, experts in the field of tourism, economy and Also, sports management professors were interviewed and the snowball sampling method was used. IN order to analyze the data, the systematic method of Strauss and Corbin was used, including three-stage open, central and selective coding.

Results: A total of 65 primary codes were created; Then it was reduced to 15 sub-categories and based on secondary codes, 6 main categories were created, which include organizational and management factors for the causal category, cultural and social factors for the contextual category, political and legal factors for the strategies category, marketing and advertising factors for The central category and the development of infrastructural factors were recognized for the intervening category, and finally, political and legal factors were recognized for the pedestrian category of Iran's sports tourism economy.

Conclusion: Managers and officials who make decision about sports tourism can attract more sports tourists by holding sports events with standard quality and developing communication infrastructure and facilities, as well as attracting investors and sponsors for events by introducing cultural and social identity in events. In turn, to promote income generation and improve the economy of sports tourism.

Key words: Sports tourism, Tourism Economy, Sports, Tourism

Introduction

Economic growth and development is one of the important economic goals of any country, because in order to increase the level of well-being of the people of each country, economic and social indicators must be improved, and this is only possible in the shadow of the economic growth and development of countries (Motmadi and Rahmani, 2018). . Today, one of the powerful tools to achieve economic growth and development is the tourism industry, which provides many social, economic, environmental and cultural benefits to societies by combining and using domestic and foreign resources at the same time (Kirimi et al., 2019). Tourism is a new approach that most countries, especially countries that have this advantage in terms of location, have included it in their national and regional development plans so that they can speed up their national development process. Reach important achievements (Javid, 2018). Today, many countries use tourism as a tool for generating income, creating employment, economic diversification and increasing the performance of the service sector (Ravinfikwan et al., 2019). In tourism literature, everyone is unanimous that tourism is a practical activity that requires unskilled labor and can provide good job opportunities. In this regard, Ferrari et al. (2018) mentioned the growth of employment and the creation of new job opportunities due to the development of tourism as one of its economic effects. Which is created not only as direct employment in tourism-related activities, but also indirectly in other sectors that are related to tourism activities. Heydari Sarban (2017) also mentioned tourism as an important factor in creating employment, investment and development of regions and it is a factor to overcome because of the potential it provides for creating employment for people with different skills in different ages. He knows about the problem of unemployment in societies. Al-Halaq et al. (2019) considered this industry as an important factor in financing the economies of many developed and developing countries and

introduced it as a tool to strengthen the countries' currency. Ma and colleagues (2019) state tourism as the main force of countries to promote economic growth. They also consider this industry as one of the most important revenue-generating sectors for the growth of GDP in world economies, which can bring higher living standards in addition to income generation. Tourism plays such a role in the economic and social development of countries that economists call it an invisible export. For this reason, many developing countries are trying to get the most income from this sector with careful planning (Farhadi Khah, 2018). Tourism and travel in the modern world have taken new forms, and the sports tourism industry is a part of it that can be given special attention as a huge source of income in different situations (Grabuska et al., 2018). Today, this industry, as one of the most popular forms of tourism, can lead to economic growth and diversity of activities on the one hand, and on the other hand, by attracting surplus human resources, it can help create employment and generate income for local residents, thus providing an opportunity for development. It is considered comprehensive. Therefore, today, sports tourism is widely considered as a tool for sustainable economic growth, and due to the many enthusiasts and economic reflection in order to raise local jobs and increase economic prosperity, as a strategy for economic growth and development, it is on the agenda of the program. Regional development programs are located in different parts of the world (Javid et al., 2015). Especially in areas where the possibility of developing other economic sectors is faced with a fundamental limitation (Vathosuqi et al., 2011). In today's era, tourism and tourism economy are becoming one of the fastest growing industries in the world, a tool for creating national income, and it is considered one of the main economic pillars of the world, as well as one of the concepts, forms and pillars of sustainable development.

