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## The Analysis of Strategic Ecology of Sports Tourism

Rasool Nazari<sup>1\*</sup>

<sup>1</sup> Associate Professor, Faculty Sport Sciences, Isfahan (Khorasgan) Branch, Islamic Azad University, Isfahan, Iran.

### ABSTRACT

**Purpose:** The purpose of this study was to analyze the trend of sport tourism in Isfahan based on Social, Technology, Economical, Environmental, Political and Values (STEEPV).

**Methodology:** For the descriptive-analytic in this study, we used a survey. The statistical population included all faculty members and sport management students, managers of travel agencies, and experts in sport organizations in Isfahan. According to the Cochran formula, the statistical population was 483. But 215 were selected as the sample. After confirming the formal validity of the Check List by ten sports management specialists, reliability was calculated to be 0.89 based on Cronbach's alpha.

**Findings:** The results showed that one of the most important social factors: increasing the share of sport tourism in the leisure time of the people according to their interest in sport tourism; technological: using the capabilities of cyberspace in the development of sport tourism; economical: trying to increase investment in sports tourism; boom Sport: Developing sports tourism to improve the environment; Political: Efforts to improve the status of international societies and values: Use of culture and identity of the city to increase athletic motivation in sport tourism.

**Originality:** In general, implementing unit management in sport tourism policy is suitable for creating synergy. Ultimately, this synergy leads to the realization of landscape in the tourism field of Isfahan.

### Keywords

Ecology  
Isfahan  
Sport Tourism  
Strategic  
STEEPV Approach

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CONTACT Rasool Nazari [nazarirasool@yahoo.com](mailto:nazarirasool@yahoo.com)

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## 1. Introduction

Countries, cities and regions with development indicators face socio-economic problems. Hence natural capital (ecosystem services) is not considered for development (Türe & Türe, 2021). It is imperative in planning the development of structural and natural elements (Alkan, 2021). The feasibility of global environmental sustainability solutions is based on one or more value changes. This framework shows four models of sustainability. Solutions are characterized by productivity concerning welfare and intergenerational equality for the use of the environment. Also, it is interesting by confirming compatibility with alternative justice approaches to utilitarianism (Zagonari, 2019).

Strategic planning is how organizations analyze and recognize their internal and external environment, establish their strategic direction, and create strategies (Nazari & Abedi, 2013). Strategic thinking is the concept of the individual's mental and executive readiness to adapt to the environment's preconditions and change timing. It is not a prediction of the future but the timely recognition of the characteristics of the field of competition and seeing opportunities that competitors are unaware of criticizes. There is little consensus in strategic management literature on strategic thinking (Shapira et al., 2017). In this regard, Elbanna (2016), high autonomy with low control, increases the tension in the organization, resulting in the ineffectiveness of strategic planning. As a result, the organization should prevent failures by using policies, views, and related functions.

Strategic thinking creates internal consistency of responsiveness in a competitive environment. Strategic leaders use strategic thinking to make strategic decisions and develop the field of effectiveness in the setting for the organization (Elbanna et al., 2015). Beginning with the era of organized and moving organizations, organizations must regularly engage in self-organizing processes to respond to environmental demands. Considering the present organizational world, which is the competition of organizations' primary goal, an organization can survive to use appropriate strategies and, while formulating its vision, define its mission, long-term, short-term goals, and strategy. Can stabilize the process of its activities to adapt to changing environments. In this regard, Social, Technology, Economical, Environmental, Political and Values (STEEPV). Model is suitable for analyzing the general environment and strategic thinking. In general, the model is used in problem-solving, decision-making, planning, crisis management, uncertain situations and scenarios. The macro, social, technological, economic, environmental, political, and cultural models are macro variables (Mobini Dehkordi & Heidari, 2014).

Sport has a unique role and identity in most societies (Yao et al., 2020), and various forms are part of many people's daily lives (Jackman et al., 2020). Since exercise involves a degree of physical activity that is beneficial to physical and mental health (Herbert et al., 2020), exercise significantly affects current levels of self-efficacy and the proper orientation in choosing life goals (McCreary et al., 2019). Various researchers have looked at the effects of sports activities, including broad participation and not being age-restricted (Gard et al., 2018), teamwork, freedom and choice, low cost, low importance of competition and win, gender, race, time and place. Cho (2017)

and entertainment, with liveliness and happiness (Gardner & Lidz, 2006), through public exercise to the dynamism and mental health with activity (Sadeghi & Einaky, 2020; Wang et al., 2018).

