

## **Shahrood sport tourism planning using SWOT technique with emphasis on natural attractions**

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### **Abstract**

The purpose of this study was to re-identify the potential environmental and natural attractions that can affect the sport tourist attraction development from perspective of experts and pundits in Shahrud and determine the importance rate of each variable. This is a survey research analysis. At first, a list of environmental attractions and sport natural potential were prepared in the study area. Then, through using geographical information system (GIS) and land use map layers overlaying technique and also Transmittal, Shahrud city natural attractions were prepared for the first time. Information layers overlaying has been done by Arc GIS software edited version. In the following, through a questionnaire in the form of Likert, which its validity was approved by professors, and, its reliability was obtained ( $\alpha = 0.95$ ) by Cronbach alpha, were consulted. The statistical population of this research includes four different groups of tourism, environment and natural resources experts, university teachers, sport and exercise experts, managers and relative staffs of tourism travelling official tours. Statistical sample of (n=26) samples available of total population of (n=40) have been achieved. In this study, Factor analysis was used for analysis. Also, the results of internal and external factors collected in separate matrix implied that the total value of weakness and strengthen point was (M2.229); it indicates that the weakness points defeated the strengthen points; the total value of threats and opportunities was (M=2.253) which indicates that threats defeated the opportunities. Hence, the chosen strategies are defensive.

***Keywords: Sport Tourism, Environmental Attractions, Ecotourism, Sport management, Desert running***

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### **Introduction**

In many regions, especially those with unique and unique nature, tourism is a response to economic needs (Jennifer et al. 2010). Tourism accounts for 11% of the world's gross domestic product, with 200 million people every year, out of every 12 people working in the world. Tourism is recognized as the world's largest industry and one of the most widely-developed sectors in today's societies, accounting for more than a third of the total value of global trade services (UNWTO, 2006). According to statistics provided by the World Tourism Organization (WTO), in 2013, around 087.1 billion tourists have traveled around the world. This figure has increased by 5% compared to 2012. By 2020, international tourism will reach about 6.1 billion by 2020 (UNWTO, 2016).

Accordingly, international tourism revenues with a surplus of \$ 48 billion in 2014 reached a record \$ 1,245 billion, and, with an estimated \$ 221 billion in other revenue generated through international passenger transportation, the total international tourism revenue was as high as 1.5 trillion dollars. On the other hand, in 2013, about 1.087 billion tourists traveled to different countries. According to the World Tourism Organization, by 2020, the number of tourists in the world will reach more than one billion and 600 million, and more than 50 percent of the problem of employment in developing countries can be solved through this industry (UNWTO, 2014). Sustainable tourism is a kind of tourism that refers to environmental considerations in the natural arena. This idea is of interest to global assemblies in order to protect more natural ecosystems (Castellani & Sala, 2010; Bimonte & Punzo, 2003; Neto, 2003; Wells, 1997).

Also, this type of tourism, while fulfilling social and economic needs, is also a tool for controlling environmental quality (Ceballos-Lascurain, 1996; Açıksöz et al. 2010). International statistics and the views of tourism experts suggest that this industry will become the world's largest industry by 2020, providing significant economic

income and numerous job opportunities for different countries, and will play an important role in poverty eradication of deprived and undeveloped regions. Made Across the globe, one of the well-developed sections of tourism is sport tourism (NDNTM, 2007; Gratton & Taylor, 2010; Jago et al. 2003; Funk & Brunt, 2007). The relationship between sport and tourism has been increasingly recognized in recent years (Gibson, 1998; Higham & Hinch, 2002; Standeven & DeKnop, 1999; Lee & Taylor, 2005). Sports tourism is defined as "recreational travel, which causes people to leave their community or place of residence in order to participate in physical activity, watch physical activity, or encourage and favor the attractions created by physical activity" (Gibson, 1998)

Both sports and tourism are now emerging as fast-growing industries in the world of economics. Although sport tourism is not an emerging phenomenon, however, it has been considered as an economic development strategy in recent years (Lee & Taylor, 2005; Daniels et al. 2004; Daniels, 2007; Gelan, 2003 Higham & Hinch, 2002); In fact, the resources and infrastructure needed for tourism and sport are often shared (Standeven & DeKnop, 1999). These include natural environment, construction equipment, transportation, services and facilities.

Sport tourism is a term that has emerged from the combination of the two industries, "tourism" and "sports". In other words, sport is one of the important activities of tourists during tourism. In 2001, the World Tourism Organization (WTO) and the International Olympic Committee (IOC) launched a global conference entitled "The Relationship between Sports and Tourism" (Keller, 2001).

