

## The Relation of the Sport Tourism with Job Creation, Income and Poverty Reduction and Investment in Tehran

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### Abstract

Sport tourism is one of the most important areas of the tourism industry in the world and with considering the ancient civilization of Iran and having historical and geographical resources, the context of tourist attraction in our country is too much. Cities, on the other hand, include important economic, social and cultural centers. Hence, tourism is one of the activities that affect these centers. Creation of job opportunities, poverty reduction, promoting the level of people's life of society, development of substructure and many other things, are of the effect of tourism on cities. This research was conducted with the purpose of determination the relationship between sport tourism and job creation expansion, income and poverty reduction and investment in Tehran. The current research is a descriptive-survey research. The researcher-made questionnaire data collection tool contains 49 questions which was designed based on Likert scale and was confirmed its formal and content and final validity. The statistical sample of the research were 150 researchers of the tourism sector experts of cultural heritage organization, managers and those who are involved of holding sport events in sports federations, managers of hotels and residential places, experts of international relations and public relations of the ministry of sports and youth and participant sports tourists in the sport events of Tehran. Data analysis was done at two levels of descriptive statistics and inferential statistics (Exploratory factor analysis and Exploratory factor analysis method) and analyzed by SPSS and LISREL software. The results showed that can be used of the hold sport events in Tehran to attract sports tourists, job creation, development of private and public sector investment, income and promoting the level of people's life of society. Also, the entrance of sports tourists to the city in addition to the short-term and direct benefits following the sport event holding can have long-term and indirect benefits to the city which with planning, sports events not only can be considered as a huge expense, but also it can be the factor of profitability in various dimensions of development.

**Keywords:** sport tourism, job creation, income, investment

### Introduction

In our changing world, every time a group of socio-economic activities gives more attention, and the benefits and importance or limitations and obstacles are discussed and investigated. Perhaps from this perspective, the final decade of the twentieth century can be called the "Atmosphere of Tourism" (Ranjbarian and Zahedi, 2009). The tourism industry is considered as the largest and most varied industry in the world. Many countries regard this dynamic industry as the main source of income, job creation, private sector growth and substructure development. The tourism industry is so noticeable around the world, especially in development countries, which do not have other economic resources, such as the production or extraction of natural resources. Sport, on the other hand, is one of the most important tourist activities in tourism, and tourism and travel It is accompanied by a variety of sports (Moradi, 2006). Sport tourism has more affluence in recent years and it is expanding rapidly as active sport tourism, event sport tourism or nostalgic sport tourism (Sport & Tourism, 2000).

The reason of this affaire can be the attention of the mass media to the sport events and the widespread advertisement about them, leisure increase, the tendency of more people to the sports activities of the rapid growth of industries associated with sports goods and services (Ranjbarian and Zahedi, 2009). In terms of definition, a sports tourist is a person who traveling to a place other than his own place for at least 24 hours and a maximum of one year, and his main purpose is being in a sport event or visit of an attractions related to sport(Honarvar, 2009). also, from the point of view of Gammon and Robinson, sports tourism divided into two parts: (Hard), means sport tourist which travels in terms of active or inactive participate in competitive sports, and (Soft), means sport tourist participation in an activity that is more recreational activity than competitive (Hector, 1388). Sport tourism has many benefits to cities. For example, the hosting of Olympic Games and global sport events as the most important tourism-sports event brings many economic, social and cultural benefits to host cities (Zeytunli, 2007). Obviously, all of these benefits have been created in the cities.

