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The Effect of Local Sports on Tourism Development in Chabahar City, Iran

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ABSTRACT

Managing and planning for tourism development is one of the strategies which have recently attracted a wide attention in areas where have sufficient potentials for the development of this industry. Sports tourism, one of the tourism branches, is composed of two parts: tourism as the largest service industry of the world, and sport as one of the largest and the most important industries. In this paper, we aim to study the effect of local sports on tourism development in Chabaharport in Iran. The Port of Chabahar, as the only Iranian port with direct access to ocean, has natural potentials, and tourist, cultural and historical attractions. Also, since it has four-season climate, it is considered as one of the desired tourist places. The statistical population consisted of 320 sports managers and experts of Chabahar. A questionnaire was developed, and distributed among the subjects. The results were analyzed using SPSS software. According to the obtained results, it was revealed that tourism development in Chabahar is influenced by following factors: *developing the local sports, organizing local sports events, holding local sport festivals, developing sports infrastructures, developing residential places and transportation infrastructure,* and *organizing local sports seminars*.

KEYWORDS: Sports tourism, local sports, Chabahar, development.

1. INTRODUCTION

The new tourism phenomenon, as a result of an increase in leisure times, has boomed throughout the world, and brought positive advantages in terms of different aspects. Nowadays, the best parts of the individuals' leisure times are dedicated to tourism. Therefore, it significantly influences the various aspects of contemporary human life. Tourism has a full effect on the global economy, and is an important source for expanding the economy of developing countries, striking a financial balance in international economy of poor and rich countries, changing social life by creating different jobs, and improving the income levels of broad classes of people. Thus, tourism industry is one of the biggest industries in the world (Yaghoubzadeh, 2009). It is very noticeable that tourism has a remarkable effect on tourists 'politics, culture or traditions, their cultural and spiritual manifestations, and people of visited areas. Every country should invest in various economy sectors and activities in order to develop its economy. Expanding employment, production and economic welfare cannot be expected without investing in infrastructure and superstructure projects (Shakeri and Salimi, 2006).At the present time, tourism is considered as one of the most economic activities in the national cycles of the countries, especially in terms of employment, exchange and development of the areas. In addition, it has some communicational, political, cultural and certain international impacts advantages. Due to this, most countries of the world have rich cultural heritage and also natural sources, and use tourism as a strategic means to develop their economy (Asadiet al, 2000).

Iran has a diverse culture and ancient history, and is one of the richest countries of the world in terms of ancient monuments in historical periods of civilization and human culture and even in pre-historical period. Tourism can become a great source for attracting domestic and foreign tourists by making relationship between tourism and culture, because ancient culture of Iran is consisted of several components and elements including Persian language, customs, national festivals, literature, mythological figures, Iranian architecture, ethnic diversity, Islam and other religions, and etc. these diversities in culture and civilization of Iran can become a valuable capital by careful planning and managing, because Iran culturally has high tourism potentials (Shams and Amini, 2009). Although Iran has a diverse culture and ancient history, and is one of the most capable countries in terms of tourism potentials, it is undeniable that there is not any infrastructure for tourism industry in this country. Nowadays, tourism experts believe that tourists pay attention to welfare services and existing facilities of the country where they intent to visit rather than the historical attractions of that country. At the present time, besides every natural tourism attraction,

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there are dozens of unnatural attractions including various recreation areas, local sports and games, amusement park, and so on. It can be seen obviously that there is no meticulous and strategic planning in Iran to attract tourists. It can be stated that the main problem of tourism industry in Iran is lack of enough infrastructures in this field. However Iran has many historical, cultural and natural attractions, but these attractions have not been turned to the tourism attractions.

Sports tourism, which is a combination of two sectors of sports and tourism industries, can be considered as one of the proposed solutions for solving this problem. It has increased dramatically in recent decades. Following the oil, chemical and automobile industries, tourism industry is one of the top 4 income generator industries of the world. The accelerated development of global communication has provided a fertile ground for ongoing development of tourism industry. Sports tourism is one of the tourism types, which has considerably attracted people's attention, and it has achieved the highest growth among other different tourism branches. As a general definition, sports tourism can be referred to traveling to or staying in places outside their usual environment to participate in a passive (e.g., sports museums and sports facilities)(Rinaldi , 2011), or an active sport (e.g., skiing, fishing, golf, and so on) (Gibson,1998).Sport tourist is referred to a person who experience traveling to engage in or view sport-related activities (e.g., Asian, international and Olympics competitions) (Ross, 2001).Holding various international, national, and regional competitions can always be a strong motivation for peopleto attend and participate in sport venues. Followings can be considered as some sports tourism attractions; sport facilities such as stadiums, pitches, museums, parks such as water parks, water skiing as well as Shopping from sport shops and stores.

