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تحليل العامل المؤكد، بدوران فاريماكس من أجل تحديد الحمل العملي لتحديد أهم المعالم الطبيعية الرياضية البحرية المؤثرة في تنمية سياحة محافظة هرمزجان الرياضية وتم استخدام برنامج SPSS 20. أظهرت النتائج التي تم الحصول عليها حول المعالم الطبيعية الرياضية البحرية المؤثرة في تنمية سياحة محافظة هرمزجان الرياضية أن ((للمعالم الطبيعية الرياضية المرتبطة بالرياضات الشاطئية، البحرية و الصيفية)) بعامل 0/80 ((للمعالم السياحية المتعلقة بالسياحة البحرية)) بعامل 0/78 ((للمعالم الجذب المتعلقة بالمياه الدافئة والعلاج الطبيعي)) بعامل 0/75 أكثر أهمية في تطوير السياحة الرياضية في مقاطعة هرمزجان.

**الكلمات الرئيسية:** السياحة، السياحة الرياضية، المعالم الرياضية البحرية، محافظة

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In general, sport tourism is a multidimensional phenomenon the success in which requires exploiting improvement of the general conditions of the country, economic and social stability, and the expansion and strengthening of the field of sport tourism, including the expansion and development of sports athletics, establishing suitable and standard sports facilities in the field of physical attractions of the province, holding local native game festivals in the natural slopes, improving the quality of services in these sports centres. An important point to emphasize on, in the promotion and development of sport tourism, is the development of a proper attitude towards the sport of tourism in the community, the existence of a unitary view of the various levels of the pyramid of the provincial authorities and their shared understanding of the importance and place of sport tourism In the development of tourism and as a result of the economic and social growth of the province.

## دراسة المعالم الطبيعية الرياضية البحرية المؤثرة في تنمية سياحة

### محافظة هرمزجان الرياضية

الدكتورة فيروزه رضايي سرخايي

جامعة آزاد الاسلامية - فرع قشم الدولي - هرمزجان - ايران

الأستاذ المساعد الدكتور مهدي سواي

جامعة آزاد الاسلامية - فرع قشم الدولي - هرمزجان - ايران

### المخلص:

يسعى هذا التحقيق إلي دراسة المعالم الطبيعية الرياضية البحرية المؤثرة في تنمية سياحة محافظة هرمزجان الرياضية من وجهة نظر الخبراء في مجال الرياضة والسياحة. مجتمع البحث الإحصائي يشمل: ٢٩ نسمة من خبراء القطاع السياحية لمنظمة السياحة والتراث الثقافي الذين يعملون في المحافظة. ٢) ٤٢ نسمة من خبراء الفروع الرياضية وأساتذة الجامعات و ٨ أدلاء وكالة السفر وفي الكل يبلغ إلى ٧٩ نسمة. بسبب قلة المجتمع، تساوي العينية المجتمع. وأجري أخذ العينات كعدد كامل. واستخدم الباحث استبياناً لجمع المعلومات. يحتوي هذا الاستبيان على ٢٧ بنداً و ٥ فصول فرعية. في قطاع إحصاءات استتاجية، استخدمت طريقة

as a result, increase tourism revenue. To this end, it is essential to pay attention and invest in attractions that experts consider to be more important in attracting sports tourists. The results of the maritime sport athletics affecting the development of sport tourism in Hormozgan province from the general viewpoint of the experts show that the "natural attractions of sports related to coastal, blue and summer sports" with a factor of 0.80, "Attractions Related to marine tourism "with a factor of 0.88 and" warm water attraction and nature therapy "with a factor of 0.75 are more important in the development of sport tourism in Hormozgan province. These results are consistent with the results of the feasibility study of Iran's ecotourism attractions, as well as the results of the study, which is the most important natural sporting attraction that influences the development of sporty tourism in the country, from the viewpoint of sports and tourism experts, which is consistent with Firoozjah et al. (2009). In the aforementioned project, the number of inbound tourists for "naval sports" has not been determined and it is not possible to comment on the results matching the results of this study with that plan. It seems that the reasons for the "attraction of coastal, water and summer sports" and "attractions related to marine tourism" are three most important factors: the wide range of attractions in the province, which in most places. The province has a large coastal border and is considered one of the country's most popular poles. Also, a wider variety of sports activities that can be done in these attractions. Activities such as swimming, diving, boating, water skiing, surfing, beach volleyball and cano ... on beaches, lakes and rivers, and activities such as walking, relaxing, marching, cycling Riding, riding, golf, and recreation in the slopes and slopes; and the third factor that less influences these attractions from the phenomenon of seasonality: seasonal changes in the phenomenon of tourism, represent a global challenge in managing tourist attractions. Considering the issues, challenges and opportunities associated with seasonality and their impact on sport-based attractions are of great importance. Sport and tourism are characterized by seasonality, and the relative seasons of sport and tourism interact with each other in different ways.