(Mahdavi et al., 2014). In such a way that a

group sees it as an economic activity and as a result an industry. Therefore, in order to benefit from the tourism industry and use it as a development lever, various countries, regions and communities should make changes in this field by implementing the program (Sir et al., 2019). The first research in the field of tourism economy started in the mid-1960s (Khoshkho and Alizadeh, 2013). By reviewing various researches, it was observed that the factors affecting the development of the tourism economy have been investigated in three categories of economic, political and social factors, and at two levels of international and internal borders and two sectors of supply and demand. Factors affecting the tourism economy include those factors that directly affect the development of the tourism economy. These factors can be influenced by the amount of tourist arrivals, incomes from their arrivals and tourists' expenses in the country. Also, part of these factors can be related to the demand to visit the destination and another part related to the existing infrastructure and the amount of variety and quality of tourism products available in the country's tourism sector. Because the more diverse and high-quality the supply is, the amount of income from tourism will increase assuming the existence of demand.

Several studies have been conducted in the field of sports tourism economics, and in general, most of the existing researches in the field of sports tourism economics can be classified into two general categories. The first category are researches that have investigated the role, effects and consequences of sports tourism on the economy of the society. In this regard, Karimov (2023) in the study of Foreign Experience in the Development of Sports Tourism expressed, Sport is much more than the mainstream events with sports records, victories and medals that still retain their appeal. Sport is presented as a joyful personal activity of millions of people with a huge number of volunteer community workers. Public work in the field of sports should be

considered as one of the most effective movements against state discontent. Aghili (2023) in the study of Sustainable Development According to Sport Tourism Business in Iran showed, integrated management in sports tourism policymaking is a good strategy that can generally create synergy, and ultimately this synergy leads to realizing the tourism vision. In general, managers can target the macro goals of sports tourism and provide the conditions to learn the desired concept. The compilation of views and objectives provides a suitable context for implementing strategies. The obtained strategic plan creates a clear picture for managers through long-term goals and cause-and-effect relationships. Based on this, preparing the goals and strategic plan of sports tourism as a document is suggested. Kandahari (2016) investigated the role of sports tourism in the economy of the local community and showed that sports tourism has a positive role in increasing income, employment and investment. Javid et al. (2014) in the study of sports tourism and its economic effects on the host communities have reported effects such as increasing the level of employment and income, creating new businesses and job opportunities. Zaytonuli et al. (2013) also mentioned direct and indirect employment and prevention of local population migration as the long-term economic effects of sports tourism. The second group of researches in this field have mainly focused on the relationship between sports tourism and economic growth and development. Researchers such as Lin and Lu (2016), Shenwai Asal (2015), Karbasi Kakhaki (2011), Roche et al. (2013) have investigated the role of sports tourism in economic growth and development, and the results of most of these researches also show the positive relationship of tourism. Sports and economic growth and development have been mentioned. Therefore, by reviewing the studies and researches that have been conducted in the field of factors affecting the country's sports tourism economy, it is clear that there is no research that deals with this issue, especially

inside the country, and most of the existing researches only examine specific and standard indicators. And similar things like the amount of employment and income have been examined and the factors that can affect the tourism economy have not been addressed. Therefore, this research is one of the first researches in the field of factors affecting the economy of sports tourism in Iran, so it is hoped that some of the hidden angles of the subject will be studied and explored, and its findings will contribute to the progress and acceleration of the development process in Iran. In fact, it is expected that conducting research on the economics of sports tourism, on the one hand, will contribute to the development of this field and enrich its theoretical and conceptual literature, and on the other hand, in a practical and concrete way, it will lead to solving problems and answering questions in Especially the factors affecting the economy of sports tourism. Therefore, according to all the above aspects and taking into account the importance of economic studies in the field of sports tourism, the researchers in the present study seek to investigate the factors affecting the economy of sports tourism in Iran using the foundation data method.

