

## THE ROLE OF ADVERTISEMENT FACTORS IN DEVELOPMENT OF SPORT TOURISM INDUSTRY OF FARS PROVINCE

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**Annotation.** *Purpose:* The aim of this study is to investigate the role of advertisement factors in development of sport tourism industry of Fars province. *Materials and methods:* Present study is descriptive and functional. We used marketing indices questionnaire for collecting data. Statistical population was all the responsible managers and experts in tourism and sport which through purposeful non-random sampling method 170 of them were selected as samples. To calculate reliability by Cronbach's Alpha in a pilot study on a 40 people sample, marketing factors were  $\alpha=0.82$ . Data were analyzed after collecting in respect of study hypotheses through Chi<sup>2</sup> tests. *Results:* Study findings show that from managers and experts views the most effective advertisement factors to develop sport tourism industry are respectively: written activities, investigate and understand tourists motivations to provide their requirements, promote the province parks and green fields by making health stations, develop sport-cultural centers for doing creative plans related to native and regional culture; all of advertisement factors with significance level of 0.000 are effective in developing of Fars province sport tourism industry. *Conclusions:* Propaganda methods necessary for effective marketing for sports tourism. It should be noted that closely tied to tourism development and promotion each other in a specified process, Because the tourism development process, part of the production structure of the economy that can income generation and job creation in developing countries have a major role.

**Keywords:** advertisement, tourism, attractions, sport, province.

### Introduction

Today sport tourism more above an industry has become an economical-social phenomenon worldwide. This wide industry has opened its position wider than any time before as a multi-dimensional phenomenon in human societies and many countries with large investments found its benefits and effects as an important source of political, social, and economical situations improvement (1), increasing jobs, incomes, developing infrastructures (2), reputation increase and destination brand-making (3). Studies show that sport tourism is mentioned as the most important developed part of tourism industry and as an element of the world multi-billion businesses with creating 4.5 billions of dollars for tourism industry and global tours (4). Different factors are noticed to develop tourism industry in country like: codifying the strategy of sport tourism development (5), codifying the strategy of sport tourism marketing (6), investigating marketing mixes in sport tourism industry (7), identifying sporting and traditional events to develop sport tourism (8), creating internet sites and proper communication systems for marketing, studying, surveying, and printing magazines about sport tourism, organizing international conferences and meetings, improving international relations, and challenge relieving (9). The association of international events and world tourism organizations has reported that tendency toward sport in most of recent years has continued and increased. These news sources represent decisive evidences which show that trips with sport events goals are growing increasingly and sport tourism development and organizing important sport events has attracted many countries and their responsible' interests (10), and tourism destinations marketers has focus on sport tourism industry development and hosting important sport events as an important strategy to improve tourism destination and know hosting Olympics games and football world cup and developing sport tourism as an unique opportunity and an economical potential benefit for attracting numerous numbers of fans, spectators, and tourists for the host city (11). Moving toward advertising and united marketing communications as most important fields of marketing development in recent years gain much attentions because change in environment of market like customers, technology, and media needs unity and effectiveness of advertising activities more than before (12). Advertising services are most important activities of any tourism organization and advertisements factors and methods have special functions which are vital for organization. These factors are : tourist printed matters and advertisement, TV and radio, exhibitions, using brochures and touristy maps, posters, films and slides, seminars, conferences, and organizing tours, are all duties which lead to easy trips of touristy groups passengers and also if the guide is complete and correct without any problems make tourists satisfied and empower tour-guides (13).

Zehrer (2009) showed a significant relation between policy-making dimensions and marketing factors and also reported basic problems and deterrents of country tourism industry, as organizational and institutional deterrents, parallel organizations and disharmony between responsible organs of tourism in country (14). Williams (2006) concluded that situation of historical places and ancient monuments, residential facilities and establishment of marketing offices and information are effective factors in development of tourism industry (15). Atghia (2005) in an explanation of effective ways of marketing and features of successful marketers knew advertisement and financial sponsors as the most important factors of sport marketing (16). Nazari and Bidokhti (2009) found that balancing country main policy-making, developing infrastructures, noticing tourism attractions, advertisement activities, and regulating strategies are effective in tourism industry development (17). Honarvar (2009) introduced TV and internet as

two first media for sport tourism advertisement (18). Taghavi et.al (2012) found that placing educated managers who are informed about tourism issues in top of administrative and policy-making affairs, creating comprehensive internet bases for appropriate advertisement, improving internal and external transportation infrastructures, plans to decrease tourists' expenses by: organizing group touristy tours, set up tourism information bank, and using tour guides, develop and improve recreational and welfare facilities and sport projects for attracting sport tourists, are all effective in tourism industry development (19).

