



## Presenting the Development Model of Active Sports Tourism with an Economic Approach: the Share of Health-Oriented Sports in the Gross Domestic Product

Zahra Sohrabi<sup>1\*</sup>, Mehrdad Moharamzadeh<sup>2</sup>, Rasool Nazari<sup>3</sup>

<sup>1</sup> PhD Department of Sports Management, Faculty of Psychology and Educational Sciences, University of Mohaghegh Ardabili, Ardabil, Iran.

<sup>2</sup> Professor of Sports Management, University of Mohaghegh Ardabili, Ardabil, Iran.

<sup>3</sup> Associate Professor of Sports Management, Faculty of Sport Sciences, Isfahan (Khorasgan) Branch, Islamic Azad University, Isfahan, Iran.

### ABSTRACT

**Purpose:** More comprehensive and practical research is needed on active sports tourism, the importance of sports development in Iran, and its impact on the economy. Therefore, the current study aims to develop a sports tourism development model with an economic approach to address various aspects of increasing sports tourism's share in the gross domestic product.

**Methodology:** This qualitative study used the database theory strategy and Charns's constructivist approach. Data were collected using in-depth semi-structured interviews. Nineteen experts in three fields—sports science, economy, and tourism—participated in the research.

**Findings:** The interviews' 210 sentences were implemented into 145 initial and 22 focused codes. Finally, the factors identified from the interviews were classified into six core categories: health-giving movements, institutionalization, active lifestyle, health, people and society, and economy. The current model acknowledges that active sports tourism may directly and indirectly affect the Gross domestic product (GDP).

**Originality:** It was found that increasing attention to active sports tourism improves people's health and quality of life and can also lead to increased productivity, reduced health costs, the growth of related industries, and an increase in gross domestic product.

### Keywords

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## 1. Introduction

Lifestyle is a multifaceted concept that profoundly affects individuals' lives (Bahodir et al., 2020). It encompasses the habits, practices, choices, and values that shape each person's way of living (Lambrinou et al., 2019). A variety of factors influence lifestyle, including culture, economy, society, and environment (Abdullayeva, 2023). Analyzing this concept through its theoretical foundations and various theories enhances our understanding of the lifestyles of individuals and communities (McCormick & Vasilaki, 2018). In contemporary society, the transformation of people's lifestyles and behaviors is both a natural and desirable occurrence (Uusitupa et al., 2019). Individuals are exposed to social, technological, economic, and cultural advancements that significantly affect their daily routines. These changes can be observed in various contexts, such as consumption patterns, leisure activities, dietary habits, and environmental factors (López-Moreno et al., 2020). Investigating and analyzing these shifts and their implications for individuals' lives is a compelling and essential area of exploration within social research and the human sciences.

One of the styles garnering significant attention today is active sports tourism. Engaging in active sports tourism and physical activity is crucial for public health. Sports and recreational activities not only enhance people's physical well-being but also have a positive impact on their mood and mental health (Van De Zande et al., 2022). Consequently, promoting active sports tourism and physical activity has emerged as a strategy for disease prevention and improving overall quality of life (Henderson & Bialeschki, 2005). This approach can lead to diminished healthcare costs associated with disease treatment and heightened efficiency in daily living (Liu et al., 2018). From this perspective, research and studies focusing on active sports tourism and physical activity are vital for public health. It can be recognized that the pursuit of health, well-being, and sustainability is closely linked to the adoption of active sports tourism (Bruland et al., 2019). Active sports tourism encompasses various dimensions, including psychological, social, and spiritual aspects (Nazem, 2012). The World Health Organization defines a healthy lifestyle as one that includes complete physical, mental, and social well-being, rather than merely the absence of disease or organ dysfunction (World Health Organization, 2018).

Sports tourism is increasingly being recognized as a burgeoning concept within Iranian society. Individuals across various age groups and genders are displaying a keen interest in sports and recreational activities (Nikoabadi et al., 2024). Over the last few years, traditional sports like wrestling and football have garnered significant popularity. However, a wider array of sports, including cycling, hiking, mountain climbing, and group activities such as yoga and Pilates, is now captivating the attention of many. People from the youth to middle-aged and elderly populations are engaging in active sports tourism. The benefits of this lifestyle for Iranian society are noteworthy; it has the potential to enhance overall quality of life and mitigate the prevalence of chronic diseases like diabetes and cardiovascular conditions (Nazari & Shahvali, 2022). Moreover, promoting sports and physical activities can foster stronger social connections and reinforce community spirit (Weiss & Kipp, 2018). This trend also has the potential to develop the sports and

recreation industry, generating job opportunities and boosting economic prosperity (Acquah-Sam, 2021) within the nation. Consequently, research into active sports tourism and its impact on Iranian society is essential, contributing to sustainable development and overall improvement.

