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

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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 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

Introduction

In past sport and tourism were considered as two different scopes, but today relationship between these scopes is very well understood. According to Frankly theories (2004) sport and tourism have common objectives, include making agreement bridge between cultures, life style and customs (traditions), increase peace and friendship between nations, motivation and encourage people to entertaining and fun activities to escape from routine stresses. Sport and tourism either as professional activity or as amateur or entertainment, include significant travels around the world. In order to continuation of economic growth. Occupation and generate revenue, sport and tourism must be together (Frangialli, 2004). The proposed question for many active managers in this aspect is that will movement to nature begin one day? It can be reasoned that the answer is positive, as these two industries have taken similar paths. Certainly, numbers of people who will go to jogging, climbing, desert trekking and entertainment camps will be increased during future years. Gibson (2008) in his research, by name. "A critical analysis on sport tourism research in Florida" has suggested that sport concept in relationship with tourism has been more sensitive during past years and both have become as an academic course and population increase (Gibson, 2008). one of ways to developed desert trekking and desert sports in every where is determine and identify and apply effective factors on its development, Every country and sport destination provides various products and services to attract tourist and every tourist has the possibility to choose one destination among different destination. Yiamagochi (2005) in his research has concluded that in every study done to plan and develop sport tourism in a city or country destination, the attractions and barriers that are important for tourists must be identified. He considered utilization of natural sport attractions as the most important factor (Yamaguchi, 2005). Wang Xing et al. (2012) in their article published in "desert studies" issue showed that desert- wilderness tourism market perspective has been improved and generally
people are interested in desert trekking tourism and also tend to pay high cost for long travels to desert trekking (Wang, 2012). Kozak (2005) in his article has considered effective factors on sport tourism travels according to nations and their destinations. His results showed that inhabitant facilities, climate, price level, geographic place of destination. And access ability to sea and beach were the most important reason for English tourist to go to malt and Turkey (Kozak, 2005). Extensive land of Iran with exceptional nature include beaches mountains, lakes, jungles and deserts that have placed our country in fifth grade in natural attractions. Climbing, beach and water sports, winter sports, quarry, desert trekking and so on are of potential sport and tourism attractions of the country. Wenlong & Honglei (2011) showed that desert tourism reservoirs include social and environmental effect and ecological aspects, and all of these have either positive and negative aspects. They also proposed some methods to change desert tourism in order to achieve stable desert tourism (Wenlong, 2011). Besides thousand kinds of tourism attractions in Iran, the country has a very ideal level in potential to establish different sport activities, so that because of various climate conditions, there is ability to establish and construct very extensive sport sites and facilities in the country. Furthermore, in other section and across sport activities, tourism and travelling service are proposed, as sport tournaments in national and international require intervention of tourism section. Here, the link between two sport and tourism section is obvious, finally, in order to implement different sport activities the country, at first we require the soft ware (e.g. construction of inhabitancy and reception centers, airport, roads and so many factors), and then we then we need to establish comprehensive and professionally equipped sport centers. Besides these two factors, pay attention to advertisements and awareness in internal and external section is necessary (Frangialli, 2005). According to background of researches have done, it can be seen that desert trekking in one of new research scopes and therefore it is one of noble scopes in sport science researches in the country. Therefore, the researcher intents to consider potential capacities of desert attractions and desert sports in sport tourism and desert trekking development in Iran.

