

## The impacts of sport tourism development in Kish Island

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**Abstract:** The main aim of the present study is to evaluate the impacts of sport tourism development in Island Kish in terms of tourism managers and experts' viewpoints. The research methodology of the research is of descriptive study regarding to theme-seeking and scale-based one and the statistical community of the research is consisted of 82 experts and top managers in both sport and tourism in Kish Island that they have enough information about the sport tourism field. In order to analysis the data, Friedman test for ranking and Willcoxon test for assessing the mean rankings significant difference were applied efficiently in this regard. based on the results of the research, in terms of respondents' perspective in economical impacts, the quantity and quality development of dwelling infrastructures such as hotels, restaurants, increasing the occupational affairs in Kish Island, optimizing the number of sport tourists in relation to the impacts of the sport and health, development of aquatic and seaside recreational centers, upgrading the motivation of sport and sport recreational issues and boosting the psychiatric and physical health level, development of hospitality culture and acceptance of tourist from the hostess community and welcoming merrily the whole guests, expanding personal privacy and tourists social affairs domestically and foreign people and increasing their satisfaction and trust and making happy times in the Island and enriching people's leisure times in the Island, increasing the population of the Island, increasing the air contamination and sound pollution of the Island, recovery of the quantity and quality status of the sea sides have been devoted the high equal means in this regard. Based on Huynh-Feldt statistics, it is specified that the impact of sport development is not equal on four dimensions in this case. Its impact is equal in sport and health and environmental dimensions and the most common impacts are subjected to the cultural and social affairs. In economical dimension, its impact does not have significant difference with other dimensions.

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### Introduction:

Today, the sport has been considered as the most essential social phenomenon in the world. (Loana 2008). In the other hand, tourism has been entered into the modern life like the sport. (Alvani 1993, Emami 2005, Islam 2003, Naseri 1996). The process of tourism has been established as one of the most common rapid economical activities in the world. (Iona 2008). Different countries of the world have considered the tourism as an industrial topic making too much benefits trying to develop and expand the related process potentially. (Alvani 1993, Islam 2003, Malek Akhlag 2003). The combination of tourism has been devoted to the largest industry in the world and the sport has also been considered as the most common social phenomenon that these both combined issues have constructed the sport tourism industry together in this case. (Balali 2010). Indeed, the term "sport tourism" has been made to provide a suitable understanding of the sport as a motivation for tourism in this regard. (Levona 2008). The most common reasons conducting today's mankind towards the tourism industry are subjected to the increase of income, decrease of working hours, increasing of

holidays, the lack of agility, increase of life standards, development and growth of communications, growth of technology, development of transportation systems and changes of people requirements. (Dibachi 1992). The sport tourism due to its lack of limitation to any language or culture includes the whole cultures in this case. This makes a great foundation for unsuccessful countries in relation to absorb tourists. (Moharramzadeh 2009). The sport tourism like any other tourism types evolves inevitable impacts for reaching to tourism purposes. (Fredline 2005 Higham 2005). The process of sport tourism includes a high capacity of enriching people's life through the enhancement of economical issues, physical readiness and skills, making honor and pride between social people, constructing social situations and recreational centers, developing new infrastructures, conservation of environmental issues and assist to the international peace affairs. (Fredline 2005, Jago 2003, Kertzman 2005, Pigaso 2004, Peroos 2006). Also, the tourism and sport have a close relationship together and in the combination of other factors, it can play a key role in developing and increasing the cultural issues through the development of international communications.

(Lee 2003). Researchers believe that the sustainable development is subjected to the tourism purposes necessary for the recognition of planners in relation to sport and tourism organizations making the high potential social, economical, cultural and environmental impacts on the sport tourism in this case. (Higham 2005). The necessity of attention to the impacts of sport tourism has been attracted many researchers' perspective and even some researchers believe that the carried out experimental researches are very limited and confined in relation to the impacts of sport tourism on the community. (Fredline 2005, Wilkes, Janes, Ohamann 2006). It should be mentioned that the carried out studies in relation to the impacts of the sport tourism have been focused on the economical impacts so far. (Islam 2003, Heerden, Bohlmann 2005, Cashman 2005). It seems that the sport tourism is an important issue because it not only helps the economical status but also it influences on the social welfare making national honor and pride in a community. (Jago 2003). Hence, for a long term sustainability of the sport tourism, it is necessary to consider the whole economical, social political, health and environmental impacts in this regard. (Garcia et al 2009). Different researchers and experts do not have agreed comments about the division of the sport tourism. Standion and De Nap (1999) have divided the sport tourism impacts into the economical, social, cultural, environmental and health cases. Cahsman (2005) divided the heritage of the sport events into six domains as following:

Economical, infrastructural, educational and informational, public life, politics and culture, exercise, symbols and signs, history and memories while Fredline (2005) has divided these impacts into three groups of economical, physical and environmental and social impacts. Kish Island having exclusive and various cultural issues includes a huge potentials in relation to the sport tourism affairs that the most accurate planning can provide a great foundation to develop and expand these subjects as well. Since the impacts of the sport tourism can be a great step towards the orientation of this phenomenon, thus the main purpose of the study is to evaluate and recognize the perspectives of the whole managers in relation to the pros and cons of this subject established at Kish Island. These impacts have been divided into four groups of economical, sport and health, environmental biology and social cultural affairs by the use of experts' comments in terms of Kish Island tourism industry. Richardson (1989) found that the staffs' temperament and the status of the organizations can get optimized by evaluating the results economical issues. (Torko et al 2002). In a research led by Sanahoja in 2002, ten years after the host of Olympic Games of Barcelona (1992), there have been

observations regarding to the economical benefits as long term for these games at that time. Based on the capacity of hotels, the number of tourists and nightly dwellings in 2001, it has shown an increase of 100% at that time in compare to the pre-holding games. Sheikhi (2003) in his research showed that the sport tourism can directly or indirectly increase the taxed incomes being considered as a path for people to spend their leisure times in this regard. Finally the researcher states that the attentions to these impacts for a young country like Iran require harshly the sport tourism development. Norman and Daniels (2003) in their study carried out in 1999 titled the benefits of regular sport events concluded that regular sport events can provide a huge capacity for our country. Bohelman and Heerden (2005) in their research concluded that holding the world championship football 2010 in South Africa had a positive impact on large economical variables such as the production of national impurity (GDP) and unemployment. Higam (2010) states that many carried out studies in relation to the positive economical impacts of the large sport events (competitive sport tourism) have been emphasized on these issues potentially. Some researchers have also pointed to the increase of investment and optimization of tourism through the vast media coverage in this case. He states that these large sport events have long term impacts and believes that these long terms impacts are often negative in this regard. He concludes in his study that the degree of these negative impacts along with sport events has a direct relationship. Based on this, he pretended that many studies should be carried out in relation to the capacity of competitive sport tourism such as local and native sport competitions. Because, this level of sport competitions has the lowest negative impacts; the results of Upenja et al showed that fishers spent 421 million dollars for fishing equipments and 1.26 milliard dollars for their trips annually and totally it is about 4.75 milliard dollars benefit for the common countries. Another economical benefit regarding to fishing is subjected to the construction of more than 43000 occupations. (2001). Ahaman et al (2006) in their study carried out the evaluation of social impacts of holding the world championship football 2006 on Munich City. The results of this research indicated the positive impacts of team fanatics particularly in the field of safety and urbanization development have been evaluated. The negative impacts such as increase of criminals, prostitution, and dwellers' refugee are little reported by dwellers. More analysis and evaluation showed that this kind of social impacts perception does not depend on the factors of age, gender and stay duration. In research literature, there has not been comprehensively paid attention to this topic. Although there have been carried out researches

in this regard, but no doubt that the sport tourism can have some impacts environmentally. (Higham 2005). Jeong in his study concluded that due to the results of the Olympic games of South Korea happened in 1988 in the city of Chamsil, the officials confirmed that the reservoir of the local water, treatment drainage system and the status of roads were recovered in this relation. (Jeong 1999). In another research titled the impacts of tourism and sport activities on the earth level, the researchers believed that there has been an impact in any changes of the natural environment system. They stated that although the degree of impacts regarding to sport activities on the environment is low, but due to the increase of these activities, there should have been planning paid attention potentially in this case. (Abdolmanafi and Azkia 2011). Sprnk and Fourie (2010) in their research titled the large sport events of South Africa and its impacts on tourism, it is stated that since 1994 there have been lots of tourists came to the country to compete each other in this relation as well. Also these observations represent the fact that the refugee of the loca people has been little paid attention. Homafar et al (2011) in their study titled the role of sport tourism in enriching the economy of Mazandaran area can absorb the viewpoints of the officials in this case. The results of the present study clarify that the prosperity of the sport tourism can be highly effective in areas where the sport events have their own potentials in this regard. these may have clear infrastructures for expanding the related areas in this field.