Sport tourism; in fact, it is a kind of travel for non-commercial reasons for observing or participating in sports activities away from the place of residence (Hinch & Higham, 2003). Obviously, given the importance of sustainable tourism, this kind of sports tourism is also considered to be sustainable sport tourism. Because observance of the environmental aspects associated with tourism and sports activities is considered. The interaction of these three domains is shown in Fig. 1.



**Figure (1): The relationship between sport, tourism and the environment (UNWTO, 2014)**

In the past decade, several studies have been done on sport tourism and the role of various factors in the development of sport tourism. Literary (2005) concluded that in Iran, attractions that are less influenced by seasonal phenomena as well as more diverse activities, have longer tourist season and are more important in the development of sport tourism in Iran.

Honaver (2003) introduced the interest in culture, art and architecture as well as the existence of nightlife in the country as one of the most important factors in the development of sport tourism. Quo (2003) points out that other types of tourism, in which the main goal is to exercise, are significant. For example, the presence of natural attractions such as wildlife, waterfalls, lakes, mountains and forests is very effective in developing sports tourism. Cusacee (2005), sporting attractions that are more important in India include winter sports such as skiing and skating. Andosa and Miranda (2005) found that sport attractions in Spain, water sports, and walking and walking were more important in attracting sports tourists, respectively. Peredoche and Cooper (2010) pointed to the importance of ecotourism in the development of local Indonesian economy. Marubla (2011) emphasizes the importance of stakeholder involvement in the development of the tourism industry in Botswana. Mousavi et al. (2013) examined the positive and negative aspects of sports ecotourism development in western Mazandaran. The results indicate that coastal pollution and forest ecosystem degradation have been one of the most important negative effects of sport tourism in the region. Also, economic prosperity and the creation of seasonal jobs are also the most prominent aspects of this activity. Fial and Zhao (2010) studied sustainability in sport and tourism, and outlined its basic principles and steps. They also introduced top and successful

examples globally. Zhou (2009) explores the resources and the industry for sustainable development and sports ecotourism.

In the National Documentation on the Management and Development of Sustainable Tourism and Tourism, developed by the Tourism, Handicrafts and Cultural Heritage Organization, The whole country is divided into 7 tourism districts (Cultural Heritage, Handicrafts and Tourism Organization, 2011). According to this document, various provinces of the country are classified according to climatic, geographical and cultural conditions in separate tourist areas, and for each one, a program is planned in three short, medium and long term phases. The city of Shahrood, located in Semnan Province, is located in the Alborz Zone (District 1). Accordingly, the sustainable tourism development program for the region is scheduled for 2015.

In Iran, the National Perspective document emphasizes that we should attract at least 20 million tourists in 1404, but how much this issue can be adapted to today's realities, has a great deal of critique and debate. Because evidence suggests a serious weakness in attracting tourists, especially in the arrival of foreign tourists. At present, only about 0.1% of the total number of tourists in the world belongs to Iran, and this figure is very low due to the types of attractions in the country (Islamic Consultative Assembly, 2012). Undoubtedly, much emphasis and emphasis on tourism attraction and success in this area can lead to the creation of many related businesses, which indirectly prevent the occurrence of many serious and dangerous crises in the community.

#### **Research goal**

The aim of the research is to identify the potential of the environment and natural attractions affecting the development of sustainable sport tourism in Shahrood, from the point of view of experts and experts, and determine the importance of each of them. In fact, changing the attitude of purely sports is one of the main goals of this research, because there are many tourist opportunities in all events at different levels of the interior and exterior. Because of this research, the opinion of experts and experts on each of the environmental attractions will be identified, thus, it can be more confident in this area to develop sustainable sports tourism industry. This can contribute to improving the quality of tourism industry in the region, avoiding waste of time and capital as well as environmental degradation. Also,

a comparison will be made between the results obtained and the plans designed to develop sustainable tourism in the city.

**Materials and methods:**

**Geographic area of research**

The study area is located in Shahroud, Semnan province. Shahrud is located along the longitude of '37 19 'and 30 (35 and in the northern hemisphere between the wings' 32 54' and '2 57'. Figure 2 shows the geographic location of Shahrud in the world and in Iran. The area of this city is 27339 square kilometers and the annual rainfall is 157 mm. The mean temperature is -14 ° C and the mean maximum temperature is -42 ° C (IMO, 2011). The total population of the city was about 225,000 and based on population and housing censuses (Statistics Center of Iran, 2016). Shahrud is located on the southern slopes of the Alborz Mountains and has beautiful natural landscapes and landscapes. Part of its forests belong to the Hirkani era. Since this area is located on the Silk Road, it has two types of historic and natural attractions. The two protected areas of Turan and Khutijalah, a wildlife refuge and a national park, as well as two forest districts (cloud forest and Olang jungle), represent the natural potential of this region. High and unique biodiversity in this city is very significant. The presence of different species has increased the capabilities of the region for conservation and tourism (Shahnama, 2009; Environmental Protection Organization, 2006).