Materials and Methods

The current research is practical in terms of its purpose. Collecting data in the qualitative part by interviewing a statistical population of 22 people by the staff managers of the Ministry of Sports and Youth, the National Olympic Committee, the heads of sports federations, members of the Sports Tourism Commission of the National Olympic Committee, members of the Sports Tourism Association of the General

Sports Federation, senior managers The Ministry of Cultural Heritage and Tourism, specialists in the field of tourism, economics, and sports management professors were conducted using the snowball sampling method. After conducting 22 interviews, the codes reached theoretical saturation and the data analysis is systematic. In this research, coding was done in three levels: open coding, central coding and selective coding. In the open coding phase, description and classification of the data were done; in the central coding stage, the categories and concepts that were identified in the open coding stage were linked to each other in a new analysis and combination, so that finally, in selective coding, an analytical model for sports tourism economy was extracted from the data. In order to achieve the validity and reliability of this research, in addition to the use of qualitative validation methods such as acceptability, similarity of determination, transferability, etc., the findings were provided to three of the interviewees and were confirmed by their evaluation. The qualitative part was done using the theme analysis method in the Vivo 10 software environment, and the quantitative part was implemented as a model in PLS version 3 software.

Results

According to the results of Table 1, it shows that the statistical population of the research includes 22 people who have the degree of Master of Tourism Analysis, PhD in Sports Management, PhD in Economics in the fields of the Ministry of Sports-Sports Tourism, University Professor-Sports Tourism and Sustainable Development-Tourism. It includes doing sports.

Table 1. Descriptive statistics of interview participants

	Interview code	gender	Education	Field of activity and expertise
1	S01	male	Master of Tourism	Tourism Agency - Tour Leader International
2	S02	male	PhD in sports management	Ministry of Sports - Sports Tourism

3	S03	female	PhD in sports management	Ministry of Sports - Sports Tourism
4	S04	male	PhD student in tourism	Tourism
5	S05	male	Master of Tourism	Sports economy and sports tourism
6	U01	male	PhD in sports management	Sports tourism - tourism economy
7	U02	male	PhD in sports management	University professor
8	U03	male	PhD in sports management	University Professor - Sports Tourism
9	U04	male	PhD in sports management	University Professor - Sports Tourism
10	U05	male	PhD in sports management	University Professor - Sports Tourism
11	U06	female	PhD in sports management	University professor
12	U07	male	PhD in sports management	University professor
13	U08	male	PhD in economics	University professor
14	U09	male	PhD in tourism	University professor
15	U10	male	PhD in economics	University professor
16	U11	male	PhD in economics	University professor
17	U12	female	PhD in sports management	Sport Tourism
18	U13	male	PhD in sports management	Ministry of Sports
19	U14	male	PhD in sports management	Sustainable Development
20	U15	male	PhD student in sports management	Sustainable development - sports tourism
21	U16	male	PhD in sports management	Sports economics
22	U17	male	PhD in economics	University professor

Table 2. Factors affecting the economy of sports tourism

main factor	Secondary codes	open	Basic open source
Organizational and managerial factors	Holding an event		Holding official national and international events and competitions according to the official calendar of the federations
			Holding native and local festivals
			Conducting training courses and training of specialists
			Gathering and providing a capable team and management to hold the event
	Planning and monitoring		Using the experience of leading countries in this industry
			Creating a competitive and transparent environment

		Facilitating the licensing process and reducing administrative bureaucracy
		Appropriate strategic and operational planning
		Development of specialized human resources
		Coordination between stakeholders and organizations in charge of sports tourism
		The existence of private sports tourism agencies and companies
		Regular monitoring and evaluation of sports tourism programs
	investment	Paying attention to the interests and needs of tourists and using them in planning and attracting tourists
		Investment management (attraction, encouragement, etc.)
		Government investment and governance
		Iran's economic integration with the world economy
		Allocation of credits and appropriate budget
		Creating a sports memorandum with neighboring countries
		Approval of laws to protect the private sector and investors
	Political and legal factors	Implementation rules
Approving laws to reduce the prices of products and services related to tourism by removing customs tariffs for its supplies and equipment		
Developing the appropriate legal framework and strengthening government capacities		
Economic transparency		Political and economic stability
		Exchange rate stability
		Transparency of tax laws
Marketing and advertising agents	Media marketing	Using well-known and famous faces to advertise tourist attractions
		Using internet sites and social networks
		Appropriate use of mass media
	Marketing innovation	Using new marketing methods
		Marketing and promoting the existing and unique potentials of sports tourism
		Production and distribution of films related to tourism
		Identifying and promoting the unique potentials and capacities of sports tourism
Infrastructure	Upgrade facilities	Improving the health of residential centers

