

Identifying the Requirements for the Development of Desert Sports in Kerman

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Abstract

Purpose: According to the significance of developing desert sports in the areas prone to such sports, the aim of the current study was to identify the requirements for the development of desert sports in Kerman.

Method: This research was a qualitative exploratory study that has been done using a thematic analysis method. The participants in the study included experts in the field of sports management with the experience in desert sports. According to the nature of the research, 12 experts were interviewed as the participants through purposive sampling until reaching the theoretical saturation. The tool used in the research was a semi-structured interview. The intra-subject agreement method was used to ensure the reliability of findings, and the validity was confirmed by criteria including credibility, dependability, transferability and confirmability.

Results: The thematic analysis of the data by Braun and Clarke's (2006) method led to the extraction of 144 codes, 18 sub-themes and five main themes. The findings showed that "Creating infrastructure", "Holding events", "Encouragement and support", "Promotion and advertising", as well as "Training and preparation" were the explored requirements for the development of desert sports in Kerman.

Conclusion: According to the importance and potentials of desert sports in Kerman, the findings of this study can be considered as a basis for developing the desert sports and provide an agenda for future research.

Keywords: Desert, Development, Infrastructures, Requirements, Sports.

Introduction

Today, sports as a big industry have been able to play a critical role in the all-round growing of developed countries (Miri et al., 2022). Desert sports are considered to be one of the most attractive sports that have attracted the attention of athletes and sports administrators in recent years, and the development of these sports in areas that have natural desert capacities can be the source of development in various economic, cultural, social, and tourism fields (Mazloomi & Gaspar, 2022). The role played by desert sports in the domestic sector has a positive impact on the development for the future (Remy-Miller, 2017). Desert capacity in Iran is a growing market-generation capacity and has a significant potential to become an attractive market. Many desert regions in Iran are proper for developing desert sports in various areas. These mysterious lands are exciting destination that can attract many visitors from different cities of Iran and it has the potential to become an international destination for sport tourists (Mazloomi & Gaspar, 2022).

Kerman province is one of the wide regions in Iran, which geographically has attractive capacities for investment in the field of desert sports, but so far the existing potentials have not been realized in actual form, and these capacities for the development of sports has not been exploited. Kerman is a province located in southeastern Iran, known for its vast desert areas. The most famous desert in Kerman is the Lut Desert, also known as the Dasht-e Lut, which is a UNESCO World Heritage site and is considered one of the hottest places on Earth. The Rig-e Jenn, also known as the Kalut, is another popular desert located in Kerman and is characterized by its unique rock formations. Other notable desert areas in Kerman include the Shahdad Desert and the Mahan Desert. Despite their harsh and barren landscapes, these desert areas can be an attractive destination individuals interested in adventure and desert

sports. Using the sport capacities of different regions can help the growing development of these regions in different fields (Jaberi et al., 2018).

Desert areas are vast and very hot and dry, and the living and sports conditions in them are very different from other areas of the world. The desert areas, due to the dynamic environment with all kinds of natural obstacles, can also have many issues that are challenging for athletes. Deserts are perhaps one of the most endless areas for the development of various sports in the world, and the country of Iran is also considered to have a high potential for the development of sports due to its geographical and climatic location. Despite the harsh climatic and natural conditions and the many restrictions that exist in these areas, there are still sports potentials such as running in sand, climbing and skiing in high mountains, nature tourism, running in sand, hill climbing, walking in the desert areas, motorcycle, bicycle and scooter races, sand skiing, driving in the desert, swimming in sandy and desert lakes and rivers are other sports that can be done in the desert and similar areas.

Many countries that have desert capacities have made significant investments in the development of desert sports and those interested in these sports in recent years. For example, sports and sports events are emphasized in the national governance programs of Qatar and the UAE, and sports events and creativity are in line with the national priorities and visions of these countries (Remy-Miller, 2017). Many creativity and initiatives of sports events have occurred around the Persian Gulf region. The governments of Qatar, Saudi Arabia and the UAE have used sports for economic, domestic and international purposes. In fact, sport is used as a means to diversify the national economy and to expand the tourism sector (Remy-Miller, 2017). Dubai hosts a wide range of international sporting events, many of which

are repeated annually. Despite the existence of potential capacities, an important issue that should be considered due to the limitations and problems of desert areas is to provide suitable and sufficient infrastructures to create suitable fields for attracting enthusiasts, and to provide the proper conditions for the development of desert sports in these areas.

