

## Codification Model of Sport Tourism in Isfahan Based on the Sustainable Development Approach

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### Abstract

**Purpose:** Today sport tourism is one of the largest industry, which have been known as one of the most amazing modern service industries. The present study is a survey in terms of purpose and the method of data collection is field type.

**Methods:** The statistical population includes 100,000 sports tourists and 81 senior managers including; the General Department of Sports and Youth of Isfahan Province, the Department of Sports and Youth of Isfahan, the Cultural Heritage and Tourism Organization of Isfahan Province, the heads of Isfahan Sports Boards, the professors of Physical Education, Marketing and the tourism of all universities of Isfahan. Delphi technique was used to prepare the questionnaire, therefore, the researcher-made questionnaire was based on the dimensions of sports tourism. In this study, descriptive and inferential statistical methods were used to analyze the statistical information of the findings in two separate sections. In the statistical description of the subjects through statistical characteristics such as frequency, percentage, mean and standard deviation according to the preparation of the questionnaire was used and in the inferential part of the confirmatory factor analysis method (CFA) to identify important factors in sports tourism. Furthermore, the advanced method of factor analysis was used in multivariate analysis. Also, its main function is to determine the weight or importance of factors. Moreover, to examine the interactive effect of population characteristics OV Cognitive multivariate analysis of variance MANOVA was used.

**Results:** For the means of establishing the relationship between dependent and independent variables and models Amos was used to measure the fit of the model and to design the model and examine the main purpose of modeling. As well, structural equations (SEM) were used to create a basis for comparing the opinions of experts with sports tourists. The questionnaires of these two groups were coded separately and the information collected was presented using spss22 software. Finally, the variable of sports tourism has little direct effect on sustainable development.

**Conclusion:** As a result, it can be said that any economic activity in the tourism industry, destinations must have a thorough knowledge of the market they face and the audience and products and has analyzed its tourism market.

**Keywords:** Sports tourism, Isfahan, sustainable development, Management.

## Introduction

As it is known, tourism is one of the three most important revenue-generating industries in the world, along with the powerful oil and automobile industry. Poverty plays a role in improving people's living standards and positive cultural interactions. The tourism industry has economic, environmental and socio-cultural effects at various levels (Kirilenko ET. Al, 2018). It is well known that tourism is the largest industry in the world with 8% of export earnings and 8% of the world's employment (Yan and Halpenny, 2019). The United Nations considers the concept of sustainable development to include: understanding the effects of development through the use of non-traditional features, striving for indigenous development within the specific constraints of natural resources, and helping the poor and disadvantaged; those who inevitably destroy the environment (Mirani and Farahani, 2015). Clearly the importance of sustainable development in tourism and the mutual effects of the two in relation to each other is understandable. Moreover, development planners and policymakers cite the tourism industry as a key element of sustainable development. Sustainable development is a key condition for ensuring a secure and sustainable life that strives to minimize resource waste, environmental degradation, and social instability. The concept was introduced by the Brantland Report, which seeks to address fundamental problems of justice, the economic needs of slum populations, and social constraints and environmental power technology to meet the needs of current and future generations. Sustainable development is a development that meets the needs of the current generation without compromising the ability of future generations to meet their needs (Soltani, 2018).

Sustainable development of tourism requires patience, effort and long-term

Commitment, and to achieve sustainable

development of tourism requires indicators such as: Tourism is an effective factor in the interaction of cultures and dialogue between nations. Ecological (environmental), economic, social, institutional (fundamental) and cultural indicators that these indicators are related to each other and have a mutual effect. The most important achievements of sustainable tourism development are simultaneous attention to ecological, economic, cultural and social dimensions, utilizing a holistic approach in tourism development, bottom-up planning, pollution control, attention to growing awareness of local communities and attention to intergenerational justice and is intergenerational in tourism development (Hassanpour, 2018). The role of tourism marketing is to create awareness of the nature of the tourist and create a crucial image for him. Historically, the role of marketing in the tourism development process has been to promote places in order to attract more tourists. Because each tourist has unique wants and needs, therefore, each potential buyer is considered a separate market. Therefore, it is desirable for each seller to design a specific and separate marketing plan for each buyer (Hassanpour, 2018).