#### Materials and Methods

The method of the research is of a descriptive scale-based one that has been carried out as field form in this study. Due to the nature of the research analysis, in order to complete the research, a questionnaire has been applied as a tool in the study. This questionnaire has been made by the researcher confirmed by managers and experts of the sport tourism. In order to determine the validity of the questionnaire, Cronbach alpha method was used that the internal fixation of the questionnaire was 0.90

confirmed. The statistical community of the research has been consisted of the whole managers and experts can make their management and industry development of Kish Island sport tourism. These organizations are as following:

Governor and municipality of Bandar Abbas City, the office of sport and adolescents of Bandar Abbas and Kish Island, the office of transportation of Bandar Abbas and Kish Island, the office of sport and adolescents of Bandar Abbas and Kish Island, the educational system of Bandar Abbas and Kish Island, natural resources department of Kish Island, sport boards established at Kish Island, higher education centers and universities and broad casting department of Kish Island. Due to the limitation of the statistical community, the sampling method was considered as total-counting way. Friedman non-parametric test was applied to evaluate the significant difference between the research elements. Then, the priority of these elements was carried out in this case. Variance analysis test by frequent measuring was used to assess the pair equality test impacts.

#### Results

In terms of respondents' viewpoints, the degree of different organizations' importance to develop the tourism industry in Kish Island has been specified as following:

In scale of Likert five values, the organizations were determined, respectively:

The organization of Kish free zone by the mean of 3.756 as the most important in relation to the development of tourism industry; Based on this, after this organization, the office of sport and adolescents by the mean of 3.512, organization of cultural heritage and tourism by the mean of 3.475, sport boards by the mean of 3.365, municipality 3.317, broadcasting 3.182, education system 3.170, higher education centers and universities 3.170, natural resources department 2.987, transportation organization 2.987, governor by the mean of 2.963 were established at the next generations of this categorization in relation to the development of tourism industry of Kish Island.

**Table 1:** degree of different organizations' importance in the development of sport tourism in Kish Island

Organizations	Mean	Std deviation	Degree of importance	Priority
Office of sport and youth	3.51	1.27	More	2
Tourism and heritage	3.47	1.12	More	3
Sport boards	3.36	1.13	More	4
Governor	2.96	0.90	Mild	10
Municipality	3.31	0.95	More	5
Kish free zone	3.75	1.02	More	1
Natural resources	2.98	0.92	Mild	8
Education system	3.17	1.04	More	7
Higher education	3.17	0.99	More	7
Transportation	2.98	1.21	More	9
Broadcasting	3.18	1.21	More	6

In terms of respondents' viewpoints, the degree of different organizations' importance to develop the tourism industry in Kish Island has been specified as following:

**Table 2: economical impacts of sport tourism development in Kish Island**

Factors	Mean	Std deviation	Degree of importance	Priority
Increasing occupational opportunities and income of local people	3.500	1.113	More	6
Increasing occupational affairs in Kish Island	3.634	0.923	More	2
Increasing number of sport tourists	3.585	0.928	More	3
Development of investment and private participation	3.487	0.996	More	7
Development of investment and governmental participation	3.341	0.877	More	9
Quantity and quality development of aerial, ground and sea transportation infrastructures	3.548	0.944	More	5
Increasing quantity and quality of agencies and tourism activities	3.792	0.912	More	1
Increasing stay longevity in Kish Island	3.573	0.875	More	4
Developing and increasing investors and foreign financial supporters	3.341	0.877	More	9
Increasing loyalty of tourists	3.134	0.978	More	11
Increasing social welfare in Kish Island	3.304	1.002	More	10
Making and expanding cohesive banking system internationally	2.926	0.899	Mild	12

In terms of respondents' viewpoints, the degree of different organizations' importance to develop the tourism industry in Kish Island has been specified as following:

**Table 3: Impacts of sport and health in the development of sport tourism in Kish Island**

Factors	Mean	Std deviation	Degree of importance	Priority
Interest and tendency of people towards sport	3.609	1.003	More	4
Optimizing the psychiatric and physical level of society	3.622	0.780	More	3
Increasing motivation of sport among tourists	3.658	0.849	More	2
Assisting to optimize the quantity and quality sport fields	3.402	0.927	More	9
Optimizing local sports and holding national sports	3.292	1.012	More	11
Increasing human force in sport fields	3.451	0.862	More	7
Developing aquatic sports	3.939	0.960	More	1
Recovering scientific knowledge of sportsmen	3.487	0.984	More	6
Increasing knowledge and experience of sport managers in planning sport events	3.439	1.007	More	8
Increasing cohesion among sport organizations	3.292	1.012	More	11
Optimizing location management and developing sport equipments and health, safety and standards	3.341	1.008	More	10
Developing of infrastructures of Kish Island sport fields	3.500	1.021	More	5

