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### ☒ Effect of holding disabilities international championship on tennis Sport Tourism (Case Study: International tennis tournament with disabilities - Malaysia)

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#### ABSTRACT

*The purpose of this study is review of side requirements and position of sport tourism marketing with an approach in a sport event. In this survey that carry on 80 athletes including disabled tennis players and sport tourists participating in the Malaysian open championship. They were completed researcher's questionnaires randomly. This finding showed that holding of sport events effect on attracting sport tourism. Also communication quality and security of the venue for sport events increase sport tourists. The results showed that holding sport events is important in progressing sport tourism industry and tourism attraction. Sport tourism is the most beneficial business and side requirements such as correct encounter, communication and service quality, security, easy transportation can affect on loyalty of visitors' tourists and attract them.*

**Key words:** sport tourism, wheelchair tennis, Malaysia, sport marketing side requirements.

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#### INTRODUCTION

Reviews show that from 1967 to 1989 trend of tourists for participation in sports events raise about 1300percent.[1] A review about number of tourists in Australia and New Zealand in 1996 show that more than 3 percent of visitors were sport and recreational and the spend was 234 to 430 million dollars.[2] In America, **income** of sport events is 27 billion dollars per year, more than 75 million adult Americans (2out of 5) said that in cast 5 years,at least in one sport event either visitor or participant. [3] This is proved that Malaysia one of the top countries of the world has tourist attractions.[4] Ncedo As the sports industry represents an economic phenomenon that has generated billions of dollars each year. With selling tickets and sponsorship or television broadcasting and Ship the fastest growing tourism industries in the world. Seems to be the country of origin or destination of the region and also the quality of events and athletes, easy transportation, cultural differences, trust, security and effective operation Brhzvr tourists in a different event And the motivation for a dynamic concept that every person in every tourist and every target market varies.[5]

Tourism is one of the most efficient economic activity in industry and competitions as one of important tourist destination offers assessment and preparation of ski and camps or cycling, horse riding arenas and lawn fields, sea and sandy coasts and good weather and mountainous regions and ...Course tourist attractions.[6] However Malaysia with great terms of tourist attractions only is in 15<sup>th</sup> rank of world residential facilities and in aim of statistics, it is in the table of top10 countries. In 2007 and 9<sup>th</sup> in 2009, Iran just could absorb 0.55% of total World tourism income that compare with Malaysia that its income 14.85% nothing. In the same time, sport industry is a great commercial phenomenon that can produce billion dollars per year with ticket selling and sponsorship nests and broad casting rights. Goal of this study is finding importance of sport tourism in people life.

We are here to investigate and know about needs of sport marketing and its stage in tourism industry and answer these questions.

- 1- Side needs of sport marketing and their position in tourism development?
- 2- How we can do this?
- 3- If we can identify them, the effect, fit?

### **Research Methodology**

This descriptive and analytical research is in its infancy as long and through study of the needs of tourism and sports accessories in the market place tourists to the region that hosts using questionnaire surveys of athletes, tourists and sport tourists in this field has paid (since raised large events in the country is held too low or are not permanent, so access is difficult sport tourists. or that have experienced their sports tourism. However a questionnaire by athletes and tourists tournament is filled.) And finally the descriptive and analytical assessment of data that is discussed is the form of field work. Statistical population of all international tourists and local sports competitions is disabled in Malaysia International tennis tournament with the aim of watching and participating in competitions attended.

Statistical samples randomly selected and at which international tourists and local sports attended the questionnaires among 100 tourists and athletic player that was finally completed 80 questionnaires were analyzed. Given the hypothesis of this research to create impact in sports tourism marketing sport tourists are related to the host region for data collection related to the research literature, research methods background thread library (books, articles and Internet) were used for collecting data to test hypotheses and theories of assessment questionnaire was used that included 12 questions in two sections 9 closed questions and 3 open question is designed. Questionnaire included information on demographic indicators (including: age, gender, employment and family status and nationality), smart tennis tourists (both participants and spectators), the ranking is in terms of holding and value of host country :currency, transport, type of information ,type of traveling residential and number of accommodation, and their expense.