According to the fact that sport plays an effective role in all aspects of the society, it is used as a useful means in different forms throughout the world. Income generating nature and role of the sport can be offered as an example. It is obvious that rich sources of incomes derived from different types of sport related activities can be achieved by least study on the sport role and potential in developed countries. For example, Korea Republic has held especial competitions for martial arts such as taekwondo, and in this way each year, has given the country a huge income. Also, some other countries such as Switzerland and Austria , which are suitable for winter sports (e.g. skiing, hockey and so on) have been able to provide a main part of their per capita incomes by creating infrastructure to launch tourism activities. In fact, sports tourism development is not simply due to sport events, but special attention should be paid to some important aspects of sustainable development of tourism. Cultural, social, economic and natural characteristics of every country can be efficient in its tourism development or nondevelopment. According to the above, it should be noted that sports tourism can be considered as one of the mostly used types of tourism which is efficient in increasing the number of tourists and boosting tourism industry.

About local sports it should be not that formation and organizing competitions in different districts is influenced by some important factors such as temporal, climatic and natural conditions as well as individuals' job Opportunities, and most importantly the local culture of people of that district or society. All the customs of a nation or region are originated from their traditional culture. Since Chabahar port has a special climate and flat and low-lying lands, it can be considered as one of the advantages of the city for the development of sports tourism (Nazarveisi et al, 2012). In fact, giving lessons and compatibility with the natural environment and society are the main features of such sports. Chabahar, although has several potential abilities in attracting domestic and foreign tourists, and is one of the tourism hubsof Sistan and Baluchestan Province in Iran, but it has not gained much success in attracting provincial tourists (Kazemi, 2008). Some important measures which can be taken to solve this problem include solving cultural problems of the water recreations and sport tourism by changing people' and officials' attitudes, providing welfare facilities and hygiene services, and developing tourism infrastructures of water sports. If this research be applied, it can be used by cultural heritage, municipality and physical education organizations.

Development of sports tourism in Sistan and Baluchestan Provinces possible in light of comprehensive development plan with recognition of all fields and sports tourism potentials, using local human resources, establishing continuous relationship with neighboring cities and countries to hold events, competitions and etc., developing and booming the equestrian sports, creating economic attitudes based on the future stability and prosperity in the market, and paying attention to the importance of regional and international competition by developing long-term plans (Moladoost, 2013).According to the above mentioned materials, this research attempts to study and analyze the use of local sports in the development of tourism in Chabahar, andexamine the related effective factors.

2. MATERIALS AND METHODS

2.1. Chabahar Port

The Port of *Chabahar* is a seaport in *Chah Bahar* in southeastern Iran. It is located in the south-east of Iran, north-west of Indian Ocean, and north-east of Oman Sea at 25°17′28″N 60°38′15″E. It is the only Iranian port with

direct access to ocean. The port of *Chabahar* is located in the south of *Sistan and Baluchistan* Province (Fig. 1). It is in an area that has warm and humid summers and moderate winters. Because of its establishments and ease of access to ocean as well as Oman Sea and Persian Gulf, long ago it was the centre of business, trade and navigation. *Shahid Kalantari* and *Shahid Beheshti* ports are two important ports in Chabahar.



Figure 1. Location of Chabahar City

Gulf region and Chabahar has a native variety of games and sports. In addition to special features and unique nature of this region which have a huge role in attracting tourists, these local sport can play a major role in attracting tourists. Some of these sports are: traditional wrestling, *Kapagi, Ledokoh,* Camel driving, and *Kabaddi*. Given the importance and attractiveness of local and traditional sports in the region, it should be noted that there is no special place for traditional sports and where the land is flat and wide, these games can be played. The revival of traditional games, in addition to the protection of indigenous culture, provides a basis for attracting more tourists to the province.

2.2. LITERATURE REVIEW

Many researches have been conducted about local sports and tourism industry in Iran and other countries, which will bediscussed in the following. Kazemi(2008)conducted a research onZahedani citizens' perception of tourism development in Chabahar, Iran. The results showed that although Chabahar had several potential abilities of attracting domestic and foreign tourists, and that it is one of the tourism hubs of Sistan and Baluchestan Province o Iran, but it has some problems about attracting tourists. Ebrahimzadeh and Aghasi (2007) carried out a research to analyze the effective factors of tourism development in coastal area of Chabahar using SWOT. The performed analyses of SWOT sample showed thatalthough Chabaharhad a high potential to become a great tourism destination area, but there are some essential barriers to achieve this goal including multiple decision makers and management issues, the lack of infrastructures, and weakness in advertisement. Yazdani and Jahandideh(2012) took step to the development of tourism in Chabahar by their research on aqua beach sports of Iran. They concluded that beach, sea, beautiful sky, suitable temperature, shopping centers, and spectacular placesall are positively related to the development of aqua beach sport and tourism. In another study in Iran done by Noorisaghaei et al (2013) on local sports in Izeh County, it was found out that the culture and civilization of every generation is originated from its ancestors' and predecessors' customs and traditions. The foundation of the social, cultural and belief of each nation rooted in believe in its ancestors' social and cultural issues.