Sport and physical education development are an essential part of economic and social development in any society. The presentation of strategic plans in different parts of it is significant. The achievements of sport development are widespread and lead to economic prosperity and social prosperity (Nazari et al., 2016). The continuous triumph of nations in the field of sports is a significant issue. Extensive research has been done on the strategic environmental exercise methods in other countries, including in today's fast-paced world, people's development, sports, and the environment through social ecosystems. As a result, according to their mission, many sports organizations from different countries made the strategy and achieved success with its implementation. Some sports organizations have developed their organizational strategy to succeed in their mission (Kennelly & Toohey, 2014).

Layton and Latham (2021) point out that infrastructure provision, the proper use of volunteers, a dynamic and robust economy, and political stability should be considered the main strengths of a major sporting event. Also, the growth of the tourism industry, business development, quality of life, infrastructure improvement, and action are important opportunities for organizers to hold a sporting event. Six major influences on sports tourism include economic benefits, social development, social pride, economic costs, traffic problems and security risks—essential areas for strategic thinking in the tourism industry. Today, the vast tourism industry, especially domestic tourism, has a special place in the countries' economies. Meanwhile, despite Iran's many natural, cultural and historical attractions, Iran has yet to find its position as a tourist destination in global and domestic tourism, especially urban tourism. Therefore, it is necessary to identify the capabilities and potential of tourism in different regions, including cities, proper measures and programs for the optimal use of these potentials, as well as the development and expansion of the positive effects of tourism in these cities, take place (Nazari et al., 2016).

Domestic and foreign tourists have long regarded Isfahan for its historical, cultural and religious works and its cultural and original traditions and attractions. Today, it is also considered one of the most important historical and industrial cities in the territory. National, regional and global are of particular importance. In this regard, the STEEPV model is suitable for analyzing the general environment and strategic thinking. In general, the model is used for problem-solving, decision making, planning, crisis management, uncertain situations and scenario. The significant variables are social, technological, economic, environmental, Political and values. In today's world, when there are tremendous changes in various fields, the environment is confronted with turbulence, and competition has grown a lot. Sports tourism should use a kind of planning that is prospective and environmentally oriented. While identifying Environmental factors in the long-term horizons determines their impact on sports tourism and how it interacts. According to thinkers, strategic planning is a dynamic and rational process. Therefore, considering the above mentioned and studies, the question

is: what is the sport tourism strategy from the perspective of educated and experienced people, and how can we achieve the desired strategy in sport tourism? Does the researcher seek to answer the following questions: Isfahan's optimal design for sports tourism based on the STEEPV model?

## 2. Methodology

The research methodology is descriptive-analytic in applied case studies in Isfahan city since its results cannot be generalized to other cities. In this research, by carefully examining the past and present process of analyzing the trend of sport tourism in Isfahan based on the STEEPV model, based on this analytical model, appropriate strategies were designed and developed to help the tourism excellence in Isfahan. Therefore, six goals and criteria are determined to fill these gaps and distances and then select the appropriate standards for controlling their progress. They include social, technological, economic, environmental culture, politics and values. The study sample was 384 people. They had faculty members and students of the faculty of sport and tourism science, managers of travel agencies, experts in organizations and departments of sports and youth, municipalities, tourism and cultural heritage of Isfahan, divided into two sections of experts in the field of sport and tourism management. The research tool was a checklist of Isfahan sports tourism strategy was designed by the researcher for sports tourism in Isfahan. Ten sports management experts have approved the verbal validity. The reliability was calculated based on Cronbach's alpha of 0.89. Data analysis was carried out in quantitative and qualitative methods. To collect the required information in the quantitative section, we used a checklist. In the qualitative area, intuitive judgments were used. The matrix (QSPM) was used to prioritize the considered strategies.