Swart et al. (2021) believe that the key success factors that have positioned Dubai as a globally competitive sports destination are its tourism appeal, good event management and the variety of events hosted in the region. However, sustainability aspects are considered as a contemporary issue to promote these events and this phenomenon has been very effective in branding this city (Swart et al., 2021). According to Sedgwick et al. (2015), exercising in desert conditions is always associated with health and medical challenges, and due to the lack of adequate access to medical centers and equipment, it is considered as one of the problems of desert sports (Sedgwick et al., 2015). By attracting individuals to sport tourism destinations, permanent, seasonal, and part-time employment can be achieved (Mirzaie et al., 2022). According to the findings of Mazloomi and Gaspar (2022), improving the image of desert sports destinations as well as ensuring the destination image of desert regions can increase the satisfaction of visitors, therefore; managers of cultural heritage and sports should consider while determining long-term strategies. Remy-Miller (2017) argued that increased transportation can lead to the development of tourism industries, especially those that focus on Bedouin culture and tradition, which are rooted in the potential of the desert where the majority of Qatar's population lives. This issue can lead to the creation of other big attractions to attract mass tourism away from the city limits (Remy-Miller, 2017). Huaming et al. (2019) stated that desert sports tourism problems include the lack of professional sports tourism talents, the difficulty of transitioning from sightseeing

tours to vacations, product development problems, and the lack of regional culture. Suggestions for the development of desert sports tourism also include product innovation, discovering the truth that sports originate from life and should be integrated into tourism, and high integration of environmental resources and cultural landscape (Huaming et al., 2019). The role played by desert sports in the domestic health as public interest increases and national elite talent is developed for the future (Remy-Miller, 2017). Abyar et al. (2014) found that informational and relational services, natural resources, sports services, welfare facilities, factors related to physical education, tourism and cultural heritage, facilities and infrastructures, entertainment and recreational resources, and transportation services are effective factors on desert trekking (as a desert sport) development in Iran. According to Adabi Firouzjah et al. (2009) the desert sport attraction can be important factor in development of the dessert regions. The findings of Hashemi et al. (2020) showed that holding sports events in desert areas is one of the priorities of tourism development in Qom province. The results of the study of Jomehpoor and Namayandeh (2012) showed that the desert region of Maranjab in Kashan has many natural and historical attractions that are unique in their own type, but the lack of suitable infrastructure for this type of tourism has not yet taken any basic action regarding tourism in the desert regions.

Research on the factors paving the way for developing desert sports can provide proper opportunities to increase the attraction of the people interested in desert sports as well as the sport authorities for developing these kinds of sports that finally leads to the promoting economic level and development of the destinations. Given the importance of developing desert sports, this research was conducted to explore the requirements of

developing desert sports in Kerman as a desert province in Iran. Kerman is a province with high potential to attract tourists who are interested in desert sports but this has not been taken in granted as a significant priority as it deserves. One of the most famous desert (Lut Desert) which is a UNESCO World Heritage site and known as one of the hottest places on the Earth has been located in Kerman. The Rige Jenn, also known as the Kalut, is another popular desert located in Kerman and is characterized by its unique rock formations. Other notable desert areas in Kerman are Shahdad and Mahan Desert that can be an attractive destination for individuals interested in adventure and desert sports. Kerman is a province with high climate variability, with different potentials for attracting local and international people interested in desert sports. However, this profitable potential has not been taken in granted until now. Developing desert sports can be defined as a greatly young issue in Kerman (despite its great potentials), and this kind of study as one the first research studies can be very helpful for developing desert sports in this province. Beside the great importance of developing desert sport in Kerman, the literature review in the field of desert sports revealed that no studies have been found to investigate and to identify the requirements for the development of desert sports at national and international scale. Therefore, conducting research studies focusing on desert sports and trying to identify the requirements and limitations for the development of desert sports in Kerman province can be considered an effective step in promoting desert sports. The present research aims at providing information and data for making proper decisions in developing desert sports in Kerman province as an important sport destination in Iran. The results of this study can provide significant information for sports officials in the public and private sector to develop desert sports in this region through establishing proper policies.

