

Designing a model of factors affecting the development of adventure sports tourism in the northwest of the country

Abstract

Purpose: The aim of the current research is to design a model of the factors affecting the development of adventure sports tourism in the northwest of the country. Objectives: The statistical population of the research was experts related to the research topic, who were university professors, cultural heritage field, sports and youth managers, and managers of tourism service agencies in the northwest of the country.

Methods: In the qualitative section, which was conducted through a Delphi interview with 16 of the participants of the research subject, and in terms of data collection, the field library method was implemented, and the measuring instrument was a researcher-made questionnaire that was cross-section ally used in the northwest of the country among the community. Statistics were distributed and descriptive survey statistics of correlation were used for data analysis to determine the importance of each variable

Results: The results showed that nature tourism has the highest priority to attract the development of adventure sports tourism, and people who have doctorate degrees and academic staff are more in favor of nature tourism, and water attractions also have the highest priority due to diversity. He assigned more than he has and by using the process of factor analysis, the priority of each of them was determined.

Conclusion: It is suggested to provide the necessary facilities for underwater archeology in the region. By renovating and improving the old traditional houses in this area, this potential of the area should be used as a residence or a traditional restaurant for adventure sports tourists. The special attention of families to children and teenagers and their interest in getting to know the environment and tourist attractions of the northwestern regions of the country and even the surrounding cities and the possibility of attracting more tourists can also have an impact on the development of adventure sports tourism.

Keywords: Development, tourism, adventure, model, design, factors

Introduction: The country of Iran is among the top ten countries in the world due to its God-given natural resources such as rivers, forest parks, four-season weather, lakes and mountain natural attractions, and due to the diversity of natural attractions (Devesa, Laguna, & Palacios, 2010). Considering this issue and the principle that different countries of the world invest in tourism as an industry for generating income and employment, while we have the tourism industry in the form of natural attractions, how can we use this important industry in the development of the sports industry and in relation with the country's economic development (Devesa et al., 2010; Prayag & Ryan, 2011). In addition to religious tourism, medicinal tourism and other types of tourism, it is necessary to study whether it is possible to invest in adventure sports tourism in Iran with all the diversity of natural attractions that will attract tourists from all over the world to Iran (Heydari Chianeh, Del Chiappa, & Ghasemi, 2018). So, according to the geographical location of the northwestern provinces of the country and the high potential in these provinces for tourism activities and adventure sports tourism, the researcher, considering the talents in the regions and the need to identify this ability for the development of adventure sports tourism, decided to conduct research with Feasibility of launching adventure sports tourism in the northwestern provinces of the country will be discussed (Salehipour Milani & Pakzad Asl, 2021). One of the important areas of adventure sports in which many researches have been done is adventure tourism. This part of adventure sports studies has been carried out extensively and continues in some countries such as Australia and New Zealand, which according to some experts are the origin of adventure sports tourism, and the use of the results of these studies has led to the development of the adventure tourism industry. Due to the importance and close relationship of this industry with adventurous activities, a number of researches in this field have also been reported.

Past empirical research focused on the correlation, difference, or priority of environmental attitude (Hue et al., 2002; Li and Wu, 2002) (Yu & Huo, 2019). Some explored demographic and behavioral differences. (Oliveira and Pereira, 2008; Watson and Pulford, 2004) or the analysis of regional development and the impact of these activities on the economy (Costa and Chalip, 2005) (Costa & Chalip, 2005). Some on participation and considering injuries (Bentley et al., 2006); and studied psychological effects (Willing, 2008) (Ziersch, Gallaher, Baum, & Bentley, 2011). In addition to these issues and participation in adventure recreation, many also focused on motivational factors (Flicker and Turner, 2000; Oliveira and Pereira, 2008); Quantitative research also focused on the importance of the growing participation movement (Schott, 1993) (Meo,