According to all of these explanations we can claim that Fars province, this durable magic with cultural, artistic, and historic heritages like: Sa'adi, Hafez, Eram garden, jams hid palace, And Zandieh complex, which have global reputations and also special sport touristy attractions, have so proper opportunities for attracting tourists from all around the world and from Iran itself. Important features of this province from sport tourism view is aggregation of beautiful sights of the creation, like: flats and even plains, wide semi-desert regions, rivers, lakes, ponds, and full-water barriers and thousands of other attractions which made any kinds of sports possible and lead to do sport in any part of province in any possible time of seasons. Although with these numerous tourism attractions and proper geographical positions, many cultural and national gifts and many different attractions capable of being represented to international tourism markets, sport tourism in Fars province has not find its real place yet. Though to facilitate this activity we aim at investigating sport tourism advertisement and simultaneously introducing effective advertising factors in sport tourism industry.

**Materials and methods:**

Present study is descriptive and also a functional survey done by questionnaire. Statistical population were all the managers and experts of tourism, handicraft, and cultural heritages organization, its offices in counties, head office of sport and youth and its offices in counties of Fars province (N=186) which included 45 managers, 53 experts of tourism and 31 managers and 57 experts of sport. Sampling method was purposeful non-random and the ultimate number because some questionnaires didn't back was 170.

Required data for this survey by questionnaire were collected as following:

Marketing index questionnaire: it is according of Bidokhti and Nazari model (2009), and includes advertising activities (questions 1-8) and attention to touristy attractions (questions 9-16). The questionnaire has 16 questions in 5-scale Likert-type and evaluates advertising factors. Its reliability was measured  $\alpha=82\%$ . To analyze data we used descriptive statistics (mean, standard deviation, frequency, and percent of frequency) and inferential statistics (Chi<sup>2</sup> test) and also SPSS.

**Results:**

Study findings are presented into two groups of descriptive and inferential findings:

**A: descriptive findings**

Table 1

*Characteristics of respondents*

<b>variable</b>	<b>Respondents levels</b>	<b>frequency</b>	<b>Percentage</b>
<b>Sex</b>	Male	126	74.1
	Female	44	25.9
<b>Age (year)</b>	Under 30	21	12.4
	30-40	97	57.1
	40 and more	52	30.6
<b>Education</b>	Above diploma	23	13.5
	B.A	120	70.6
	M.A	27	15.9
<b>Job position</b>	Manager	70	41.1
	Expert	100	58.8
<b>Office type</b>	Cultural heritage	85	50.0
	Sport and youth	85	50.0
<b>Job antecedent (year)</b>	Under 10	73	42.9
	10-20	79	46.5
	20 and more	18	10.6

Descriptive findings showed that 74.1% were male and 25.9% female. A great volume of respondents were in the ages of 30 and more (87.7%). And 86.5% had B.A and M.A degrees, 41.1% were managers and 58.8% experts, 50% in tourism and cultural heritages offices and other 50% in sport and youth office. 46.5% had an antecedent of 10-20 years and 42.9% 1-10 years of job antecedent.

Table 2

*Rate of effectiveness of advertising activities in sport tourism industry development*