Table 2 shows the factor load of the internal components of the sub-scales related to natural sport athletics of the sea affecting the development of sport tourism in Hormozgan province from the viewpoint of the three groups of sports and tourism experts.

Table 3. Natural Attractions of Marine Sports Influencing Sport Tourism in Hormozgan province in terms of three groups of experts:

Factor Load	Natural Attractions of Marine Sports Influencing Sport Tourism in Hormozgan Province
0/80	<b>A) Natural sports attractions related to coastal, water and summer sports</b>
0/67	1. Attractions related to swimming, dipping and diving on the beaches, rivers and lakes
0/63	2. Attractions related to boating (sailing, canoeing and roaring waters) on the beaches, rivers and lakes
0/71	3. Attractions related to water skiing on beaches, rivers and lakes
0/79	4. Attractions related to football, volleyball and coastal handball
0/73	5. Attractions related to surfing on the beach
0/76	6. Attractions related to jet skiing in the resort (such as Kish, Qeshm, Bandar Abbas, etc.)
0/78	<b>B) Attractions related to marine tourism</b>
0/76	7. Subliminal scuba diving
0/73	8. Attractions related to sea cruises
0/67	9. Attractions related to the mangrove forest
0/63	10. Attractions related to marine ships
0/66	11. Attractions for sailing boats
0/71	12. The attraction associated with Dolphin Park (island time, Kish and ...)
0/59	13. Attractions related to pedal boats
0/47	14. Attractions related to the parachute jumping
0/75	<b>(C) Hot water attractions and Nature Therapy</b>
0/74	15. Attractions related to hot springs and hydrotherapy (warm water of GNU, Khorogue, Sorkha and ...)
0/62	16. Sandstone attractions (on the coast of the province)
0/54	17. Related attractions to Natural Thermal Water Mud Therapy
0.69	18. Attractions related to recreation facilities, rest and wellness camps
0.67	<b>D) attractions related to hunting and fishing in the province</b>
0/51	19. Attractions related to fishing in the sea
0.48	20. Attractions related to fishing in the lakes behind the dams (Esteghlal Minab dam, Shamil dam, Nyan and ...)
0.53	21. Attractions related to hunting permitted livestock (total, ram, rabbit, deer)
0.57	22. Attractions related to Wild Birds (Pheasant, Partridge, Bustard, etc.)
0/71	<b>E) Nature related attractions</b>
0.69	23. Attractions related to hiking, walking and marching on the beach
0/54	24. Attractions related to cycling and mountain biking
0/63	25. Riding-related attractions with (camel rides) on the seashore
0/64	26. Horse riding horse attractions on the beach
0/67	27. Attractions related to the creation of natural and natural marine markets on the coast of the province

#### 4. Conclusion

The result of sport tourism is a memorable and positive development in the minds of sports tourists. Sport tourism provides the optimal use of sporting attractions to attract sport enthusiasts and,

Maritime Tourism" with a factor of 0.86 and "Attraction Related to warm water and nature therapy ", with a factor of 0.70, are of great importance in the development of sport tourism in Hormozgan province.

- 3- From the experts' and travel agency's point of view, "Attractions related to warm water and nature therapy" with a factor of 80%, "Attractions related to nature tourism" with a factor of 0.78 and "Attractions related to marine tourism" With a factor of 0.75, have more importance in the development of sport tourism in Hormozgan province.
- 4- From the point of view of the experts in the field of sport and tourism, "Attractions of nature sports related to coastal, blue and summer sports" with a factor of 80, "Attractions related to marine tourism" with a factor of 0.78 and "Attractions Related to warm water and nature therapy "with a factor of 0.75 are more important in the development of sport tourism in Hormozgan province and" attractions related to nature tourism "with a factor of 0.71 and" attractions related to hunting and fishing " The factor load of 0.67 is considered to be the last in terms of importance.