Materials and methods

The current research was a qualitative research that was conducted based on the interpretative-constructive paradigm using the thematic analysis approach. This research is considered to be an applied research that has been conducted with the aim of identifying the requirements for the development of desert sports in Kerman. Thematic analysis is an analysis based on analytical induction in which the researcher achieves an analysis through data classification. The statistical population of the research included experts in the field of sports management with the experience in desert sports. According to the nature of the research and the thematic analysis method, the criterion for selecting the number of the research participants was theoretical saturation. The sampling method was a theoretical sampling method, and based on this, 12 people were interviewed as research participants through snowball sampling approach until reaching the theoretical saturation stage. The tool used in the research process was a semi-structured interview, and a variety of face-to-face and virtual methods were used to conduct the interviews. The interviews were conducted via a combination of audio and video interviews through social spaces as well as face-to-face interviews. The time of the interviews was between 25 and 55 minutes and the average of the interview was estimated to be 30 minutes. In order to analyze the research data, an inductive approach was used through thematic analysis based on the model of Braun and Clarke (2006) with six stages. Based on the six-step method of Braun and Clarke (2006), the thematic analysis of the data was performed according to the following steps. The first phase: getting familiar to the raw data, second phase: extracting primary codes, third phase: searching for main themes. The fourth phase: revising the themes. The fifth phase: defining and naming the themes, and the sixth phase: interpreting the themes based on the main research question. In order to ensure the validity of the analysis at different stages, the

codes, themes and sub-themes were given to three of the interviewed experts and the necessary adjustments and changes were applied according to their opinions. In order to ensure the reliability of the analysis, both members of the research group analyzed the data separately (Boyatzis, 1998). In this way, each of the researchers analyzed the data separately and finally the findings of both researchers were compared with each other and the analysis process continued until reaching an agreement. Moreover, the intra-subject agreement method was used to ensure the reliability of findings, and the validity was confirmed by criteria including credibility, dependability, transferability and confirmability. Credibility actually refers to internal validity in qualitative research. Multiple data sources, multiple analysts, and multiple methods are among the ways that have been proposed to increase the credibility of this research. Reliability is the ability to identify where the data of a certain study came from, how it was collected and how it was used (Guba & Lincoln, 2005). Dependability refers to using another researcher to read and reacts to field notes and interpretations (Stahl & King, 2020), this criterion was conducted via intra-subject agreement in this study. The transferability of the research results indicates the generalizability of the results to other groups and similar environments (Guba & Lincoln, 2005). By extracting and presenting the maximum findings (as far as possible), this part of the validity of the research can be ensured to some extent, which in this research, by reviewing the interviews and extracting the maximum and non-repetitive materials, we tried to implement this recommended criteria. Transferability actually means external validity in qualitative research. The confirmability of the qualitative research results is realized when other researchers can clearly follow the research path and actions taken by the researcher. One way to achieve this is for the researcher to express exactly the entire process

of the research and the path of his decisions during the research in the report, which was attempted in this research. Also, in the process of advancing the research, it was tried to use the maximum presence of the colleagues of the research group (Guba & Lincoln, 2005).

Results

To analyze the data obtained from the interviews, the thematic analysis method of Bron and Clark (2006) was used. Based on this, in the first step, the raw data related to the interviews were reviewed for several times, and the authors tried to get a complete knowledge of the collected raw data in this stage. After making sure that the data was carefully analyzed at this stage, the research team started the second stage with the initial coding of the raw data. In the coding phase, an effort should be made to place the main research question as the source of code extraction (Braun and Clarke, 2006). Therefore, at this stage, the primary codes were extracted based on the main research question (144 codes).

After coding the data in the third stage, the search was started to extract the main themes and possible sub-themes. Braun and Clarke (2006) believe that at this stage the themes include important concepts that are centered on the main question of the research. Therefore, at this stage, the reviewed codes were analyzed and the codes that had more semantic affinity were placed in the form of a main theme. At this stage, the main and sub-themes are broader concepts that include a set of codes. At this stage, the frequency of codes cannot be the main criterion for extracting themes, but the importance of the extracted codes in relation to the research question will be critical for extracting the main and secondary themes (Braun and Clarke, 2006). The themes in this stage include the major organized concepts (Braun and Clarke, 2013). "Creating infrastructure", "Holding events", "Encouragement and support", "Promotion and advertising", as well as "Training and

preparation" were extracted as the main themes of the research (five main themes). In the fourth stage, after several stages of revision and using the opinions of experts, the classification and naming of the main themes was ensured. In numerous and detailed revisions, at this stage, the extraction of sub-themes related to each main theme was put on the agenda. By re-examining the codes and conforming to the

main themes, sub-themes (18 sub-themes) were extracted from the data analysis. At this stage, the sub-themes were extracted according to their semantic and conceptual affinity (Table No. 1).

In the fifth stage, the themes were defined and named in the form of table number one as follows.

