

# Identification and analysis of factors affecting the development of sports tourism in maku free trade and industrial zone with an effectual approach

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## ABSTRACT

The purpose of this study is to identify the factors affecting the development of sports tourism using the Effectual approach in the Maku Free Trade and Industrial Zone. The present study was conducted from the perspective of postmodern research paradigm, in terms of exploratory nature, qualitative approach, grounded theory strategy and hidden content analysis tactics, in terms of practical purpose and data collection method. In depth interview Statistical population The research was conducted by experts in the field of sports tourism and Effectual members in the field of sports management, 13 of whom were considered as a sample of research in a non-probabilistic, targeted and snowball method. Data collection was achieved through in-depth interviews with these individuals. 271 initial codes were extracted from the interviews on the factors affecting the development of sports tourism with a Effectual approach, the frequency of these codes was 477 in total. 18 main categories and 27 central categories regarding the factors affecting the development of sports tourism with a Effectual approach were counted. Cultural factors with a coefficient of importance of 12 had the highest coefficient of importance among the main categories of factors affecting the development of sports tourism, and in the part of the Effectual approach, the main category of available facilities with a coefficient of importance of 131 was the most important. Managers should rely on the various capacities available in the region and improve and promote the necessary items and factors, the development of sports tourism in the region more than ever.

**Keywords:** sports tourism, free zone, feasibility, uncertainty, tolerable losses.

## Introduction

The need to pay serious attention to travel and tourism, as a new phenomenon in the machine life of the 21st century is very much felt and its importance is increasing day by day in the world, because with the increasing trend of technology and mechanization in societies and The spread of new inventions and discoveries that make man dependent on cities has encountered

numerous challenges <sup>[1]</sup>. Today, with the beginning of the 21st century, the tourism industry has become one of the most lucrative industries in the world, there is intense competition among many countries to attract tourists, and the tourism industry as a dynamic industry with unique characteristics is an important part. It is one of the economic and productive activities of developed and developing countries, so that according to the forecast of the Tourism Organization in 2020, about one billion and 560 million people will pay for tourism and revenues from tourism. It will reach \$ 1.5 trillion this year. The tourism industry is one of the fastest growing industries in the world. In 2006, there were 842 million passengers worldwide <sup>[2]</sup>. Many studies have been conducted to promote sports and development worldwide. Sport can be developed and promoted through various activities such as sports tourism, etc. The sport tourism industry is basically used to develop and promote sports <sup>[3]</sup>. The arrival of tourists is also influenced by

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major sporting events, and holding sporting events provides beneficial tourism opportunities. A study has shown that the flow of tourism to host countries between 1995 and 2006 saw a positive influx of tourists from more than 200 countries. According to a survey of tourists, nature tourism and sports tourism industry is a multi-billion dollar industry. The value of the sports tourism industry is reported to be around \$ 7 billion in 2017 <sup>[3]</sup>. Sport is an investment in the tourism industry. Sport is a category that can attract sports tourism that has high potential for repetition and create a positive environment for the community and the place of tourism; Launches a new product with a new tourism destination, builds social relationships and strengthens the support of tourism companies <sup>[4]</sup>. Sport tourism can be a vital force for world peace and increase understanding and interdependence. Be. Sports tourism around the world can help establish a new international economic system that will help bridge the wide economic gap between developed countries and the development of sports tourism, and in particular ensure economic and social development and progress in developing countries. It has been studied that the sports tourism industry has a direct impact on the entrepreneurship of small and medium enterprises <sup>[5]</sup>. Today, one of the approaches that is used in sports tourism marketing and helps entrepreneurship in attracting tourists is the feasibility approach. Possibility-oriented thinking emphasizes the possibility of creating possible goals using existing possibilities <sup>[6]</sup>. In other words, possibility-oriented logic tends to use existing facilities to achieve any desired goal <sup>[7]</sup>. Possibility, the researcher does not pursue goal setting, which means what is common in large companies, but, contrary to the goal setting path, seeks to create possible achievable goals with whatever is available (available facilities) <sup>[8]</sup>. Opportunistic marketing is above all a learning and discovery process. It is also closely related to design thinking. Based on understanding the needs of customers (sports tourists) and technological options, designers usually propose a solution using a process with multiple iterations, and in close interaction with users, optimize that product (tourist attractions and events) <sup>[9]</sup>. Also, entrepreneurial marketing studies mainly emphasize their definition of feasibility for studying in small businesses <sup>[10]</sup>. Possibility is a process in which a set of methods is considered, based on which the entrepreneur is forced to choose the most effective possible method <sup>[11]</sup>. Indeed, the feasibility approach encourages entrepreneurs to come up with creative ideas and meet new and key challenges, and provides effective business development outcomes that must have a good understanding of structural processes <sup>[12]</sup>. Feasibility in principle relies on "cost-effectiveness", meaning that marketing and other costs are limited, so this principle enables the entrepreneur to make mistakes and change his approach if necessary. Feasibility logic provides a theoretical perspective that explains the entrepreneurial action at the beginning of a company or social entrepreneurial enterprise. And gives an innovative strategy to