Table 2 The Attractions of Natural Marine Sports Influencing Sport Tourism in Hormozgan Province:

The factor load and rank of the most important sports attraction from the perspective of the experts of all three groups								Natural Attractions of Marine Sports
Sum of experts in three groups		Experts and Travel Agency Leaders		Academic experts and university professors of Sports		Experts of Tourism Department of Tourism Organization and Cultural Heritage		
Rate	Factor Load	Rate	Factor Load	Rate	Factor Load	Rate	Factor Load	
1	0/80	4	0/73	1	0/78	1	0/82	Attractions for nature, sports, beach, water and summer sports
2	0/78	3	0/75	2	0/86	3	0/74	Attractions related to marine tourism
3	0/75	1	0/80	3	0/69	2	0/78	Attractions related to warm water and nature therapy
5	0/67	5	0/70	5	0/66	5	0/67	Attractions related to hunting and fishing
4	0/71	2	0/78	4	0/67	4	0/69	Attractions related to nature tourism

load for determining the most important marine sports attractions affecting the development of sport tourism in Hormozgan province.

### 3. Results and findings of the research

Of the 79 people, 43 people (54.4%) were male and 36 people (45.6%) were female. Of these, 12 people were under the age of 25, 17 people were in the age group of 25 to 34 years old, 25 people were in the age group of 35-44 years, 14 people were in the age group of 45-54, and 11 people were older than age 55 years old. In the discussion of the degree of education, 6 people had a diploma, 11 people had an undergraduate degree, 37 people had a bachelor's degree, 22 people had a master's degree, and 3 people had a doctorate. Of this, 52 people were married and 27 people were single. There were 4 records of respondents under 5 years old, 19 people had a history of 5 to 9 years old, 33 people had a case of 10 to 14 years old, 14 people had a history of 15 to 19 years, and 9 had a history of 20 had a year. In attending seminars or passing specialized courses in tourism, 5 people stated that they did not attend, 13 people were attending one time, 31 people twice, 19 three times and 11 more than three times at seminars or courses Specialized companies. Also 3 people for one year, 8 more than one year to two years, 5 more than two to three years, 13 more than three to four years, 11 more than four to five years, and 39 more than five years of history Accommodation in Hormozgan province or nearby towns.

#### **Determining the Importance of Natural-Athletic Attractions Affecting the Development of Sport Tourism in Hormozgan Province**

- 1- From the viewpoint of experts from the Tourism Department of the Tourism and Cultural Heritage Organization, the "Natural Attractions of Sports related to coastal, blue and summer sports" with a factor of 0.82, "Attractions related to warm water and nature therapy" 0 and "Attractions related to sea tourism" with factor load of 0.44 are more important in the development of sport tourism in Hormozgan province.
- 2- From the viewpoint of the sport's experts and professors at the University of "Attractions of Natural Exercise for Coastal, Blue & Summer Sports" with a factor of 0.87, "Attractions related to

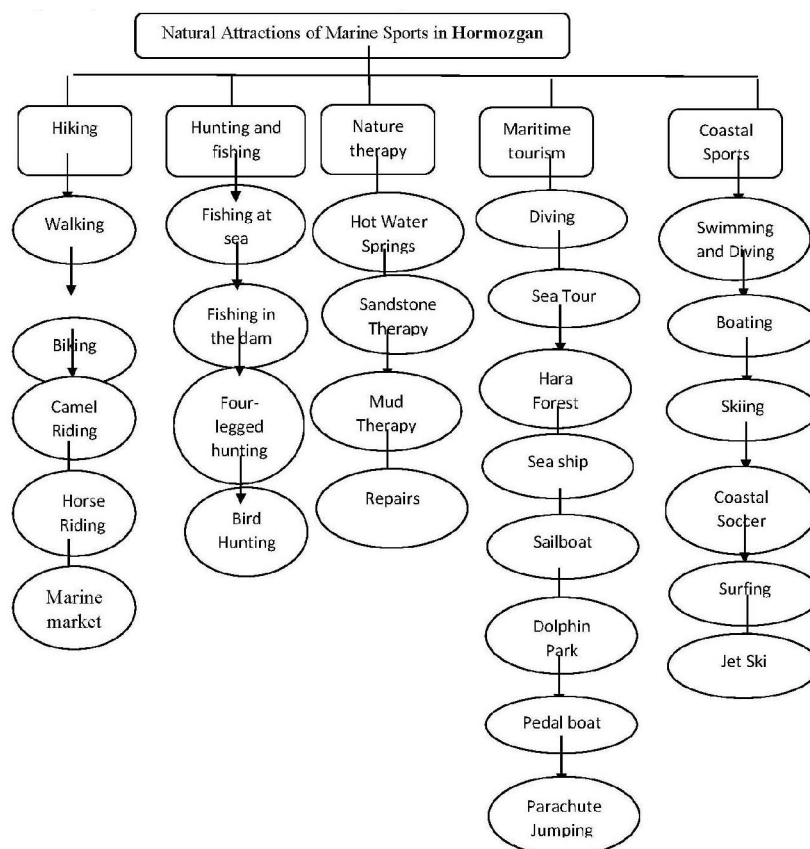
collection was carried out in two parts. First, in the field of theoretical information and research background, which was done using library resources, Internet, articles and dissertations in the tourism and sport tourism sector, and in the other part, from Researcher-made questionnaire was used to collect information. The questionnaire consists of 27 items and 5 sub-scales. The subscales include "Natural Attractions for Sports, Coastal, Blue & Summer", "Attractions for Maritime Tourism," "Attractions related to warm water and nature Therapeutics "," attractions related to hunting and fishing "," attractions related to nature tourism ". The questionnaire was designed as a five-value Likert, a questionnaire with 27 questions and designed to assess the validity of this questionnaire to people with knowledge in the field of sport and tourism management and using their views, the necessary corrections were made in the questionnaire. To assess the reliability of the questionnaire, 30 questionnaires were distributed among the population of the population and then analysed by statistician and without any changes, its reliability was confirmed by Cronbach's alpha (0.83). The results are shown in Table 1.