Materials and Methods

Current research is descriptive and was a field research and considered analysis and rated effective factors on development of desert trekking in Yazd by emphasis on desert sport tourism attractions. Current research statically population include two groups of managers and tourists, first group include tourism authorities and experts of tourism and cultural heritage organization, active travel agencies experts in the course of desert trekking experts of climbing general and championship sports, athletics, auto racing and motorcycle committees, authorities of physical education of Yazd sport organizations, and the second group include desert tourists. The first group of samples includes authorities and experts are statistical population and are considered as a whole. For the second group number of sample are available by using sampling method. Totally 188 questionnaire are completed by authorities, experts and tourists and the results are analyses. According to research adjectives, the tools by the researcher correspond to effective factors on desert trekking development by emphasis on desert sport tourism attractions. In order to collect the data related to desert trekking development in nine natural resource factors; transports service, facilities and infrastructures, entertainment and leisure activities, communication and information service, welfare facilities, factors related to physical education, sport services and cultural heritage have been used. The questionnaire has been set based on five option range of Likert. The questionnaire validity has been confirmed by sport management professors, who all are expert in required professions in the course of statistics and research methods, to determine the reliability a primary study has been done on 30 people of Sample. The questionnaire reliability coefficient by using Cronbach alpha obtained as 0.88 which indicate internal coordinate of questionnaire. In this research descriptive statistical (frequency, frequency percent, scattering) has been used to describe the data and to determine spearman correlation coefficient, freedman priority test and correlation matrix analysis analytical statistics has been used. Spearman correlation coefficient was used to consider relationship between nine considered factors in a significant level (p<.05) and freedman priority test has been used to priority (rating) these factors. Spss and Excel software were used for statistical analysis and calculation of results.

Results

As discussed previously, in this research nine effective factors on Yazd desert trekking development according to desert sport tourism attractions are considered and each average has been examined, plot 1 shows these factors averages which are each are shown in five option form (minimum 1 and maximum 5). As it can be seen, at average the maximum value is related to natural resource factor (3.4) and the minimum value is related to physical education factor (3.22). In order to ranking role of each factor in desert trekking development in Iran by emphasis on desert sport attractions, freedman test has been used. Significance level is 0.001, which is less than confidence level (0.05) In other word, it can be said that there is significant difference between these factors and therefore they can be ranked. The results of ranking showed that these factors importance is as fallow, respectively: communication and information service, natural resources, sport service, welfare facilities, factors.
related to physical education, tourism and cultural heritage, facilities and infrastructures, entertainment and leisure activities and transport service. Table 1 shows the matrix between each of these factors with each other. As it can be seen, the relationship between all of factors—except relationship between transport service and three factors, of welfare facilities, sport service and tourism and cultural heritage—is positive and significant (there is either middle correlation and good correlation according to correlation coefficients). In other word, it can be said that in other double relationship between each factors, increase or decrease of one will be resulted in increase or decrease of other. The relationship between each effective factor on desert trekking development is considered by using Pierson correlation coefficient test; there significant relationship between the effective factors on desert trekking development and desert trekking development. Among these factors, sport service has the highest correlation coefficient and transport service has the lowest.

![Figure1](image1.png)

**Figure 1 The role of each of the nine effective factors on Yazd desert trekking development according to desert sport tourism attractions**

**Table 1. the matrix between each of these factors**

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<td>2</td>
<td>transport service</td>
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<td>3</td>
<td>facilities and infrastructures</td>
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<td>0,34</td>
<td>0,29</td>
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<td>4</td>
<td>entertainment and leisure activities</td>
<td>1,00</td>
<td>0,63</td>
<td>0,22</td>
<td>0,46</td>
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<td>0,63</td>
<td>0,50</td>
<td>0,42</td>
<td>0,44</td>
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<tr>
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<td>0,75</td>
<td>0,54</td>
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<td>tourism and cultural heritage</td>
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<td>0,71</td>
<td>0,59</td>
<td>0,57</td>
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**Discussion**