Advertising activities		Very high	high	average	low	Very low	sum
1. appropriate design of watching methods of province sport touristy attractions tourists	Number	54	84	32	0	0	170
	Percent	31.76	49.41	18.82	0	0	100
2. identify and understand sport tourists motivations in order to provide their needs	Number	88	68	14	0	0	170
	Percent	51.76	40	8.23	0	0	100
3. plan to introduce cultural, natural, historical, and sport heritages at national and international levels	Number	58	91	21	0	0	170
	Percent	34.11	53.52	12.35	0	0	100
4. different activities related to the province office of TV and radio	Number	44	100	26	0	0	170
	Percent	25.88	58.82	15.29	0	0	100
5. written activities or printed matters (brochures, pictures, posters, ...)	Number	91	62	17	0	0	170
	Percent	53.52	36.47	10	0	0	100
6. create and expand faculties and study fields related to the province sport tourism	Number	53	91	26	0	0	170
	Percent	31.17	53.52	12.29	0	0	100
7. establishment of consultant offices by responsible offices of sport tourism to inform sport tourists	Number	58	85	27	0	0	170
	Percent	34.11	50	15.88	0	0	100
8. promote e-marketing	Number	51	95	24	0	0	170
	Percent	30	55.88	14.11	0	0	100

One of main variables of this study is advertising activities. We evaluate this variable by 8 questions. This variable shows the rate of effectiveness of advertising activities in sport tourism industry development. Table 2 shows experimental data of advertising activities.

Table 3

*Effect rate of attention to tourism attractions in sport tourism industry development*

Attention to sport tourism attractions		Very high	high	average	low	Very low	sum
1. repair and rebuild destructed sport places and make them as watch area for sport tourists	Number	64	76	29	1	0	170
	Percent	37.64	44.70	17.05	0.58	0	100
2. revive and reconstruct old sport places and emphasize on their resistance through new technology of sport sciences	Number	40	95	35	0	0	170
	Percent	23.52	58.88	20.58	0	0	100
3. expand recreational and sport facilities in accordance with native culture of province in order to attract tourists	Number	65	79	26	0	0	170
	Percent	38.23	46.47	15.29	0	0	100
4. promote sporting-cultural saloons in order to implement creative programs related to native culture	Number	68	80	29	0	0	170
	Percent	40	47.05	12.94	0	0	100
5. common production of sporting-cultural products in cooperation with neighbor provinces TV and radio offices (like promote places and facilities and sport attractions)	Number	61	89	20	0	0	170
	Percent	35.88	52.35	10	0	0	100
6. Establish and expand sport houses (power houses, multi-purpose sport saloons, courses for coach and referees...)	Number	58	87	25	0	0	170
	Percent	34.11	51.17	14.70	0	0	100
7. develop province parks and green fields by health stations	Number	75	78	17	0	0	170
	Percent	44.11	45.88	10	0	0	100
8. prevent from destruction of sport places in order to promote and prosperity of sport touristy places	Number	45	103	22	0	0	170
	Percent	26.47	60.58	12.94	0	0	100

Another important variable of this study is attention to sport touristy attractions. This variable is evaluated by 8 questions and shows effect rate of attention to sport touristy attractions on sport tourism industry development. Table 3 shows related data.

**B: Inferential findings**

First hypothesis: advertising activities are effective in development of Fars province sport tourism industry.

Table 4

*Analysis of calculated Chi2 for first hypothesis*

Effect of advertising activities on sport tourism industry development	Chi <sup>2</sup>	Sig.level	Df	Error.level	result
	70.271	0.000	12	0.05	accepted

Data of this table about effective advertising activities on sport tourism development shows that test statistic (calculated Chi<sup>2</sup>=70.271) with freedom degree of 12 and possibility of error of 0.05 is bigger than critical amount (Chi<sup>2</sup> of table=21.03) and there is significant difference between observed and expected frequencies. In result this hypothesis with a 95% of certainty and from respondents' views is accepted thus there is significant relation between advertising activities and Fars province sport tourism development.

Second hypothesis: attention to sport touristy attractions in development of Fars province sport tourism industry.

Table 5

*Analysis of calculated Chi2 for second hypothesis*

Effect of attention to touristy attractions in development of sport tourism industry	Chi <sup>2</sup>	Sig.level	Deg.freedom	Error.level	result
	83.765	0.000	14	0.05	accepted

Data of this table about attention to effective sport touristy attractions on sport tourism development shows that test statistic (calculated Chi<sup>2</sup>=83.765) with freedom degree of 14 and possibility of error of 0.05 is bigger than critical amount (Chi<sup>2</sup> of table=23.68) and there is significant difference between observed and expected frequencies. In result this hypothesis with a 95% of certainty and from respondents' views is accepted thus there is significant relation between attention to sport touristy attractions and Fars province sport tourism development.