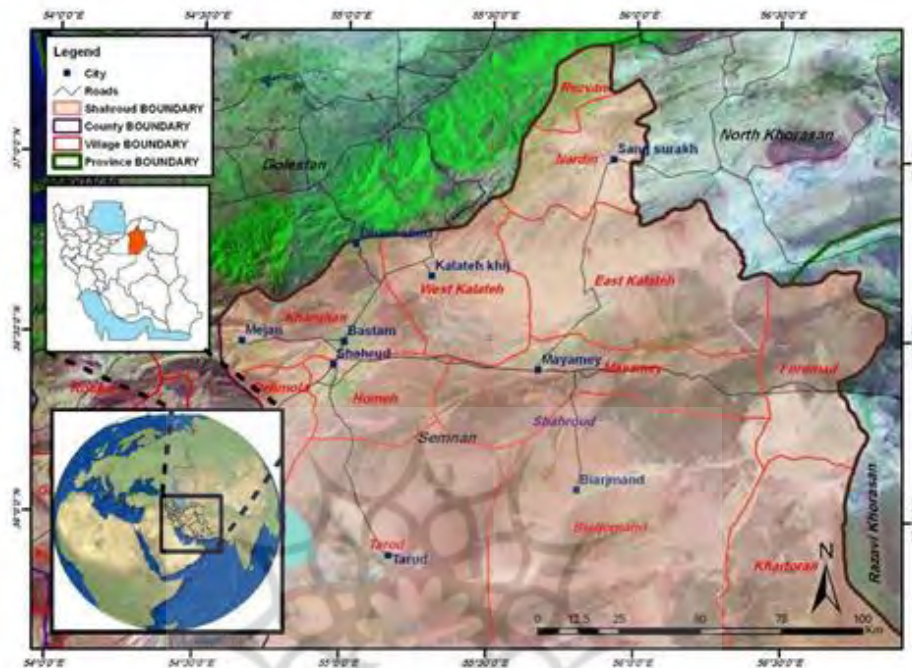


Figure 2: Geographical location of the study area in the world and Iran

### Methodology:

This research is a survey and field survey conducted in two parts. In the first part, we gathered basic information about the sport tourism status and environmental status of Shahrood. Subsequently, a list of environmental attractions and natural sport potentials was prepared in the study area (Table 1). Then using Geographic Information System (GIS), Layering Overlay (IO), land use map and distribution of natural attractions of Shahrood city were prepared. This was aimed at increasing the accuracy of locating attractions and determining the distance from residential areas and surrounding areas. Which will be used as the necessary information layer, especially for future and similar studies. The overlay of information layers has been performed by ArcGIS software version 9.2.

In the second part, using the Likert spectrum questionnaire, a researcher-made questionnaire with 33 questions was designed. To assess its content validity, 6 university professors (with expertise and experience in tourism and sport) and 8 subjects Experts from the field

of tourism, leisure, sports and the environment were referred and after receiving their comments, the number of questions fell to 20 questions. To assess the reliability of the questionnaire, a preliminary study was conducted and 25 questionnaires were analyzed in a sample similar to the mother's community (40 people) and its reliability was confirmed with  $\alpha = 0.95$ . The statistical population of this study is experts in tourism, sport and environmental activities in Shahrood (native and immigrant). For this purpose, four groups were asked: 1(tourism experts (n = 8), 2) environmental and natural resources experts (n = 14), 3) faculty members and physical education experts (n = 11), and 4 officials and managers of tourism tours at the level of Shahrood (7 = n). The statistical sample was obtained from 26 (n = 26) available samples from the total population (N = 40). Through this questionnaire, the level of interest and realization of the benefits of various environmental attractions and natural potentials of Shahrood city was measured. To analyze the factors, factor analysis was used to determine the importance of each factor. This means that various factors are investigated in relation to a subject, and the best ones are chosen for future plans.