Table 1: Cronbach's alpha for research variables

<b>Cronbach's alpha</b>	<b>variables</b>
<b>0/83</b>	<b>Natural Attractions of Marine Sports Influencing Tourism Development</b>
<b>0/85</b>	<b>Attractions for nature, sports, beach, water and summer sports</b>
<b>0/81</b>	<b>Attractions related to marine tourism</b>
<b>0/79</b>	<b>Attractions related to warm water and nature therapy</b>
<b>0/84</b>	<b>Attractions related to hunting and fishing</b>
<b>0/80</b>	<b>Attractions related to nature tourism</b>

Information was provided to the researcher by a questionnaire. SPSS 20 software was used to analyze the data. At the level of descriptive statistics, the characteristics of the statistical population such as age, gender, educational level and activity history, central indicators, standard deviations, data representation, plotting and frequency, etc were used. In the inferential statistical section, the factor analysis method with Varimax rotation was used to determine the factor

Figure 1) Natural Attractions of Marine Sports in Hormozgan:



## 2. Research method

The present research is descriptive and survey type and has been done in field form. The researcher examines the most important natural attractions of Marine Sport, which has influenced the development of sport tourism in Hormozgan Province, from the viewpoint of experts in sport and tourism. The statistical population of the research is as follows: 29 experts from the tourism and tourism organization of the Tourism and Cultural Heritage Administration in the province (2) 42 sports field experts and professors of the university and 8 people are the travel agency libraries in total 79 people. Due to the limited community, the sample is equal to the community and sampling is done in full measure. In this research, data

sector has created a sense of pride, conscience and hard work, respect for the law and the rule of law, the sense of competition, and the motivation for progress are also influential. Holding high-level international sports tournaments will bring enormous economic, sports, cultural, social and environmental changes to the host country.

Therefore, recognizing the capabilities and limitations of sport tourism in Hormozgan province can have a constructive effect on proper planning and problem solving. The researcher concluded that while answering the question of what are the potential and limitations of sport tourism development in Hormozgan province and what strategies would lead to the development of sport tourism in this province, Hormozgan province would be subject to certain conditions on the seafront, having access to the sea and the magical nature and attractions, known as the treasure of the islands of Iran, and dozens of pilgrimages and 55 cultural attractions, has the capability of sporting tourism (Gibson, 2008). On the other hand, due to the relatively impressive progress Province sport, the province seems to have the potential to become one of the hubs of tourism Sports (at least national and regional). Therefore, the purpose of this study was to determine the importance of natural attractions of marine sports that is effective on sport tourism in Hormozgan province.