In terms of respondents' viewpoints, the degree of different organizations' importance to develop the tourism industry in Kish Island has been specified as following:

**Table 4: impacts of environmental issues on the sport tourism development in Kish Island**

Factors	Mean	Std deviation	Degree of importance	Priority
Increasing air and sound pollution in Kish Island	3.609	0.749	More	3
Increasing traffic and population of Kish Island	3.707	0.777	More	1
Destructing natural resources of Kish Island	3.378	0.601	More	5
Assisting to development of urban spaces	3.414	1.099	More	4
Recovering quantity and quality of urban spaces, parks and recreational places	3.622	1.084	More	2
Recovering the quantity and quality of the beaches and their equipments	3.609	1.204	More	3

In terms of respondents' viewpoints, the degree of different organizations' importance to develop the tourism industry in Kish Island has been specified as following:

**Table 5:** impacts of cultural and social issues on the sport tourism development in Kish Island

Factors	Mean	Std deviation	Degree of importance	Priority
Making happiness in Kish Island and enriching people's leisure times in Kish Island	3.625	0.973	More	3
Developing international understanding and increasing the cultural interactions between different cultures	3.462	0.815	More	6
Developing culture-volunteer and increasing the volunteer organizations	3.337	0.719	More	9
Making positive figure in tourists' mind about sport events in Kish Island and its international reputation	3.400	0.910	More	7
Developing hospitality culture from host view	3.512	0.955	More	5
Developing personal and social privacy among domestic and foreign tourists and their satisfaction	3.700	0.921	More	1
Assisting to increase the knowledge and balance of tourists' attitudes towards country's enriched culture and Kish Island	3.662	0.784	More	2
Increasing national pride and honor	3.612	0.808	More	4
Public culturalization in relation to tourism and increasing their motivation among the people of the Island	3.362	0.820	More	8
Assisting to optimized the standards and lifestyles of Kish Island and their culprits	3.512	1.054	More	5
Publishing the fighting culture of racism and ethnography	3.275	0.831	More	10
Increasing criminals in Kish Island	3.225	0.816	Mild	11
Assisting to the recovery of social and political relations between the host country and other nations	3.317	1.015	More	12

The following results have been come from the pair comparison of four categorizations of sport tourism impacts:

**Table 6:** pair comparison of every impact of the sport tourism development in Kish Island with other impacts

Impacts	Other impacts	Mean difference	Std deviation
Economical	Sport and health	-0.078	0.049
	Environmental	-0.132	0.070
	Cultural and social	0.041	0.049
Sport and health	Economical	0.078	0.118
	Environmental	-0.054	0.445
	Cultural and social	0.119	0.009
Environmental	Economical	0.132	0.065
	Sport and health	0.054	0.445
	Cultural and social	0.173	0.013
Cultural and social	Economical	-0.041	0.409
	Sport and health	-0.119	0.009
	Environmental	-0.173	0.013

### Discussion and conclusion:

The findings of the present study showed that in terms of the respondents' viewpoints in relation to the economical impacts of the sport tourism development, the quantity and quality-based development of the dwelling infrastructures (hotels, restaurants and so forth) by the mean of 3.792, increasing occupational situations in Kish Island 3.634 and increasing the number of sport tourists

3.585 showed the three first elements as the most influential parameters in this case. Kesenne (2005) in a study analyzed the impact of large sport events on tourism; this research has been devoted to the long term impact of economy. Based on this, the main economical impacts on the sport tourism development influencing on domestic and international economy are as following:

- 1- Building-construction investments

- 2- Informational investments
- 3- Telephone connections expenditures
- 4- Dwelling facilitations (camping and tents)
- 5- Sport equipments (ski, scuba diving, swimming, yachting)
- 6- Huge banking incomes for money transformation.

These findings are little coincident with the findings of the present study in the field of economical impacts on the sport tourism development. (Moharramzadeh 2009).