## 3. Results

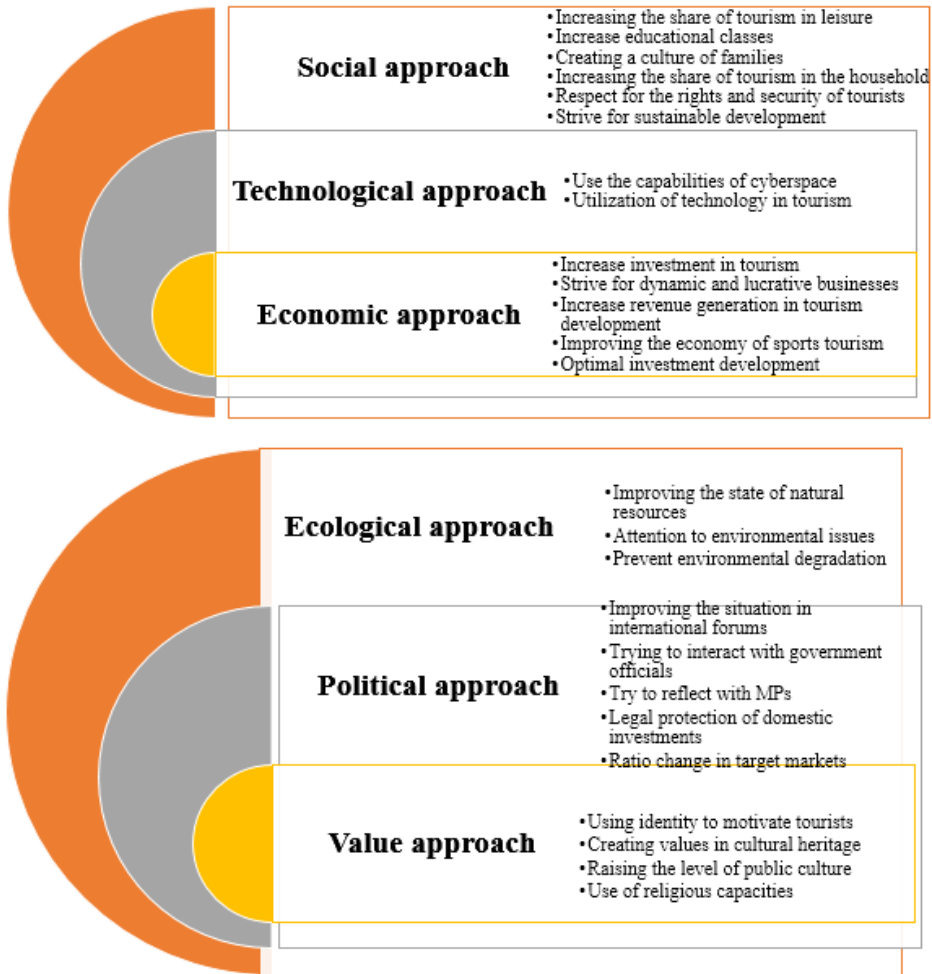
The status of the educational qualification is the least frequently observed in the diploma group with about 4% and the highest frequency of the graduate group with 42.8%. 45% of the statistical population is women and 55% of the male population.

**Table 1.** Strategies for Sporting Tourism in Isfahan using matrix.

Components	Title Strategies
Social Approach	1 An increase in the share of sports tourism in leisure people due to their interest in sports tourism
	2 Increasing the sports classes and workshops related to sport tourism
	3 Cultivating families to encourage children to sport tourism
	4 Increasing the share of sports tourism in the household basket
	5 Observe the rights and safety of sports tourists
	6 Trying to develop sport tourism to reduce the impact of urban life on people
Technology Approach	1 Use of cyberspace in the development of sport tourism
	2 An effort to improve the level of utilization of technology in sport tourism
Economic Approach	1 Trying to increase investment in sport tourism
	2 Trying to boost dynamic and high-performing jobs in sport tourism

