DETERMINATION OF EFFECTIVE FACTORS ON DESERT TREKKING DEVELOPMENT IN IRAN PROVINCE YAZD WITH THE EMPHASIS ON DESERT ATTRACTIONS TOURISM AND DESERT SPORTS

Abstract
Introduction: The aim of the present study is to investigate the factors affecting desert travelling in Yazd province in Iran country, emphasizing the desert sports and attractions. Material and method: the samples for group of experts were randomly chosen which consisted of 188 experts and tourists A questionnaire was utilized to collect the data. Inferential statistics, i.e., spearman correlation coefficient, Friedman rank test and co relational matrix analysis were also used. Findings: The results of the study showed a significant relationship between the research variables and the desert travelling development at p<0.05 level and error rate of less than 0.01 which are elaborated as follows: There is a significant positive relationship between natural resources and desert travelling in Yazd province (r=0.50). There is a significant positive relationship between transportation services and desert travelling Yazd province (r=0.43). There is a significant positive relationship between facilities and infrastructures and desert travelling development in Yazd province (r=0.55). There is a significant positive relationship between entertainment and recreational activities and desert travelling development in Yazd province (r=0.59). There is a significant positive relationship between informational services and relations and desert travelling development in Yazd province (r=0.84). There is a significant positive relationship between welfare facilities and desert travelling development in Yazd province (r=0.83). There is a significant positive relationship between the factors related to physical education and desert travelling development in Yazd province (r=0.84). There is a significant positive relationship between sports services and desert travelling development in Yazd province (r=0.86). There is a significant positive relationship between tourism and cultural heritage and desert travelling development in Yazd province (r=0.71). Conclusion: There is a significant difference between the factors affecting desert travelling development and thus, they can be ranked as follows: informational and relational services, natural resources, sports services, welfare facilities, factors related to physical education, tourism and cultural heritage, facilities and infrastructures, entertainment and recreational resources and transportation services.

Key words: sport tourism, desert trekking, attractions, desert sports