		Increasing parks, recreational and entertainment facilities	
		Designing and building modern sports-recreational camps	
		Design and construction of accommodation centers, hotels and standard and attractive restaurants	
	Infrastructure development	Modernization of cities	
		Development of sports infrastructure	
		Industrial and financial infrastructure	
	Communication development	Development of transportation	
		Development of communication channels	
		Development of network and communication infrastructure	
Cultural and social factors	Social activity	Creating NGOs and organizing volunteer forces	
		More freedom of action in choosing the type of coverage for sports tourists	
		Development of communication skills - English language	
	Cultivation	Providing happy and fun programs in tourist destinations	
		Cultivating how to deal with tourists	
		Cultural identity of the host community	
	Attraction factor	Historical attractions	
		Natural and geographical attractions	
		Cultural-social attractions	
		Sports attractions	
	Quality of service delivery	tourism services	Providing discounts on services based on specific target groups
			Providing electronic tourism services (virtual tours, booking hotels and buying tickets, etc.)
Information and communication services			
Sports services provided on site			
Tourism supervision		Monitoring the price of accommodation centers and renting houses, villas and suites and ...	
		Monitoring the service quality of sports agencies and tours	
		Monitoring the quality of accommodation center services	
		Monitoring the costs (cost of goods, services, etc.) in the tourist destination	
Financial factors in tourism		Using dynamic pricing according to the different characteristics of people in the society	
		The degree of development of society	

		Tourism destination GDP growth
		Economic factors and people's income status
		Reducing the cost associated with participation in sports tourism

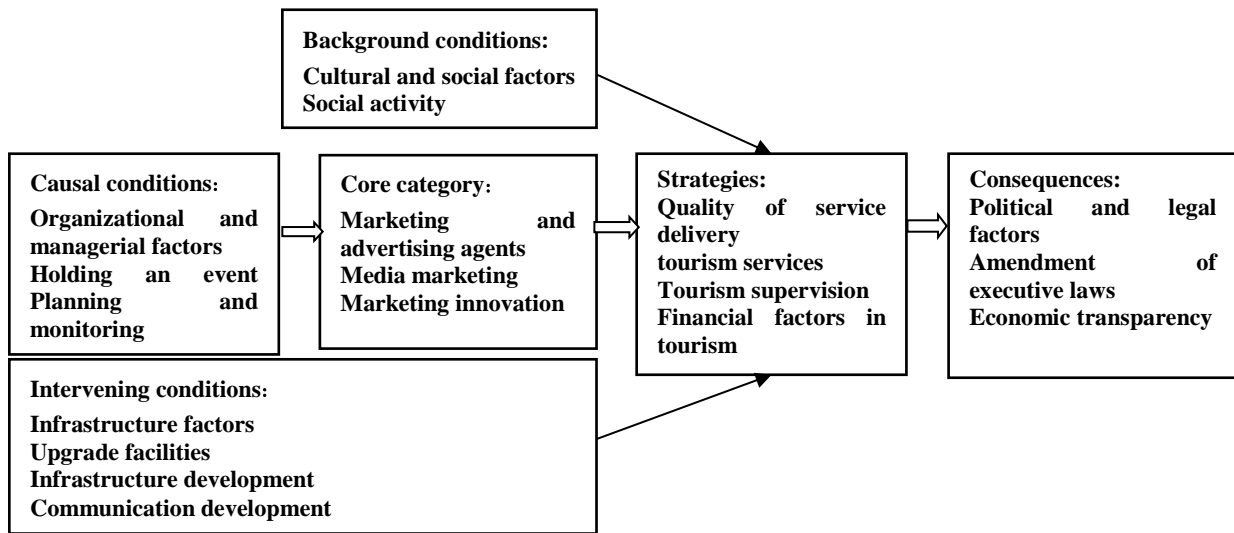


Figure 1. Paradigmatic model of sports tourism economy in Iran

Holding sports events and related training courses is aimed at promoting the economy of sports tourism. By using media marketing and innovation in marketing style from traditional to digital, improvements can be made in the field of tourism economy. One of the most important strategies for the development of the tourism economy is to improve the provision of services and monitor the perfect implementation by expert experts. The establishment, modification

and improvement of infrastructure is necessary to achieve the development of tourism security management. Cultivation and recognition of the socio-cultural identity of the region can greatly help the process of improving the tourism economy. The adoption of laws with the perspective of future research and economic stability in the long-term perspective can have positive effects on the tourism economy.