Table 1. Codes, sub-themes and main themes

Main themes	Sub-themes	Codes
Creating infrastructure	Developing and equipping of accommodation centers (11 codes)	Providing local huts for accommodation, creating eco-tourism centers, development of construction in desert areas, creation of temporary accommodation centers, provision of natural accommodation, allocation of capacities of various departments to accommodate visitors, providing water and electricity infrastructure, provision of food services, strengthening of internet infrastructure, strengthening of communications infrastructure, equipping accommodation centers with gas for heating in winter
	Development of sports sites (10 codes)	Providing special spaces for desert sports, diversity in the types of sports venues and sites, creating open sport spaces, creating indoor sport spaces, creating educational spaces, creating a special space for competitions and sport matches, variety of services for different age groups, variety of services for genders different, creating diversity in the type of desert sports, providing sites with price diversity to attract more audiences
	Development of recreational facilities (9 codes)	Activating natural recreational capacities, predicting spaces with recreational application, creating sand parks, creating children's play station, creating indoor recreational places for the summer season, creating artificial recreational places such as waterfalls, etc., creating natural and artificial lakes, providing the green spaces with local and resistant trees, creating suitable entertainment spaces for children and teenagers
	Development of safety, security and health (11 codes)	Developing health infrastructure in desert areas, securing desert roads and paths, establishing police stations in desert areas, increasing supervision, equipping desert areas with closed-circuit cameras, establishing rescue centers in desert areas, providing health services, paying attention to environmental hygiene, placing trash can and emptying them on time, using safety and warning signs in desert roads, using proper lighting in desert areas
Holding events	Holding sport events (7 codes)	Holding competitions in various fields, holding sports events in desert areas, holding local and regional competitions in desert areas, holding national events, holding international events, having a calendar of desert sports events in sports boards, holding local-traditional sports events
	Holding cultural events (4 codes)	Events of introducing the cultural capacities of the desert regions, events of introducing the handicrafts of the desert regions, events of introducing the cultural identity of the desert regions, events of events of introducing the attractive customs and traditions of the desert regions
Encouragement and support	Media supports (9 codes)	Increasing media activity in the field of desert sports, introducing desert sports through different media, assigning television programs to

		desert sports, preparing television reports of desert events, inviting desert sports athletes and coaches to television programs and Radio broadcasting, advertising clips in different media, allocation of educational programs in the media, active presence of the media in desert areas, reflecting the news and problems of desert sports
	Local supports (5 codes)	Attracting people's support in the region, interest of people in desert areas, local people's acceptance of sports and non-sports events in desert areas, support of villagers to promote desert sports and events, cooperation and hospitality of local residents of desert areas
	Government supports (10 codes)	Financial aid of government centers, media aid of government centers, providing government facilities, providing government loans to strengthen investment in desert areas, creating road infrastructure, creating educational centers, entrepreneurship of government centers in desert areas, activating the capacity of sports departments and Youths in different regions of the province, using the capacity of governorates and districts, participation of cultural heritage departments along with desert sports events
	Private sectors' supports (5 codes)	The entry of the private sector in creating infrastructure, the entry of the private sector in increasing travel tours, the entrepreneurship of private centers in desert areas, the presence of private companies as financial sponsors of desert sports and desert events, participation of private marketers
	Public institution supports (8 codes)	Using the capacity of donors to help the development of infrastructure in desert areas, the presence and activities of non-governmental organizations, the establishment of guidance centers by volunteer organizations, face-to-face activities of NGO centers, virtual activities of non-governmental centers, cash and non-cash volunteer donations, activating the capacity of municipalities, establishing the associations to help developing desert sports
Training and preparation	Training courses (12 codes)	Education for those who are interested in desert sports, education desert sports in schools, education in universities, education in various educational centers, holding webinars, holding training courses for the officials engaged in desert sports, training courses for sports teams, special training courses for people involved in desert sports, training of expert human resources, teaching the audience about the conditions of being in desert, familiarizing the audience with the limitations of desert areas, teaching about the culture and history of desert areas
	Introducing sports (5 codes)	Acquainting the public with desert sports, providing educational catalogs to the audience, creating a database of audiences and enthusiasts, establishing the working groups to create a movement to introduce desert sports, launching virtual networks to introduce sports
	Coaching courses (4 codes)	Forecasting coaching courses in the boards related to desert sports, training coaches for desert sports, training instructors for desert sports, having a training calendar for desert sports
Promotion and advertisement	Awareness and giving information (10 codes)	Informing the interested parties, using media capacities to introduce desert sports, using experts to introduce desert sports, introducing the potential capacities of desert sports, reporting news about desert sports and events, using advertising boards in cities, using virtual platforms and social networks for giving information, developing awareness of local residents about the benefits of promoting desert sports, developing awareness of officials and related institutions about the benefits of development of desert events, increasing the knowledge and awareness of sports officials in the province regarding the benefits and potentials of desert sports

