

EVALUATION OF EFFECTIVE FACTORS ON SPORT TOURISM DEVELOPMENT EMPHASIZING ON SPORT NATURAL ATTRACTIONS FROM VIEW POINTS OF KHORASAN RAZAVI PROVINCE TOURISM AND SPORT EXPERTS

Abstract

The goal of this research is evaluation of some of the effective environmental attractions on Khorasan Razavi sport tourism development. The research statistical population include of all in charge expert and professors in field of sport and tourism as 120 persons. This research is past-event descriptive that had been performed based on field method. Sampling had been performed as Categorized to determine effective environmental attraction effects on Khorasan Razavi tourism development, the questions had been analyzed by researcher that its validity had been confirmed by experts and Cronbach's alpha had been calculated as 0.82. Data had been analyzed using SPSS software and Kolmogorov-Smirnov test had been performed to confirm normal data. Also one sample t test and Friedman test had been used to analyze hypothesis. Findings show that from experts and managers view points, effective factors on sport tourism development with emphasis on sport natural attractions include of tourism and pilgrim attractions, natural treatment and warm water attractions and summer and water sports that are the most important items in Khorasan Razavi. Also there are three important factors in relation to problem and obstacles as Management problems, cultural problems and infrastructure problems. Research results show that pilgrim locations are effective to attract tourism and knowing the effect of tourism industry development effects and present obstacles and limitation in the province, attention to sport tourism development importance and applying various benefits of sport tourist attraction are necessary and programming and sport tourism developments by province planner and policy makers would be required.

Key words: *tourism, sport tourism, sport natural, attractions, Khorasan Razavi*