**Discussion and Conclusion**

According to table2 today and from views of managers and experts among eight advertising activities the most effective activities for sport tourism development are respectively: 1. Press activities in 4 main mass media i.e. newspaper, magazine, radio, and TV, 2. Identify and understand tourists motivations in order to provide their needs, 3. Plan to introduce historic, natural, cultural,... heritages in national and international levels, 4. Establish consultant centers by responsible offices of sport tourism to inform tourists, 5. Design tourists' watch areas properly for the province sport touristy attractions, 6. Establish and expand faculties and related study fields of sport tourism, 7. Expand e-marketing. Marketing is vital for tourism industry to be alive. In fact through marketing methods we can attract potential tourists. Therefore codify marketing strategic programs can effectively help reaching touristy plans goals. 8. Different activities of the province offices of TV and radio. Most countries have broad advertisement through their governmental media while in our country despite existence of popular TV channels we don't see any step about the matter. If we identify target destinations and do basic advertisement we will see progress in our cities sport tourism industry. According to table3 today and from views of managers and experts among eight elements of attention to tourism attraction, the most effective actions for sport tourism development are respectively: 1. Expand province parks and green fields by creating health stations, 2. Develop sporting-cultural saloons in order to implement creative programs of native culture, 3. Expand sport and recreational places properly with native and regional culture of province in order to attract tourists, 4. Repair and rebuild destructed sport places and make them as watch areas for sport tourists, 5. Common production of sport-cultural products with neighbor provinces' TV and radio stations, 6. Create and expand sport houses (power houses, sport multi-purpose saloons, courses for coaches and referees,...), 7. Prevent from sport places destruction and promote and prosper sport touristy places, 8. Revive and reconstruct old sport places and emphasize on their resistance through new sport sciences.

First hypothesis analysis showed that there is relation between advertising activities and sport tourism development (Chi<sup>2</sup>=70.271, p<0.05). We can present a better perspective of Fars province in comparison with other provinces by advertising activities. Williams (2006) and Honarvar (2009) reported the same results. In fact present study results are complementary of past related studies. From important elements in sport tourism affaires are TV and radio related activities, identify and understand tourists' motivations in order to provide their needs, written activities and inform tourists about touristy attractions and try to motivate, encourage and satisfy them to use these attractions. Advertisement role is to motivate tourists to go to touristy destinations and using those facilities.

Rita and Motinho (1992) referred that national tourism organizations need exact planning for devoting financial sources and advertising efforts; therefore must use separate strategies for marketing in touristy regions in order to more efficiency (20). Results of second hypothesis of study showed that there is relation between attention to tourism attractions and sport tourism industry development (Chi<sup>2</sup>=83.765, p<0.05). This finding is consistent with Uzama (2006) and Taghavi et.al (2012). One way of developing sport tourism industry for any country is to have attractive and diverse tourism attractions and Fars province is not an exception of this fact. Touristy attractions should satisfy tourists

needs, wanting, and expectations in time of their visit. In other word touristy attractions should create traction and value for tourists and affect their attitudes thus make them pleased. This is done just when tourism destinations give special attention to those attractions constantly, prevent their destruction and add new features proportionate with tourist's elegances.

Fars province is one of richest touristy centers in whole Iran. Protected area of Bakhtegan lake, Bamo national park, Maharloo, Derak, Ghalat village, old and historic parts of cities, sectors, gates, Zandieh and Sasani relics and debris, science and literature famous men tombs, holy shrines of religious men, ancient museums,... are appropriate opportunities for Fars province tourism development. Therefore it is vital for the province to use its capabilities. Lack of knowledge about existence of cultural, sporting, historic, artistic, handicrafts, natural, and other attractions of Fars province by tourists especially sport tourists has an important role in little rate of trips to the province. We can say that the most important tool for development of this industry is advertisement which leads to encourage and motivate touristy attractions consumers to respected markets of Fars province. But according to lack of programming, marketing and advertisement have a very little contribution of this industry. If we believe that advertisement for types of tourisms in country is a kind of investment and saving for sport tourism progress and development it will certainly increase the capacity of tourists' attraction so much in near future.

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