	Media advertising (10 codes)	Using advertising teasers, broadcasting analytical programs from the media, preparing and editing attractive clips of desert sports, preparing online programs about desert sports, preparing offline programs of desert sports, using virtual platforms and social networks to attract audiences, using radio programs, using famous people for advertising the desert sport, internet advertising
	Tourist tours (7 codes)	Setting up desert tours, holding school student camps in desert areas to learn about sports capabilities, sending student groups to desert areas to experience desert sports, organizing educational tours in desert regions, creating a virtual tourism platform to attract audiences, using natural attractions to attract more audiences, setting up recreational tours in the desert areas
	Sports tours (7 codes)	Launching sports tours in the desert areas, special tours for athletes in the desert, special tours for desert sports enthusiasts, launching sports tours to participate in desert sports competitions for athletes, launching sports tours to watch desert sports competitions for spectators and desert sports fans, launching virtual sports tourism to attract desert athletes, setting up adventure tours in the desert regions

One of the main goals of inductive studies is to summarize research findings in the form of a graphic model based on raw data, the results of

the findings in table1 has been illustrated in the following graphic model (Fig. 1)

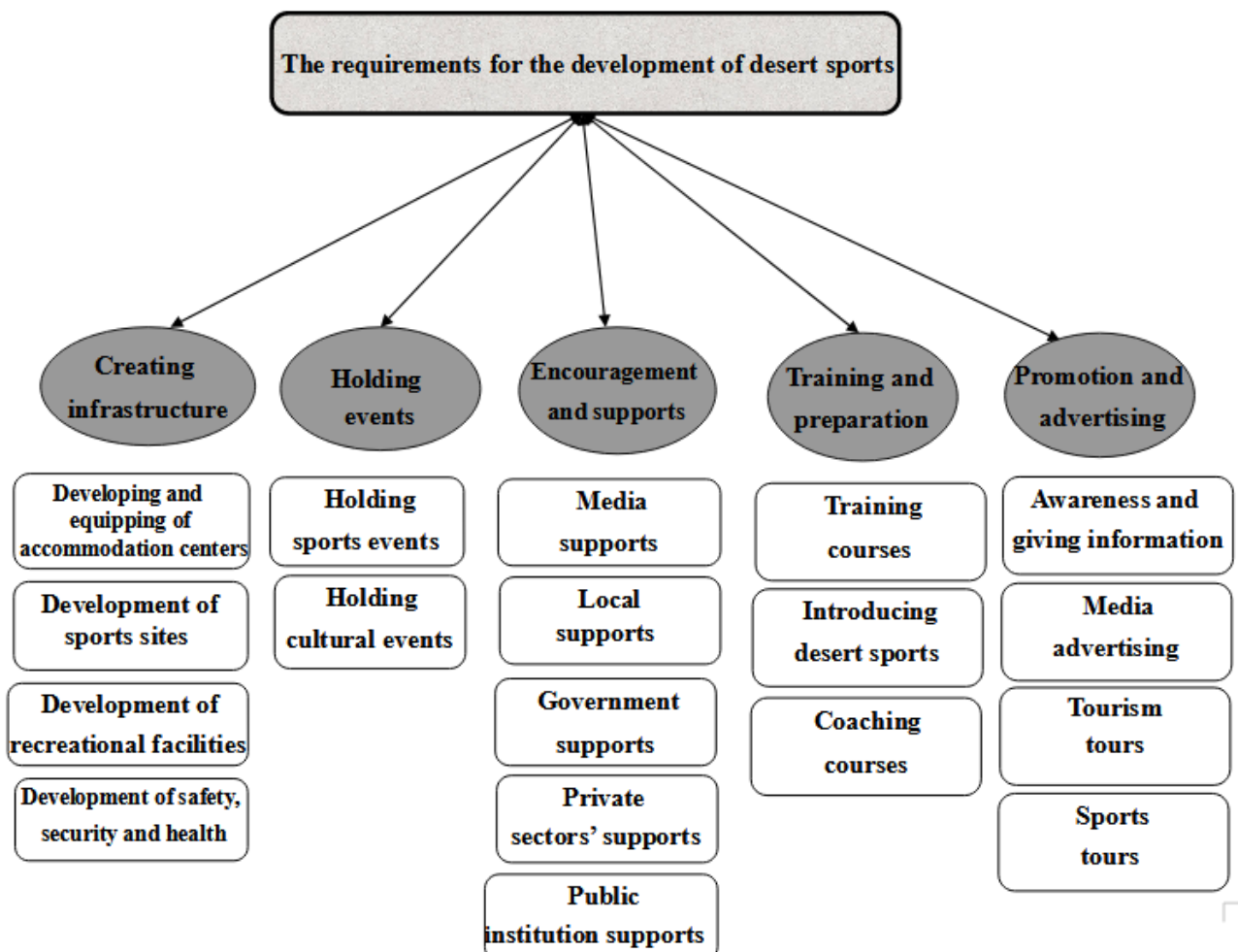


Figure 1. The model of the requirements for the development of desert sports in Kerman

Figure one represents the research model based on the thematic analysis of data, which includes 5 main themes and 18 sub-themes in the form of a model of the requirements for the development of desert sports in Kerman.

Discussion

This research was conducted in order to explore the requirements for the development of desert sports in Kerman. This research can be considered as one of the first qualitative research that has been conducted in relation to the requirements for the development of desert sports on the domestic and international scale.

Creating infrastructure: infrastructure can play a crucial role in developing desert sports in desert regions. Facilities and infrastructures, and transportation services are effective factors on desert trekking (as a desert sport) development in Iran (Abyar et al., 2014). Consistent to this part of findings, Jomehpoor and Namayandeh (2012) emphasized on the lack of suitable infrastructure in the desert regions of Kerman. Infrastructure such as roads, airports, and railways can provide better access to desert regions, making it easier for athletes, spectators, and equipment to reach the area. The infrastructure also can facilitate the accommodation. The availability of hotels, resorts, and other accommodation options can make it more convenient for athletes and spectators to stay in the area. Infrastructure relevant to sports facilities such as stadiums, arenas, and training centers can provide athletes with the necessary infrastructure to train and compete in desert sports. Infrastructure such as medical facilities, emergency services, and communication networks can ensure the safety of athletes and spectators in case of emergencies. Infrastructure that is designed to be environmentally sustainable can help preserve the delicate ecosystem of desert regions while also providing the necessary infrastructure for desert sports. Generally, the development of infrastructure can help create a proper environment for the growth and