The city is a complex social and physical phenomenon which is under the pressure of permanent development and many quantitative and qualitative changes happen in that (Akbari and Taqvaie, 2008, 31). Cities as the most important tourism destination in the world has various role(Akbari and Taqvaie, 2008, 34-35). Urban managers and authorities by using of national, regional and international opportunities seek gain or stabilization their position as the mother of the world's cities. Managers by gaining privileges and opportunities bring more income for their city and city residents. Some of these opportunities done for serious tournament such as: hosting the Olympic Games, World Cup games, economic and cultural exhibitions, holding scientific conferences, artistic festivals, political congresses, etc. (Movahed 2007: 101 ). The most important reason for the development of tourism in most countries is use of its economic benefits (Movahed, 2010, 119). So, as an example for the 2006 World Cup in Germany, millions of tourists and fans have come to this country, which this affair brings the benefit about 2.68 billion euros to citizen of this country(Moharramzadeh, 2009, 76). Lee and Taylor (2005) estimated that During the World Cup in South Korea, 57.7 percent of foreign tourists were entrance which made the World Cup tourists directly and indirectly. Each of these tourists participate was \$ 242.2, which is 1.8 times larger than ordinary tourists. Based on these numbers, estimated that the World Cup in South Korea has created an economic effect of 1.35 billion dollar of sales, \$ 307 million of income, and \$ 713 million in value added for this country (Udesh et al, 2008).

One of the economic effects of tourism is job creation. The expansion of the tourism industry will create direct and indirect employment in the destination society (Ranjbarian and Zahedi, 2009, 146). It is estimated that at the beginning of the current century, the probability of a regular increase in Jobs related to tourism, will be high unlike many other economic sectors (Maysoun, 2008, 62-61). Germany's Gross National Product growth rate increased to the amount of 2% at the time of the 2006 World Cup. After the end of the tournaments, the German government reported that its income has been more than \$ 400 million during a month of the tournaments holding. The tournament created 50,000 new job opportunities in Germany, and its resulting side effects were released throughout the body of the economy (Hammshahri, 2010). Although Chalip believes that (2006): Despite the centralized policy focused on the economic effect of the sport event, the organizers of sports events and residents of the host society they should pay the social values of the events simultaneously (Chalip, 2006). Generally, job creation is one of the important goals of tourism in international dimensions.

Iran has paid about \$ 1 billion annually for travel expenses of its subjects during the first program. In other words, every Iranian family averages has five members and gives about \$ 85 of his national production share to the global tourism market annually for the boom of this sector without taking a share of this market (Nasirizadeh and Toutunchi, 2003, 212 ). The expansion of the tourism industry leads to direct and indirect employment in the target society. Direct employment includes jobs such as hotels and restaurants employees, airline lines and travel agencies. At the same time, employment in industries that are not in the tourism sector directly but this industry uses of them, they know food industry, health, treatment indirect employment (Ranjbarian and Zahedi, 2009, 146). Weed and Boul (2004) believed that sport tourism has been known widely as a reason for growth of economic and investment (Higham, 2005, 96). Usually the effect of teams hosting or professional tournaments on cities is beyond its financial effect, and the employment of these activities is in the direction that leads to the economic development of the labor force (Malek, 2006). Chalip (2003) knows wealth and job creation as short-term and direct benefits of the presence of sport tourists in the host country. Preuss (2000) also has been mentioned some indicators in the context of sport events hosting such as: the attraction of investment, job creation and business opportunities (Preuss, 2000). In general, the necessary investment to a job creation in the tourism industry is less than other economic sectors.

The advantage of this industry is that the imported foreign exchange by tourists has been divided in all branches of the economy disciplines of the country and increases the employment coefficient significantly. Imported currency to the country in all units which are related to the tourism industry, such as restaurants, hotels, airline, sea, land, bus, taxi, and many other

activities of this industry is progressed, and it leads to profitability. (Doroshki, 2009). Hence, sport tourism can have various effects such as: economic, employment, socio-cultural in society. Sport tourism is one of the most important areas of the tourism industry in the world, which, this is a new category like many parts of this area in Iran and still many people are not aware of the status of this area in the industry (Mohramzadeh, 2009, 45).