Tourism and travel industry is the most extensive and varied industry around the world, many countries consider this dynamic industry as the main income and occupation source, growth of private sector and infrastructure development. Today, sport is one of important and extensive industries in the world and many people are included in this industry around the world. Furthermore, sport is one of common motivations for tourists and "sport tourism" is an industry combined of two "sport" and "tourism" industries. In other word, sport is one of important activities during tourism and tourist and travelers are involved with different kinds of sport. The current research is done to consider effective factors on desert trekking development. The results of descriptive consideration of data showed that ranking of nine effective factors on desert trekking in Yazd is as follow: natural resources (3.91), entertainment and leisure activities (3.76), tourism and cultural heritage (3.66)facilities and infrastructures (3.58), transport service (3.33), communication and information service (3.33), sport service (3.32), welfare facilities (3.24) and factors related to physical education (3.22). According to above results, it can be seen that among nine effective factors, natural resources have the most role on desert trekking development in Yazd. Natural resources include desert and wilderness spaces, natural perspectives, special vegetation in desert, and presence of animals with capability of living in desert regions. Climate conditions, dunes, salt domes and even desert nights because of star observation, which all are of various attraction and are integral components of this warm and dry climate. Proper planning can cause optimum usage of these natural resources. This research results consistent with Yamaguchi (2005). They also pointed to role of natural resources and tourism attractions on tourism industry development and considered this factor the reason of economic growth, familiarity with different nations culture and tourists health. Consequently, according to obvious role of the province natural resources, authority's attention in order to maintain this national capital for the next generations in necessary. The second effective factor on desert
trekking development is entertainment and leisure activities. Sports such as camel riding, sand riding, paragliding, motorcycle riding and auto racing in desert regions or sabulous and local musics and handcrafts in desert regions can cause attract tourist and develop desert trekking. This research result about music, hand crafts and desert sports consistent with Kozak (2005). These factors can cause develop desert trekking in the province and also can cause promote desert regions culture and traditions (customs) (Kozak, 2005; Smith, 2008). Consequently, it is expected that more attempts and better planning would be done to maintain and develop desert sports and entertainments. The third effective factor on desert trekking by emphasis on desert sport tourism attractions is tourism and cultural heritage factor, consideration of local culture and historical structures, implementation of sport and tourism activities with high quality, make safety and convenience for tourists and coordination of involved orangs in tournaments, all are of tourism and cultural heritage organization tasks, which can cause develop desert trekking in the province. This research results about safety. Coordination and local culture consistent with Jago (2006), Xing (2007), Gibson (2008) and smith (2008).

Jago stated' sport tourism share in Australia is estimated as 3 million dollars in year in Australia tourism industry is responsible for tourism while sport sector communication, information technology and artifice are responsible for this. Because of local of coordination between these two sections in Australia sport tourism development faces some difficulties - Smith (2008), Gibson (2008), Zang (2007), Deery (2006) and Kozak (2005). The results indicate high potential of tourism and cultural heritage role in desert trekking development and correspond authorities must do their best attempt to develop desert trekking by making safety and convince for tourists for tourists, implementing high quality tournaments and do on. The results showed that facilities and infrastructures is the forth effective factor on desert trekking development. Hotels, leisure and service infrastructures and museums and exhibitions are the cases which could cause develop and also advertise desert trekking. In other hand, hotels usage change lack of inhabitancy facilities, and lack of proper service in this centers are the effective barriers for tourism development. The results about hotels, inhabitancy centers, museums and exhibitions consistent with Preston–Wwhite (2003) and Gibson (2008).Transport service is the fifth effective factor on desert trekking development. Accessibility to a region is factor that can be effective to developed tourism. High travel cost and transport system weakness are effective barriers for tourism development. Presence of transport via earth such as roads and rails and air transport can effect desert trekking development in the province, the results consistent with Wanxin (2012) of the points proposed by authorities about desert trekking development was their unsatisfaction of current transport conditions, by identifying, current barriers such as decrease travel costs and accessibility of considered place, occupation and also desert travelling development can be achieved (Wang, 2012). The sixth effective factor according to the results is communication and information service. Today, the most important factor on identify and introduce every place is advertise and inform. TV and radio, weblogs and internet sites, travel agencies and advertisement posters, scientific congresses, sport exhibitions all are of the most important tools to this concept. The results about advertisement and information consistent with Smith (2008). TV and radio and publications can cause develop and grow desert trekking and also people familiarity to local climate conditions of the province by informating and advertising about desert trekking (Smith, 2008). Sport service is the 7th effective factor. As the results shows it can be seen that role of volunteer sport groups, sport tourism marketing, usage of educated and young labor in tourism service sector, implementation of local festivals, educated and experienced tourism teachers are of the cases which help to develop desert trekking in the province. The result about implementation of local festivals consistent with Chok (2005), Kosasi (2005) and Wang (2012). Anyway, pay attention to sport service and usage of educated and young labor could cause making occupation and also economic growth (Chok, 2005; Kosasi, 2005; Wang, 2005). The 8 the effective factor on desert trekking is welfare facilities. Sunrise therapy, sand therapy, discounts and awards, leisure centers and facilities for tourists beside the desert trekking development subject are such as lateral cases.