Rasta Isfahan, with its valuable cultural heritage and a collection of amazing natural and historical monuments, has a great potential for the development of this industry (which, along with economic benefits, leads to a better understanding of the world. Self-guides) enjoys. The city of Isfahan, which is located in the central plateau of Iran and has a variety of climates and climates, and also according to available statistics has about 20,000 historical monuments, can be one of the most important destinations for domestic tourists. And become more foreign than before. Having the existing potentials and abilities can play an important and fundamental role in attracting all kinds of tourists, especially sports tourists. Therefore, the need to pay attention to comprehensive planning for tourism development, with the aim

of slightly increasing the number of tourists and then increasing the quality of services, can contribute to the economic and cultural development of Isfahan in order to achieve a desirable and ideal sports tourism model. Lead more than before. Paying attention to the tourism marketing dimension has always been a significant area.

Considering that to date, in connection with the development of tourism model and knowledge of the prioritization of factors affecting the relevant model based on the importance and impact of sustainable development in tourism, deep and effective activity has not been done in Isfahan. Sports tourism is based on the approach of sustainable development in the city of Isfahan.

### Materials and Methods

The present research has been done qualitatively and quantitatively. It is descriptive, survey-type and applied in terms of purpose. First, by studying and examining the theoretical foundations in the desired field and through semi-organized interviews with experts, professors and experts in sports and tourism management in this field and identifying important, practical and effective points and factors to compile a questionnaire by method. Delphi is addressed. The statistical population studied in this study is two groups of experts or top managers and tourists. In relation to the first community, which is composed of senior managers (experts), the sampling method is used as a total and purposeful method, and in relation to the second community, which is composed of tourists, a simple random method is used. Sharp Cochran's formula has been used to determine the sample size. In this study, after studying and reviewing the theoretical foundations in the field under study through semi-organized interviews with 30 experts, professors and experts in sports and tourism management, valuable and effective information, valuable and important concepts have been obtained.

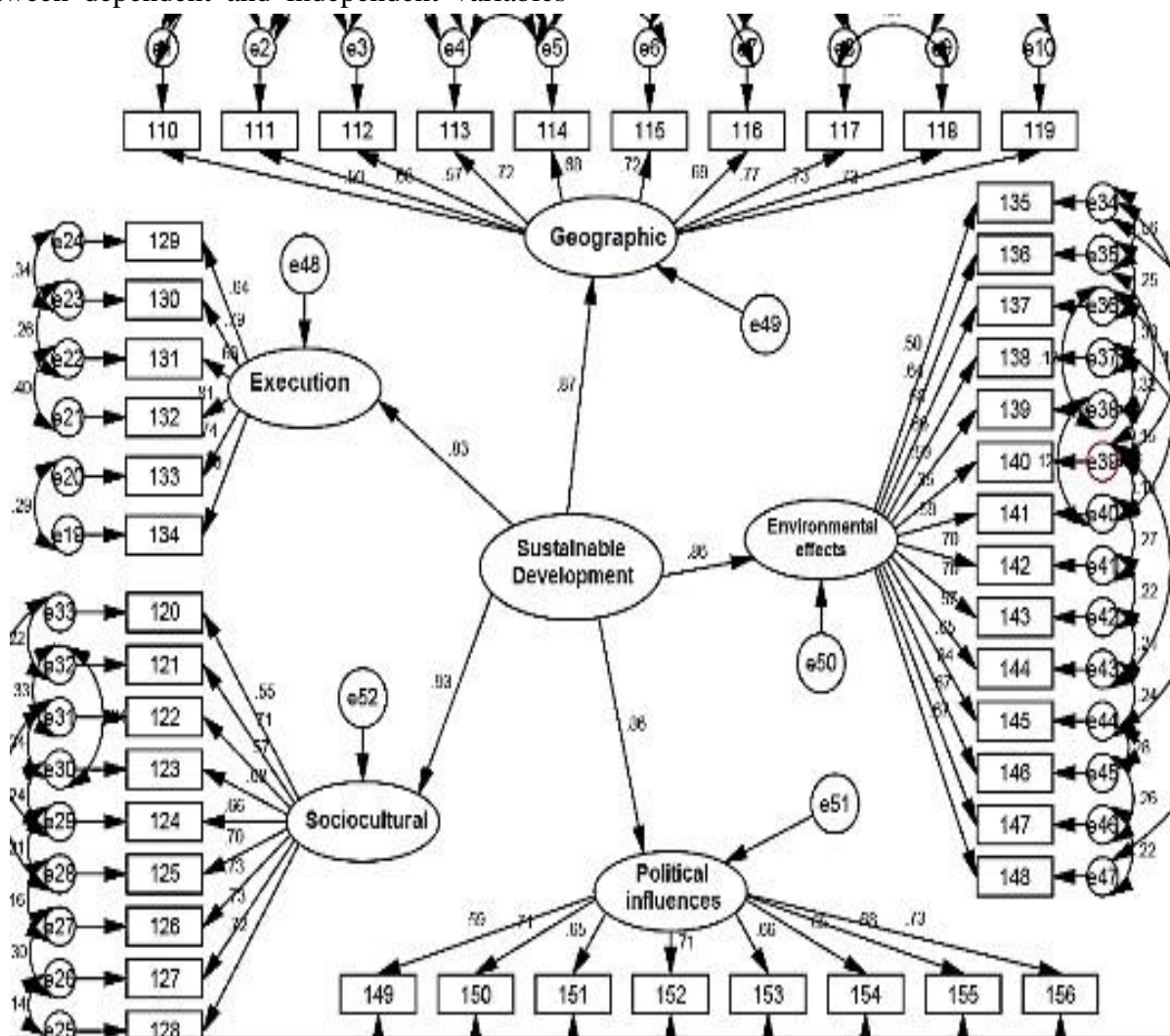
The interview was conducted face to face, semi organized and semi structured with openended questions for approximately 20 minutes. Delphi technique was used to prepare the questionnaire. The Delphi process in this study consisted of 3 drivers who, after submitting the first questionnaire in a semi-structured or open-ended manner, which acts as a strategy for generating ideas and aims to reveal all issues related to the topic under study, from each One of the experts was asked to come up with any ideas and opinions and to return a short list of topics they wanted. After collecting the return questionnaires, comments similar to the composition, grouping, and duplicate and marginal topics were removed and the answers were shortened as much as possible. In the random analysis, the answers of the first round were based on the research paradigm and the questionnaire was structured and similar people in the first round were asked to identify the cases of agreement and disagreement and a space to identify new ideas. , Correct, interpret, delete and explain their strengths and weaknesses. After collecting the second questionnaire and their statistical summary in Randsun, the experts were asked to review the answers and, if necessary, reconsider their opinions and judgments and state their reasons for disagreement. And grade its importance. At this stage, after the necessary studies by experts, the final results and the main questionnaire were approved. The researcher-made questionnaire is based on the dimensions of sports tourism, market segmentation. Cronbach's alpha coefficient for the whole questionnaire and its indicators is more than 0.7 and therefore the high reliability of the questionnaire is confirmed. In this study, descriptive and inferential statistical methods have been used to analyze the statistical information of the findings in two separate sections. In the statistical description of the subjects through statistical characteristics such as frequency, percentage, mean and standard deviation according to the preparation of the

