



The Sport Tourism Capabilities of the Hormozgan Province

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ABSTRACT: The sport tourism is most important and most developed sector of tourism industry. The first step for development of this white industry is analyzing the potentials and capabilities. The present study has prioritized the sport tourism potentials of the Hormozgan Province. To achieve this purpose, a population of 150 people including tourism agencies experts (n = 50), sports experts (n=50) and sport tourists (n=50) were studied based on a five-choice Likert scale (very small= 1 to very much= 5). Accordingly, six dimensions of potentials with 22 sub-scales were examined using a researcher-made questionnaire. The validity and reliability of the questionnaire were confirmed by experts and Cronbach's alpha ($\alpha=0.81$), respectively. According to the results of factor analysis, 79% of the subjects believed that beach and aqua sports (boating, swimming, diving and scuba diving, beach volleyball and futsal and surfing) have the capability of sport tourism development in the Hormozgan Province. Also, 77% of respondents believed that that desert trekking sport (motorcycle, car and truck rallies and camel riding) have the capability of sport tourism development considering the semi-arid climate of the Hormozgan Province. The results showed that the traditional sport of camel riding as major sport attractions has a high potential for the development of the sport tourism in Hormozgan Province.

Keywords: Capabilities, Sports Tourism, Sport, Natural Attractions, Hormozgan Province

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INTRODUCTION

Today, the tourism industry is one of the major industries among the 180 countries worldwide with great potentials for motivating their economies (World Tourism Organization, 2010). Sport tourism is a branch of tourism which has received much attention recently (Honarvar, 2005). Many countries manage a large part of their economies through sport tourism (Mousavi et al, 2012). Sport tourism is the most developed sector of tourism industry. Sport tourism is a white industry to improve economic, political and social conditions, increased employment, income, infrastructure development (Hinch and Higam, 2006).

The most important thing in tourism is to identify the capabilities as a first step in sport tourism. The present study has prioritized the main sports tourism potentials of the Hormozgan Province. Iran, a four seasons' country with a several thousand year civilization, is one of the first ten countries in the world in terms of potential tourism attractions (Zeytonli, 2010, Karkon, 2011, Tayebi et al, 2008). The Hormozgan province beside open waters in a strategic region with important economic passages, magic nature and great attractions such as the beach and the sea, is one of the most important tourist areas and island treasure of Iran. The present study has prioritized the main sports tourism potentials of the Hormozgan Province.

Literature Review: Moeinfard (2010) studied the importance of tourism capabilities as a key

component in hosting sporting events. Moeinfard (2010) investigated the importance of sport tourism planning, as one of the four stages of the sport tourism development. Esfahani (2008) and the Tourism Association of Turkey (2007) studied strengths, weaknesses, opportunities and threats, sport tourism strategies using Tourism Development Strategy 2023 and Canadian Sport Tourism Planning Model (2007). Hinch and Higam (2006), Gibson (2006), Zeytonli (2010), Mousavi Gilani et al. (2012) emphasized on the influence of the development of beach sports on sport tourism development.

Zeytonli (2010), Karkon (2011), Swart (1998), Chalip (2001) and Solberg and Peruss (2007) confirmed the importance of the events as one of the most important attractions and capabilities of tourism development. Zeytonli et al. (2010) found a significant relationship between the capabilities of Golestan Province and the development of tourism.

MATERIALS AND METHODS

The present study has prioritized the sport tourism potentials of the Hormozgan Province. To achieve this purpose, a population of 150 people including tourism agencies experts (n = 50), sports experts (n=50) and sports tourists (n=50) were studied based on a five-choice Likert scale (very small=1 to very much= 5). Accordingly, six dimensions of potentials with 22 sub-scales were examined using a researcher-made

questionnaire. The validity and reliability of the questionnaire were confirmed by experts and Cronbach's alpha ($\alpha=0.81$), respectively. The priorities were determined by the factor analysis.