Active sports tourism plays a significant role in society (Yang et al., 2014) and encompasses a wide diversity of sports and recreational activities. Given the extensive relationship and interaction between active sports tourism and key factors such as the economy, health, and overall well-being of Iranian society, there is ample opportunity for scientific and academic research in this area to be both expanded and enhanced. A thorough examination of the impact of active sports tourism on the economy and health of Iranian communities can facilitate the development of effective strategies and policies aimed at promoting this concept and maximizing its benefits within society.

In the realm of active sports tourism, the economic perspective holds significant importance (Myburgh et al., 2019). Sports and physical activities, as integral components of this lifestyle, have a considerable impact on various sectors of the economy and business (Ya, 2020). Notably, this includes the production and sale of sports equipment and apparel, the provision of sports training and consulting services, as well as the organization of sports tournaments and tours (Gagnon et al., 2017). These elements contribute to job creation and the expansion of the private sector, playing a crucial role in generating national income through increased sales and trade in these areas. Furthermore, the relationship between the economic approach and active sports tourism in Iran positively influences the promotion and development of sports (Mohamadi Torkamani et al., 2016). Effective promotion and advertising of sports and recreational activities can attract individuals and stimulate demand for services and products associated with sports and recreation (Shahvali Kohshouri et al., 2022). Consequently, these factors can significantly support the growth of the sports and recreation industry and are essential for realizing active sports tourism within Iranian society. The economic perspective on active sports tourism serves as a comprehensive framework that can enhance the promotion of sports and recreational activities within Iranian culture, underscoring its considerable economic and commercial significance.

One of the debates in different societies related to the economy is the gross domestic product; the relevance of GDP in active sports tourism is significant (Hafner et al., 2020). Gross domestic product measures the value of all goods and services produced in a country during a specific period. This measure is a general indicator of a country's economic activity and size. More simply, this measure tells us how much a country has added value from all its goods and services and is used to measure its wealth and economic prosperity. Ferrara & Simoni (2023) This study analyzes how active sports tourism affects the gross domestic product in Iranian society. Research in this field can help formulate more detailed policies and programs to actively promote sports tourism in Iran and use it optimally to meet society's economic, social, and health needs. This research helps identify the strengths and weaknesses in these areas and determine the right path to achieve sustainable development goals and the general improvement of Iranian society.

Only a little research has been done on the relationship between active sports tourism and GDP. This little research suggests that promoting sports tourism can actively help

improve inflation (Pretty et al., 2016). Lambrinou et al. (2019) believe that with the increase in sports and recreation activities, the demand for products and services related to sports and recreation also increases, which, as a result, can encourage the growth of sports-related industries. In addition, Sassi & Hurst (2008) showed that active sports tourism can help reduce healthcare costs associated with chronic diseases. People who engage in vigorous physical activity may be less likely to develop chronic diseases, which can reduce disease rates and healthcare costs related to their lead (Ehrman et al., 2022). Therefore, research in this field can formulate more detailed policies and programs to actively promote sports tourism in Iran and its optimal use in meeting economic and social needs and helping the community's health. Also Haase et al. (2004) acknowledged that the development of the gross domestic product by actively promoting sports tourism could lead to increased productivity of people and efficiency in daily life, as well as the development of governments. People who do sports and take recreation seriously usually have better energy and physical health, which can help improve efficiency in daily tasks and performance in various areas of life (Nazari, 2021).

This research and their achievements show that the relationship between active sports tourism and the national gross product is of particular importance and shows the effects of this lifestyle on the economy, health, and productivity of individuals and society. By reviewing the literature related to active sports tourism and the gross domestic product in past research, the fundamental gap that can be seen in domestic research in the field of sports management, economy, and health is not paying attention to the development of sports tourism and determining its share in the gross domestic product. Hence, research in this field can help to develop more comprehensive and targeted policies and programs to actively promote sports tourism and take advantage of its positive effects in Iranian society.