Also, Amiri (2007) in an article writes that: the host of world championship games 2006 (Germany) profited about 11 Milliard Dollars to the country and four new occupations were added to 11 occupational opportunities in this regard. LoraLopez and Rupongarat (2007) stated that in 1973 only 9824 occupations regarding to the sport were existed in Spain while in 1991 one year later the holding of the Olympic Games this number increased to 42679 occupations that its only 22% were belonged to the clubs. Due to the results of the research, it seems that the main discussion is subjected to the sport tourists and guests dwelling location and their nutrition affairs. It has been established at the first priority and according to the respondents' viewpoints, the quantity and quality development of dwelling infrastructures such as hotels, restaurants and etc have been established at top of the tourism development economical issues that the development of these locations requires job force to handle and manage the related places and increase the occupational affairs; these make high potential competences and sport tournaments. The results of the present study showed that viewpoints of the experts in relation to Kish Island sport tourism development is by the mean of 3.939, increase of motivation for sport affairs by the mean of 3.658 and optimize of health and physical levels by the mean of 3.622 are the three first important factors in this regard. In this relation, Kim et al (2006) showed the positive impacts of the social and cultural impacts and development and interaction in the world championship football 2002 in South Korea. The development of positive cultural interactions is one of the most important factors that have been emphasized by the respondents. This topic is coincident with the results of Moharramzadeh and Ghiami Rad (2008) emphasizing on the participation of some events or some locations of sport tourism as an inspirational and boosting of people's interests and their culprits in this case. Krampton (1979) in his research tried to recognize the sport motivational affairs based on the target of the effective tourism. He established nine motivations into two frames of social-psychological issues. The findings of this research showed that

some respondents were not important in terms of their targets. These respondents never travel to visit their cultural and monumental places but also they carry out it for reaching to their purpose in this regard. Some other respondents stated that going to holidays is a great opportunity for providing their daily issues to make a happily life in this regard. Also, the results of the research are coincident with the researches of Moieinfard (2008), Krampton and McKai (1997), Fank and Braine (2007) and Kim (1999). Along with a short glance at the Iranian history, we find that the hospitality tradition has been put into these people and it is very sophisticated in the Southern areas of the country. Now, when it is talking about the strangers and sportsmen, this beautiful tradition makes a warmly subject in this case. These people never lose times for their hospitality for their guests. Among this, olds struggle to give their cultural points and the ways of guest-treating behaviors to the whole young ones. This makes the respondents satisfied in this research as the most essential factor of sport tourism development in Kish Island. But, this cooperation feeling makes a full-aspect and glorified atmosphere for the whole participants such as the host community, guests and tourists. Basically, making this kind of friendly and warmly setting can bring the feeling of safety and cooperation in the social level filling people's leisure times. The results of the research in terms of the environmental impacts showed that the increase of traffic and population in Kish Island by the mean of 3.707, recovery of quantity and quality of green spaces, parks and recreational locations with 3.622, increasing air contamination and sound in Kish Island and the quantity and quality of the sea lines and their equipments with 3.609 are the three first important factors in the development of sport tourism industry in terms of experts and specialists' perspective. Chelip and Costa (2006) stated that the large sport events are the foundation of the tourism recovering the sport equipments and transportation systems in this regard. Jeong (1999) also stated in his research that the sport tourism can make environmental impacts that these are not necessarily negative totally. He also concluded that the host of Olympic Games in 1988 in Seoul could improve the status of the roads, local water reservation, and drainage of treatment positively. The results of the present study showed that the sport tourism development not only has positive impacts but also it makes some negative impacts in Kish Island as well. The most important negative impact is subjected to the environmental impacts in this pavement. Ohaman (2006) in his study has stated the negative impacts of the environmental issues in the development of the sport tourism affairs. But it seems that the recovery of the

locations and urbanization issues can reduce the negative impacts environmentally. Along with these definitions and descriptions, the construction of different systems of transportation can also make positive impacts in terms of moving teams and travelers to the tournament village and vice versa. In addition, moving and touring the travelers around the towns and cities can also increase the degree of the air pollution and contaminants in this regard. So, there should have been carried out some correct managerial actions for conducting these issues potentially. Totally, it should be stated that the industrial sport tourism has a multi dimensions in the field of making equipments, infrastructures, natural environments, events planning in various levels. It is obvious that this vast phenomenon includes inevitable impacts for the purposes of the tourism. The increase of people's tendency towards obtaining the sport tourism affairs in remote areas can make emergence of the tourism impacts into the sport communities. Since, the number of organizations and competitors are getting increased in the modern world; they require planning accurate programs to reach to their purposes in this case. Hence, the whole officials should have been made their planning in reaching to the related affairs; this makes them to play a key role in the future of the sport tourism industry. Of course, there has been some strategically planning to maximize the profitability and reduce the expenditures in this regard.

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