The results about inhabitancy centers consistent with Kozak (2005). His research results showed that: inhabitancy facilities, climate, prices, and destination geography. Were the most important factors proposed by tourists? Also in this research it is expected that welfare facilities play an effective role in the province desert trekking development (Kozak, 2005). Therefore, by consideration of establish and develop and present welfare service and proper supervision and control the market can be hopeful to desert trekking development. According this research founding, physical education has the lowest role in the desert trekking development among the nine factors. Sport clubs. Sport organization. Implementers of local festivals and international racing all can cause attract tourist by proper planning. the results about international racings, tourism planning, local festivals consistent with Yamaguchi (2005); smith(2008) respectively.

It seems that beside implementation of sport festivals by detailed planning can see the desert trekking development and growth in the province (Smith,2005; Yamaguchi,2005). Consequently, There is some hope that sport organizations and sport clubs do some attempts to develop tourism by implementation local national and international festivals.
Conclusion

Finally, correlation coefficient of effective factors show that communication and information service, sport service, welfare facilities, factors related to physical education and tourism and cultural heritage have the highest coefficient in the province desert trekking development and natural resources, facilities and infra structures, entertainment and leisure facilities and transport service have the lowest coefficient, therefore, there must be more planning on these factors to use these resources in order to cultural growth. Making occupation, economic social growth.

References


ODREĐIVANJE EFEKTIVNIH ČIMBENIKA U PUSTINJSKIM PUTOVANJIMA
U IRANSKOJ POKRAJINI YAZD S NAGLASKOM NA ATRAKTIVNI PUSTINJSKI TURIZAM I SPORT U PUSTINI

Sažetak

Uvod: Cilj ovog istraživanja je istražiti čimbenike koji utječu na putovanja pustinjom u pokrajini Yazd u Iranu, uz isticanje pustinskih sporta i atriacija. Materijal i metode: Uzorak predstavlja skupinu slučajno odabranih entiteta koji se sastojao od 188 stručnjaka i turista koji su koristili upitnik za prikupljanje podataka.. inferencijalne statistike, odnosno, Spearmanove koeficijente korelacije, Friedman rang test. Nalazi: Rezultati istraživanja pokazali su značajnu povezanost između istraživačkih varijabli i razvoja pustinjskog putovanja u pokrajini Yazd (p <0,05) i stope manje od 0,01 pogreške koje su razrađene kako slijedi: postoji značajna pozitivna povezanost između informacijalnih usluga i putovanja pustinjom (r = 0,50), kao i povezanost između transportnih usluga i pustinjskog putovanja (r = 0,43), kao i povezanost između objekata i infrastrukture te pustinjskih putovanja (r = 0,55), kao i povezanost između zabave i sportskih aktivnosti i putovanja (r = 0,59). Značajna je i pozitivna povezanost između informacionih usluga i odnosa, a time, oni mogu biti rangirani kako slijedi: informacijske i relacijske usluge, prirodni resursi, sportske usluge, sredstva socijalne skrbi, čimbenici koji se odnose na tjelesni odgoj, turizam i kulturnu baštinu, objekti i infrastruktura, zabavne i rekreacijski resursi i usluge prijevoza.

Ključne riječi: sportski turizam, pustinjska putovanja, atriacija, pustinjski sport

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