The present study examines the relationship between active sports tourism and gross domestic product in Iranian society. These issues include two essential aspects that are potentially important in the economic and sports fields. First, the primary concern of the research is to address the fundamental void in domestic research related to the development of sports tourism and its contribution to the GDP. Previous research has inevitably pointed to ignoring this relationship and not specifying this lifestyle's direct and indirect effects on the national economy. One of the main reasons for investigating these two issues is that sports tourism is actively considered an essential factor in determining society's health and increasing people's productivity. By connecting these two important aspects, this research tries to prove the importance of awareness of active sports tourism in Iranian society. Also, studying this relationship can help officials and policymakers implement more comprehensive programs and policies to promote sports tourism and improve its effects on the gross domestic product.

During the research, in addition to filling the research gap in sports management, economy, and health, understanding these issues will probably lead to the importance of informing the public. This research aims to formulate more comprehensive and targeted policies and programs to promote sports tourism, actively exploit its positive effects in Iranian society, and tell people. So, the main issue of this research is the relationship between active sports tourism and gross domestic product in Iranian society. This issue

examines how increasing sports activities and recreation in society can lead to economic growth and reduced medical expenses. As a financial and social reflective and analytical study, this research addresses the critical questions of how active sports tourism in Iran can increase the gross domestic product and help improve the quality of life of individuals and society. This research will help us to be aware of the positive and negative effects of active sports tourism on our economy and communities, and we will also be able to improve essential issues such as public health, quality of life, and economic sustainability. One of the essential aspects of this research is that it can help policymakers and officials make decisions regarding public health, sports and recreation, and the economy. The information obtained from this research can help to improve decisions and develop policies in the field of actively promoting sports tourism and increasing investment in industries related to sports and recreation. Also, this research can help raise society's awareness about the importance of active sports tourism and its effects on human health and well-being. Hence, this research is of particular significance as a multidisciplinary study that deals with the economy, health, and society, and its results can contribute to the general improvement of Iranian society. This research can be essential in promoting sports and recreation activities and further research in this field. The results of this research help policymakers and decision-makers to create more effective policies in promoting active sports tourism and developing industries related to sports and social recreation. Ordinary people can also use the results of this research to improve their health and quality of life. Sports industry and trade can also take advantage of the results of this research to increase investment in sports-related sectors and services. Researchers can even see this research as a source for further research. This research is of particular importance to Iranian society. It can contribute to the general improvement and increase awareness about the importance of active sports tourism and its effects on the economy, health, and productivity of humans and society. This research aims to develop a sports tourism development model with an economic approach to address various aspects of increasing its share in the national GDP. This review deals with active sports tourism and gross domestic product in Iranian society and the effects of this lifestyle on the economy, health, and productivity of individuals and society.

## **2. Methodology**

The current study is qualitative and was conducted using the database theory method. In the current research, the constructivist approach of data theory based on [Charmaz \(2006\)](#) was used to present a schematic model of the findings from the coded data. The theory based on the constructivist approach leads researchers to focus on what is happening in the field of study. Therefore, researchers are part of it and should be flexible ([Charmaz, 2020](#)). The participants in the research reached 19 people using the theoretical saturation index. The characteristics and demographic characteristics, the participants, the selection criteria of the participants, and the topics in the interviews are shown in [Table 1](#).

**Table 1.** Demographic characteristics, characteristics of participants, and inclusion criteria.

Demographic characteristics									
Number of people	Location	Number of people	Ege	Number of people	Education	Number of people	Filed of study	Number of people	Activity
12	Isfahan	5	35-44	1	BA	11	Sport science	11	academic
5	Tehran	9	45-55	4	MA	6	economic	5	executive
2	Khozestan	5	uper5 5	14	Ph.D.	2	Sport Tourism	3	other
2	other	The topics in the interviews				Criteria for selecting participants			
		1- Lifestyles 4- Sports marketing 2- Economy 5- Public sports 3- Active life 6- Health oriented				1- People who are familiar with sports tourism literature and are actively involved in sports 3- Having at least 3 scientific articles or a bookIn the field of active sports tourism and sports economics and marketing			

The exclusion criteria included those participants who refused to be interviewed or answer questions during the study or interview in any way and were unwilling to participate in the research. In the present study, in the entire sampling process, three stages of free, relational, and theoretical sampling, which is the basis of using the constructivist approach of foundational data theory, were followed (Charmaz, 2006). The interviews lasted approximately 45 to 60 minutes. These meetings were conducted with prior coordination and at the workplace of the participants, and in some cases where it was not possible to be physically present, the interviews were conducted through voice calls. Data collection was stopped after 19 interviews due to data saturation. On the day of the interview, explanations were provided to the participants regarding the research objectives, which they only narrated based on their abilities about the research topic. They were assured that they were selected only for academic research, that their information would remain confidential, and that their details would not be mentioned.