2021). The importance and necessity of conducting the research (including existing disagreements and research gaps, the level of need for the subject, its possible theoretical and practical benefits, as well as the possibly new research materials, methods or processes used in this research): Considering that Iran is among the top ten countries in the world in terms of the variety of tourist attractions and there are only five countries that have four full seasons with suitable weather and Iran is one of those countries, but the share of the gross national product from industry Tourism is equal to one percent, this indicates less attention to the tourism industry (Inayat, Salim, Marczak, Daneva, & Shamshirband, 2015). Since technology has created the phenomenon of free time, people have more time to exercise. Although free time is not only used for sports training (Godin, Anderson, Lambert, & Desharnais, 2005). Non-moving entertainments such as watching TV, playing video games and browsing the Internet emerged as popular activities (Elusi, 2007) (Susanto, 2016). In a society that is rapidly distancing itself from the natural world and has poor levels of adventure sports and rising obesity rates, the development of an adventure sports tourism industry could be well placed to combat this challenge (Neil and Richards, 1998) (Boren, Gemmell, & Barton, 2002). With the increasing participation of tourists in these activities, academic works in this field become more important for understanding motivations and managerial inferences (McKercher & Du Cros, 2002). The importance of further studies is to find out in which direction this field and its needs are moving and how to play a role in these activities in the market (Varadarajan & Jayachandran, 1999). Chang and Huang (2020) in their study entitled "Activity motivation of adventure paragliding customers, their continuous participation and their behavior" examined the correlation between different motivational and behavioral components in the participant Abdulreza & Ismail. Regarding the relationship between participation motivation and continuous participation, the data showed a strong positive correlation, which determined that continuous participation in the activity is related to social interaction, the nature of orientation, adventure and challenge, physical health and release from psychological pressure. Also, the results of this research were consistent with previous studies: the positive relationship between participation motivation and persistence in participation (Iwasaki and Howitz, 2004; Kyle et al., 2006; Shovet, 1993) (Buckley & Doyle, 2016).

Materials and Methods:

The current research is a descriptive survey, which was a researcher-made questionnaire with a five-point Likert scale, and in the qualitative part, it was determined with university professors in the field of tourism and cultural heritage, and the field of sports and youth managers and managers of tourism service agencies (Gholipour, MahdiNejad, & Saleh Sedghpour, 2022). and finally, this work was done with 16 professors from the experts related to the research subject, including 5 university professors, 5 from the field of tourism, 5 from the field of cultural heritage, 5 from the field of sports and youth managers, 5 One of the managers of tourism service agencies will be available randomly in the quantitative part of the sampling method in this research (Márquez-Flores, Márquez-Hernández, & Granados-Gámez, 2016).

There are 384 people from Morgan's unlimited society, of which 40 people will be used to determine the reliability of the questionnaires (Sakhaei, Afshari, & Esmaili, 2014). In this research, the data are entered into the software after coding and the Kolmogorov Smirnov test is used to determine the normality of the data (Beltrami, Chiesa, Scribante, Allegretti, & Poggio, 2016).

These questionnaires are divided into two parts. The first part is related to demographic characteristics such as age, gender, level of education and field of study of the participant in the research (subject). The second part includes 47 questions related to the independent variable and 7 questions related to the development of the dependent variable of the questionnaire, which are appropriate to the research variables. The validity and reliability of the questionnaire was confirmed by 16 experts and experts in this field. The overall reliability of the questionnaire was also obtained using Cronbach's alpha test to analyze the data of this research at the level of descriptive statistics from the central indicators of the standard deviation to determine the amount of the most important implementation challenges was used (Stergiou & Airey, 2012).

Results: Investigations showed that the variables of water attractions, winter attractions, summer attractions, economic factors, environmental factors, and technical factors have a greater impact on adventure sports tourism, but the results of the development variable indicated that most of the people who are women and have educational degrees They are bachelors and married, and they believe that development does not have a great impact on the attraction of adventure sports tourism.

Table 1: Variance analysis of eight variables with (academic period)

PhD (5)	Master's degree(4)	Bachelor's degree(3)	Master's degree(2)	diploma (1)
4/20=0/309	4/27=0/259	4/114=3260	4/166=0/398	4/133=0/332

Table 2: Linear regression analysis

significant	test	Beta	Std. Error	Coefficient	Variables
0/840	0/202	-0/014	0/081	0/016	Attractions related to water sports
0/386	0/869	-0/061	0/085	-0/074	Attractions related to winter sports
0/312	1/014	0/070	0/087	0/089	Attractions related to summer sports
0/181	-1/344	-0/092	0/104	-0/139	Attractions related to nature tourism
0/164	-1/398	-0/098	0/102	0/142	Environmental factors in the attraction of adventure sports
0/635	-0/476	-0/033	0/083	0/039	Economic factors in the attraction of adventure sports
0/332	0/973	-0/067	0/097	-0/095	Technical factors in the attraction of adventure sports

Table 3: Marital status (seven variables) of sports tourism

percent	Valid percent	Percentage	frequency	Marital status
31/8	31/8	31/8	70	Single
100/0	68/2	68/2	150	married
100/0	100/0	100/0	220	Total

Table4: Gender (seven variables) sports tourism

Valid percent	Percentage	frequency	gender
43/2	43/2	95	woman
56/8	56/8	125	man
100/0	100/0	220	total