Some countries have done well in the context of expansion and utilization from tourism and sports tourism. For example, tourism has become Australia's main industry in the last decade and its share in employment is 8%, GNP is 5.8%, and about 15% of income is export (sport & Tourism, 2000). Turkey by concentration on sport tourism and holding the Fiba World Championships, compensate for the created financial losses in 2009. Based on the provided statistics, Turkey's financial income in the last four months of 2009, by earning \$ 5 billion more profit has earned more than 11 incomes (Rasty, 2010). Iran and in particular Tehran, also is the host to various sports events annually. Based on the Fourth Development Plan of Iran, it should be host of at least 5 million tourists annually by the end of 2009, the number that should reach to 20 million by the end of 2024, and in the meantime cannot be ignored of the share and the position of sport and holding of sport tournaments simply. Considering that the tourism causes the development of the city in various dimensions and increases of income, investment and employment are of some of these dimensions, also considering that various sport events are held in Tehran which attracts many sports tourists, this question propounded that whether there is a relation in the current situation between sport tourism activities in Tehran with job creation, income increase and investment development? Therefore, this research seeks to investigate improving the status of utilization of sport tourism in job creation development, income and investment with the investigation of the point of view of experts and those who involved in this field.

### **Methodology**

The method of this research is descriptive and has been conducted in the form of survey. The statistical sample of research, which was selected targeted randomly and according to the estimating volume of society, was 150 experts of the tourism sector of the Cultural Heritage Organization in Tehran, all managers and those who involved of sport event holding in sport federations and other relevant institutions, all managers of hotels and valid residences, all managers and officials of the public and international sports federations, all managers and experts of public relations and international organization of physical education and participated sport tourists in sports events in Tehran.

The research collecting tool has been made a questionnaire that contained 54 questions which after examining of professors and performing exploratory factor analysis, 5 questions deleted for investigation the validity of construct and categorizing questions based on the specific goals of the research and finally, a final questionnaire designed with 49 questions. Finally, the durability of all questionnaires was confirmed (Chronbach's Alpha = 0.95). Indexes of descriptive statistics were used to describe the data related to the demographic characteristics. At the level of inferential statistics the statistical analysis of exploratory factor analysis of internal parallelism analysis was used to investigation the validity and durability of the questionnaire and confirmatory factor analysis method was used to investigation the relation between variables. All of these analyzes were conducted by using of using SPSS and LISREL software.

### **Research findings**

Descriptive findings showed that the mean age of the statistical samples was 33.17 years and the lowest age group was related to sports tourists. Most of the statistical samples of the research were female (59.7%) and men (40.3%). Most of the research samples had undergraduate education (40.7%) and doctoral studies had the lowest percent 1.3%. The field of study of most respondents was non-physical (64.7%) and those who have degrees in physical education field include 30 percent.

The following figure shows the results of the confirmatory factor analysis of the research variables as standardized coefficients.