In this research, the interviews were analyzed based on the constructivist approach of data theory based on (Charmaz, 2006). The four overlapping processes in the constructivist grounded theory analysis are initial coding, focused or selective coding, axial coding, and theoretical coding. The first step in the experiment and data analysis, namely primary (open) coding, which is the process of crushing, comparing, conceptualizing, and categorizing data, was formed with the focus of conceptualization. In the next stage (focused coding), codes with similar phenomena were classified, and so-called categorization was done. In the next stage (axial coding), axial codes emerged from categorizing concepts. Finally, theoretical coding was done. Theoretical coding in the constructivist method consists of arranging core codes together and based on logic, connecting them with other focused codes, validating relationships, and filling empty spaces with categories that need to be modified and expanded (Charmaz, 2006). This stage is the most abstract level of coding through which the relationships between the created categories are described. The researcher must adjust and commit himself to the primary phenomenon to achieve the desired integration at this stage. The output of this stage is nothing but theorizing that has been achieved (Amiri & Nourozi Seyed Hoseini, 2019).

In this study, the method [Guba & Lincoln \(1994\)](#) with the name of reliability, which is related to qualitative studies, was used to verify the results and strength accuracy and to legitimize and validate the findings and analysis. Therefore, the four indicators of acceptability, trust, verifiability, and transferability were used to ensure the consistency and strength of the qualitative data. Based on this, to check the acceptability of the data, the principal researcher and the research team members also supervised and actively participated in the stages of data collection, analysis, and interpretation. Also, long-term involvement with the participants helped to gain their trust and a better understanding of their experiences and ultimately increased the validity and acceptability of the data. The researcher used the method of continuous comparative analysis for reliability (stability). This way, the codes were reviewed several times to determine similarities and differences. The member review method [Andrew et al. \(2019\)](#) was used to assess the verifiability of the member review. In this way, the codings and the final model were given to four participants, who applied their opinions, and finally, the research model was approved. To check the transferability, it was also tried to participate. Participants should have more diversity, and this process continued until data saturation.

### 3. Results

After removing duplicate and unrelated items, the researcher identified and marked about 101 primary categories in the primary coding. Then, 22 codes were obtained in the focused coding and presented in six central codes. Based on the procedures given in the methodology section and the provided coding sample, the categories, focused codes, and central codes are described in [Table 2](#).

**Table 2.** Categories, centralized codes, and core codes of the sports tourism development model with an economic approach.

Cocepts	Centralized code	Categoriz (Theoretical code)
Prevention of diseases	origin	
Creating employment through sports activities		
Improving the physical and mental health of people		
Creating fields of physical activity in communities		
Promoting a culture of healthy lifestyle		
Increasing the rate of participation in sports activities	Changing the	
Reducing the consumption of substances harmful to health	behavior pattern	
Raising people's awareness about healthy eating		
Encourage active and sports tourism		
Improving sports skills in people		
Promoting self-care and pursuing personal health	Individual ability	
Increase safety and physical ability		
Development of individual knowledge in the field of nutrition and health		Healthy movements
Creating sports infrastructure in cities	organize	

