

Assessment of Sport Tourists' Satisfaction with the Quality of Facilities of Tehran Azadi Sport Complex

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Abstract

the purpose of this study was to evaluate the satisfaction of sport tourists with the quality of tourism facilities (sports, accommodation and recreation) in Tehran Azadi Sport Complex. The statistical population of the study was all the spectators who participated in the football match between the two teams Esteghlal and Persepolis in 1397 in Tehran Azadi Sport Complex. The statistical sample of the study consisted of 250 individuals who were selected in a sports complex and responded to a researcher-made questionnaire whose validity and reliability were confirmed by simple random sampling. Pearson was used for data analysis. The results showed that there is a positive and significant relationship between the research variables with the level of sport tourists' satisfaction. Health and sport facilities had the highest score and public facilities had the lowest level of Ragh. It is recommended to increase the quality of public and amenities to increase the satisfaction of sports tourists.

Keywords: Azadi Sport Complex, Sport Tourist, Facilities

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Introduction

Mega-sporting events can bring diverse benefits to the hosting areas, such as job creation and image improvement. However, only a handful of studies have explored the antecedents of destination image—which plays a crucial role in eliciting certain tourist behaviors—and personal involvement (Jeong, 2020). Tourism industry has become increasingly competitive due to market saturation. As tourists have countless options to choose from for their vacations, marketing managers must be wary of various forms of sport tourism (e.g., tourism). For example, sporting events (nostalgia sports tourism), recently active sports tourism has been the subject of scientific attention. Active sports tourism refers to the phenomenon of people traveling to sports such as golf and skiing from the perspective of destination marketing. Studies have shown that the destination when creating an opportunity for roundabouts. Concerns about participating in sports have had a positive economic impact (Sato, 2018). Today, tourism is considered one of the largest and most diversified industries in the world, and many countries regard this dynamic industry as a major source of income, occupation, private sector development and infrastructure development. The volume of international trade shows that tourism accounts for more than 20% of total international trade. According to the latest report by the World Tourism Organization, tourism has become the world's third-largest income-generating industry after the oil and auto industry, and the number of tourists worldwide is 4.3 per cent, and by 2020 it will reach 1.6 billion. It has a growing and growing role (Ramarath, 2018). The tourism industry is one of the most important economic sectors in the world (Helenger, 2017). Sports tourism is one of the largest and fastest growing tourism sectors (Hertz & Ross, 2010). Most countries, especially countries that have the advantage of location, have incorporated this activity into their national development programs (Meshkini et al., 1977). And it is even growing in the tourism industry, and can also be said to help rebuild rural and urban communities from a social and economic perspective (Masoumi, 1977). Sports tourism classification, sports tourism characteristics and institutional framework and regulations of individuals when planning sports competitions as well as when interested in a particular sport, plan sports tourism. In this case, when people plan to travel to another city or country, they then

engage in other activities such as leisure, adventure, cultural or religious or historical sightseeing, but the most important aspect is sports. Hence, this is sports tourism. Sports tourism is primarily important for athletes. People planning a specific sport can participate in or view sport tourism planning (Vicky Marat, 2018). Sport tourism in general has a major impact on urban development, which has been mentioned several times. 1 Attracting a sports tourist during the games held in a city will lead to the development of infrastructure such as sports venues, hotels, restaurants, roads, and so on. 2 Tourism-related industries such as the hotel industry, food industry, road and building industry and sports industries flourish in cities. 3 Various jobs are created during sports competitions and one of the major problems, namely unemployment, can be reduced. Hosting sports and attracting competitions has made the city and country of hosts internationally recognized, and this advantage extends the development of tourism attraction in later stages. 5 In addition to the above, which mainly focuses on the economic aspect, the development of sport tourism can also contribute to cultural development and the development of individual and social health (Sheikhi, 2002). Due to the unknown factors affecting the attraction of tourists - due to the lack of special studies in this area - one of the problems in planning and marketing for attracting tourists in general and sports tourism in particular is identifying the factors affecting their presence. Therefore, the researcher asks whether there is a relationship between the satisfaction of sports tourists with the quality of tourism facilities (sports, accommodation and leisure).

Methodology

The descriptive-analytical research method is correlational which is conducted in the field. The statistical population of the study consisted of all spectators who participated in the Independence-Persepolis football games in 1977, who participated in sporting events. The statistical sample of the study consisted of 250 individuals who were selected randomly in sports complexes. The research instrument was a researcher-made questionnaire whose face validity was confirmed by experts and sport management experts and its reliability was confirmed by Cronbach's alpha (82%). Kolmogorov-Smirnov test was used to normalize the distribution of variables. Pearson correlation coefficient was used to analyze the data.

Findings:**Table 1- Descriptive characteristics of the participants**

Variable		N	cent
Age	Under 30 years	106	42.4%
	30 -40 Age	68	27.2%
	41-50 Age	50	20%
	Over 50	26	10.4%
staying time	1 DAY	98	2/39%
	2 DAY	80	32%
	3 DAY	72	28.8%
education	Diploma	63	25.2%
	Associate	92	36.8%
	Masters	85	34%
	MSc	10	4%

Source: Research findings

Most spectators were under 30 years of age, with the longest stay being 1 day and the highest associate degree (postgraduate). Kolmogorov-Smirnov test was used to check the normality of the data. As Table 2 shows, the significance level of the research variables is less than 0.05 but the overall score of all variables is above 0.05 (0.227). This indicates the normality of the data used to test the research hypotheses using Pearson's correlation coefficient.