The KMO test was used to determine whether data on sports tourism development factors were suitable for factor analysis. The test value is always between 0 and 1. If this value is less than 0.5, then the data will not be suitable for factor analysis, and if the value is between 0.5 and 0.7, then more precise analysis can be done on the factors. But if this value is more than 0.7, the correlation between the data for the factor analysis is appropriate. The KMO value of this test in the current research data is equal to  $\beta = 4.7$ , which indicates the acceptability of the factors. Figure 3 shows the research process

**Table (1): List of Sport Attractions in the Study Area (Shahrood County) Sports Attractions**

(A) Natural sports attractions related to wilderness
1 Attractions related to Caravanur tours in desert deserts
2 attractions related to desert and desert
3 attractions related to desert and desert rallies (motor racing and motorcycling)
4 Attractions related to bikers in the desert
(B) Attractions related to plowing and nature tourism
5 attractions related to the quiet and walking and marching and mountain biking in the natural slopes
6 Biking and mountain biking attractions on slopes and promenades.
7 Riding-related attractions (horses, camels, etc.) in slopes, meadows and deserts
8 Attractions related to golf sports in the resort
(C) Mountains, mountain climbing and caving attractions
9 attractions related to hiking, climbing and conquering the hills
10 attractions related to climbing and climbing
11 Cave and Cave related attractions
D Attractions related to winter sports
12 winter skiing attractions
13 Attractions in winter snowfall



E Attractions related to aerobatics
14 Attractions related to kitesurfing
15 paragliding attractions
(C) Attractions related to shooting
16 archery related attractions (match / practice)
17 Attractions related to shooting with weapons (racing / training)
(G) Forest and wildlife attractions
18 Attractions related to habitat and stay in nature
19 attractions related to observing and photographing nature and wildlife
20 Attractions related to education and research related to sports and recreation in nature

Source: Research findings

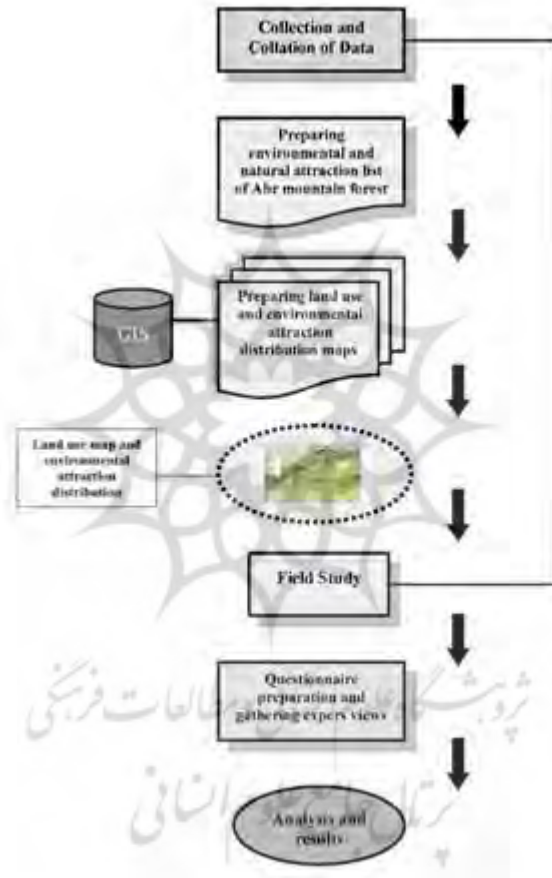


Figure (3): Research Process and Study Steps

### Results and findings

a list of environmental and natural attractions of Shahrood was prepared using information and research resources and field observations. Also, through the integration of information layers, the position of the major natural attractions of the area is shown in Fig. 4. According to the maps, the southern and eastern parts of the study

area are desert (about 17%). In this section, there is also a protected area and a national park, which is actually the largest national park in Iran. Large parts of the region (about 60%) are covered by pastures and plains, which is mainly part of the central part of the study area. Mountains (about 20%) and forest cover (about 10%) are located in the northern part of the region.