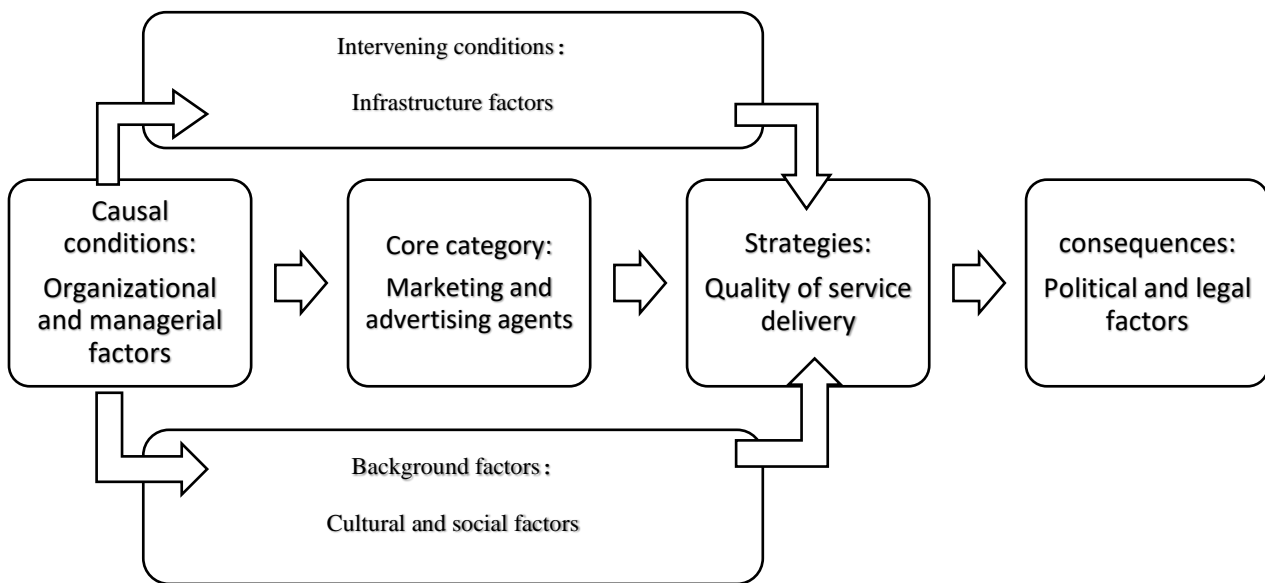


Figure 2. The final model of Iran's sports tourism economy

Discussion

The purpose of this research was to identify the factors affecting the economy of sports tourism in Iran with the foundational data approach. Based on this, the final model was extracted based on 6 main categories. In this model, the economy of sports tourism was with sub-categories of organizational and managerial factors, political and legal factors, marketing and advertising factors, infrastructure factors, cultural and social factors and service quality. The factors of marketing and advertising, which was recognized as a central category, were influenced by the factors of media marketing and marketing innovation, which considered the perspective from a traditional method to a modern method and the digitalization of this process effective on the tourism economy. One of the factors that affect the central phenomenon is the causal conditions, this category was identified with the component of organizational and management factors, which included the indicators of event holding, planning and monitoring, investment, which by creating suitable platforms in the implementation of events The importance of sports and the holding

of sports tourism training courses with the planning and supervision of top sports managers, its positive effects on the tourism economy are evident. In the designed model, infrastructural factors were recognized as an intervening category, which included indicators such as improvement of facilities, development of infrastructures, and development of communications. Therefore, with the design and construction of accommodation centers, standard and attractive hotels and restaurants, and the development of sports, industrial and financial infrastructures, and the development of transportation in planning the development of the tourism industry, it can have economic benefits for sports tourism. Also, the background factors in the research model were cultural and social factors, this component with indicators of greater freedom of action in choosing the type of clothing for sports tourists, the development of communication skills - English language and the presentation of happy and fun programs in tourism destinations and the cultural identity of the host community And historical, natural, geographical and cultural-social attractions are created, which are factors of attraction in attracting sports tourism and increasing income.