Table 2- Kolmogorov-Smirnov test for normality of data

Variables	Average	Kolmogorov-Smirnov	The significance level statistics
Comfortable variable	12/79	2/045	0/001
Variable health facilities	12/07	1/436	0/032
Variable public facilities	11/04	1/397	0/029
Variable sports facilities	16/2437	1/631	0/01
Total score	52/1437	0/999	0/271

Source: Research findings

Tables 3 to 6 show the items related to each of the welfare, health, general, and sport variables of the study. Given that the research questions were in a four-choice format (low, low, medium and high), the scores from 1 to 4 were used respectively. So the lowest score is 22 and the highest is 88.

Table 3 - Welfare items

Spheres	Average	Standard deviation
Quality of rooms	3/15	0/701
Quality beds	2/97	0/777
Existence of parking	2/55	0/801
Food diversity	1/88	0/706
Architecture and appropriate design of the residence	2/30	0/700

Source: Research findings

As shown in Table 3, the highest score was related to room quality (3.15) and the lowest score was to food diversity (1.88). Based on the averages presented, it can be said that the highest average satisfaction is with the quality of the rooms (3.15) and the quality of the beds (2.97).

Table 4- Items related to health facilities

Spheres	Average	Standard deviation
Quality and service monitoring	1/05	2/01
Having good and quality health systems	0/666	2/42
A clean and comfortable bathroom	0/728	3/57
Clean linen and packaging	0/888	1/81
Detergent and toilet liquid	0/787	3/01
Continuous cleaning of rooms and services	2/87	

Source: Research findings

As shown in Table 4, the highest score was for a clean and comfortable bathroom (3.57) and the lowest score was for clean sheets (1.81). According to the averages presented, it can be said that the highest average satisfaction is in the presence of a clean and comfortable bathroom (3.57) and a detergent and toilet liquid (3.01).

Table 5- Items related to public facilities

Spheres	Average	Standard deviation
Easy internet access quality in the accommodation	2/12	0/721
Remote booking facilities	2/01	0/631
Green spaces and quality parks	2/31	0/821
Access to bank crossings	2/88	0/902
Convenient access to the province's natural attractions	2/59	0/601

Source: Research findings

As shown in Table 5, the highest score is for bank passers-by (2.88) and the lowest score is for remote booking facilities (2.01). Overall it can be said that the level of satisfaction of the research participants is almost at the same level in all aspects of public facilities.

Table 6- Items related to sports facilities

Spheres	Average	Standard deviation
Quality of destination access	2/71	0/721
Quality of access to the sports complex	3/25	0/621
The quality of the sports complex	2/30	0/621
The quality of interaction between the staff of the sports complex	2/64	0/720
Quality Sports Complex Products	2/15	0/697
The quality of the tournament process	3/01	0/702

Source: Research findings

AS shown in Table 6, the highest score was related to the quality of access to the sports complex (3.25) and the lowest score was related to the quality of the sports complex products (2.11). According to the averages presented, it can be said that the highest average satisfaction is

related to the quality of access to the sports complex (3.25) and the quality of the tournament process (3.21).

Table 7- Relationship between sport tourists satisfaction with research variables using Pearson correlation coefficient

Variables	Pearson	The significance level
Comfort	0/370	0/001
Health facilities	0/801	0/001
Public Facilities	0/751	0/001
Variable sports facilities	0/365	0/001

Source: Research findings

In Table 7, the relationship between sport tourists' satisfaction with research variables was assessed using Pearson correlation coefficient. According to the data in the table, there was a positive correlation between the research variables and the level of tourist satisfaction, which was also statistically significant.

Discussion and conclusion:

The purpose of this study was to evaluate the satisfaction of sport tourists with the quality of tourism facilities (sports, accommodation, welfare and recreation) in Tehran Azadi Sport Complex. The results of various studies show that factors such as quality of services, urban attractions such as natural and scenic places, cultural and historical sites and even the possibility of creating trade opportunities have a great impact on attracting sport tourists (Panahi et al., 2016). But identifying the needs and expectations of tourists and providing quality services to tourists has a significant impact on the return of tourists and capital (Kosouris & Constantinou, 2005; Petrides et al., 2007). And services used or sighted by tourists during their stay at the destination. Also, anything that happens to tourists during this time or any experience they get is part of the tourism product. Therefore, the complex composition of the tourism product reflects the fact that quality delivery of this product requires a great deal of planning and coordination (Sato, 2018). Shank et al. (2008) examine the relationship between service quality with satisfaction and return of sports tourists and Ming and Lee (2008) in a study identifying the motivation of sports tourists to participate in student tournaments, while emphasizing the service quality element on tourists' satisfaction. Optimal service quality in the field of sports encompasses a wide range of activities such as quality of access to racing venues such as availability of public vehicles, parking, high quality sports complex such as seat quality, communication with tourists. From the manpower in the stadium A, the price of the ticket

and how to sell it, the quality of tourist accommodation which includes the quality of the environment, the provision of amenities and facilities, as well as the quality of the product that actually meets the needs of tourists for a fee (Myung et al., 2008; Shank et al., 2008). Et al., 2008). The variables considered in this study appear to have a significant impact on the satisfaction of sports tourists and have important economic, including economic, benefits for the Freedom Sport Complex. The results showed that the highest level of satisfaction was 3.57 for health facilities and 3.25 for sports facilities, 3.15 for welfare facilities and the lowest for public facilities was 2.88. It seems that the quality of public facilities (razor, bank pass, green space, access to natural attractions, internet access) in Azadi Sport Complex is not satisfactory from the point of view of sports tourists.

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