

# Marketing For Sport Tourism In Iran

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## Introduction

Today the tourism industry has developed to a large extent around the world, and through this way many countries could have overcome their economical problems by way of marketing. This paper introduces Iran's various sport tourism attractions meanwhile investigates the opportunities in developing marketing and advertising about Iran sport tourism potentials. It also presents approaches for improving the current sport tourism situation through marketing in Iran. So, the main objective of this research is to find out the marketing opportunities in the sport tourism of Iran.

## Literature review

In 1996 the direct and indirect tourism incomes were about billion dollars equal to 35% of the world experts; so foreign currency income from tourism industry is increasing every day. In away that tourism income is four times as much as 60s; and in 1998 it has reached 10% of world incomes and so it created 204 billion job opportunities regarding the above issues due to the variation of climate from one point of view and the existence of famous historical and cultural monuments from another point of view, Iran is unique, but Iran hasn't able to take advantage of its potentials.

The study on tourism situation in Iran and its foreign currency incomes, shows the fact that Iran is one of the ten most important countries from the view point of historical and ancient places, but it only allots less than 1/1000 of its income to the tourism industry. Especially Iran has many sport tourist attractions which need walking, travelling in desert, mountain collimating, skiing, boating, horse, and camel riding for visiting.

## Method and materials

This research is conducted by reviewing researches which have been performed in Iran's provinces with sport tourism attraction.

So, the main data in those researches collected from tourism experts of cultural inheritance and tourism organization, experts of sport in physical education, and active tourism centers' directors in under study provinces.

## Research and results

The significant results which were gathered by reviewing researches in this matter, can be divided as follows:

1. Iran current opportunities of sport tourism in Iran are:

- Variation in ecologic environment in Iran like plateaus, deserts, mountains, sea and lakes as well as different degrees of temperature until 40 degrees between north-western and south of Iran
- Hot water springs in mountains for hydrotherapy
- Historical and ancient places which are difficult to pass for visiting
- Variation in local sport games and traditions among different provinces
- Iran's strategic location in the middle east, because it is neighboring with many countries like Persian Gulf and Caspian sea area, Turkey, Iraq, Pakistan, an Afghanistan

2. Iran's current threats in developing marketing in sport tourism:

- Shortage in advertising and introducing sport tourism places via mass-media in and out of Iran
- Distrust of private investors to invest their capital in developing sport tourism industry in Iran

## Discussion and conclusions

The results of this review study on researches that have been done about Iran's sport tourism has shown that Iran has many potentials in developing sport tourism, but some obstacles that are mentioned above don't permit to develop. So, regarding the collected data the following practical approaches can be presented for improving the current sport tourism situation through marketing in Iran:

1. The attraction of private investors' participation to investigate in places which are potentially capable of sport tourists' attraction.

2. Marketing in national and international mass-media to support and introduce Iran's sport tourism attractions.
3. Increasing the public knowledge about tourism and specially sport tourism and its economical benefits in media, schools, Universities and public places.

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