the entrepreneur <sup>[13]</sup>. Sassarazwani (2001) introduces a feasibility approach to explain how entrepreneurs behave when creating a business. On the other hand, with changing market strategy and business model, manufacturing companies often face the risk of increasing uncertainty and changing risk patterns in the market <sup>[14]</sup>. They also face growing challenges to manage, control risk at the strategic, organizational, and operational levels <sup>[15]</sup>. Opportunistic marketing is above all a learning and discovery process. It is also closely related to design thinking. Based on understanding customer needs and technological options, designers typically propose solutions using a process with multiple iterations and optimize that product in close interaction with users <sup>[9]</sup>. Walz, Motta, and Franco (2019) stated in a study that an important market for sports tourism in Europe, mainly in Scandinavia, is the need to adjust the offer by engaging in leisurely sports activities such as walking, running, fitness, outdoors, training, adventure or exploration. Tourist and para-tourist services and infrastructures are in new demand with the transformation <sup>[16]</sup>. Madeira can also take advantage of the opportunity for digital entrepreneurship to advance its goals through sports tourism. Arolmozhi and Gomasia Magam (2019) in a study entitled "Sports Tourism Marketing in India" stated that the promotion of the sports tourism industry requires holding events through which the potential of sports tourists can be maximized <sup>[3]</sup>. Moradi and Taher Bayezi (2018) also stated in a study that Piranshahr city has the ability to become one of the tourism hubs, which to achieve this goal requires strengthening management to promote tourist attractions and introduce the region and strengthen infrastructure and security. Be <sup>[17]</sup>. Iran is one of the richest countries in the world due to its historical, cultural, religious and geographical conditions, as well as having the necessary natural potentials, which has the potential to attract many tourists. According to the mentioned cases, sports tourism can create more favorable and appropriate conditions in terms of value and culture than other types of tourism <sup>[18]</sup>. Looking at the border cities of the country, it can be noted that these cities, following the prosperity of the border economy and the recent developments in the space that has been formed in them, have provided the ground for the prosperity of the tourism industry and the development of commercial tourism. Therefore, using the potential and actual capacities of these cities in the field of tourism, especially sports tourism can play a significant role in development and development and earning sustainable incomes for them, because sports tourism is one of the main pillars and economic stimulus of many cities that play an important role in employment. Is responsible for sustainable income and protection of urban infrastructure and services and leads the city on the path of sustainable development <sup>[17]</sup>. Meanwhile, Maku Free Trade-Industrial Zone with many natural tourist attractions and despite the historical buildings and beautiful nature has the potential to become a tourism hub of the region. It is also prone to attract sports tourists due to its investment capacity. These

areas are ecologically sustainable with their pristine and nature-dependent nature, for example, having rocks available for training in the fields of rock climbing and mountaineering, as well as having suitable heights and attractive landscapes with the presence of communities. Various locals are a good host for sporting events.

In the present study, the researcher intends to use the feasibility approach, which refers to the existing capacities and potentials in introducing the attractions and facilities of Maku tourism, to present a model of factors affecting sports tourism using the feasibility approach in the Maku Free Zone. And by conducting this research, answer the question: What are the factors affecting the development of sports tourism using the feasibility marketing approach in the Maku Free Zone?

