



## Heritage sports tourism: identification and leveling of factors affecting the development of heritage sports tourism in Iran

### Oral Presentation

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### Abstract

**Introduction:** The purpose of this study was to identify the effective factors on the development of heritage sports tourism in Iran with an interpretive structural modeling approach (ISM).

**Methods:** The present research was applied, qualitative and analytical in terms of nature and purpose, data retrieval, and data analysis method, respectively based on interpretive structural modeling. Data collection tools in this study were library studies, interview, s and questionnaire-based on interpretive structural modeling. In order to identify the factors affecting the development of heritage sports tourism, with the collective agreement of experts and reviewing the research literature, 16 factors affecting the development of heritage sports tourism were identified.

**Results:** According to the third step of the ISM method, the effective factors on the development of heritage sports tourism were classified into 7 levels and the political and governmental dimensions along with the rule of law were at the lowest level of the model (seventh level); these were prioritized in terms of implementation over other dimensions. Finally, based on the analysis matrix of influence and dependence, it was determined that the political and governmental dimensions, rule of law, management and supportive factors are among the influence factors; economic dimensions, socio-cultural factors, infrastructure and welfare services, education and research, specialized human resources, technology, heritage sports tourism attractions, heritage, marketing and information and international relations are among the linking factors; and the dimensions of safety and security, complementary attractions and sporting events are among the dependent factors in this research.

**Conclusion:** Eventually, it can be concluded that this model can help managers and officials in the field of tourism and sports tourism to get a true picture of effective strategies for the heritage sports tourism development and achieve significant success in this area considering the focus on the most important and effective factors.

### Keywords

Tourism; Heritage Sports Tourism; Political and Legal Factors; Rule of Law; ISM

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