development of desert sports in desert regions. Water resources, accessibility, and air temperature are among the limitations and challenges of desert areas for development that should be taken in granted in providing the necessary infrastructures. Due to the existence of different potentials and capacities in the desert regions, sufficient facilities and audiences, there are conditions for the development of sports in these areas. For this reason, institutions and organizations in charge of sports can create a space for doing sports activities in deserts by investing and supporting these sports and interested athletes.

Holding events: Holding events can be a great strategy to develop desert sports in desert regions. Holding sport events can be a great way to help develop desert sports in desert regions. Sport events can help promote desert sports and raise awareness about them. This can encourage more people to take up these sports and help build a community around them. Sport events can provide a platform for identifying and nurturing talent in desert sports. This can help develop a pool of skilled athletes who can represent the region in national and international competitions. Holding sport events can be a great way to promote and develop desert sports in desert regions. Hosting events can help to increase the visibility of desert sports and attract more people to participate in them. This can help to create a larger community of enthusiasts and increase interest in the sport. Hosting events can also help to develop the necessary infrastructure for desert sports, such as building new facilities or improving existing ones. This can help to make the sport more accessible and attractive to participants. Hosting events can also bring economic benefits to the region, such as increased tourism and revenue from ticket sales and sponsorships. This can help to support the development of the sport and the local economy. Events can also provide networking opportunities for athletes, coaches, and organizers, which can help to build

relationships and foster collaboration in the development of the desert sports. Overall, holding events can be a powerful tool for developing desert sports in desert regions, by increasing visibility, developing infrastructure, providing economic benefits, and creating networking opportunities. It can help build a community around these sports, develop infrastructure, bring in revenue, and identify and nurture talent. Holding cultural events can be a great way to promote and develop desert sports in desert regions. Cultural events can help raise awareness about the importance of desert sports and their cultural significance. This can help attract more people to participate in these sports and also encourage local communities to support and promote them. Cultural events can introduce the unique cultural heritage of the region and promote local traditions and customs. This can help create a sense of pride and ownership among local communities and encourage them to support and participate in desert sports. Cultural events can attract tourists to the region, which can help boost the local economy and provide opportunities for local businesses to grow. This can also help promote desert sports as a unique and exciting tourist attraction. Cultural events can bring together people from different backgrounds and create opportunities for networking and collaboration. This can help foster partnerships between local businesses, sports organizations, and other stakeholders, which can lead to the development of new initiatives and projects to promote desert sports. Abyar et al. (2014) found that tourism and cultural heritage are effective factors on desert trekking (as a desert sport) development in Iran. Overall, cultural events can play an important role in promoting and developing desert sports in desert regions by raising awareness, promoting local culture, attracting tourists, and creating networking opportunities.