These factors achieve strategies in which the quality of service provision is known as its main component and the indicators of tourism services, tourism monitoring and financial factors in tourism are in line with this component, which by improving the quality of providing tourism services with reasonable costs and standard income generation in This field can identify tourism areas with such indicators for sports tourism as the best choices for tourism. Finally, the consequences of the economic model of sports tourism included the promotion of political and legal factors, which, with the indicators of executive laws and economic transparency, will cause the prosperity of sports tourism and, as a result, the improvement of the economy in the sports tourism industry. For women to participate in sports tourism activities, the development of the appropriate legal framework and the strengthening of government capacities and the stability of the exchange rate and the transparency of tax laws are recognized as keys to the implementation of the economic process in sports tourism and expansion and development. In sports tourism, so that it's economic benefits become more attractive for public and private investors and more investments are made in this field. This finding is consistent with the results of the following studies. In a study, Rostami and Ashighi (2019) examined the performance of sports organizations with a view to public sports. The results showed that the monitoring and evaluation of sports programs not only familiarizes the policy makers and executives with the obstacles and implementation problems and weaknesses of the program, but also with providing feedback keeps the program on track. In general, the main weakness of most programs is the weakness of non-specialists in the implementation of this program, because with the lack of specialized knowledge and experience, implementation goals lead to problems in the implementation process and poor results. Therefore, the presence of experts in every part of the organizational system can be

considered as a lever for progress in that area. Also, Farahani et al.'s research (2013) under the title of sports tourism and long-term economic effects. The results of the research showed that the development of the sports tourism industry in different places provides permanent, seasonal and part-time employment for human resources with expertise and secondary education, and reduces the unemployment rate, and direct and indirect jobs in the field of tourism for it provides native people and prevents the migration of the native population. Physical education and sports programs undoubtedly need a monitoring and evaluation system, in addition, human resources and sports facilities are the main platform for the implementation of programs, therefore, without monitoring and evaluating the quantitative and qualitative status of these organizational events, it is not possible to help the development and evolution of programs. . Human resources as a factor in the implementation of goals play a significant role in sports organizations. The existence of people with work and educational experience related to the organizational position can be considered as a strength in planning and implementing the goals of the organization, and the use of non-specialists is also one of the advantages. Obstacles to achieving success and progress of the organization are evaluated. Rahmani et al. (2018) the economic effects of sports tourism in developing countries by emphasizing the role of the private sector reached the conclusion that sports tourism leads to sustainable growth and development in the economy of developing countries and with the entry of the private sector into capital Investing in the sports tourism sector will reduce the unemployment rate and in the long run, many benefits will be created for the host country. Of course, it can be said that investing in the sports tourism industry has both long-term and short-term benefits. For example, in the survey conducted in the countries hosting the Olympic Games, it was found that in addition to the economic growth during the games, even in the long years after, we will also witness

economic growth in the host country. Therefore, developing countries can achieve sustainable economic development in the short and long term by investing in sports tourism and supporting the private sector in this field and overcome many economic problems. Also, in the research of Nugraha et al. (2020) entitled "Development of sports tourism in the area of Lake Spin in Jambi city, they reached the conclusion that the development of sports tourism in the area of Lake Spin has been done to facilitate tourists in performing sports activities, creating modern facilities and building Jogging tracks, outdoor fitness, rock climbing and skateboarding sites by the private sector have boosted local business and financial profitability for private sector investors, which has attracted more capitalists to invest in tourism. According to the ease in the administrative process, the sports district has been made by the executive directors of the district. Therefore, the use of the private sector in sports promotes the development and expansion of sports tourism. The multifaceted tourism industry has gained a special place in the sports industry, but it needs special attention in the fields of regulatory / legal / administrative (rule of law, government policies), cultural (social norms, values and beliefs), educational and government support measures in It has the support of the private sector and the recruitment of experts in sports organizations and the use of information technology in sports tourism, which can provide the conditions for the development of sports tourism in the country by increasing the quality of infrastructure.

