



چالش های گردشگری ورزشی در لیگ برتر فوتبال ایران

Challenges of Sport Tourism in Persian Gulf Pro League of Iran

Afshar Honarvar

Assistant Professor- K.N.Toosi University of Technology

دکتر افشار هنرور

استادیار دانشگاه خواجه نصیرالدین طوسی
44738502



Definition of Sport Tourist:

Is a person who:

- Traveling to a place other than his or her place of residence
- For at least 24 hours and a maximum of one year
- The main purpose is to attend a sport event or to visit sport related attractions

Types of sport tourist:

- Active
- Event
- Nostalgia



Current situation of football sport tourism

- Total number of spectators: 1,843,000
- Average for each games: 7679
- Most of spectators are not sport tourists
- Est. No of active sport tourists: 1500 (in Pro League)
- Est. No of event sport tourists: 10% of Spectators (Max)
- No any programmed managerial action
- With minimum economical impact and unsustainable
- Interrupts of various organizations



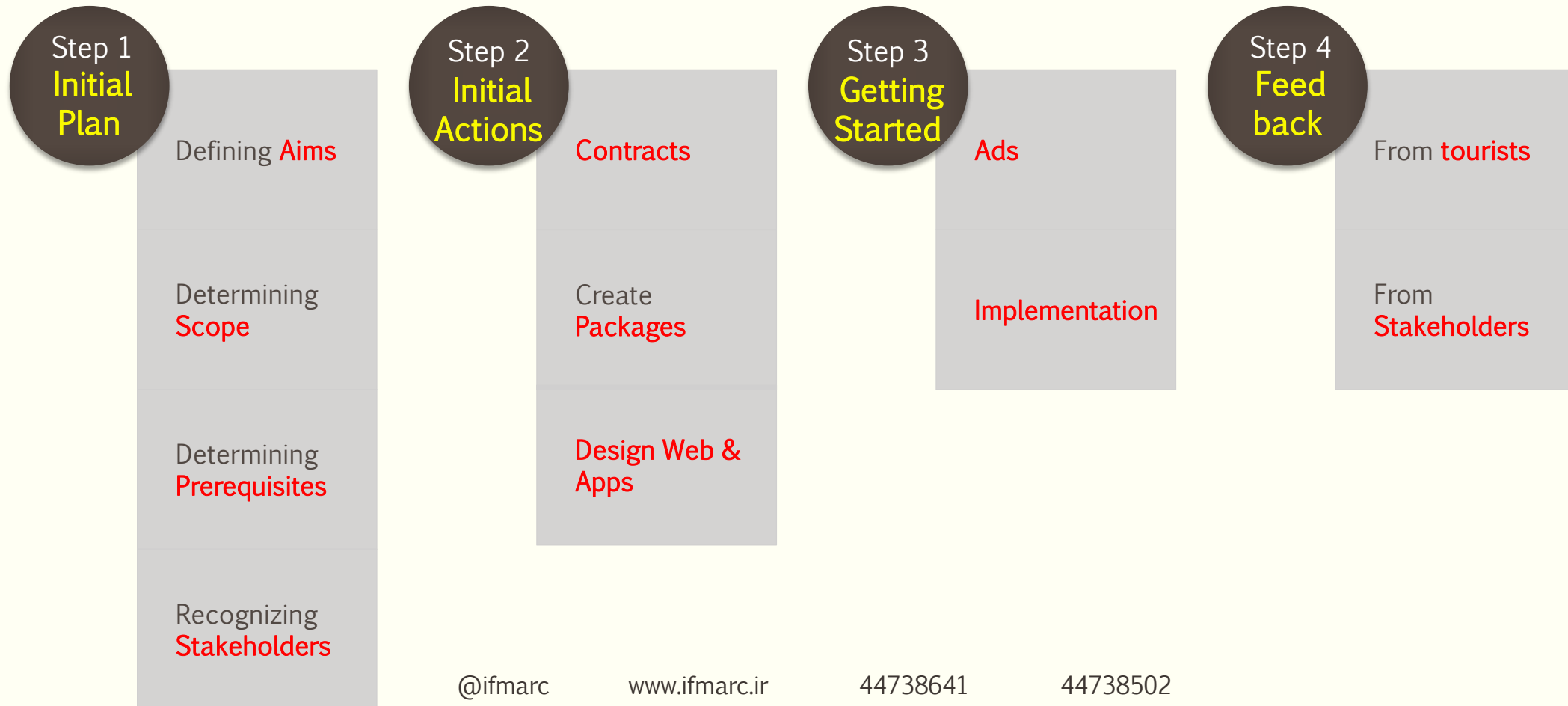


Some areas of engagement for football clubs in sport tourism:

- Deals with hotels and resorts
- Mix the packages with other programs of city
- Exploit the competitor spectators potential
- Tours for schools
- Tours for fans club
- Enrich the package with meeting players, ticket discount, VIP station, Etc



Process for development an action plan of sport tourism:





Some challenges which can affect the future of sport tourism in football:

- Women spectators
- Implementing the rules for the share of spectators in each game
- Having exclusive Stadium

Thank you