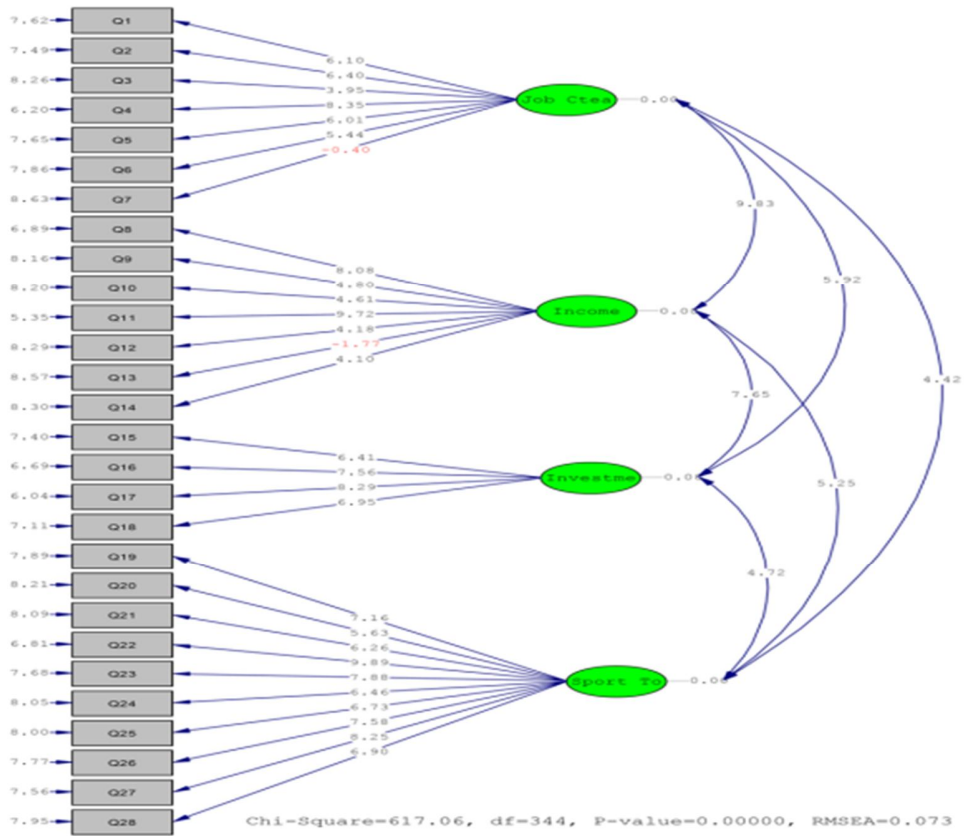


Figure 1 - Confirmatory Factor Results of Research Variables (Standardized Coefficients)

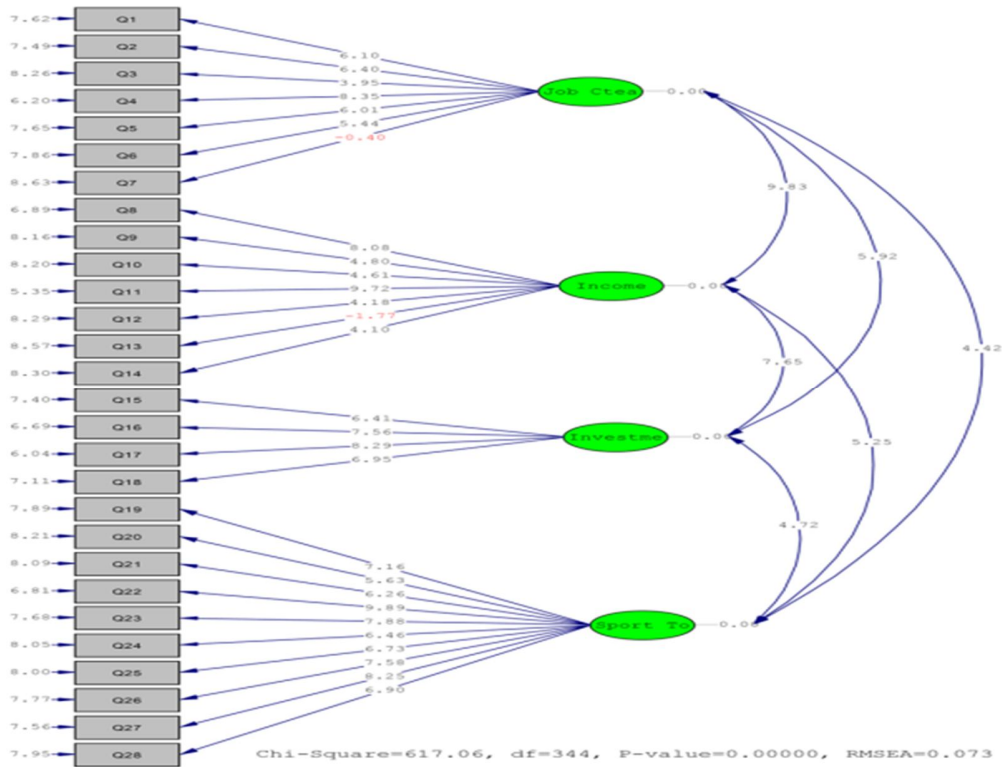


Figure 2- Significant coefficients t Affective factor analysis of research variables

As can be seen above, the results of the confirmatory factor analysis which coefficients of covariance between the two variables of job creation and sport tourism are 0.41 and the significance level of t between the mentioned variables is 4.42, which is greater than 1.96 + (Table 1) . Therefore, there is a significant relationship between job creation and sport tourism. In this regard, the most important factor related to Q4 (new jobs creation) is 0.69 with factor load.