Cocepts	Centralized code	Categoriz (Theoretical code)
<p>Encouragement to participate in sports events and competitions</p> <p>Promoting cooperation between organizations in providing health services</p> <p>Improving coordination between institutions to implement health programs</p> <p>Compilation and implementation of national health programs</p> <p>Promoting the use of technology in the advancement of individual health</p> <p>Creating health standards in communities</p> <p>Promotion of advertising and awareness in the field of health</p>	Strategizing	
<p>Analysis of the needs of society in the field of health and sports</p> <p>Identifying weaknesses and development needs in related industries</p> <p>Research in the field of lifestyle and its effects on the economy</p> <p>Identifying the challenges and opportunities of institutionalizing an active health lifestyle</p> <p>Assessing the impact of demographic and social changes on needs</p> <p>Determining the duties and responsibilities of different departments in institutionalization</p> <p>Creating communication and coordination between different organizations and institutions</p> <p>Promoting coordination between different departments of the government</p> <p>Creating incentive policies to promote a health-oriented lifestyle</p> <p>Developing strategies to attract investment in related industries</p> <p>Providing facilities and government support to businesses related to active sports tourism</p> <p>Formulation of regulations related to the quality and safety of health-oriented products</p> <p>Developing risk management strategies against economic and social changes</p> <p>Setting up sample projects in different communities</p> <p>Establishing counseling and training centers in the field of health and sports</p> <p>Implementation of educational programs in schools and universities</p>	<p>Recognizing the needs</p> <p>Structure design</p> <p>Formulation of policies and regulations</p> <p>Implementation and enforcement</p> <p>Evaluation and corrections</p> <p>Stabilization and establishment</p>	<p>Institutionalization of mobility in nature</p>



Cocepts	Centralized code	Categoriz (Theoretical code)
<p>Analysis of the results of the implementation of programs and projects</p> <p>Conducting continuous evaluations based on specific indicators</p> <p>Gathering community feedback and providing opportunities for criticism and suggestions</p> <p>Implementing pleasant programs to promote a health-oriented lifestyle</p> <p>Creating measures to attract community support and participation in programs</p> <p>Continuation of promoting the promotion of health-oriented lifestyle in social media</p> <p>Implementing measures to deal with challenges and obstacles in the long term</p> <p>Creating tools and resources for continuous financial support of programs</p>		
<p>Prevention of diseases</p> <p>Promoting public health programs</p> <p>Promotion of community awareness</p> <p>Access to preventive medical services</p> <p>Encouraging sports and physical activities</p> <p>Teaching stress management techniques</p> <p>Promoting health-oriented lifestyles</p> <p>Educational programs to improve mental health</p> <p>Consulting services to improve the quality of life</p> <p>Development of healthy food businesses</p> <p>Creation of sports equipment production industries</p> <p>Promoting health and sports tourism activities</p> <p>sHealth and treatment services with a prevention approach</p> <p>Communication with social influencers</p> <p>Cooperation with famous athletes</p> <p>Detailed and attractive information about products</p> <p>Research and development programs to improve products</p> <p>Special facilities and discounts to attract customers</p>	<p>Reducing treatment costs</p> <p>Increased productivity and greater concentration</p> <p>Creation of related industries and services</p> <p>Increase sales of related products</p>	<p>Active sports tourism</p>
<p>Promoting sports activities to improve physical health</p> <p>Promoting healthy and balanced nutrition in communities</p> <p>Creating educational programs to inform about health</p> <p>Encouraging preventive examinations and periodic checkups</p> <p>Development of disease prevention and control programs</p> <p>Raising the level of community awareness in the field of health and improving daily life</p>	<p>Health Promotion</p> <p>General improvement</p>	<p>Health</p>



Cocepts	Centralized code	Categoriz (Theoretical code)
Research and innovations related to sports and physical activity		

The present model has six specific axes, which are presented schematically in the continuation of forming one of these axes. Figure 1 schematically shows how the economic axis is formed as one of the principal axes of the sports tourism development model with a financial approach.