## Methodology

The purpose of this study is to identify and analyze the factors affecting the development of sports tourism in the Mako Free Trade and Industrial Zone using the feasibility approach. This research aims to provide a qualitative model to identify the factors affecting the international development of table tennis in Iran. Therefore, the practical purpose of the present study is only to discover and enumerate the categories and components affecting the international development of table tennis in Iran, following the model of Charms and Glaser (2006). From the paradigm perspective, the present study is a postmodern type of research. The approach of this research is qualitative and the strategy used in this research is phenomenological strategy which is in the possession of grand theory strategy and the tactic used is hidden content analysis. Therefore, the present research has an exploratory nature in the first place and is considered as an applied research in the second place in terms of audience use. The research is conducted in the form of field studies. The data format is in the form of text and audio and the researcher collects data using interviews with experts in this field. The statistical population of this study consisted of experts in the field of tourism and sports tourism. Finally, 13 people were collected through non-probabilistic, targeted and snowball sampling methods through in-depth and semi-structured interviews with these individuals. It is important to note that an introductory list was compiled as interview questions and primary data collection tools, and then sent to them as an interview guide before interviewing any of the experts. The initial interview questions were formulated according to the research background and objectives, which were presented in different order among the sample members, and other questions were added depending on the interview conditions. The interview begins with a description of the demographic characteristics of the interviewees, followed by the main research questions, and at the end of the interview with an open-ended question such as "Do you think there is something you have not addressed in this area?" ended. This type of

interview is called regular interview in qualitative research, in which the interviewer prepares the desired questions and provides them to the interviewees and subjects at the time of the interview <sup>[19]</sup>. The researcher continued the interviews by asking questions about the dimensions, components and indicators of the factors affecting the development of sports tourism with a feasibility approach until the theoretical saturation of the research questions and objectives was achieved. The researcher then proceeded to the initial coding of the collected principles to deal with the categories, characteristics and dimensions of the factors affecting the development of sports tourism in the Mako Free Trade and Industrial Zone. After saturating the theory, the researcher identifies the factors affecting tennis in sports tourism in the Mako Free Trade and Industrial Zone. In this regard, Goba and Lincoln (1994) stated that in a carefully guided study in which the sample selection was evolutionary and follow-up, it would reach a theoretical saturation point with about 12 participants, and this number is likely to be higher than Will not be 20 people <sup>[20]</sup>. In their study, Burgo, Douglas, and Amelink (2009) stated that in-depth interviews before reaching saturation point required 25 participants. In practice, the concepts of theoretical saturation and declining efficiency considered in qualitative sampling must be equilibrium with time constraints, money, and other factors <sup>[19]</sup>. This process took place in MAXQDA software version 18. The researcher analyzed (coded) the interviews collected during the field operations in the order of their collection in each time period, and with the feedback received from each interview, the subsequent interviews were modified or the direction of the research was redefined. At this stage, the data is searched line by line and by repeatedly listening to the audio files, and an attempt is made to attach the code to the data and keep the encoding open and view the results indicating the data. The concepts and indicators of "factors affecting the international development of table tennis in Iran" should be counted. In order to achieve the validity of the indicators and codes discovered, several interviewees, who were full faculty members of the university, reviewed the coding process and their views on the coding process were applied. Also, 2 professors of sports management (supervisors and consultants) reviewed the findings and commented on the different stages of coding. In this study, the open-test reliability method was used to determine the reliability coefficient. In order to calculate the reliability of the retest, several interviews were selected as a sample from the interviews conducted and each of them was re-coded at a specified time interval (Table 1). Among the interviews conducted, 20% of the interviews were random, which included 4 interviews; They were selected and each of them was coded twice in a period of 30 days (one month) by another researcher from the research team. In this regard, Stemler (2001) in his research confirmed the level of reliability of more than 60% <sup>[21]</sup>. The results of recoding are given in Table

**Table 1- Calculation of open test coefficient of extracted codes and explored indices**

Row	Interview title	Total number of codes	Number of agreements	Number of disagreements	Open test reliability
1	p1	102	91	11	89/21
2	p4	59	51	8	86/44
3	p8	78	67	11	85/89
4	p10	104	90	14	86/53
5		343	299	44	87/17

As can be seen in Table 1, the total number of codes in two 30-day intervals was 343, the total number of code agreements in these two times was 299 codes. The reliability of re-coding the interviews conducted in this study using Scott's formula is equal to 87.17%. Given that this reliability rate is more than 60% [21], the reliability of the coding is verified and acceptable.