Components	Title Strategies
	3 Increases in sports in sport by developing sports tourism
	4 Improving the sports tourism economy
	5 Developing optimal investment for utilizing facilities and resources
	1 Development of sport tourism in order to improve the environment
	2 Attention to environmental issues in the establishment of sports grounds
Ecological Approach	3 Preventing environmental degradation through sport tourism
	1 Efforts to improve the situation in international assemblies
	2 Trying to interact with government officials to pay particular attention to sport tourism
Political Approach	3 Trying to contemplate with parliamentarians to approve the laws of supportive tourism
	4 Legal protection of domestic and foreign investments and providing the grounds for attracting these resources
	5 Changing its position towards the country in the target markets through appropriate investment in advertising
	1 Use of city culture and identity to increase athletic motivation in sport tourism
Value Approach	2 Strengthening religious values in sport tourism
	3 Increasing the role of religion in sports activities using sport tourism
	4 Creating sustainable values in the cultural and religious heritage at the national and international levels for the development of tourism
	5 Raise the level of public culture in the field of sport tourism
	6 Development of sports tourism culture using religious capacities

Based on the findings of [Table 1](#), a list of strategies for social approach with six strategies, a technology approach with two strategies, an economical approach with five strategies, a political process with five strategies, an ecological approach with three strategies, and finally, a value approach with 6 The strategy is listed.



**Figure 1.** Adventure sports tourism strategies Iranian sports adventure tourism.

Based on the findings of the list of strategies, a social approach with six strategies, a technological approach with two strategies, an economical approach with five strategies, a political approach with five strategies, an ecological approach with three strategies. A value approach with the four strategies were obtained.

#### 4. Managerial implications

Politically (P) provides for efforts to improve the situation in international assemblies, interact with government officials, and pay particular attention to sports tourism. Furthermore, it proposes to try to reflect with MPs to approve sports supremacy laws. Also, deregulation minimizing government interference, providing legal support for domestic and foreign investment are more suggestions. Also, providing them with an opportunity to absorb these resources,

shifting their perspective on Iran in target markets through appropriate investment in advertising and increasing domestic sporting tourism to achieve global participation. In terms of values (V), it includes: using culture and identity of the city to increase the athlete's motivation in sport tourism, strengthening religious values in sport tourism, using virtual space to develop ethics in sport tourism, introducing tourism attractions of Iran through the development of sport tourism, The establishment of continuous values in the cultural and religious heritage at the national and international levels for the development of sport tourism, raising the level of public culture in the field of sport tourism, developing the culture of sport tourism using religious capacities and sustainable development of sport tourism with cultural values. The city's resources and sports facilities as the most crucial strategy could be considered. Application of unit management in sport tourism policy is a suitable strategy that can create a complete synergy. this synergy will lead to the prospecting of a landscape in the tourism field of Isfahan. Generally speaking, sports leaders, with regard to adopting the strategies mentioned above, can highlight the sporting goals of sport tourism and provide the conditions for achieving the intended landscape.

## **5. Discussion and conclusion**

The results of this study showed that the long-term goals for sports tourism in Isfahan include: sustainable development of sport tourism in Isfahan citizenship society, development of new technologies in Isfahan sports tourism, Isfahan sports tourism development, promotion of ecological indicators in the development of sport tourism in Isfahan, an increase of share Iran in the world of sports tourism in Isfahan and strengthening religious and religious beliefs in sport tourism in Isfahan.

Based on the findings of the study, the trend analysis of sport tourism in Isfahan based on the STEEPV model was socially (S), which included: increasing the share of sports tourism in leisure time, considering their interest in sport tourism, the increase in funding allocated to research according to The interest of people in sport tourism, the proliferation of classes and workshops related to sports tourism, the rise in the number of sports tourism students, the development of families to encourage children to sports tourism, increase sports tourism in families, try to improve the readiness of experts to respond to Events, observance of the law Security and sports tourism, trying to develop tourism.

Technologically (T) includes the use of cyberspace in the development of sport tourism, efforts to improve the level of exploitation of technology in sport tourism, the establishment and development of research and development centres in sport tourism, and try to improve the approach of individuals to technology in Sports tourism.

Economically (E) includes: trying to increase investment in sport tourism, improving the economic situation of experts with the development of sport tourism, trying to boost dynamic and high-income businesses in sport tourism, reducing unemployment and job creation in sport with the development of sport tourism, Increasing the income in sport by developing sports tourism, improving the sport tourism economy, creating

employment through sports tourism, and developing optimal investment for utilizing facilities and resources.