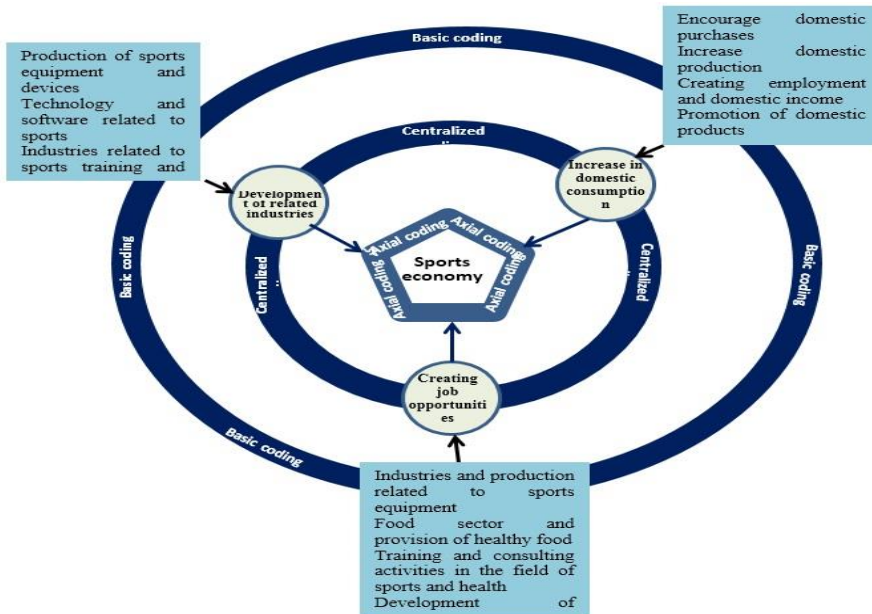
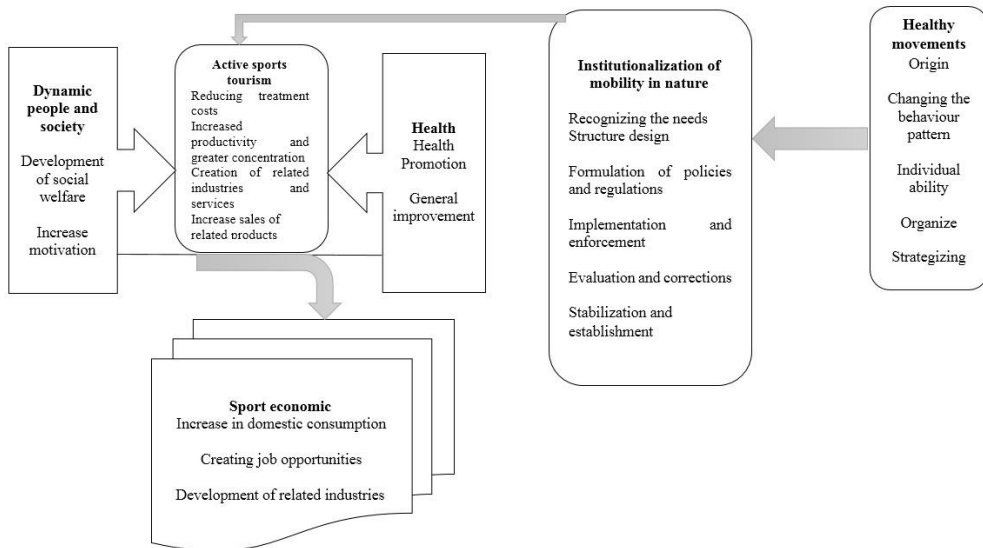


Figure 1. Schematic of the economic axis.

Following an analysis of the categories associated with the economic aspects of sports tourism development, the final research model is illustrated in Figure 2. The factors derived from the interviews were organized into six primary categories: health movements, institutionalization, active sports tourism, health, individuals and society, and the economy.



**Figure 2.** The final construction model of sports tourism development with an economic approach.

#### 4. Discussion and conclusion

This research aimed to contribute to the general improvement and awareness of the importance of active sports tourism and its effects on the economy, health, and productivity of individuals and society. Therefore, the present model addressed this goal in two separate parts. The sports tourism development model with an economic approach can be described and explained based on these two phases. Ibn Madal first discussed how to actively institutionalize sports tourism. In the following section, he investigated the impact of actively institutionalized sports tourism on Iranian society's economy and gross domestic product. In the initial phase of this model, it is mentioned that the institutionalization of healthy movements leads to an active lifestyle. First, it stated how the movements of the health sector were created. This model acknowledged that the beginning of health-giving movements had a principle and origin that directly referred to the awareness of the people of society about the benefits of a health-oriented and active lifestyle. Awareness of the benefits of active sports tourism (Carl et al., 2020) can be promoted through various strategies. Holding workshops, exhibitions, webinars, and advertising campaigns are among the methods that provide society with the necessary information. Government encouragement and support can also have a significant effect on increasing awareness. Publishing successful examples of people who have adopted a healthy lifestyle and achieved positive results can influence the decisions of others. Also, schools and educational centers can provide a platform to convey health and physical activity information to young people and children. These measures and solutions can all be effective for improving society's understanding of the importance and benefits of a healthy and active life and encourage people to choose better and more nutritious options.