Encouragement and support: Developing desert sports in desert regions requires support from various sectors for several reasons. Developing

desert sports requires the development of infrastructure such as roads, hotels, and sports facilities. The support of the government and private sector is crucial in building this infrastructure. Desert sports can attract tourists to the region, which can boost the local economy. The support of the tourism sector is important in promoting and marketing the region as a destination for desert sports. Desert sports can have an impact on the environment, and it is important to ensure that the activities are sustainable and do not harm the ecosystem. The support of the environmental sector is important in ensuring that the activities are carried out responsibly. Desert sports can be dangerous, and it is important to ensure that safety measures are in place to protect participants. The support of the healthcare and emergency services sectors is important in providing medical assistance and emergency response. Overall, the support of different sectors is important for developing desert sports in desert regions to ensure that the activities are sustainable, safe, and beneficial for the local economy and environment. Governments can invest in developing infrastructure such as sports facilities, training centers, and accommodation for athletes and tourists. This can help attract more people to the region and promote desert sports. Government sectors can provide funding and grants to support the development of desert sports. This can help cover the costs of equipment, training, and competitions. Governments can promote and market desert sports through various channels such as social media, tourism websites, and sports events. This can help raise awareness about the sport and attract more participants and tourists. Governments can also establish regulations and safety measures to ensure that desert sports are conducted in a safe and responsible manner. This can help prevent accidents and injuries and promote the long-term sustainability of the desert sports. The support of media sectors can also play a crucial role in developing desert sports in desert

regions. Media coverage can help to increase awareness of these sports and attract more participants and spectators. This increased interest can lead to more investment in infrastructure, facilities, and training programs, which can further promote the growth of desert sports. Media coverage can also help to introduce the unique challenges and beauty of desert sports, which can attract tourism and generate revenue for local economies. This revenue can then be reinvested in the development of desert sports, creating a positive cycle of growth and development. In addition, media coverage can help to promote safety and responsible practices in desert sports, which is important for the well-being of participants and the environment. By highlighting best practices and safety guidelines, media can help to ensure that desert sports are conducted in a sustainable and responsible manner. In general, the support of media sectors can be a powerful tool in developing and promoting desert sports in desert regions, leading to increased participation, tourism, and economic growth.

Training and preparation: Due to the difficult and unsuitable conditions of the deserts, the athletes who work in these areas should be very prepared, trained, and should benefit from the proper facilities and equipment to deal with the harsh conditions of the desert. Training and education can play a crucial role in developing desert sports in desert regions. Training programs can help individuals develop the necessary skills required for desert sports such as sandboarding, dune bashing, and camel racing. These skills can be improved through practice and guidance from experienced trainers. Training and coaching can help athletes develop the necessary skills and techniques required to excel in desert sports. With proper training and coaching, athletes can improve their skills and become more competitive. Desert sports can be risky, and athletes need to be aware of the potential dangers and how avoiding them. Coaches can

teach athletes about safety measures, such as wearing protective gear and checking weather conditions before heading out to the desert. Desert sports require a high level of physical fitness, as athletes need to endure the harsh desert conditions. Coaches can help athletes develop their strength, endurance, and flexibility through specific training programs. Desert sports can be mentally challenging, as athletes need to stay focused and motivated in extreme conditions. Proper training and education can help athletes develop mental toughness and resilience, which can be beneficial not only in sports but also in other areas of life. Training and education can help athletes develop the necessary skills, knowledge, and mindset to excel in desert sports and contribute to the development of these sports in desert regions. Education programs can help individuals understand the risks associated with desert sports and how minimizing them. This can include training on safety equipment, emergency procedures, and first aid. Education programs can also raise awareness about the importance of preserving the fragile desert ecosystem. This can include educating individuals on responsible tourism practices, minimizing waste, and respecting local wildlife. Developing desert sports can also provide economic opportunities for local communities. Training programs can help individuals develop skills that can be used to provide services such as tour guiding, equipment rental, and hospitality. Overall, training and education can help individuals develop the necessary skills, knowledge, and awareness required to develop and sustain desert sports in desert regions, and prepare themselves to efficient participation in desert sports and events.