**Table 1 Results of the correlation test between job creation and sport tourism**

Variables	Covariance coefficient	T value	The significant extent of t
Job creation	0/41	4/42	+1/96

Also, the results of the confirmatory factor analysis between the sport tourism variable and poverty reduction and income showed that the covariance coefficient between these two variables is 0.46 and the significance value is t 5.5, which is greater than 1.96 + (Table 2) . Therefore, there is a significant relationship between sport tourism variable and poverty reduction and income. In this regard, the most important factor related to the Q11 (reduction of the unemployment rate in the city) is with a factor of 0.77.

**Table 2: The results of the correlation test between poverty reduction and income and sport tourism**

Variables	Covariance coefficient	T value	The significant extent of t
Poverty reduction and income	0/46	5/24	+1/96

The results of the confirmatory factor analysis between the variable of investment and sport tourism indicated that the covariance coefficient between these two variables is 0.43 and the significant value is 4.72, which is greater than 1.96 + (Table 3). Therefore, there is a significant relationship between the variable of sport tourism and investment. In this regard, the most important factor related to Q17 (investment in service sectors related to sports events) with a factor load is 0.70.

**Table 3: Results of the correlation test between investment and sport tourism**

Variables	Covariance coefficient	T value	The significant t
Investment	0/43	4/72	+1/96

## Discussion and Conclusion

The results of the current research showed that, according to the average of 33.17, the statistical samples are relatively young and, apart from the statistical sample of sport tourists, other samples did not have a tourism experience and in particular sport tourism, and in some locution they had delay in terms of responding. Also, the descriptive results of the research showed that non-physical education fields with a percentage of 64.7% even in sport organizations have a higher percentage. On the other hand, most statistical samples had a bachelor's degree. Therefore, it seems that the samples expressed their point of views empirically and the expertise in the mentioned organizations has not special status.

Therefore, in order to attract tourists and operation of the tourism industry, according to the potentials of Tehran, as well as holding tourists attracted events, and using of this industry for the development of various dimensions of Tehran, in addition to the experience, should be used of experts and individuals with higher degree of education and also the possibility of scientific gradation and using of his innovation and creativity should be provided according to his young age. The results of the current research indicates a significant relationship between variable of sport tourism and job creation, which is correspond with the findings of Prius (2000), Chalip (2003), Yuan (2003) and Bad (2004). Prius (2000) believes that there are numerous indicators in the context of hosting sport events in the society, which new jobs creation is of these indicators. Chalip (2003) believes that the jobs creation opportunities are one of the short-term and direct benefits of the presence of sport tourists in the host society (Giyami Rad and et.el, 2008).

Yuan (2003), by expressing that tourism and sport are two vital elements in global economy and can create many beneficial effects for different societies. One of these effects is job creation (Moein Fard, 2010, 137). Bad (2004) also expresses that the effect of tournament hosting and sports teams have in cities is far beyond financial effects, and one of these effects is the job creation of these activities, which causes the economic development of the workforce (Malek, 2006). Each researcher has expressed the effect of job creation variable in the entrance of sports tourists in host societies, and considers this variable as a positive effect of sports events holding in the organizer city. These findings are also correspond with the research results

of Sediq zeraati (2005), Malek (2006), Doroshki (2009), Jalali (2007), Zeytounli (2007). This research which conducted in different statistical societies, all came to this conclusion that there is a relationship between the development of sport tourism and job creation, and this factor mobilize all small and large industries and business conditions (direct and indirect). Therefore, it seems that the most important factors which follow the affected presence of the sports tourists are the creation of new jobs in the city with a factor load of 0.69, the job creation of local people with a factor load of 0.55 and the creation of job opportunities directly and indirectly with a factor load of 0.53.