questionnaire, in the inferential part, the exploratory and confirmatory factor analysis method (CFA) (EFA) to determine the importance and identification Important factors in sports tourism based on sustainable development have been used from the perspective of the subjects. The advanced method of factor analysis has been used in multivariate analysis and its main function is to determine the weight or importance of the factors. Interactive demographic characteristics of MANOVA multivariate analysis of variance have been used to establish the relationship between dependent and independent variables

and model presentation (PLS) has been used to measure the fit of the model and to create the background Comparison of experts' opinions with sports tourists The questionnaires of these two groups were coded separately and the collected information was presented using SPSS21 software.

**Results**

Identifying the dimensions of sustainable development based on the tourism approach in Isfahan.



**Figure 1- Second-order confirmatory factor analysis model for sustainable development.**

Figure 1 shows the second-order confirmatory factor analysis model of sustainable development in the case of factor load (standardized coefficients). Table (1) shows

the fitting criteria of the models presented in the first and second order confirmation factor analysis, which shows that the proposed models, which are also specified in Figure (1),

are approved.

Considering the amount of factor loads obtained for all questions of the Sustainable Development Scale, which is greater than 0.3 and at a significance level of less than 0.01, we conclude that the construct validity of the Sustainable Development Scale is confirmed. Table (2). The mean extracted variance for all

dimensions of the market segmentation scale is obtained in Table (3). The correlation between the dimensions (components) of sustainable development and the structure of sustainable development is significant for all dimensions. The correlation rate is significant and strong for all dimensions and has been obtained from at least 0.83 for implementation to 0.93 for socio-cultural.