In Figure 1, the natural sport attractions of Hormozgan are generally classified into five categories. These seven categories each include various sports and recreational activities. An important point is that all these activities require the presence of natural attractions. These seven general categories include: 1) beach, water and summer sports, 2) marine tourism, 3) warm water and nature therapy, 4) hunting and fishing, 5) nature tourism.

capabilities of the plains, The plains, the green slopes, and the presence of three international and national riding areas. The development of various types of sports, hiking, polo, golf, shooting, riding with 77% and the capabilities of international wetlands, ponds and rivers, forests and mountains of Alborz to develop various types of hunting, fishing and Fishing with 71% of the highest importance for tourism development in this province. Also, Mousavi Gilani et al. (2012) in a study titled "The division of the sports tourism market of Iran for foreign tourists and the presentation of the target market model," states that the transportation system, security, health and cleanliness, and medical care are suitable accommodation facilities for Tourists as well as the number of welcoming people of the host society from sports tourists, attending stadiums and appropriate weather, and the presence of landscapes and beautiful landscapes are among the six first priorities, which are effective in the motivation of foreign tourists to travel to the tourism market of Iran, as well as Mountain and snow attraction, waterborne absorbent adsorbents Ahli, competitions and sporting events and attraction related to the desert and mountain range have been considered as four effective factors in determining the model of sports tourism market in Iran for foreign tourists, respectively.

Also, Panahi and Adami (2015) in a study entitled "Capability of Sports Tourism Development in East Azerbaijan Province" have investigated three categories in order to assess the development of sport tourism in East Azerbaijan province: (1) factors of stimuli (2) attracting factors and (3) deterrent factors. They concluded that achieving relaxation, fatigue removing, physical and mental renewal were the most important component among the factors driving, transportation status as the most important component among the factors and the insufficient time factor. Leisure was considered as the most important deterrent to the development of sport tourism in East Azerbaijani province.

In addition to the effects of sport tourism on the tourism industry, another important issue is the impact of sports and tourism on the countries. Regardless of the economic effects of sport tourism, this

access to other factors has less effect on the satisfaction of sports tourists with the quality of services provided (Shank, 2009).

Fallahi, et al. (1392) in a study entitled "Investigation of natural attractions affecting the development of sport tourism in Kurdistan province" showed that in general Kurdistan province has natural resources that are prone to attract sports tourists. Therefore, efforts should be made to develop and activate the winter tourism of the province through the establishment and construction of infrastructure needed for the field such as ski slopes and related transport infrastructures. To this end, the network in the province, especially the paths leading to major tourist attractions, should be developed and refined. Tourism development of mountain climbing and hill climbing as one of the privileges of the province, by equipping the important heights of the province with shelter and roads, providing facilities and welfare services suitable for the accommodation of sports tourists and the establishment of camps and camps in the fair weather areas of the province is recommended to attract various sports teams that are in preparation courses (Fallah et al., 2013). Esfahani, et al. (2009) in a study entitled "Analysis of the Factors Affecting the Development of International and International Sporting Tourism in Iran" and the presentation of the Strategic Model, concluded that in the domestic sport tourism, the most important indicators included services, security and tourist attractions and In foreign sport tourism, the most important factors are security, equipment and facilities of sports events. Also, sport tourism in Iran is within the scope of opportunities and weaknesses of the SWOT chart (Esfahani et al., 2009).

in another study by Zaytoonli (2011), in a research entitled "Identification of Sport Tourism Capabilities in Golestan Province", which has used descriptive and inferential statistics ( $\chi^2$  test) for data analization, it has been concluded that among the capabilities of Golestan province with the development of sport tourism and the attractions of Golestan province have a significant relationship with the development of sport tourism and suggest that the abilities of the Caspian Sea coast and Asuradeh Island and national riding for the development of coastal, blue and summer sports with 79%, the

product (GDP), and sports tourism ranges from 1 to 2 percent of gross domestic product (GDP), although the measurement of the impact of sports and tourism on the whole world is difficult. However, the growth rate of the sports tourism industry is estimated to be around 10% per year (Hudson, 2013).

In fact, sport tourism is an industry that has emerged from the combination of two industries of tourism and sport. In other words, sport is one of the important activities of tourists during tourism, and tourism and travel are accompanied by a variety of sports. The issue of people traveling to attend or watching sports goes back to the ancient Olympics, just since people from different place went to watch the competition of their heroes and were gathered in the mountains of Olympia. But the topic of sport tourism is one of the newest areas of research in the past ten years (Adabi Firoozjah, 2007).

Traveling, because of non-commercial reasons (holiday) or commercial reasons (non-holiday / professional) for attending or viewing sports activities are called sport tourism. Generally, sport tourists include two two main categories: 1. Sport spectators and 2. sports participants (Gemon & Robinson, 2007; Gibson, 2008; Hall, 2011).