Table5: Standard deviation (nature tourism variable· Economical) among the variables

Significant	f	square	standard deviation	Squares	variables
0/045	2/730	0/271	3	0/814	nature tour
		0/099	216	21/474	between groups
			219	22/228	Total
0/023	3/251	0/517	3	1/550	Economical
		0/159	216	43/321	between groups
			219	35/871	Total

Table6: Prioritization of eight descriptive statistics variables

Maximum	Minimum	Standard Deviation	Average	Variables
4/86	2/43	0/48440	3/5714	Development
4/89	2/67	0/41400	4/0970	Water attractions
4/83	2/67	0/40167	4/1553	Winter attractions
4/80	2/40	0/38105	4/1427	Summer attractions
4/86	3/14	0/31902	4/1662	nature tour
4/86	3/00	0/33501	4/1130	Environmental factors
5/00	2/50	0/40471	4/1576	Economic factors
4/71	3/14	0/34251	4/0747	Technical factors
220	220	220	220	Number

Table 7: Correlation between variables (percentage of Pearson correlation indices)

Technical factors	Economic factors	Environmental factors	nature tour	Summer attractions	Winter attractions	Water attractions	Development	Variables
-	-	-		-	-	-	-	Development
	0/154 0/023 220							Indicators
		-0/217 -0/001 220						Winter attractions Indicators Indicators Number
		0/137 0/043 220						Summer attractions
								Indicators
				0/137 0/043 220	-0/217 0/001 220			Indicators
						0/154 0/023 220		Number
					0/152 0/025 220			nature tour

Table 8: Predictive coefficient

significant	coefficient of predictive value (B)	Variables
0/084	0/016	Water attractions
0/386	-0/074	Winter attractions
0/312	0/089	Summer attractions
0/181	-0/139	nature tour
0/164	-0/142	Environmental factors
0/635	-0/039	Economic factors
0/332	-0/095	Technical factors
0/310	0/095	Development

Conclusion:

The results of the open coding interview of the current research, after the survey in the northwest of the country and the Delphi interview with managers and athletes, a questionnaire was designed that has 47 questions for seven variables and 7 questions for the development variable about adventure sports tourism in the northwest. The results showed that the prioritization of adventure sports tourism opportunities in each of the tourism groups indicates that there is a significant relationship between water attractions and nature tourism and economic factors related to adventure sports tourism.

Discussion:

In a research, Esfahani et al. (2013) analyze the factors affecting the development of Iran's sports tourism industry (Marumo, Lubbe, & Pelser, 2015). The findings indicate that the axes of facilities and services, security and accommodation are respectively the most important in the development of adventure sports.

The sports interior was dedicated to itself and the axes of education, economy and tourist attractions and nature tourism showed the highest correlation with other factors, so the findings of this research are consistent with the concepts and results presented by Mohammad Kazemi et al. (2018) and Esfahani et al (Swarbrooke, Beard, Leckie, & Pomfret, 2012). Which is probably due to the local homogeneity of the environments investigated in these researches. These results are

also consistent with the field realities, because in terms of suitable accommodation centers, there is a strong need in the region.

This issue is considered one of the major obstacles in the development of adventure sports tourism in the northwest of the country.

According to the educational qualification, people who have a doctorate or postgraduate degree are more inclined to nature tourism according to table (1). The best areas in the northwest of the country have a limited capacity. Of course, managers and officials have recently started a special effort to attract investors in this field.

Golf sport is one of the reasons for respondents' lack of interest due to people's lack of familiarity with this type of sport and also because it is probably expensive. The results show that for the development of adventure sports in the group of tourist attractions, nature tourism has the highest priority and technical and environmental factors have the lowest priority. The results of linear regression analysis in Table No. 2 show that none of the discussed variables have the power to predict tourism (development) and the relationship between them is not significant. (2) The special attention of families to children and teenagers and their interest in getting to know the environment in the northwestern regions of the country and even the surrounding cities and the possibility of attracting more tourists can also be influential in the respondents' view. Based on the average rating of adventure sports tourism, it can be stated that among tourism, winter attractions and summer attractions and economic factors have the highest priority and technical factors have the lowest priority. And public happiness as well as influence on economic activities is always considered one of the important opportunities in the field of sports tourism all over the world. People who are married are more in favor of adventure sports tourism, especially nature tourism, Table No (3). From the group of independent and dependent variables, nature-loving in the attractiveness of adventure sports has been assigned more points in the male group. Table number (4) trying to host important sports competitions is a clear example of this type of view. The average rank of nature tourism, as observed in the research literature, has been higher than all variables. Lundberg, (1989) has also paid attention to these opportunities because nature tourism creates A more intimate and unpretentious atmosphere is probably more attractive among families, and it seems that due to the culture being close to each other and the same language ruling the northwest of the country, there is a general desire to develop this type of adventure sports tourism among the respondents. The