Changing the behavior pattern is mentioned ([Heimlich & Ardoin, 2008](#)); changing behavior patterns can promote healthy activities. Implementing new behavioral patterns, such as increased exercise and dietary changes, can improve physical and mental health. For example, increasing physical activity leads to stronger muscles, reduced stress, and improved cardiovascular health. Also, changes in the eating pattern can help improve the general state of health and reduce the risk of chronic diseases. Overall, changes in behavior patterns can help a person achieve a healthier and more active lifestyle. In the next stage, it is mentioned that it should be organized to facilitate the organization, improvement, and facilitation of health department movements. With the proper arrangement and organization of health activities ([Gauld, 2012](#)), improving the provision of health services and sports activities and promoting healthy lifestyle patterns is possible. Organizations can facilitate and encourage this process by providing resources and training and creating appropriate spaces for exercise and health activities. Stress, and improved cardiovascular. Also, by setting strategies and implementing documented programs, organizations can encourage people to engage in health-giving and community-empowering activities and positively impact public health.

In the next step, individual ability is mentioned to achieve healthy movements ([Kwete et al., 2022](#)). Individual ability plays an essential role in healthy movements. People can lead a healthier lifestyle when they focus on their skills and work to improve them. Individual abilities such as endurance, motivation, appropriate decision-making, and coordination to perform sports activities and changes in dietary patterns can help people move towards health and recovery. Also, these abilities can encourage a person to make better choices for personal health and overall life improvement.

In the last stage of reaching health-giving movements, the present model has mentioned the strategy discussion. Strategizing by providing detailed and documented plans and strategies helps health-giving movements. Setting goals and formulating action plans can lead to improved performance and increased efficiency of health movements. Excellent and appropriate strategy can lead to high productivity and optimal use of resources, encouraging participation in sports activities and promoting a healthy lifestyle. This process also helps to promote the role of organizations and health service providers in society, as it improves and expands health activities through effective planning and direction.

In the next part of the initial phase, the current model acknowledges that by institutionalizing healthy movements, active sports tourism can be achieved ([Jafary Nadrabady et al., 2023](#)); for this purpose, he introduced a structure and process. To institutionalize health-giving movements in communities, the first step is to provide appropriate awareness and education. Providing practical information and educational programs to familiarize people with the benefits and importance of a healthy lifestyle and sports activities is very important. Creating sports spaces and sidewalks and providing facilities encouraging people to participate in sports can be essential in institutionalizing these movements. In addition, the need for government support and policies to promote sports activities and healthy lifestyles is critical. Combining these factors makes it possible to institutionalize community health-giving movements and move towards improving health and quality of life more purposefully.

Also, based on the findings, it can be stated that the institutionalization of health-giving movements (La Berge, 1984) consists of different stages. First, it is vital to know the needs of the society and analyze them carefully. Then, the appropriate structure is designed, and policies and regulations that respond to these needs are formulated. For success, implementing these policies is done with precision and quality, and in the next step, continuous evaluation of these activities takes place. Strengths and weaknesses are identified through assessment, and necessary corrections are applied. Finally, this institutionalization process is stabilized and established to embed and stabilize these societal concepts and approaches, primarily through culturalizing and building endurance in these actions.

At the end of the first phase of this model, it has been mentioned that sports tourism can actively help all people and society with different approaches. A health-oriented lifestyle can help all people and societies with different approaches. Individually, this approach allows each person to manage strategies to improve their situation and health. This includes regular exercise, optimal nutrition, stress management, and improving mental health. Promoting this lifestyle can help foster positive attitudes and create shared health habits within the family. Making public sports spaces, encouraging group activities, and holding health-oriented events can increase people's participation and share a health-oriented culture in local communities. At the policy level, supporting health-based policies and promoting health programs can significantly impact communities and guide people toward healthier lives.

In the second phase, this model indicates that, if institutionalized, sports tourism can actively affect the economy, health, and productivity of individuals and society. Active sports tourism, if used as a comprehensive approach, can help reduce treatment costs and promote health and general well-being (Fancourt & Finn, 2019). This approach is based on disease prevention and health maintenance. Promoting regular sports activities and healthy eating can reduce the risk factors of chronic diseases such as cardiovascular diseases and diabetes. These preventive measures can lead to a reduction in the need for costly treatments and uncomplicated hospital admissions.