## Findings

After coding and explaining the categories enumerated in the factors affecting sports tourism with the feasibility approach in the Mako Free Trade and Industrial Zone, it was observed that 271 initial statements with a frequency of 477 with 18 main categories and 27 sub-categories as effective components and main categories. The development of sports tourism with a feasibility approach was counted. Table (2) and Shannon matrix (Figure 1) show the main and pivotal categories, the coefficients of importance of the categories and the sum of the coefficients of importance of the components affecting sports tourism with a feasibility approach in the Mako Free Trade and Industrial Zone. As seen in Shannon Matrix (1), the factors of advertising and marketing institutions with a coefficient of importance 5, uncertainty with a coefficient of importance 7, the private sector with a coefficient of importance 8, positive memories with a coefficient of importance 2, innovation and creativity with a coefficient of importance 7, Capacity factor of natural

and historical attractions with a coefficient of importance 8, cultural factors with a coefficient of importance 12, technical and specialized factors with a coefficient of importance 7, human resources with a coefficient of importance 6, economic factors with a coefficient of importance 8 and managerial factors with a coefficient of importance 25. It included sub-categories (service management, sport event management, integrated management and infrastructure) in the section of factors affecting the development of sports tourism, but then indicators such as feasibility with the main categories of tourist attractions with a coefficient of importance of 68 that includes (information and communication technologies, professionalism in advertising, environmental advertising, publishing advertising, social media and national media), domestic and foreign tourist attraction index with a coefficient of importance of 67 including (cultural development, tourism attraction management, advertising and marketing And service delivery) and the stakeholder unity index with a significance coefficient of 61, including the central categories (section Private and investors, local community people, government and governmental institutions and inter-organizational), tolerable loss index with a coefficient of importance of 6, existing facilities index with a coefficient of importance of 131 including key categories (commercial capacity of the region, infrastructure facilities, natural facilities, Historical monuments, support facilities), the index of using previous experiences with a coefficient of importance of 21 includes central categories (novel and new experiences, negative experiences, and positive experiences), and finally the index of experiences of neighboring countries in tourism development with a coefficient of importance of 26 (Successful experiences) were explored and counted. As it was observed, in the section of factors affecting the development of sports tourism, cultural factors with a coefficient of importance of 12 had the highest coefficient of importance among the main categories of factors affecting the development of sports tourism. Was included Table 2 shows the main and sub-categories in the factors affecting the development of sports tourism in the Maku Free Trade and Industrial Zone, as well as the indicators of the Effectual approach in the development of tourism in the Maku Free Trade and Industrial Zone.

**Table 2- The main and pivotal categories of factors affecting the development of sports tourism in the Maku Free Trade and Industrial Zone using the feasibility approach**