Ecology (E) includes developing sports tourism to improve the environment and prevent the destruction of the environment through sports tourism.

In general, regarding the analysis of the trend of sport tourism in Isfahan based on the STEEPV model, sports tourism in Isfahan has a few low points and several negative points. Since sports tourism is considered one of the fastest-growing sectors in the relatively new tourism industry, it has identified destinations in both developing and developing countries in the economic and social reconstruction of urban and rural communities, which have seen increasing interest in recent years. It has become a market for domestic growth. So that the sport tourism industry is effective in creating employment and income in the host area if the sport tourism industry is developed and appropriate infrastructure is created. It also has spatial effects, such as changing in different parts of the city, including the street network, residential texture and other parts of the city, and in general, tourism can be transformed into various components such as economy, population and culture and other social characteristics, also affect spatial variations of cities. Of course, in the absence of a coordinated marketing strategy, sports tourism is a low-performing and low-growth market. It is better to do sports sporting activities at different levels, such as sports, for sports tourism in Isfahan.

We can be deduced from these results considering the opportunity identified in the perimeter environment.

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SBJ

# نشریه کسب‌وکار در ورزش

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## تحلیل اکولوژی استراتژیک گردشگری ورزشی

رسول نظری<sup>۱\*</sup> ID

<sup>۱</sup> دانشیار، دانشکده علوم ورزشی، دانشگاه آزاد اسلامی، واحد اصفهان (خوراسگان)، اصفهان، ایران.

### کلیدواژه

استراتژی  
اصفهان  
بوم‌شناسی  
جهانگردی ورزشی  
رویکرد استراتژیک

### نوع مقاله

پژوهشی اصیل

### چکیده

**هدف:** هدف از انجام این مطالعه تجزیه و تحلیل روند گردشگری ورزشی در اصفهان بر اساس مدل STEEPV بود.

**روش:** این مطالعه به روش توصیفی-تحلیلی و از نوع پیمایشی انجام شد. جامعه آماری آن کلیه اعضای هیئت علمی و دانشجویان مدیریت ورزشی، مدیران آژانس‌های مسافرتی و کارشناسان سازمان‌های ورزشی اصفهان به تعداد ۳۸۴ نفر بودند. نمونه‌ها به تعداد ۲۱۵ نفر و بر اساس فرمول کوکران انتخاب شدند. بر اساس مطالعات کتابخانه‌ای، پرسشنامه‌ای برای بررسی عوامل و عوامل خارج از کنترل گردشگری ورزشی در اصفهان در دو قسمت طراحی شد. پس از تأیید روایی و اعتبار آن که توسط ۱۰ متخصص مدیریت ورزشی با استفاده از چک لیست انجام شد، پایایی آن بر اساس آزمون آلفای کرونباخ ۰/۸۹ به دست آمد. برای تجزیه و تحلیل یافته‌ها، از ماتریس استراتژیک استفاده شد.

**یافته‌ها:** نتایج نشان داد یکی از مهم‌ترین عوامل اجتماعی شامل افزایش سهم گردشگری ورزشی در اوقات فراغت مردم با توجه به علاقه آن‌ها به گردشگری ورزشی بود. همچنین، عوامل فناوری به معنای استفاده از قابلیت‌های فضای مجازی در توسعه گردشگری ورزشی، عوامل اقتصادی به معنای تلاش برای افزایش سرمایه‌گذاری در گردشگری ورزشی بود. علاوه بر این، توسعه گردشگری ورزشی برای بهبود محیط‌زیست و عوامل سیاسی به معنای تلاش برای بهبود وضعیت جوامع و ارزش‌های بین‌المللی، و نیز استفاده از فرهنگ و هویت شهر برای افزایش انگیزه‌های ورزشی در جهانگردی ورزشی از عوامل مؤثر در این دیدگاه استراتژی بودند.

**اصالت و ابتکار مقاله:** به‌طور کلی، اجرای مدیریت واحد در سیاست گردشگری ورزشی استراتژی مناسبی است که می‌تواند در ایجاد هم‌افزایی سودمند واقع گشته و در نهایت این هم‌افزایی منجر به تحقق چشم‌انداز در حوزه گردشگری اصفهان گردد.

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