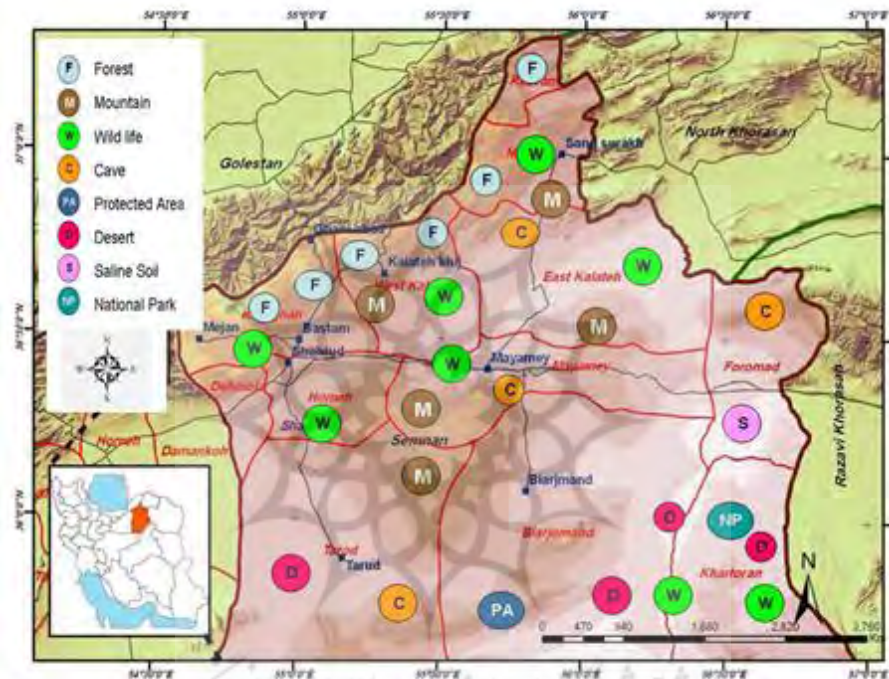


Figure 4: The location of natural attractions in Shahroud

On the other hand, the results of data analysis indicate that from the experts' point of view (26 people), the most important natural factors affecting the development of sport tourism in Shahroud, are in two categories. Thus, according to the organizers of tourism tours and physical education experts, the most important natural factor affecting the attraction of tourists in the region is attraction of deserts and deserts. While, from the point of view of tourism and cultural heritage experts, as well as environmental and natural resources experts, the main factor in attracting sports tourists in the area is the attraction of forest and wildlife (Table 2). Table 3 lists the factors and factor load obtained by each expert group of experts.

**Table (2): Prioritizing natural resource factors and each role in sport tourism development in Shahrood**

Row	factor	factor load (β)			
		Tourism and cultural heritage experts	Physical Education Expert	Environmental and Natural Resources experts	Tour operators
1	Deserts and Deserts	0/785	0/775	0/77	0/85
2	Attractions of hills, mountains and caves	0/735	0/724	0/76	0/714
3	Snow attraction	0/7	0/64	0/75	0/67
4	Attractions for recreational aviation	0/5	0/61	0/69	0/6
5	Forest and Wildlife Attractions	0/916	0/752	0/83	0/64

Source: Research findings

**Table (3): Factor load of each factor based on expert opinion of specialized groups**

	Natural attractions Sports	Tourism	the environment	Tour organizers	Physical Education
<b>(A) Natural sports attractions related to wilderness</b>					
1.	Attractions related to Caravanur tours in desert deserts	0/85	0/818	0/914	0/775
2.	attractions related to desert and desert	0/8	0/818	0/914	0/756
3.	attractions related to desert and desert rallies (motor racing and motorcycling)	0/65	0/709	0/8	0/825
4.	Attractions related to bikers in the desert	0/65	0/74	0/771	0/743
<b>(B) Attractions related to plowing and nature tourism</b>					
5.	attractions related to the quiet and walking and marching and mountain biking in the natural slopes	0/65	0/8	0/82	0/793
6.	Biking and mountain biking attractions on slopes and promenades.	0/65	0/69	0/771	0/78
7.	Riding-related attractions (horses, camels, etc.) in slopes, meadows and deserts	0/9	0/83	0/771	0/75
8.	Attractions related to golf sports in the resort	0/4	0/52	0/4	0/54
<b>(C) Mountains, mountain climbing and caving attractions</b>					
9.	attractions related to hiking, climbing and conquering the hills	0/9	0/87	0/82	0/825
10.	attractions related to climbing and climbing	0/7	0/8	0/771	0/725
11.	Cave and Cave related attractions	0/65	0/78	0/62	0/64
<b>D Attractions related to winter sports</b>					
12.	winter skiing attractions	0/65	0/76	0/57	0/58
13.	Attractions in winter snowfall	0/75	0/74	0/771	0/706
<b>E Attractions related to aerobatics</b>					
14	Attractions related to kitesurfing	0/6	0/69	0/6	0/61
15	paragliding attractions	0/4	0/69	0/6	0/61
<b>(F) Attractions related to shooting</b>					
16	archery related attractions (match / practice)	0/4	0/72	0/57	0/706
17	Attractions related to shooting with weapons (racing / training)	0/3	0/83	0/65	0/75
<b>(G) Forest and wildlife attractions</b>					
18	Attractions related to habitat and stay in nature	0/95	0/9	0/85	0/73
19	attractions related to observing and photographing nature and wildlife	0/95	0/81	0/82	0/82
20	Attractions related to education and research related to sports and recreation in nature	0/85	0/76	0/71	0/69

