

عنوان مقاله:

Development of sports tourism in international sports events

محل انتشار:

سیزدهمین همایش بین المللی علوم ورزشی (سال: 1400)

تعداد صفحات اصل مقاله: 1

نویسندگان:

Esmail Deldadeh Mehrabani

Tayyebeh Yanpi

Taher Bahlekeh

Seyed Musalreza Hosseini

خلاصه مقاله:

Tourism is part of a dynamic service sector that is facing global competition and is constantly changing, which is why innovation has become so important in creating and maintaining a competitive advantage. The ability to innovate is the potential to adopt and use new technologies to increase productivity and management, which are referred to as competitive factors. Therefore, the purpose of this study is to develop sports tourism in international sports events. Research method based on applied purpose; In the framework of a qualitative approach and using the data theory theory, the foundation was done. The statistical population included the sports directors of the province s sports and youth department, the sports directors of the tourism and cultural heritage department, and the directors of the sports board, university faculty members, referees, and coaches. Targeted sampling was selected using snowball technique. It was used to collect data through semi-structured interviews and was conducted until saturation was reached and then the interview was stopped. In the next step, the extracted codes were placed in causal, contextual, interventionist, leadership and consequences conditions and the communication between the factors was done using selective coding. The results showed that in the causal conditions of factors (environmental, executive, motivational, cultural, managerial, marketing and economic), ground conditions of factors (natural, advertising and information, infrastructure and physical, job opportunities, planning and formation of sports committees) in the section Conditions of intervening factors (facilitator of responsible organizations, legal and legal facilitator and facilitator of specialized manpower) and restrictive intervening factors (behavioral, information, managerial, service, scheduling, organizational and sports facilities), in the strategy section (infrastructure, level improvement Acceptance, sociability and increased participation, employment and job creation) and in terms of outcomes (quality of services and equipment, security, tourism promotion, advertising and tourism businesses) affect the development of sports tourism through international events. It is recommended to the managers and officials of the country s sports and tourism organizations to pay the necessary attention to the issue of sports tourism and to develop this industry.

کلمات کلیدی:

Sports facilities and space :international events :Sports

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