Farzi et al. (2018) titled the effect of identification with athletes on changing attitudes towards commercial advertisements of famous athletes, and the results indicate that identification with athletes has a positive effect on changing attitudes towards commercial advertisements of famous athletes. Also, giving credibility to a sports advertisement by famous people can even affect the viewer's mind more than the actual amount and distance from some

of the main events of that product. In general, sports advertisements are overshadowed by the presence of famous people in the advertisement. One of the stages of attracting people to sports tourism can be the use of famous sports people. This technique has received much attention in recent years. Based on this, it is possible to take advantage of famous people in the fields of sports in promoting sports tourism places, so that with the development of tourism and the income from it, the dimensions of tourism can be expanded and the local businesses can be provided.

Conclusion:

The results of the research of Karimi and Hanrour (2013) who stated in the results of the study of the relationship between sports tourism and the development of the dimensions of infrastructure and tourism facilities and the improvement of the image of the city of Tehran was that there was a significant relationship between sports tourism and the development of infrastructure, tourism facilities and the improvement of the image of the city. Therefore, accurate and correct planning of sports and non-sports officials regarding the use of sports events can help to attract tourists and develop the mentioned aspects in Tehran. Also, with the results of Enjorge et al.'s research (2017) in a research entitled Sports tourism and socio-economic effects in Machakos, Kenya, they concluded that sports tourism has positive and negative effects. Positive impacts include: infrastructure and urban development. Economic benefits; community integration; socio-cultural exchange; the ability to view and improve the image of society; Knowledge and entertainment. Negative impacts include: traffic problems, security risks, environmental concerns and social conflicts. These results consider the effect of the existence of basic infrastructure for the development of other components of sports tourism to be essential in tourism issues. Planning for the creation of sports tourism infrastructure should be based on

the priorities that have been successful in the past. These priorities include urban needs (such as desired infrastructure such as highways, roads, hotels, restaurants, etc.), social and political needs (the most important issue in this field is the establishment of political and social security at the regional level), financial and managerial needs (providing financial resources through supporters or powerful sponsors), sport's needs (mainly sports facilities, especially modern and standard stadiums) and tourist needs (providing natural and cultural attractions and strengthening and beautifying historical attractions and also promote and identify such attractions at the international level). In order to be successful in sports tourism economy, creating infrastructures can facilitate goals in this field, so special attention to infrastructures and its sub-components should be placed in the executive priority of tourism managers.

Also, the creation of fun and happy programs in the cultural component was introduced as an effective factor, which with the results of Ivandik and Ivan Sheva Talova (2018) in a study investigating the participation of the tourism industry in the Croatian economy, the results showed that the contribution of the tourism industry in the changes The structure and economic growth of Croatia is very high and between 14.2% and 16.3%. Also, based on the data tables, they showed that the hotel and restaurant sector, transportation services (including road, rail, air and sea) and sports and cultural activities have the most links with the tourism industry and the development of these sectors it causes the development of the tourism industry. In the time series analysis of the related activities, it was also found that in the period between 2005 and 2013, the biggest changes are in the factor of entertainment, sports and cultural activities with 148.3%. In the research Derkakis et al. (2021) stated the economic impact of four activities (golf, surfing, horse riding and diving) on income and creating employment in Messenia, a region in the southwest of Greece, which in the period before sports tourism