Source: Research findings

**Table 4: Matrix of internal and external factors and identifying the strengths, weaknesses, threats and opportunities of sport tourism development in Shahrood**

	Strategic internal factors	Weight	Weight rating	points Current rating of weight
Strengths	1- Variety of transportation system in Shahrood province and city	0/02	3	0/06
	2- Welfare services such as a restaurant, coffee shop and a tourist garden	0/04	3	0/12
	3. There are some volunteers and sports enthusiasts	0/02	3	0/06
	4- Holding indigenous and local sports competitions in various branches	0/05	3/3	0/165
	5. Attractions of local and natural, ancient and cultural variety and attraction in Shahrud	0/06	4	0/24
	6. Availability of sports tourism paths (accesses) in the area	0/03	3	0/09
	7- History of provincial sports competitions and events (though small)	0/04	3/2	0/128
	8. Having the city of sports clubs (riding, climbing, etc.) and tourism offices	0/05	3/2	0/16

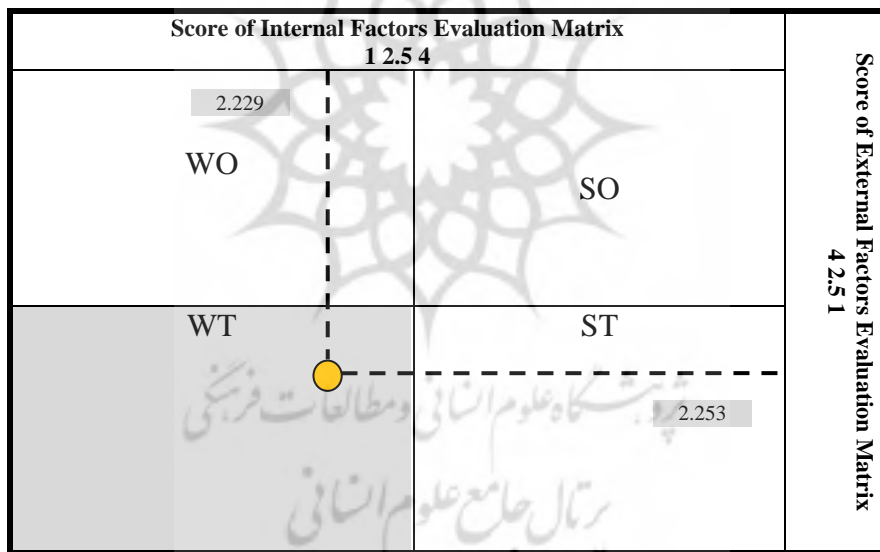
weaknesses	1. Lack of proper understanding of sports tourism with most local and regional authorities and communities	0/07	2	0/14
	2. Lack of hosting of national and international competitions and international tournaments in the city in large numbers	0/07	2	0/14
	3. Lack of sporting and recreational tours in the city	0/06	2	0/12
	4. The lack of proper advertising of sports tourism in websites and dedicated blogs	0/04	1/5	0/06
	5. Lack of well-equipped hotels and restaurants in the vicinity of tourist attraction centers	0/05	2	0/10
	6. The lack of security bases for tourists in the region	0/06	2	0/102
	7. Absence of suitable sport spaces for holding competitions	0/06	1/5	0/09
	8. Bureaucratic administrative rules for accepting and attracting tourists	0/07	1/5	0/105
	9. Non-incentive systems for researchers and researchers	0/04	2	0/08
	10. Absence of associations, NGOs, agencies and institutions active in this field	0/04	1/6	0/064
	11. Lack of electronic publications. Sports tourism in different languages	0/05	1/5	0/075
	12. Lack of support and sponsorship of sponsors and sports sponsors	0/05	2	0/10
	13. Lack of multipurpose centers (shopping, recreation and entertainment)	0/03	1	0/03
		1	2/229	
Strategic External factors				
Opportunities	1-Holding events, competitions and festivals in indigenous, local and sports	0/04	3/5	0/105
	2- Climate and ecosystem diversity and desirable weather conditions in the region	0/04	4	0/16
	3- Creation of recreation centers, tourism and sports (road health design)	0/01	3	0/03
	4- University sports related sports fields	0/01	3	0/03
	5. Constant and ongoing communication with managers, experts and sports elites and utilizing their experiences	0/03	3	0/09
	6. Establishing educational and research centers and sports centers and establishing a sports academy in the province and the city	0/02	3	0/06
	7. Use of volunteering and experienced forces in the sports tourism industry	0/01	3	0/03
	8. Continuous communication with cities and provinces and successful countries and getting them to attract sports tourism	0/02	3	0/06
	9. Encourage foreign and domestic capitalists to invest in sport tourism	0/02	3/2	0/064
	10. Creating related employment opportunities and utilizing the revenues of this industry along with other revenues of the country	0/04	3/3	0/132
	11. Establishment of sports tourism bases in the country and province	0/03	3	0/09
	12. Use of natural spaces for the development of sport tourism	0/02	3	0/06
	13. Increase the recognition and skill of sports and tourism managers in relation to this industry	0/02	3	0/06
	14. Identify and remove barriers to privatization in this area	0/02	3	0/06
	15. Establishing a coordinated system of suggestions and criticisms on sport tourism	0/01	3	0/03
	16. Developing a system for improving and evaluating the performance of managers and officials of this industry	0/01	3	0/03
	17. Creation of sports and tourism databases in the country, province and cities	0/02	3/2	0/064
	18- Creating the bases for developing strategic thinking in top and middle managers of sports and tourism	0/01	3	0/03
Threats	1.The lack of comprehensive sports tourism in the country and provinces and cities	0/05	2	0/10
	2. Weakness in establishing international relations for the development of tourism	0/03	2	0/06
	3. The lack of proper supervision and management of managers and officials in the sports tourism industry	0/04	1/5	0/06
	4. Non-cooperation of the government with the private sector to promote sports tourism goals	0/03	1	0/03
	5. The absence of specific rules and regulations in sports tourism	0/03	1	0/03
	6. Lack of long-term strategic planning and provincial, national, and international planning for the development of this industry	0/05	2	0/10
	7. Lack of potential and ability to organize training camps and international sports events	0/03	1/7	0/051
	8. Failure to conduct national and international coaching and arbitration courses at the county level	0/03	1/7	0/051
	9. There are numerous barriers to attracting sponsors and not providing adequate facilities from the state to the private sector.	0/03	2	0/06
	10. The lack of coordination between sports and political, cultural, and religious leaders	0/04	2	0/08
	11. Lack of competitive space for the development of this industry	0/02	1/5	0/03
	12. Lack of cooperation and coordination of the organizations and departments related to this industry	0/03	1	0/03
	13. Failure to implement plans and strategies ahead of government and relevant organizations	0/02	1	0/02