In addition to the researchers conducted on two variables of tourism and sports (local or non-local) in Iran, there are also some international researchers in this area. Cleverdon (2002) assessed the tourism performance

developing countries in Southern Africa and its possible effects. It can be concluded that the tourism industry growth in first half of the 1990s is twice as much as the second half. The growth of tourism demand in SADC region is less than that in South Africa, but it is still has a higher standard. López-Guzmán et al (2011) studied the community-based tourism in developing countries. Accordingly, community-based tourism is booming in several geographical regions of the world, especially developing countries. This type of tourism, as a different one, is searching for alternatives to traditional mass tourism, and developing certain destinations where make money for local societies and provide job opportunities. Such tourism should be considered as a complete activity which will not be replaced.

2.3. METHODOLOGY

The current survey research is a descriptive-analytic study. A questionnaire was used to collect data. The statistical population of this research is consisted of 320 sports managers and experts. The sample size is 50, according to Morgan table. Sports managers include all the managers of public and private companies in Chabahar, and sports experts were all the sports teachers of Chabahar schools. In this research, firstly, a demographic questionnaire was developed, and it was distributed among population. Then the main questionnaire was distributed among sports managers and experts in Chabahar city. This questionnaire consisted of 24 items on factors affecting the development of local sports in Chabahar, based on 5-choice Likert type scale. Its reliability was confirmed with a Cronbach's alpha value of 0.93.

The research tools were distributed by the individuals who were sufficiently familiar with Chabahar city, and able to provide adequate information directly and face to face to resolve the respondents' ambiguity. So, respondents were motivated more to participate in responding the questionnaires. The collected data were analyzedin SPSS software. According to collected data, independent variables are: developing the local sports, organizing local sports events, holding local sport festivals, developing sports infrastructures, developing residential places and transportation infrastructure, and organizing local sports seminars. In this regard we assume that:

• There is a significant relationship between *developing the local sports*, and tourism development in Chabahar.

• There is a relationship between *organizing local sports events*, and tourism development in Chabahar.

• There is a significance relationship between *holding local sports festivals*, and tourism development in Chabahar.

• There is a significant relationship between *developing local sports infrastructures*, and tourism development in Chabahar.

• There is a significant relationship between *developing residential places*& *transportation infrastructure* and tourism development in Chabahar.

• There is a significant relationship between *organizinglocal sports seminars* and tourism development in Chabahar.

3. RESULTS AND DISCUSSION

3.1. Descriptive statistics

In this section, we study the demographic characteristics of the sample, and frequency distribution of local sports effects on tourism development in Chabahar. The results are shown in table 1 and 2.

Demographi	c chai	acterisi
Measure	No	%
Sex		
Male	34	68%
Female	16	32%
Total	50	100%
Age		
20-25	3	6%
25-30	20	40%
30-35	13	26%
35-40	9	18%
40-45	5	10%
Total	50	100%
Educational degree		
Diploma	0	0
Associate	18	36%
Bachelor	26	52%

Table 1. Demographic characteristics

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Master	6	12%
PhD	0	0%
Total	50	100%
Academic major		
Physical education	12	20%
Tourism	17	34%
Management	14	28%
Communication	4	8%
Size	5	10%
Total	50	100%