**Table 1- Criteria for fitting the first and second order confirmatory factor analysis model of sustainable development components**

	Component	X	2	D	X	2	DF	RMS	IFI	NFI
				F				EA		
First-order factor analysis	Geographical	27.0	2	1.288			0.998	0.025	0.998	<b>0.989</b>
		47	1							
	Result	-	-	Excellent fit	Accepted	Medium fit	Accepted	Accepted	<b>Accepted</b>	
	Sociocultural	7.35	1	0.736	1	0	1	<b>0.997</b>		
		9	0							
	Result	-	-	Excellent fit	Accepted	Excellent fit	Accepted	<b>Accepted</b>		
	Execute	5.14	3	1.716	0.999	0.039	0.999	<b>0.997</b>		
		9								
	Result	-	-	Excellent fit	Accepted	Excellent fit	Accepted	<b>Accepted</b>		
environmental effects	64.0	5	1.164	0.997	0.019	0.997	<b>0.979</b>			
	42	5								
Result	-	-	Excellent fit	Accepted	Excellent fit	Accepted	<b>Accepted</b>			
Political	13.6	1	1.363	0.998	0.028	0.998	<b>0.993</b>			

	influences	34	0					
	Result	-	-	Excellent fit	Accepted	Excellent fit	Accepted	<b>Accepted</b>
Second-order factor	Sustainable Development	172.802	971	1.779	0.942	0.04	0.943	<b>0.900</b>
	Result			<b>Excellent fit</b>	<b>Accepted</b>	<b>Proper fit</b>	<b>Accepted</b>	<b>Accepted</b>

**Table 2- Factor load values and significant values of sustainable development indicators**

Component	question number	Standard coefficient (factor load)	Critical value	Mean variance Extracted (AVE)
Geographical	110	0.50	-	0.47
	111	0.68	12.72	
	112	0.57	9.18	
	113	0.71	10.34	
	114	0.68	10.42	
	115	0.72	10.38	
	116	0.69	9.73	
	117	0.77	10.67	
	118	0.73	10.39	
	119	0.73	10.46	
Sociocultural	120	0.55	11.34	0.40
	121	0.71	14.51	
	122	0.57	11.73	
	123	0.68	13.99	
	124	0.66	13.63	
	125	0.70	14.35	

	126	0.73	14.93	
	127	0.73	16.30	
	128	0.72	-	
Executorial	129	0.64	12.54	0.53
	130	0.79	15.21	
	131	0.67	12.89	
	132	0.81	15.51	
	133	0.74	17.42	
	134	0.70	-	
environmental effects	135	0.50	-	0.38
	136	0.64	14.93	
	137	0.57	16.30	
	138	0.66	12.54	
	139	0.59	15.21	
	140	0.35	12.89	
	141	0.60	15.51	
	142	0.70	17.42	
	143	0.70	10.06	
	144	0.57	9.04	
	145	0.65	9.69	
	146	0.64	9.66	
	147	0.67	9.88	
	148	0.67	9.41	
Political influences	149	0.59	11.90	0.46
	150	0.71	14.38	
	151	0.65	11.99	
	152	0.71	14.36	
	153	0.67	13.48	
	154	0.65	13.04	

155	0.68	13.77
156	0.73	-

**Table 3 - Factor load values of sustainable development components**

Components	Standard coefficients (factor load)	Critical limit
Geographical	0.87	10.56
Sociocultural	0.93	16.20
Execute	0.83	14.23
environmental effects	0.86	10.35
Political influences	0.89	15.16

### Discussion

The results showed that the dimensions of sustainable development are: geographical, socio-cultural, implementation of 4E, environmental impacts, political impacts and sustainable development. The socio-cultural dimension indicates the stability of culture, social organization and social structure of society. This dimension of tourism sustainability includes respect for social identity and social capital for the culture of the community and its assets, and strengthens social cohesion and self-esteem, and gives people in the community the ability to control their lives. Gupta believe that cultural groups provide important information about social diversity and are a useful way to summarize intercultural similarities as well as intercultural differences (Gupta Ogden, 2009). Linking sustainable tourism to sustainable development based on cultural tourism is on the agenda of national, regional and international policymakers. What is very important in this regard is that the category of sustainable tourism becomes a national issue and is on the agenda of decision-makers and decision-makers of national units, and as it is presented in policy-making knowledge with accurate problem-solving, Solutions to the national

problem have become. On the other hand, in the field of implementation of 4E, we can mention equal rights/fairness, equal opportunities, ethics and equal participation (Pencarelli, 2020). In recent years, due to the crisis of resource and energy consumption, Iran needs to develop and promote the marketing of products that are more compatible with the environment. Sustainable development of sports tourism can be one of the cases that pay special attention to environmental functions to protect the environment and its pollution. Also, the political relationship between the destination country and the target market is effective in choosing the target market and can create a positive attitude towards the destination among tourists (Rouhani et. al, 2020).