Aahvinenen (2013) in a research titled as "Sport Tourism and Destination Markets", the Case Study of Intsburk and Lahti, states that both of these cities have a strong emphasis on winter sports tourism, and while both have a good status in their country, Intsburk is more successful in attracting tourists. Besides, they have a distinctive brand that should be strengthened in this regard. Both of these cities need to develop sports tourism alongside the market and introduce a new sporting event. In a study conducted by Kyu and Lider (2013) in the study of sports tourism in the African continent, some North African countries, such as Morocco, Tunisia, Egypt and other continental countries like Kenya and South Africa, have used existing opportunities for exploiting the oportunity of sport tourism which has greatly increased the time, season, and income from tourism. John Shank (2009) has conducted a research project entitled "Model Explained", a survey of satisfaction with quality of service perceptions on sport enthusiasts. In the presented model it was concluded that

**Keywords:**

Tourism, Sports Tourism, Marine Sports Attractions, Hormozgan Province.

**1. Introduction**

The tourism industry has long been considered by humans, and today it plays a special role in the global economy. In addition, this industry is an effective factor in the interaction of cultures, the dialogue of civilizations, the establishment and consolidation of intercourse among people (Parsaiyan, Arabi, 1382). Tourism and tourism economics are becoming one of the main pillars of the world's commercial economy. In addition, many development planners and policymakers also mention the tourism industry as the main pillar of sustainable development (Renkdin and Mahdavi, 2005). Also, tourism as the largest industry in the world and sports as one of the major and important industries in the present world, combined with them, is one of the most incredible modern services industries, the sports tourism industry (Moein Fard, 2010) The tourism industry is one of the most prosperous sectors of the world, and the countries that have been able to benefit from this industry by their own equipment are equally well-off economically. Tourism is a widespread and diverse activity that takes place in various forms at regional, national and international levels. The World Tourism Organization (WTO) estimates that the average global tourism growth rate for the period 2010 - 1990 is around 1.4%. According to the new WTO report, the number of tourists in the world grows 4.5 percent annually, reaching 1.6 billion by 2020, at the same time, travel costs for tourists around the world grow by 7.7 percent every year to 2 trillion dollars (World Tourism Organization, 2010). Some of these travels are sports tourism. Considering the necessity of strengthening and developing the tourism industry in order to achieve its credibility and real status internationally, it should identify different sectors of this industry and pay particular attention to the most important sectors. Sport is one of these important sectors that can turn into an outreach in the tourism industry, which is referred to as Sport Tourism. In industrialized countries, tourism as a total of 4 to 6 percent of gross domestic

# Investigating the Natural Attractions of Marine Sports Affecting Tourism in Hormozgan Province

**Firoozeh Rezaei Sarakhaei**

Ph.D. student of Sports Management - Qeshm  
International Branch - Islamic Azad University –  
Qeshm - Hormozgan - Iran  
[firoozehrezaei8386@gmail.com](mailto:firoozehrezaei8386@gmail.com)

**Mehdi Savadi**

Assistant Professor- Qeshm International Branch -  
Islamic Azad niversity - Qeshm - Hormozgan - Iran

## **Abstract:**

The purpose of this study was to investigate the natural attractions of Marine Sports which have an impact on the development of sport tourism in Hormozgan Province, from the viewpoint of experts in the field of sport and tourism in the province. The statistical population of the research is as follows: 29 experts from the tourism and tourism organization of the Tourism and Cultural Heritage Administration in the province (2) 42 sports field experts and professors of the university and 8 people are the travel agency libraries in total 79 people). Due to the limited community, the sample is equal to the community and sampling is done in full measure. A researcher-made questionnaire was used to collect information. This questionnaire has 27 items and 5 subscales. The inferential statistical method was used to verify the factor analysis with Varimax rotation in order to determine the factor load for determining the most important sports athletics affecting the development of sport tourism in Hormozgan province and using SPSS20 software. The results of the maritime sport athletics affecting the development of sport tourism in Hormozgan province from the general viewpoint of the experts show that the "natural attractions of sports related to coastal, blue and summer sports" with a factor of 0.80, "Attractions Related to marine tourism "with a factor of 0.88 and" warm water attraction and nature therapy "with a factor of 0.75 are more important in the development of sport tourism in Hormozgan province.