Table 2. Frequency distribution of questions about the effective factors of local sports on tourism developmer	Table 2. Frequency	v distribution of a	questions about the	effective factors of local	sports on tourism development
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Measure		Very low	Low	Average	High	Very high
Familiarity with local sports	Frequency	0	0	20	23	7
	%	0%	0%	40.0	46.0	14.0
Familiarity with advantages of local sports	Frequency	0	0	28	22	0
	%	0%	0%	56.0	44.0	0
Lack of expertforces	Frequency	0	0	24	17	9
	%	0%	0%	48.0	34.0	18.0
Cultural problems on tourism development	Frequency	0	20	15	8	8
	%	0%	40.0%	30.0	16.0	16
Creating hardware infrastructures	Frequency	7	1	27	16	6
	%	14%	2.0%	54.0	32.0	12.0
Local sports related software restrictions	Frequency	0	4	25	21	0
	%	0%	8.0%	50.0	42.0	0
Lack of financial resources	Frequency	0	7	27	16	0
	%	0%	14.0%	54.0	32.0	0
Increase in crimes and social deviance	Frequency	0	8	18	17	7
	%	0%	16.0%	36.0	34.0	14.0
Training citizens in accordance with local sports	Frequency	0	0	27	23	0
· · · · ·	%	0%	0	54.0	46.0	0
Advertising and informing in the fields of local sports	Frequency	0	4	18	19	9
	%	0%	8.0%	36.0	38.0	18.0
Organizing local sports festivals	Frequency	0	0	23	12	15
	%	0%	0%	46.0	24.0	30.0
Organizing local sports seminars	Frequency	0	19	15	15	1
	%	0%	38.0%	30.0	30.0	2.0
Support of Chabahar Free Commercial-Industrial Zone from local	Frequency	1	9	17	24	0
sports	%	2%	18.0%	34.0	48.0	0
Coordination between relevant departments and agencies	Frequency	0	19	11	14	5
Cooranaaton between reterant aepartments and agenetes	%	0%	38.0%	22.0	28.0	10.0
Investment in local sports	Frequency	0	4	20	19	7
	%	0%	8.0%	40.0	38.0	14.0
Weakness in local sports management	Frequency	0	0	23	25	2
	%	0%	0%	46.0	50.0	4.0
Creating residentialplace infrastructures	Frequency	0	0	23	24	3
stearing testine in price in the internet	%	0%	0%	46.0	48.0	6.0
Creating transportation infrastructures	Frequency	0	7	26	14	3
	%	0%	14.0%	52.0	28.0	6.0
The role of natural potentials	Frequency	0	6	23	12	9
	%	0%	12.0%	46.0	24.0	18.0
The role of geographical location	Frequency	0	5	24	14	7
The role of geographical location	%	0%	10.0%	48.0	28.0	14.0
Specializing local sports	Frequency	0	4	23	12	11
Specificating ideal spons	%	0%	8.0%	46.0	24.0	22.0
Tourism, cultural, and historical attractions	Frequency	1	7	20	10	12
i our ioni, cuitar ui, una mistoricat auracitono	%	2%	14.0%	40.0	20.0	24.0
Local sports as an advantage of tourism development	Frequency	0	4	22	11	13
200m sports as an aaranaage of tourism acretopment	%	0%	8.0%	44.0	22.0	26.0
Climate and weather conditions	Frequency	0	8	26	14	20.0
Cannac and realist contaitons	%	0%	16.0%	52.0	28.0	4.0
	/0	070	10.070	52.0	20.0	ч.v

3.2. Inferential statistics: Testing hypotheses

In this section, to test research hypotheses we use one sample t-test. In this method, if mean value be higher than constant value (3), and p-value less than 0.05, the hypotheses is confirmed. *Hypothesis 1:local sports development has an effect on tourism development*

 Table 3. Descriptive statistics of local sports development

	Mean	SD
Local sports development	3.66	0.960

In table 3, the mean value and standard deviation of "local sports development" variable has been presented. As can be seen, Mean=3.66, and SD=0.960.

Table 4.onesample t-test results of H1					
Constant value=3					
Variable	t	df	p-value	Mean difference	
Local sports development	4.858	45	0.000	0.660	

According to table 4, t-statistics = 4.858 and p-value=0.000 < 0.05, it can be stated that the correlation between the above-mentioned variables is significant at 99% confidence level. In other words, the null hypothesis is rejected, and the researcher' hypothesis is confirmed. Therefore, local sports development can affect tourism development in Chabahar.

Hypothesis 2: Organizing local sports events has an impact on tourism development Table 6 shows mean value and standard deviation of the variable "organizing local sports events".

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MeanSDOrganizing local sports events3.660.871Table 6. One sample t-test results of H2								
Table 6. One sample t-test results of H2								
Constant value=3								
Variable t df p-value Mean differenc								

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0.000

0.660

Based on table 6, t = 5.355 and p-value 0.000 which is less than 0.05, then it can be said that the significant correlation between the above variables is significant at 99 % confidence level and therefore, second hypothesis is confirmed. So, organizing local sports events has an effect on tourism development in Chabahar.

Hypothesis 3: Holding local sports festivals has an impact on tourism development

Table 7 shows mean value and standard deviation of the variable "holding local sports festivals".

