

# ADVENTURE SPORTS TOURISM: EMPHASIS ON SUSTAINABLE DEVELOPMENT

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## ABSTRACT

*A dynamic and organic system is located within the environment that interacts with other components of the environment and influences and influences each other (Ruff & Weber, 2021). Responsive systems successfully interact with the conditions of the external environment and effectively steer the system towards its main goals and objectives (Nazari & Pourabedi, 2013).*

*The outbreak of the novel coronavirus (COVID-19) forced the governing bodies across the world to ban all kinds of travel involving the movement of people. However, the policymakers have been working hard to mobilize the movement of essential goods and services considering its importance in containing the pandemic. It signifies how important the establishment and maintenance of logistics and supply chain management (LSCM) operations are, both during the containment and the successive periods (Illahi & Shafi Mir, 2021).*

**Keywords:** Economic, Political, cultural and social, Law and Legal, Ecology Dimensions

## INTRODUCTION

A dynamic and organic system is located within the environment that interacts with other components of the environment and influences and influences each other (Ruff & Weber, 2021). Responsive systems successfully interact with the conditions of the external environment and effectively steer the system towards its main goals and objectives (Nazari & Pourabedi, 2013).

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Sustainable development is conceptually a development in which the continuous provision of needs and satisfaction of individuals, along with increasing the quality of human life is considered. In order to achieve the desired results in sustainable development, receiving the real growth rate of per capita income must prevent the destruction of natural capital reserves or national capital reserves; As a result, we can have such an understanding of the concept of development that meeting the justified needs of the present generation will be without endangering the next generation (Nazari, 2018).

The macro variables of this model are social, technological, economic, environmental culture, political and values. In today's world, where we are witnessing dramatic changes and developments in various fields, the environment is facing a lot of turmoil and competition has intensified. Adventure sports tourism to succeed must use a kind of planning that is forward-looking and environmentally friendly (Nazari et al., 2016). This research seeks to arise that what are the optimal development strategies in adventure sports tourism with the approach of sustainable development of Iran's natural resources. So that while identifying environmental factors in the long run, to determine their impact on sports adventure tourism and how to interact. Today, adventure sports tourism activists, such as sports organizations and travel agencies, have to constantly monitor events so that they can adapt to change at the right time and as needed.

The main issue of the present study is the discussion related to the analysis of sports adventure tourism in Iran. However, in the study to create clear goals and develop a strategic plan, the strategic themes of adventure tourism with a sustainable development approach with regard to economic, political, cultural and social, law and legal, ecology dimensions and finally theology were considered.

## **METHODOLOGY**

The method of the present research is descriptive-analytical in terms of applied results and case study because its results cannot be generalized to the sub-regions. The goals and criteria of this perspective should be determined to fill these gaps and gaps, and then appropriate criteria to control their progress should be determined. In this study, these six perspectives (social, technological, economic, environmental culture, political and values) were examined for the considered strategies. A total of 384 people were selected as a statistical sample, which included faculty members and students of the Faculty of Sports and Tourism Sciences, travel office managers, relevant experts in sports systems and departments, natural resources and environment, municipality, and tourism. They were divided in the field of sports and tourism management. The research tool was a strategic environmental checklist that was specially designed for adventure sports tourism in Iran by the researchers of this study. The data analysis process was such that the information was provided in the form of forms to the Strategic Committee, which included experts in sports adventure tourism and she described the conditions of

adventure sports tourism in various hardware, software and human capital based on intuitive judgments (Figure 1).

Social approach	Technological approach	Economic approach	Ecological approach	Political approach	Value approach
<ul style="list-style-type: none"> <li>• Increasing the share of tourism in leisure</li> <li>• Increase educational classes</li> <li>• Creating a culture of families</li> <li>• Increasing the share of tourism in the household</li> <li>• Respect for the rights and security of tourists</li> <li>• Strive for sustainable development</li> </ul>	<ul style="list-style-type: none"> <li>• Use the capabilities of cyberspace</li> <li>• Utilization of technology in tourism</li> </ul>	<ul style="list-style-type: none"> <li>• Increase investment in tourism</li> <li>• Strive for dynamic and lucrative businesses</li> <li>• Increase revenue generation in tourism development</li> <li>• Improving the economy of sports tourism                             <ul style="list-style-type: none"> <li>• Optimal investment development</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Improving the state of natural resources</li> <li>• Attention to environmental issues                             <ul style="list-style-type: none"> <li>• Prevent environmental degradation</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Improving the situation in international forums</li> <li>• Trying to interact with government officials</li> <li>• Try to reflect with MPs                             <ul style="list-style-type: none"> <li>• Legal protection of domestic investments</li> </ul> </li> <li>• Ratio change in target markets</li> </ul>	<ul style="list-style-type: none"> <li>• Using identity to motivate tourists</li> <li>• Creating values in cultural heritage</li> <li>• Raising the level of public culture                             <ul style="list-style-type: none"> <li>• Use of religious capacities</li> </ul> </li> </ul>

Figure 1. Adventure sports tourism strategies Iranian sports adventure tourism.

## RESULTS

Based on the findings of the list of strategies, a social approach with 6 strategies, a technological approach with 2 strategies, an economic approach with 5 strategies, a political approach with 5 strategies, an ecological approach with 3 strategies, and finally a value approach with 4 strategies were obtained.

## DISCUSSION & CONCLUSION

In general, regarding the analysis of the strategic environmental trend of Iranian sports adventure tourism based on the STEEPV model, it can be acknowledged that adventure sports tourism has a small number of positive points and a large number of negative points. Researchers of adventure sports tourism have considered the fastest growing sectors in the tourism industry and a new topic that affects destination planning in developing countries and is a factor in the economic and social reconstruction of both urban and rural communities, which has received increasing attention in recent years has become an internal growth market. So that the adventure sports tourism industry is effective in creating employment and income generation in the host region if this tourism industry is developed in creating suitable urban infrastructure. It also has spatial effects such as changes in different parts of

cities, including the network of streets, residential texture and other parts of the city. In general, tourism can be effective in spatial changes in cities by making changes in various components such as economy, population, culture and other social characteristics. In the absence of a coordinated marketing strategy, tourism is a low-yield, low-growth market. In this regard, it is better to take measures for adventure tourism, such as holding sports tours at different levels.

Unit management in sports adventure tourism policy is a good strategy that can create synergy in general and ultimately this synergy leads to realize the vision in the field of tourism. In general, according to the adoption of the mentioned strategies, managers can target the major goals of adventure sports tourism and provide the conditions for the realization of the intended vision. The formulation of perspectives and goals provides a good ground for the implementation of strategies, and the obtained strategic plan also creates a clear picture for managers through long-term goals and cause-and-effect relationships. Based on this, it is recommended to prepare the goals and strategic plan of sports adventure tourism in the form of a document.

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