RESULTS

Table 1. The factor load of six dimensions of sports tourism capabilities and its subscales

The sports capabilities affecting the development of sport tourism according to three groups of experts	Factor load (%)
Capabilities related to sea, beach, aqua and winter sports	79
1) To what extent Hormozgan province has the capability of boating?	64
2) To what extent Hormozgan province has the capability of surfing and water skiing and other related attractions?	63
3) To what extent Hormozgan province has the capability of beach volleyball and futsal?	62
4) To what extent Hormozgan province has the capability of swimming, diving and scuba diving?	59
Capabilities related to desert trekking	77
5) To what extent Hormozgan province has the capability of camel riding?	67
6) To what extent Hormozgan province has the capability of motorcycle racing?	64
7) To what extent Hormozgan province has the capability of truck racing?	62
Attractions related to hunting	71
8) To what extent Hormozgan province has the attractions of fishing in rivers, lakes and dams?	57
9) To what extent Hormozgan province has the attractions of allowed hunting of animals?	56
10) To what extent Hormozgan province has the attractions of hunting wild birds?	53
Attraction related to nature cure	69.7
11) To what extent Hormozgan province has the capability of sunny areas?	57
12) To what extent Hormozgan province has the capability of good climate resorts?	56
13) To what extent Hormozgan province has the capability of resorts?	54
14) To what extent Hormozgan province has the capability of hydrotherapy hot springs?	53
15) To what extent Hormozgan province has the capability of mud therapy?	52
Capabilities related to mountain and air sports	35
16) To what extent Hormozgan province has the capability of glider sports?	44
17) To what extent Hormozgan province has the capability of mountaineering?	43
18) To what extent Hormozgan province has the capability of rock climbing?	43
19) To what extent Hormozgan province has the capability of jumping?	40
Capabilities related to hiking and ample plains	33
20) To what extent Hormozgan province has the capability of cycling?	43
21) To what extent Hormozgan province has the capability of golf?	40
22) To what extent Hormozgan province has the capability of walking?	37

Table 2. Prioritization of six capabilities of sport tourism in Hormozgan Province according to Table 1

Experts viewpoints about Tourism potentials of Hormozgan Province	Total (%)	Sports experts (%)	Sports tourists (%)	Tourism experts (%)	Rank
Index	(%)	(%)	(%)	(%)	
Capabilities related to aqua and beach sports	79	80	80	77	1
Capabilities related to desert trekking	77	80	77	72	2
Capabilities related to hunting and fishing	71	73.4	70.4	66.4	3
Capabilities related to nature cure	69.8	66.7	67.5	69.8	4
Capabilities related to mountain sports	35	36.6	31.4	20.8	5
Capabilities related to hiking	33	34	36	30	6

DISCUSSION

According to the findings, 79 percent of respondents believed that beach and aqua sports (boating, swimming, diving and scuba diving, surfing, beach volleyball and futsal) is the first priority for development of sports tourism in Hormozgan Province. Also, 77 percent of respondents believed that the second priority for development of sport tourism in Hormozgan Province is desert trekking (car, truck and motorcycle rallies and camel riding). 71% of the subjects believed that hunting and fishing (fishing in the rivers and lakes and dams, hunting wild birds and allowed animals) have the ability to attract tourists and sport tourism development due to several

Table 1 shows the factor loads for sport tourism potentials and the subscales of the research questions obtained with the help of SPSS21. Table 2-4 prioritizes six dimensions of sport tourism capabilities according to the factor load of each question.

international wetlands, ponds, mangrove forests and Mountain Geno, Shamil and Faran plains in Hormozgan Province. On the other hand, 68% of the subjects believed that attractions related to nature cure (resorts, good climate summer resorts, hot springs, hydrotherapy and mud therapy) have the ability to attract tourists and organize recreational, rehabilitative and exercise tours to develop sport tourism development. 65% of respondents believed that the winter sports (skiing, ski jumping and etc.) do not have the ability to develop winter, snowy and air sports due to the absence of high Alborz Mountains and other related attractions in Hormozgan Province. Furthermore, 67% of subjects believed that hiking

(equestrian and hiking in nature, golf, mountain biking) are not suitable for development of sport tourism in Hormozgan Province.

Collectively, the multidimensional phenomenon of sport tourism needs identifying potentials and the optimal use of capabilities. The present study showed that the various aspects of sports tourism in the Hormozgan Province have the potential of tourism development. According to the findings, the Hormozgan Province, as the cradle of camel riding, is one of the capable targets for organizing this traditional sport.

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