## **RESULTS**

**Table 1: Number of questionnaires collected separately days  
Tier classification of days of international tourists and domestic tourists**

<b>day</b>	<b>International tourists</b>	<b>Indigenous tourists</b>
Friday 30 July	15	5
Saturday 31 July	18	8
Sunday 1 august	27	7
total	60	20

Table 1 Shows that, if a few days earlier were returned to the region, further questionnaires could be obtained.

**Table 2. Comparison of demographic characteristics of participants**

The following classified categories	International tourists (%)	Tourists indigenous (%)
Age 22 to 44	95%	90%
Non-employed - Housewife	5%	-
Students	27%	23%
Director - entrepreneurial	10.0%	5%
Official Employee	45%	40%
Self-Employed	18.93%	40%
Home language English	31.25%	100%
Non-English	68.75%	90%
Living conditions of citizens	25%	75%
Empty nest	75%	25%

Table 2. Shows that over 90% of tourists persons who middle aged and young-aged people and 40 to 45% of them officials and more than 30% of English language being the most difference to their employment and also 75% of Sport tourists are living empty nest .

**Table 3. Travel reviews by participants**

The scheme is under the category of international tourists and indigenous tourists

	International tourists (%)	Indigenous tourists (%)
Mean size	4	1
organized tour group	70%	12.5%

Table 3. Shows that the average international athletes to travel 40% more local athletes.

**Table 4. Review the reasons for participants traveling to the area desired**  
the scheme is under the category of international tourists and indigenous tourists

	International tourists (%)	Indigenous tourists (%)
kulalampor area the first time in five years	46%	-
Spent a few days in area	15%	-
participate in competitions Or to visiting	65%	100%
Holiday purposes	15%	-
Most definitely visit the area again	60%	100%

Table 4. Shows that 46% of participants first come to this area and 60% would most definitely visit the area again.

**Table 5. How to accommodation participants**

The scheme is under the category of international tourists and indigenous tourists

	International tourists (%)	Indigenous tourists (%)
resident in the area	5%	15%
Staying with family	2%	-
Bed and breakfast	-	-
Holiday house	2%	-
Apartment	-	-
Rented house	2%	-
Hotel	80%	90%

Table 5 shows that the 80% participants had come to tournaments and competitions at the hotel location was settled.

**Table 6 Travel and accommodation by the number of days participants**  
The scheme is under the category of international tourists and indigenous tourists

	International tourists (%)	indigenous tourists (%)
Private vehicle	15%	45%
Airplane	85%	30%
Vehicle rental	-	25%
Tour Bus	-	-
Stay 3-4 days	65%	25%
Over 4 days	35%	75%

Table 6. Shows that 85% of tourists by airplane and headed by resident racing days were over

**Table 7. Participants fees**

The scheme is under the category of	international tourists	tourists indigenous
Most entertainment of attractions	75%	80%
Restaurants	60%	40%
accommodation	55%	60%
Shopping stores	30%	40%
Groceries	20%	25%
Local ground transport	20%	25%
Domestic Organized Tours	25%	-
Mean expenditure per person per day	150-200 \$	200-300 RM

Table 7. Shows that the cost of accommodation and restaurants is more than others. While the mean cost for international tourists about 150 (dollars) is per day and also for every domestic tourist is 300 (Ringed). That about 100 dollars L is the hypocrisy.

**Table 8. other Information for connectivity of how to run competitions**  
The scheme is under the category of international tourists and indigenous tourists

	international tourists	indigenous tourists
Internet Information(web)	55%	20%
TV	30%	35%
General knowledge- am a Tennis	33%	25%
Newspapers	-	40%
Tennis Magazine	15%	20%
Friends recommended	48%	45%
Magazines	10%	10%
business relationship	5%	10%
Radio	-	4%
Previous experience	50%	40%
Visit relatives	2%	10%

Table 8. Shows the most awareness of the tournament (55%) due to being athletic sports tourists thereafter more information via television (50%) is.

## CONCLUSION

Result shows that sport events is most important in tourism industry development and is one of the most efficient commercial works for countries.

In the other hand, corrects contacts, communication quality and service security, easy transportation and appropriate advertising could detect in tourist loyalty.

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