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14- Lack of awareness of local communities and indigenous people about the importance and role of tourism development in the economic industry	0/04	2	0/08
15. Improper planning for building sports spaces and places	0/02	2	0/04
16. There was no sense in the responsibility of managers and authorities to orient this industry	0/02	2	0/04
17- State reliance on revenues such as oil and gas and ignoring the income of this industry	0/03	2	0/06
18. Inadequate utilization of expert and experimental capacities of leading and expert people	0/02	1/8	0/036
19. Excessive increase in people's tendency towards unhealthy recreation, unemployment and drugs	0/01	1/5	0/015
20. Unified sport with tourism at the provincial and county level	0/03	1/5	0/045
21. Lack of physical education and tourism in high school	0/01	1	0/01
22. The availability of brochures and complete sports plans for people's awareness	0/02	2	0/04
<b>TOTAL</b>			<b>2/253</b>

Source: Research findings

In the table below, the results of identifying the strengths, weaknesses, threats and opportunities of sport tourism development in Shahrood have been presented.



Source: Research findings

The total score of the strengths and weaknesses is  $(2.29 \pm 2.29)$ , which indicates overcoming the weaknesses of the strengths. On the other hand, the total score of threats and opportunities has been 2.53, indicating the overcoming of threats to opportunities. The matrix of the four houses and nine houses evaluates the internal and external factors as follows:

The proposed strategies of the experts based on the defensive situation are as follows:

**Table (5): Strategies proposed by experts for the development of sport tourism in Shahroud city based on selected strategy (WT)**

main	Suggested strategy	Compliance with the SWOT table
	Cooperation between Environmental Organizations, Cultural Heritage, Handicrafts and Tourism and the Ministry of Sports and Youth in order to avoid parallel work and eliminate potential barriers.	T1, T3, T4, T5, T6, T9, T10, T11, W1, W8
Structural and managerial	Elimination of barriers to private sector investment in sport tourism in the region	T4, T6, T9, T10, T11, T12, T17, W5, W8, W9, W12
	Preparation and compilation of comprehensive sport tourism program in Shahroud	T1, T4, T5, T6, T10, T13, T15, W2, W5, W6, W7, W8
	Creating the appropriate infrastructure (diversity and diversity) in the field of sport tourism in the city	T15, T7, T6, T2, W5, W6, W7, W13
Educational and cultural	Capacity building and awareness of local and indigenous communities regarding tourism and its importance and necessity	T22, T16, T14, T2, W1
	An attempt to introduce native and non-indigenous athletes to the characteristics of the city's sports tourism	T22, T21, T19, T18, W11, W4
Executive and operational	Creating a database management and data bank and updating it	T22, T16, T14, T2, W1, W11, W4
	Creating think tanks and supporting innovative ideas and practices in the field of sports tourism development	T18, T15, T3, W10
	Applying graduates of related disciplines and training them	T18, T15, T3, W10
	Modeling the initiatives and actions of other leading countries in related fields	T22, T19, T18, T17, T15, T11, T8, T5, T2, W10, W6, W4, W3
	Organizing regular sports events with a provincial and national tourism approach	T6, T7, W3, W2

Source: Research findings

## Discussion

Based on the results, it is clear that the experts of the specialized groups present in this research are more interested in climbing, climbing, hiking, caving, presence in the forest, observing and filming of wildlife and naturalism, and are interested in activities in these natural environments are. On the other hand, golf sports are not very much considered by these people. As is clear from the tables, natural attractions, with more excitement and physical activity, and more adventure in activities related to these attractions, have gained more points from users' point of DiD. The results of the questionnaires indicate that the answers of the three groups of physical education, environment - natural resources and tour operators are more similar to each other, and the answers of the tourism experts are more than the other groups. On the other hand, in evaluating the scores assigned to the 5 main items assessed, the highest score for deserts and deserts attracted by tour operators was ( $\beta = 0.85$ ) and the highest score was related to attractions Hills and mountains ( $\beta = 0.76$ ), snow attraction ( $\beta = 0.75$ ), and air recreation ( $\beta = 0.69$ ) were given by environmental and natural resource experts. In the case of forests and wildlife, the heritage and tourism experts had the highest score ( $\beta = 0.916$ ). Meanwhile, in none of the five cases, the highest score was announced by physical education experts, and as for the lowest rating, only the

snow factor was declared by them as the least important factor. As a result, it can be stated that in terms of the level of attractiveness or lack of attractiveness of natural parameters, physical education experts have a moderate background. Interestingly, physical education experts have shown less interest in the educational and research aspects of nature and tourism than other groups. The highest weight was found among the responses provided, viewing, and taking pictures of nature and wildlife ( $\beta = 0.95$ ) belonging to the group of tourism and cultural heritage experts. The results obtained in this study are consistent with the results of literature (2005) on natural attractions, and attractions that are less influenced by seasonal phenomena as well as more diverse activities, have longer tourist season and As a result, they have more importance in the development of sport tourism in Iran. However, the results are not consistent with the research done by Enzo and Miranda (2005). Unlike Spain, which is among the factors and natural attractions, water sports, and walking and walking, respectively, are more important in attracting sports tourists, at this point from Iran to Due to lack of water resources, this factor is not considered as a potential. In spite of having a lot of tourism potential, Iran has more distance from the income generated by the tourism industry with other countries. Also, the results of this study are consistent with the studies of Zhou (2009). He introduced factors and natural ecosystems as attractive and effective factors in attracting tourists, and stated that natural factors have a high potential for attracting tourists. Environmental parameters and natural resources of Shahrood can be an important factor in the development of sports tourism industry. Unfortunately, despite such a large role, such factors have not yet been used to the extent acceptable to them in this area. Another important point is that none of the aspects mentioned above has been addressed in the tourism master plan prepared for this area, and the introduction to it is not mentioned. In this document, regardless of the natural potential of the region, as well as the views of various experts, they have planned and introduced measures that do not match the existing potentials and conditions, and contradict the defensive strategy. Many of the strategies presented in this document are of an offensive type, and because of the lack of some basic infrastructure in the region and because of the lack of conditions, the

probability of financial losses and the waste of time intensifies. Therefore, in addition to being based on real data and experts' opinions, the present study has tried to utilize expert and experienced experts in the subject and area, initially attempting to identify the available attractions and potential, and then proceed to present Suggested strategies. Accordingly, the proposed strategies are a maintenance strategy. Obviously, conducting similar investigations with more scope (the number of studied units, the number of inquiries and the diversity of specializations) makes it possible to conclude and plan more precisely.

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