Promotion and advertisement: Promotion and advertisement can play a crucial role in developing desert sports in desert regions by increasing awareness and interest in these activities among potential participants and spectators. Promoting and advertising desert

sports events can increase their visibility and attract more participants and spectators. This can help to create a buzz around the events and generate interest in the sport. Promoting and advertising desert sports events can also attract sponsors who are interested in supporting these activities. Sponsors can provide financial support, equipment, and other resources that can help to develop the sport. Promoting and advertising desert sports events can help to build a community of enthusiasts who are passionate about the sport. This can create a sense of belonging and encourage people to get involved and participate in the sport. Desert regions are often overlooked as tourist destinations, but promoting and advertising desert sports events can help to introduce the unique beauty and attractions of these areas. This can attract more visitors to the region and boost the local economy. Overall, promotion and advertisement can help to raise awareness, attract sponsors, build community, and introduce the region, all of which can contribute to the development of desert sports in desert regions. Promotion is one of the critical factors that should be taken in granted in sport tourism management context (Reihani & Khatibzadeh, 2021).

Developing a sport for the desert environment requires careful consideration of various factors, including safety, accessibility, and sustainability. Here are some practical recommendations for developing a desert sport. Before developing a desert sport, it is important to understand the unique characteristics and challenges of the desert environment. Factors such as extreme temperatures, harsh winds, and rugged terrain can pose significant risks to athletes and spectators. Not all sports are suitable for the desert environment, therefore, selecting suitable sports that are better suited to the environment and local place is of great importance. Moreover, safety is paramount when developing a desert sport. Make sure that safety measures such as medical facilities and emergency protocols are in place before the

sport is launched. The desert environment is fragile, and any sport developed in this setting must be sustainable. Using eco-friendly equipment, and promoting conservation efforts to minimize the impact on the environment and creating access to the sport for different people with disabilities, low-income groups, and different age groups should be considered. Ensure that the sport is inclusive and does not discriminate against anyone. Finally, promoting the sport through social media, partnerships with tourism boards, and local communities is critical. This will help the sport gain popularity and attract visitors to the region.

There are some potential research implications that can be of great importance for developing desert sports:

- Environmental Impact Studies: Developing desert sports, such as off-road racing or rock climbing, can have significant impacts on the surrounding environment. Researchers could conduct studies to evaluate the potential environmental impacts of different types of desert sports, and identify ways to minimize those impacts.
- Market Research: Before investing in the development of new desert sports, it's important to understand the potential demand for these activities. Market research could be conducted to determine the level of interest in different types of desert sports among different demographics and geographic regions.
- Safety Studies: Desert environments can be harsh and unforgiving, and sports that take place in these environments can be dangerous. Researchers could conduct safety studies to identify the most common types of injuries that occur during desert sports, and develop strategies to prevent or mitigate those injuries.
- Tourism Impacts: Desert sports can be a major draw for tourists, and can have significant economic impacts on local

communities. Researchers could study the economic benefits and costs of developing desert sports, and identify strategies for maximizing the benefits while minimizing the costs.

Conclusions

Considering that deserts are among the areas that attract a large number of tourists, the development of sports in these areas can significantly contribute to the development of the tourism industry and create a new market for the sports industry. Desert sports can be very important for the development of desert areas by attracting different sports-loving and nature-loving groups to areas that do not have normal living conditions. These sports are very useful in attracting tourists and developing tourism and raising the economy of the region, and they help to strengthen health and promote recreation and entertainment of the society. According to the research findings, "Creating infrastructure", "Holding events", "Encouragement and support", "Promotion and advertising", as well as "Training and preparation" were the significant requirements for the development of desert sports in Kerman. The findings of this study can be considered as a basis for developing the desert sports in Kerman and provide an agenda for future research in this field.

In addition to what this study has to add to the research literature in the field of desert sports development, this research also has limitations. Considering the newness of the research field, one of the limitations of this research is the lack of rich research literature on the subject under study. The limited number of the research sample and the purposeful selection of the sample is another limitation of this research, which in some way limits the generalization of the results. Using various samples and investigating different aspects of desert sports in order to know more precisely and deeply the dimensions of desert sports can be significant topics in future research.

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Conflict of Interest

The author declares no conflicts of interest.

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