Also, the results of this study showed that there is a significant relationship between sport tourism variable and poverty reduction and income. These findings correspond with the results of Bad Research (2004), Kim et al. (2005), Darkey and Horen (2009), Ashworth and Page (2010). Bad (2004) believes that the effect of teams hosting or holding professional city competitions is beyond its financial effect that this can have effect on the quality of life of the inhabitants of the host cities. It is also specified that social resources and effects of the host city of sports events such as economic ones are important. These effects can include increase of society honors and quality of life (Kim et al. 2006).

Sport events and activities related to them make specific opportunities for host countries and exposed the mentioned region and the host country, and causes social development in a tangible and intangible way (Darkey, and Horen )(2009). As tourism gains are economic benefits, tourism share in the main economic benefits of cities, but cities which have economy related to tourism may have the least of these benefits (Ashworth and Page 2010). Of course, this theory is not corresponding with this research result partly. The results of current research are corresponding with the findings of Zeytounli (2007), Doroshki (2009). By identifying the regions that have potential and actual capacity of tourism and sports and investing in them, the income of its people can be increased.(Zeytounli, 2007). Apart from the effects of section, the overall effects of the development of sport tourism also achieved in the city. For example, in addition to the entrance of tourists, increases employment coefficient. Imported currency has been divided by this group in all branches and economic fields of the country, and also promotes the tourism industry units and brings profitability (2009). One of the most important factors in the significantly of this hypothesis regularly are: reduction of unemployment rate with a factor load of 0.77, promotion of people's life conditions with a factor load of 0.66 and increase the airline income with factor load of 0.42.

On the other hand, results showed a significant relationship between a variable sport tourism and investment. Therefore, tourism now can be used to investment development and its related elements. In other words, holding sport events in Tehran have led to investment development. These findings correspond with the results of researches by Prius (2000), Yuan (2003), Weed & Bowl (2004), Edwards et al. (2008), Master et al (2008), Urmilla and Suart (2009). Prius (2000) believes that there are many indicators in hosting sports competitions context in the society, investment attraction is one of these indicators. Yuan (2003) expressed that tourism and sport are two vital elements in the global economy, can have a significant effect for different societies. New investments, for example, for building substructure can be one of these effects. On the other hand, sport tourism is known as the reason for economic growth and investment (Weed & Bowl 2004). On the other hand, according to the economic and social effects of tourism in the urban environment, can be recognized that as an industrial in order to marketing of a variety of products in the host society. (Edwards et al, 2008).

The government and private sector entrepreneur should strike out to development of sport tourism. According that sport tourism has a great economic potential, private sector should in sports destinations (Master et al., 2008) (Honarvar, 2009). It has also specified that the 2010 World Cup has increased profits for local business, and the host society citizens were agreed to creating economic opportunities at the event venue (URMILA and SUART, 2009). Despite of the fact that the mentioned researches does not refer to the result of the current research directly, but the thinkable result is that with the sport events holding in the city, The markets of the presentation of sports services has boomed, and supporters and investors can take advantage by considering this issue. . Also, the results of this study correspond with the findings of Qasemi (2006), Malek (2006). The tourism industry is a brisk retail market, which brings significant benefits to countries that they invested in it. Australia is one of the countries that have achieved many benefits of this issue (Ghasemi, 2006).

Malek (2006) also expressed that sport events holding have a positive role on the economic growth of host areas and attract investment and financial support. At the Olympic Games, financial supports and investments of companies and sponsors has been allocated 34% of the main sources of income to themselves. Other effective factors is significant factors in the significance of this hypothesis are as follows: "Investment in service sectors related to sport events with a factor load of 70%, increase of financial support of private and public companies with a factor of 0.44 and investment in the private sector in the city with a factor load of 0.56. According to the results of current research, there is a significant relationship between

sport tourism and job creation, investment, poverty reduction and income generation from the viewpoint of managers and sport experts and hotel and Residences managers in Tehran and sports tourists. Therefore, sport events holding and the entrance of sports tourists in Tehran can make profit in creation of new job opportunities, private and public sector investment, and also raise the level of citizen life.

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