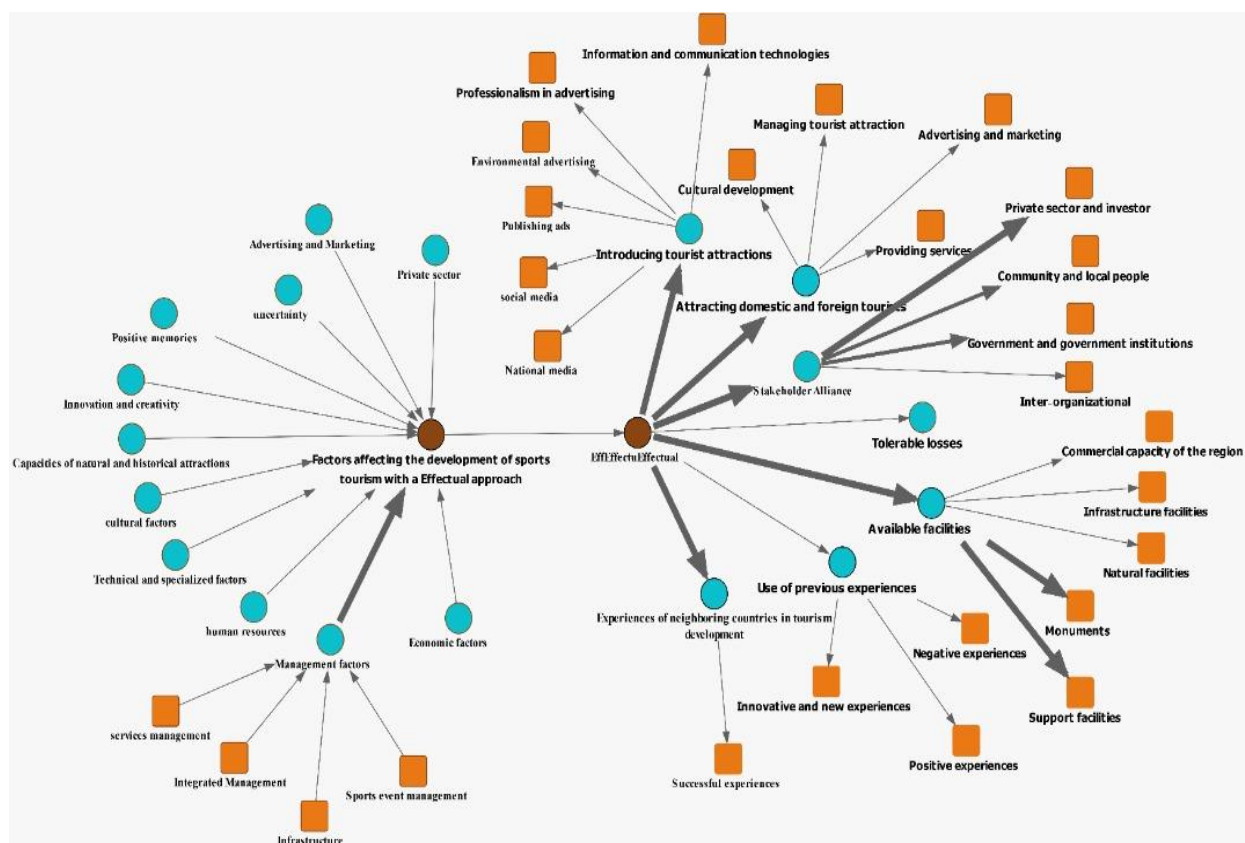
The Coefficient of importance of the main category	Coefficient of importance of central categories	Number of codes counted	subcategory	The main category
factors affecting the development of sports tourism with a Effectual approach				
7	-	7	-	Advertising and Marketing
7	-	5	-	Uncertainty
8	-	6	-	Private Sector
2	-	2	-	Positive Memories
7	-	6	-	Innovation and Creativity
8	-	4	-	Capacities of natural and

				historical attractions
12	-	4	-	Cultural factors
7	-	5	-	Technical and specialized factors
6	-	3	-	Human Resources
8	-	5	-	Economic factors
	7	3	Service management	
	6	5	Sports event management	
25	4	4	Integrated management	Management factors
	7	3	Infrastructure	
	Effectual approach			
	6	4	information and communication technologies	
	20	11	Professionalism in advertising	Introducing the tourist attractions of
68	29	11	Environmental Advertising	
	2	2	Publishing ads	
	5	3	Social media	
	5	3	National Media	
	11	8	Cultural development	
	29	17	Tourist Attraction Management	Attracting domestic and foreign tourists
67	9	8	Advertising and Marketing	
	17	11	Providing services	
	22	11	Private Sectors and Investors	
61	12	8	Community and local people	
	18	13	Governance and government institutions	Stakeholder Alliance
	8	4	Inter-organizational	
6	6	6	-	Tolerable losses
	5	3	Trade Capacities of Region	
	37	12	Infrastructure facilities	
131	52	15	Natural facilities	Available facilities
	20	9	Monuments	
	16	8	Support facilities	
	5	5	Innovative and new experiences	
21	6	5	Negative experiences	Use of previous experiences
	11	5	Positive experiences	
				Experiences of neighboring countries in tourism development
26	-	16	Successful experiences	
477	375	271		Total

After analyzing the content of texts and interviews and the process of coding and counting the initial codes, the central categories of the model of factors affecting the development of

sports tourism in Mako Free Trade and Industrial Zone using the feasibility approach taken from MAXQDA software version 18 as follows is





**Chart 1**–Tree chart of factors affecting the development of sports tourism with a feasibility approach in the Mako Free Trade and Industrial Zone

The above model is derived from the discovery and enumeration of factors affecting the development of sports tourism in the Mako Free Zone using the feasibility approach in the software environment. As shown in Figure 1, managerial factors significantly affect the development of sports tourism in the Mako Free Zone. Also, the colorful lines in the branches outside the feasibility approach show that the existing facilities, stakeholder unity, experiences of neighboring countries and attracting foreign and domestic tourists and introducing the region's tourist attractions are considered as important categories.