Organizing local sports events 5.355 49

Table 7. Descriptive statistics of holding local sports festivals

			Mean	SD		
Holding local sp	oorts festi	vals	3.66	0.871		
Table 8. One	sample	t-test	t results	of H3		
	alue=					
Variable	t	dg	p-valu	e Mea	n difference	
Holding local sports festivals	5.355	49	0.000	0.66	0	

As it can be seen in table 8, since t statistic is 5.355 and p-value is less than 0.05, then there is a significant correlation between holding local sports festivals and tourism development at 95% confidence level, so the hypothesis is confirmed.

Hypothesis 4: Developing local sports infrastructures has an impact on tourism development

The mean value and standard deviation of the variable "local sports infrastructures development" is shown in table 9. As can be seen, mean value is 3.58 and SD is 0.574.

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Table 9. Descriptive statistics of developing local sports infrastructures

				Mean	SD	
Develop	ing local sports inf	rastruct	ures	3.58	0.574	
Tab	le 10.One samp	ole t-te	st res	ults of	H4	
Constant value = 3						
Variable		t	df	p-valu	e Mea	an difference
Developing local sport	s infrastructures	5 200	49	0.000	0.58	0

According to table 10, t = 5.200 and p-value= 0.000 which is less than 0.05. The results show the correlation between the above-mentioned variables at %99 confidence level. So this hypothesis is also confirmed. Thus, developing local sports infrastructures has a significant effect on tourism development in Chabahar.

Hypothesis 5: developing residential places& *transportation infrastructures has an impact on tourism development* The mean value and standard deviation of the variable "residential places& transportation infrastructures development" is shown in table 11.

Table 11. Descriptive statistics of developing residential places& transportation infrastructures

	Mean	SD
Residential places infrastructure	3.58	0.578
Transportation infrastructure	3.60	0.606

Table 12. One sample t-test results of H5

Constant value = 3						
Variable	t	df	p-value	Mean difference		
Residential places infrastructure	7.137	49	0.000	0.580		
Transportation infrastructure	7.000	49	0.000	0.600		

As it can be observed in table 12, according to t-statistics (7and 7.137) and p-value < 0.05, it can be said that there is a significant relationship between residential places transportation infrastructures development, and tourism development at 99% confidence level.

Hypothesis 6: Organizing local sports seminars has an impact on tourism development Table 13 shows mean value and standard deviation of the variable "organizing local sports seminars". The results are Mean=3.84 and SD=0.865.

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Table 13.L	Descriptive statistic	cs of or	ganız	ing loc	al spor	ts seminars
				Mean	SD	
	Organizing local spa	orts semin	ıars	3.84	0.865	
	Table 14.One sa	mple t-	test 1	results of	of H6	
	Con	stant valu	ie = 3			
	Variable	t	df	p-valu	e Mea	n difference
Organizing	local sports seminars	6.861	49	0.000		0.840

The results presented in table 14 show that t = 6.861 and p-value is less than 0.05, so it can be said that there is a significant correlation between organizing local sports seminars and tourism development at 99% confidence level.

4. Conclusion

Sports tourism is a branch of tourism. It is formed of two parts; tourism as the largest service industry of the world, and sport as one of the largest and the most significant industries. The Port of Chabahar, as the only Iranian port with direct access to ocean, has natural potentials, and tourist, cultural and historical attractions, and by having four-season climate is considered as one of the desired tourist places in Iran, although this city requires climatic complementary capabilities like hardware equipments including physical, transportation, residential places infrastructures along with research, planning and management principles. in this regard, this paper aimed to examine the effect of local sports on tourism development of Chabahar city which has great potentials for tourism and tourists attraction. The tourism attraction in Chabahar is influenced by several different factors. A descriptive-analytic survey was conducted to study and recognize these factors.6 hypotheses were proposed to study the factors, and then the results were analyzed using SPSS software. The obtained data revealed that developing local sports has

an effect on tourism development. The following are some effective factors which affect tourism development in Chabahar; developing the local sports, organizing local sports events, holding local sport festivals, developing sports infrastructures, developing residential places and transportation infrastructure, and organizing local sports seminars. According to the research results, we suggest:

• Conducting the current research in other cities of Sistan and Baluchestan province , and compare the obtained results to determine a similar pattern;

• Studying the role of existing hardware and software infrastructures in the field of tourism attraction in Chabahar;

• Creation of tourism associations in order to identify barriers and problems in the development of tourism in Chabahar;

• Efficient use of resources and specialists to identify the factors and difficulties in attracting tourists in Chabahar;

• Proper education of citizens in the field of local sports to develop tourist attraction in Chabahar;

• Adequate and effective advertising and informing on the recognition of local attractions and sports in Chabahar.

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