Table number 5 shows that there is a significant relationship between occupational, economic and nature tourism variables. The results indicate that among the adventure sports in the tourism services group, the creation of adventure sports tourism (nature tourism) which gave the highest priority in providing services to this variable. And technical factors have the least priority in the field of adventure sports tourism. This opportunity was not discussed in the research literature and exists as one of the innovations of the qualitative part of the current research (5). Also, nature tourism has the highest level of significance. The average of people was 220 people, the lowest level was 3.14 and the highest level was 4.86 and their standard deviation was 0.31. Table No. 6 of descriptive statistics In the table of descriptive statistics, the development variable has the lowest average, which is 0.48 standard deviation, the lowest is 2.43 and the highest is 4.86, and also the results showed that nature tourism with an average of 4.166 and a standard deviation of 0.319 And the lowest was 3.14 and the highest was 4.86 (6).

According to the general context of tourists, most of whom are attracted from other regions of the province, the desire to create nature tourism, hiking, and winter sports has increased, and there is no need for expertise, and the need for relatively low investment and the possibility of return on investment in a short period of time. Adventure sports can be considered as one of the reasons for this trend. There is a significant and direct relationship between water attractions related to adventure sports tourism and economic factors in adventure sports tourism attractions. There is a percentage of Pearson's correlation between indicators and variables, and table number (7) refers to this item. There is a significant relationship between the winter attractions related to adventure sports tourism, inversely with the environmental factors of adventure sports tourism. There is a significant and direct relationship between the summer attractions related to adventure sports tourism and the environmental factors of adventure sports tourism. There is a significant relationship between the environmental factors related to adventure sports tourism, inversely with the winter attractions of adventure sports tourism The attractions related to the development factors in adventure sports tourism attractions, there is no significant relationship, these results show that the variables that were investigated (7variables) are more exciting and its development discourages the participants to the tourist attraction. It does not affect sports, although the more development is, the more attractive it will be for this sport. There is a significant and direct relationship between economic factors related to adventure sports tourism and water attractions related to adventure sports tourism. There is a significant and direct relationship between technical factors related to

adventure sports tourism and winter attractions related to adventure sports tourism. In evaluating the structural model, a criterion that shows the effect of an independent variable on a dependent variable was used. The higher the value of the dependent variable of the model, the better the fit of the model. As can be seen another way to evaluate the structural model is to check the ability of the model to predict. According to the value obtained for the dependent variables of the shown model, it is clear that the predictive power of the model for the independent variables is at a strong level. Table number (8) shows this prediction.

The evaluation of the priority of adventure sports revealed that in this group, winter sports have the highest priority due to their attractiveness and variety, with snow due to being in a cold region, and environmental factors have the lowest priority. due to its attractiveness and can be considered as one of the main reasons for the attention of the respondents, and due to the need to increase capacity and develop facilities in this field, there is a good opportunity and potential for development. Finally, the results show that in the group of water sports, and running Aram has the highest priority in natural slopes and recreation areas in nature tourism, attractions related to beach handball sport has the lowest priority. Lundberg (1989) and Yuel (1998) have also emphasized the importance of this group of opportunities (Farrell & Ainscow, 2002). The existence of calm waters, along with beautiful nature in wide areas along the rivers and Shurabil Lake, along with the beauty and excitement of water skiing, especially for the young generation. It is probably one of the reasons for paying more attention to this sport. In addition to the prioritization of the opportunities in the 8 studied groups, these groups themselves were also prioritized, and the results of this prioritization show that the attractions related to the zip line have the highest priority in nature tourism. And there was a direct relationship between occupation and the impact of adventure sports in nature tourism on the development of adventure sports tourism, and there was no significant difference between the groups under study for the three groups of young athletes and sports managers, age and gender, the analysis of the relationships between the 8 opportunity groups shows that between Most of these groups are interrelated. But what has been emphasized in this study is the relationship between tourism opportunities in the field of water sports and other tourism fields. Examining these relationships revealed that there is a positive relationship between the group of adventure sports in water sports and economic factors. Also, a positive correlation between the group of winter attractions with environmental factors in water sports and in the field of recreation and adventure, an inverse correlation was also determined.

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