## Discussion

In general, the research findings can be discussed in two relatively separate sections, namely the factors affecting the development of sports tourism and the factors affecting the development of sports tourism with a feasibility approach. In the first part of the research, the findings showed that the factors of advertising and marketing institutions, uncertainty, private sector, positive memories, innovation and creativity, capacity of natural and historical attractions, cultural factors, technical and specialized factors, human resources, economic factors and Management factors (including sub-categories of service management, sport event management, integrated management and infrastructure) are the factors affecting the

development of sports tourism in the Mako Free Trade and Industrial Zone. Also, cultural factors with a coefficient of importance of 12 had the highest coefficient of importance among the main categories of factors affecting the development of sports tourism. In interpreting the result, it should be noted that tourism has become one of the most important socio-economic activities in the world today and the number of domestic and international tourists is increasing day by day and many countries around the world to enjoy the benefits and benefits. Countless of them are striving to develop the tourism industry in their country. On the other hand, sports tourism, which has emerged from the link between the two important industries of tourism and sports, is the best industry to improve economic, social and political situation, increase employment and income and develop infrastructure, arouse the interest of officials and officials in developing sports tourism and holding Important sporting events create a unique opportunity, potential economic benefit and attract a large number of spectators and tourists to the host city. Tourism is a social phenomenon that basically any social phenomenon, whether positive and useful or negative and harmful, for its occurrence and emergence in society, needs a suitable and sufficient context, and therefore several factors can affect it. Challenge its development. The development of sports tourism in the Mako Free Trade and Industrial Zone is no exception to this rule and several factors can affect it. One of these factors is advertising

and marketing institutions. In this regard, it is necessary to explain that the Mako Industrial Free Trade Zone is geographically located in the most northwestern part of the country and borders with three countries: Azerbaijan, Armenia and Turkey. On the other hand, due to its location in the border region, it is in a kind of deadlock, and therefore it may not have been recognized as it should be by the people of our country. Therefore, it needs extensive advertising and marketing in order to raise public awareness about it and provide a welcome environment for sports tourists. Also, using the existing capacity due to being bordered by three foreign countries, by introducing the region through the Iranian embassy in neighboring countries and also by using representatives in neighboring countries to introduce the region, the development of sports tourism in it can be Accelerate. In this regard, another factor was the uncertainty that can affect the development of sports tourism in the region. It should be noted that today we live in a competitive and turbulent world where almost everything is unstable and uncertain, so it is necessary to consider short-term plans for the development of sports tourism in the region that are flexible. They have a high acceptability and are always developed in accordance with the requirements and needs of sports tourists. It is also necessary to consider different scenarios in this area so that in case of possible changes, more appropriate methods can be quickly replaced by previous methods. The private sector is involved in the development of sports tourism in the Mako Free Zone. It is not a secret that by investing in the private sector in projects related to sports tourism, the capacities of this field can be improved and by improving the status of tourism and sports facilities, the field of attracting sports tourists can be provided more than before. For example, the presence of the private sector in areas such as hotels and tourism service companies such as sports tourism tours, etc., can meet part of the needs of the region in order to promote the desire of tourists to travel to the region and thus the development of sports tourism. Also, the factor of positive memories can play a role in the development of sports tourism. Accordingly, the management of the Mako Free Zone Organization and other related bodies, especially the Cultural Heritage and Tourism Organization, can provide plans to improve the condition of the roads leading to the region's attractions from an aesthetic point of view, to obtain the satisfaction of existing tourists. In this way, in addition to encouraging them to re-enter the region, they can also provide word-of-mouth propaganda platforms. In this regard, the factor of innovation and creativity is also very important because patience and creativity in the face of uncertainties and creative methods in the face of new challenges can improve the capacity of the region to improve the situation of sports tourism. Because with the help of individual and organizational creativity, plans and ideas can be implemented in the region that are considered attractive factors for sports tourists and encourage them to travel to the Mako Free Zone.

