

# The effect of sports tourism motivations on indigenous and non-indigenous people with emphasis on active sports tourism behaviors

Code: 1079

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## Introduction:

Tourism industry is one of the largest industries in the world and sport is one of the most common motivating factors for tourists and sports tourism is derived from these two industries (1). Sports tourism is growing rapidly in the tourism industry all over the world. Iran is also one of the unique countries in the world in terms of climate and one of the most attractive countries in the world for tourism and based on evidence, has great potential for the development of sports tourism (2). The purpose of this study was to investigate the effect of sports tourism motivations in indigenous and non-indigenous people with emphasis on active behaviors of sports tourism.

## Methods:

This research is descriptive-analytical and of applied type. The research samples consisted of 559 men and women of indigenous and non-indigenous people over 18 years of age who were in different sports. Data collection tools were two standard questionnaires including motivational information source (Hongenberg et al., 2016) and sports tourism motivation (Hongenberg et al., 2016). Pearson correlation test and Friedman ranking using SPSS24 software were used to analyze the collected data.

## Result:

The results showed that there was a significant correlation between all sources of motivational information and sports tourism motivation and also the ranking results for native and non-native athletes showed that the most important source of motivational information was exploration and physical fitness, respectively. Interestingly, the least important source of motivational information in both groups was internal resources (individual memory).

## Discussion & Conclusion:

Therefore, according to the results, it is suggested that the organizers of competitions and sports events in the marketing of these events always pay attention to the motivations of athletes and provide conditions that always pay attention to these motivations.

## References:

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2. Baharan, P., and Foroughipour, H., and Aghaei, N. (1400). Designing a sports tourism development model with emphasis on natural factors (Case study: Lorestan province). *Strategic Studies in Sports and Youth*, 20 (51). 255-272.