Findings of this study showed that the variable of sports tourism has little direct effect on sustainable development. However, according to the mediating variable of market segmentation, its indirect effect is 0.351 and the total effect of sports tourism on sustainable development is 0.511, which is an acceptable value. The effect of market segmentation variable on sustainable development is an acceptable value of 0.376. New work states that the first goal of sustainable tourism



development is to maximize profits and at the same time minimize adverse effects (Hall and Wood, 2020). Sustainable development Sustainable sports tourism requires the realization of optimal socio-economic transformations so that socio-cultural and ecological systems do not destroy the host community and the residents of the community benefit from it. In order to successfully achieve this issue, it is necessary to combine the policy vision, planning, sports management, control and monitoring processes and coherent social learning of Isfahan that this active participation can increase the efficiency and effectiveness of sports in the field of tourism and its sustainable development. To create. Market segmentation, on the other hand, is predicted on the assumption that each market is made up of groups or segments with almost different wants and needs. It can be said that tourism marketing is of special importance; because if marketing is considered a management process, all planning activities, preparation of tourism products and tourist attraction require marketing operations and activities. Therefore, market segmentation can have a significant relationship with sports tourism. In this regard, some researches state with proper marketing for holding the international competitions of the Fajr decade as a sporting event and as an opportunity to act in a way that not only the number of foreign participants Increase with different nationalities in these competitions, but by examining and identifying the views of sports tourists in these competitions, the target markets for Iranian sports tourists to be identified (Bahrainizadeh, 2017).

The results showed that the correlation between the dimensions of sustainable development and sustainable development was obtained for all significant dimensions. The degree of this correlation is significant and strong for all dimensions. The socio-cultural dimension is most correlated with sustainable development. This finding is consistent with the results of research by some other researchers (Salehniya

anf Keyvani, 2016; Tegar and Gurning, 2018; Saefullah, 2018). Receiving social participation is the most important level of sustainable tourism development. It seems that the socio-cultural dimension of tourists' movement in urban environments such as Isfahan is one of the debatable points in urban tourism, because the conflict between the host and the guest, cultural differences in the use of urban space or multiple urban performance and the diversity of urban consumers. Isfahan's cultural attractions can be educational, cultural and pilgrimage tours, visiting the performing arts, festivals and events, historical sites, nature and popular culture. Therefore, tourism has an important role in the socio-cultural consequences of Kelardasht (Soltani, 2018). Also, sustainable tourism development is a development that can balance the natural, cultural and human environment (Le et. al, 2019). Culture is formed as a system of communication between people with various manifestations of customs, heritage and other material and aesthetic products. All cultures can offer their culture as marketable goods (Lee et. al 2017). Due to the historical and traditional dimensions of Isfahan, tourists are looking for places with traditional culture to experience the originality of meaning. It can be said that tourism, as a cultural thing in the field of tourism, causes interactions and exchanges and is related to human beings, their motivations, desires, needs and aspirations that are within the culture of society. Sustainable tourism development seeks to meet the needs of present and future generations, between short-term benefits and environmental protection, maintaining cultural identity, and promoting economic benefits in both developed and developed societies (Laitamaki, 2016).

## Conclusion

Now balance development. Based on studies, it can be assumed that tourism is very slow and slow to occur intangibly over a period of time and is often intangible and intangible; While

these tourism effects are often more lasting and less likely to change. When the socio-cultural effects of sustainable tourism are considered, most of the focus is on the host community, and there is often a particular sense of protecting the host community from the negative and aggressive effects of tourism. On the other hand, the antiquities and antiquities of each country represent the specific culture of that country and contain values worthy of the attention of the country and the characteristics of its people. These works have a lot of spiritual values for that nation in particular and attractions for others in general, which as a result attracts tourists to visit and get to know those attractions and works. According to (Afthanorhan et. al, 2017), it should be noted that the relationship between culture and tourism is not limited to people and objects or types of cultures and antiquities, etc., but also includes a relationship between countries in terms of cultural development. This means knowing the methods, manners, actions and in short the art of living and human relations of different ethnic groups and people traveling to be aware of what is going on in the world today, play a very valuable role in the development and It plays the cultural development of different nations. Finally, the results showed that there is a significant difference between the average of sports tourism variables and market segmentation in the two groups of professionals and sports tourists. So that the group of experts have higher average scores.

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