In addition to the mentioned factors, another factor affecting the development of tourism is the capacity of natural and historical attractions. According to Green and Chalip (1998), one of the factors that affect the development of sports tourism in a region is the natural resources of that region. These natural resources include climate, beaches, sea and coastline, land-specific plants and animals, rivers, lakes, forests, mountains, caves, waterfalls, landscapes and hidden landscapes because some activities Recreational sports are performed in these natural sports attractions and therefore have a great impact on the development of sports tourism in that area. However, the Mako Free Zone naturally has most of the above, so it is possible to perform a large number of sports in these natural capacities and attract sports tourists. For example, the world's second largest rock cap is located in the Mako Free Zone and within the city limits of Mako, which can be an attractive factor for sports tourists, especially rock climbers and professional rock climbers in the world. Also, historically, the Mako Free Zone has several historical attractions from the Urartian period to the Qajar period, and the existence of these attractions, including several old and historical churches, can pave the way for the development of tourism in the region. Cultural factors, technical and specialized factors, human resources, economic factors and managerial factors are other factors affecting sports tourism in the Mako Free Trade and Industrial Zone. In this regard, it should be noted that the people of the Mako Free Zone have always been in contact with domestic and foreign travelers due to their continuous interaction with the people of the three countries of Azerbaijan, Armenia and Turkey, as well as the presence of the country's largest land customs (Bazargan Customs). It has caused them to have a good culture of interaction with tourists, which can also be very effective in promoting tourist satisfaction. However, at present, the Mako Free Zone is not in a favorable situation in terms of technology and expertise, especially the necessary tourism facilities and infrastructure, and it is possible to improve the situation of the technical and professional factor by investing more in it. However, it should be noted that measures such as the construction of the airport and the completion of major roads in the region have created favorable conditions for tourists in terms of access. In addition to the above, it is necessary to provide a more suitable environment for sports tourists in the region by upgrading the capabilities of human resources, especially tour guides and other related professionals. Also, given the positive capacities that the customs and the free zone have provided for the region, it seems that the economic situation of some people in the region has changed in such a way that they can easily make large parts of the necessary investments in Provide the tourism sector, and therefore the managers of regional organizations should use these capacities properly and properly in order to develop sports tourism in the region. Finally, there are managerial factors such as service management, sports event management,

integrated management and infrastructure, entrepreneurship and job creation, optimal political relations, etc., which, if done properly, can further the development of tourism in the Mako Free Zone. He was already hopeful.

But the second part of the research, indicators of introducing tourist attractions, index of attracting domestic and foreign tourists, index of stakeholder unity, index of tolerable losses, index of available facilities, index of using previous experiences and finally index of experiences of neighboring countries in tourism development as factors Effective on the development of sports tourism with a feasibility approach was identified and counted. Also in this section, the main category of available facilities with a coefficient of importance of 131 was the most important coefficient. In explaining the result, it should be noted that feasibility thinking emphasizes the possibility of creating possible goals using the available facilities, and therefore these indicators have been identified based on the available facilities in the region and it seems that by improving its status. The fields of sports tourism development in Mako Industrial Free Trade Zone can be better and faster. In this regard, it should be noted that Mako Industrial Free Trade Zone has many natural, historical and sports attractions and it is necessary to inform potential tourists about the potential of information and communication technologies, professionalism in advertising, environmental advertising, advertising Publications, social media and national media were used in a favorable way to increase the attention of tourists to this region by fully introducing the region's attractions, and consequently to increase their travel to the region. Among the proposed solutions to improve advertising and introduce tourist attractions can be suitable advertising for the target community of each tourist attraction, media coverage, optimal identification of tourist destinations in the Mako Free Zone, introduction of numerous and large dams in the region, roaring waters and site Flights to sports tourists, introduction of churches and customs of Mako Free Zone, preparation of brochures for travelers, introduction of attractions in tourist books, use of social media to introduce the region and its attractions, introduction through National TV mentioned the use of Mako tourist attractions in TV series, creating a positive image of the region for different countries, creating a positive mental image of tourists through advertising, and so on. It should also be noted that due to the location of the Mako Free Zone in the neighborhood of the three countries of Azerbaijan, Armenia and Turkey and therefore the ease of traffic between the people of these three countries with the Mako Free Zone, it is necessary that regional tourism managers in addition to attracting domestic tourists. To attract foreign tourists, it seems that with cultural development, proper management of tourism attraction, advertising and marketing and providing appropriate services to tourists can achieve this important. In this regard, the institutionalization of the slogan is always right with the customer in the field of sports tourism, cultural exchange

among tourists, creating appropriate conditions to promote the attitude of sports tourists of the type and quality of events, attention to the needs of domestic and foreign sports tourists, competition With competitors in tourist areas inside and outside the country, invest in attracting sports tourists in the region, holding national sports tourism events, holding provincial leagues in the region, holding international mock events, launching and introducing water sports, Establishing welfare for sports tourists, establishing security to attract tourists, improving the quality of food offered at sports tourism events, etc. can be used as practical solutions by managers and those involved in this matter.