activities suffered The lack of tourists and the problems of generating income for the residents of the region were due to tourism, which according to the characteristics of the region and the attention of sports managers to its development, during two years, the economic estimate of its sports tourism was accompanied by a 30% growth, which was also accompanied by the economic prosperity of the residents of the region. The results of Faraji et al.'s research (2016) titled Systemic Analysis of Positive and Negative Effects of Iran's Tourism Development The future research approach identified and prioritized the positive and negative effects of tourism, including economic effects, socio-cultural effects and environmental effects on a national scale for the development of Iran's tourism. The results of the research showed that in the economic field, the most important positive influencing variables include the prosperity of the local market, foreign exchange, job diversity, and the creation of new business opportunities, and the increase in GDP, and in the field of social-cultural positive effects, cultural development factors and increasing awareness. People, identity. Building and social belonging, revitalization of local values have been identified as two-faceted factors. In the field of negative socio-cultural effects of tourism, the factors of high population density, crowding and crowding along with the change in the demographic composition of the influential elements were identified. In the suburbs, positive cultural effects, factors of cultural development and increasing people's awareness, social identity and belonging, revival of local values are known as important factors in this area. Also, in order to promote cultural factors in sports tourism, factors in the sports tourism area should be evaluated and promoted. These factors include customs, habits of people, social culture, opinions and beliefs and values of local residents of tourism destinations.

Another effective factor in the economy of sports tourism is the smart tourism index, which in this research refers to information technology

and the use of modern software and hardware in the Internet system, and these results are in agreement with the results of Salahi et al (1400). They discussed smart tourism in the sports industry based on hybrid techniques and stated that the factors affecting smart tourism in the sports industry include; Smart tourism information services, smart tourism cloud services, Internet of Things, smart tourism information acquisition, end user internet service system, smart search possibility, content marketing and artificial intelligence. The use of digital tools will bring countless benefits for businesses and sports tourism industry activists. Including the development of tourism in the direction of reducing dependence on oil and leaving the single-product economy. In smart tourism, the agent of intelligent tourism information services is considered as the basis of advertising work, this agent has completely changed the traditional tourism services, which provided only uncustomized and impersonal information for tourists. This information is provided by agencies through media advertising methods etc. to provide tour information to potential tourists at the destination. Including weather forecast and other information through SMS and domestic tour information service to tourists before entering the destination. In this context, the results of the present research are in line with the results of the researches of Kim and his colleagues (2018) and Arniaz and colleagues (2019) who also mentioned this factor in the results of their research. In general, the use of information technology tools and the transformation of traditional tourism into smart tourism will cause economic savings and accelerate the process of implementing tourism factors in the region.

Today, the use of information technology has affected the performance of organizations; therefore, some organizations follow specific programs for the development and application of information technology. Identifying effective obstacles in not using this technology is considered the first step in formulating an

information development plan. Information technology can play an important role in improving the productivity and efficiency of organizations. With the growth and development of sports in different countries, the importance of access to correct, accurate and timely information in the field of sports is felt more and more. This information has been transformed to prepare long-term plans in the field of sports development as well as information management, hence the activities that were formed a long time ago to organize sports information have been accelerated. The activity of international and regional institutions in the field of sports information has expanded significantly, and at the national level, countries are setting up or developing special sports information centers, and our country is an exception to this. In order to achieve success, sports federations also need to update the database of athletes and transparency in access to information.

One of the important factors that can affect the tourism economy is the economic and political stability of a country. One of the factors of progress and development of tourist destinations is the existence of suitable infrastructure. Marketing and advertising was another identified factor that is effective in the country's sports tourism economy. Among the cultural and social factors, providing security were among the factors that were emphasized by the experts. The last factor that was effective in the economy of sports tourism in this research was the financial factors. Today, income and financial resources are known as the driving engine of organizations and societies. There are many economic and financial factors that can affect the tourism economy.

Finally, the general result obtained from the current research shows that there are many factors that are effective in improving the economy of sports tourism in Iran. It strengthens the strength and is one of the weaknesses of the caste. The factors that can be mentioned in this

context include sports tourism marketing using famous people, creating a suitable platform for improving the infrastructure of sports facilities and equipment, using the maximum cultural capacity of the region, privatization and building trust in private sector investors for capital. Investing in sports tourism by creating facilitating laws and administrative structures, generating income from the further development of sports tourism, transforming traditional tourism into smart tourism can be a solution for moving from the current state of tourism to global standard conditions and competitiveness with active countries in this field. .

Research proposals in cooperation with the Ministry of Sports and the country's program and budget regarding the increase of the budget for the sports tourism sector and planning to generate income for the Ministry of Sports through sports tourism by creating the economic trend of sports by attracting sports tourists will create national currency and this trend will improve The economic situation of the country also helps a lot.

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