In addition to the mentioned factors and indicators, there is a stakeholder unity index including the private sector and investors, local people, government and inter-organizational institutions, which without a doubt, without their coordination and integration, this important thing can not be achieved and Provided the conditions for the promotion of sports tourism in the region. Therefore, it is necessary that one of the related bodies, by creating the necessary coordination and unity among the stakeholders in the development of sports tourism in the region, provide the ground for improving the necessary conditions for the advancement of affairs. In this regard, it is possible to invest in the establishment of tourist offices abroad, increase coordination between hotels, tourism companies and restaurants, coordination with airlines, the formation of tourism unions, and the positive interaction of taxi drivers with tourists. , Cooperation of guilds and bazaars to develop tourism, reception of foreign sports tourists by local people, government support for private businesses related to tourism, coordination and alliance of the Free Zone Organization and the Cultural Heritage Administration, increasing coordination and cooperation between the Sports Administration and The youth and the Mako Free Zone Organization, the lack of monopoly of stakeholders, etc., promoted another part of the factors influencing the development of sports tourism with a feasibility approach. Also, the tolerable loss index is effective on the development of sports tourism in the region with a feasibility approach, in which accepting the high risk of currency fluctuations for stakeholders, free donation of some products to foreign tourists, accepting risk in providing services and products to foreign tourists for export. Using the tolerable loss approach in order to learn more and develop the market using the tolerable loss approach should be considered by managers and other stakeholders in sports tourism in the region.

Another important and effective factor in the development of sports tourism with a feasibility approach in the Mako Industrial Free Trade Zone is the index of available facilities. In this regard, it should be noted that development in any field requires some facilities and equipment and infrastructure for that area, and if the necessary facilities can not be provided, we can not expect development. Accordingly, the development of sports tourism in the Mako Free Zone also requires the



upgrading of various facilities and equipment, including the region's commercial capacity, infrastructure, natural facilities, monuments and support facilities, some of which are quantitative and qualitative in the region. Existing and others need upgrading. In this regard, the existence of numerous natural and historical potentials in the region as well as the interaction and coexistence of different ethnic groups in the region is considered one of the strengths of the region and it is necessary to improve the export and import situation in Mako, use opportunities to create added value. Construction of recreational and sports complexes, launching water sports, using off-road capacity, improving the quality of transportation, improving the quality of roads leading to the region, improving the quantity and quality of parks and recreation centers, karting, etc., other facilities And strengthened the necessary infrastructure. In addition, paying attention to the export of regional products through sports tourism, leveraging previous experiences for future success, using new thoughts and ideas, paying attention to shopping tourism for tourism development, using successful experiences in developing sports tourism, reviving customs and The customs of the predecessors in order to promote the tourism industry, etc. can be used in order to improve the index of use of previous experiences as another effective factor in the development of sports tourism with a feasibility approach in the Mako Industrial Free Trade Zone. Finally, the index of experiences of neighboring countries in tourism development can be used as another factor affecting the development of sports tourism used by managers and those involved in sports tourism in the region. In this regard, modeling successful countries in sports tourism such as Turkey and observing the cultural situation of the country and the region, studying the current situation of the free zone and adapting to the models of successful countries, localization of successful models of other countries, using scientific experiences of neighboring countries. Making the paragliding model of Turkey in the region, using the eco-tourism experience of neighboring countries, using the model of preparing and serving food from neighboring countries, especially Turkey, modeling the special tourism capacities of Turkey while adhering to religion, modeling the promotion of ski slopes and sailing Due to the capacity of the region, the use of successful experiences in accordance with the nature of tourism in the region, the use of patterns arising from the commonalities of countries, etc. can be fruitful and the development of sports tourism in the Mako Free Zone more quickly .

In a general summary of the research findings, it can be stated that the development of sports tourism in the Mako Free Zone is affected by several factors that the relevant managers should pay attention to in formulating and implementing their plans in order to develop a better plan and in Ultimately develop sports tourism in the region. Also, it is necessary for these managers to further develop sports tourism in the region by relying on the

various capacities available in the region and improving and promoting the necessary items and factors.

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