For example, regular exercise and a healthy diet can help you lose weight and control your blood pressure and blood sugar, which can help reduce related diseases. On the other hand, providing urban environments and communities that encourage physical activity plays a vital role in preventing diseases related to lack of physical activity. For example, regular exercise and eating a healthy diet can help you lose weight and control your blood pressure and blood sugar, which can help reduce related diseases. On the other hand, providing urban environments and communities that encourage people to be physically active plays a vital role in preventing diseases related to lack of physical activity. Also, raising awareness and promoting a healthy lifestyle (Hayman, 2010) can help increase people's motivation to follow healthy habits and follow up regularly. These preventive measures may significantly reduce the costs of treating preventable diseases and improve the community's health. Therefore, this approach helps improve people's health and is influential in reducing health costs and promoting health and general improvement. Hemptennin of the current model points out that sports tourism actively encourages healthy habits and regular sports activities, improving people's energy and

mental ability (Uhrich et al., 2021). These measures can improve the efficiency and concentration of people in doing their daily tasks and work. Also, concerning stress management and attention to mental health, this approach can help people face less stress, manage emotions, and focus more.

In this regard, promoting healthy habits in the workplace (Kugathasan et al., 2022) and daily life can strengthen the balance between personal and professional life and prevent mental burdens on the individual. Also, group activities and group sports can help maintain social connections, create a sense of belonging to society, and encourage people to continue in healthier and social activities. Therefore, sports tourism actively plays a vital role in increasing people's productivity and concentration and improving the quality of life and the general spirit of society.

It can also be stated that sports tourism can actively contribute to the development of social welfare by promoting health approaches and regular sports activities. Strengthening people's physical and mental health can increase their satisfaction and well-being and improve their quality of life. Also, creating spaces for group activities and promoting social communication can take advantage of people's spirit and motivation and strengthen the feeling of belonging to society and, as a result, promote social well-being. Increasing people's motivation to participate in health activities and creating a culture for a healthy lifestyle can also make a more positive and dynamic life from the people's point of view. Since each person, as a part of society, participates in realizing this goal, it can positively affect social well-being, which is an increase in the motivation and determination of society.

One of this model's most important parts is the effect of active sports tourism on the economy. Active sports tourism has a significant impact on the economy. This lifestyle can affect related industries and services by increasing attention to regular exercise, healthy eating, and stress management. To expand industries and services related to this lifestyle, investments can be made in sports activities, the production of healthy products, healthy food services, and providing services to improve mental status. For example, the creation of more sports spaces, the development of healthy food stores and restaurants, and the development of mental health counseling and education centers, among other activities, can be among the measures that cause the expansion of these industries and related services.

Various methods can be used to increase the sale of products related to a health-oriented lifestyle. One of these solutions is proper promotion and effective advertising for these products as part of a healthy lifestyle. Also, communicating with people and communities focused on physical and mental health through stores, nutrition programs, sports courses, and health-oriented events can help improve the sales performance of these products. Also, accurate and complete information about the products, their positive effects on health, and their role in a healthy lifestyle can help increase demand and, as a result, the successful sale of these products.

Active sports tourism can have many effects on the economy. This lifestyle creates more demand for products and services related to health and sports. This demand is seen in various categories, from healthy food and nutritional supplements to sports equipment and healthcare services. As attention to health and sports increases, the

demand for these products and services will increase, resulting in the need for more production, job creation, and the growth of related industries.

To develop these industries and services, investing in producing healthy food, creating sports spaces, developing health and pharmaceutical technologies, and providing healthcare services can be effective. Also, creating efficient distribution networks and implementing effective advertisements to promote these products and services to the market can be effective in making people more accessible to these products and services and encouraging their use.

To increase the sales of products related to active sports tourism, communication with communities and target groups, using appropriate marketing methods, can be efficient. Partnering with social influencers, celebrity athletes, or health-related content providers can significantly impact attracting customers and promoting products. In addition, direct communication with customers and providing accurate and helpful information about products, their positive effects on health, and how to use them can be essential in encouraging customers to buy.

In general, increasing attention to a health-oriented lifestyle can help economic growth by increasing the demand for products and services related to health and sports, which can lead to job creation and profitability for various industries. As a result, with the development and promotion of a health-oriented lifestyle, it is possible to expand related sectors and services, and the sales of products belonging to this category will grow and increase. These measures will not only help to improve the health of the society but also help in economic development and increase the income of related industries.

The current model acknowledges that active sports tourism has the potential to directly and indirectly affect the share of the gross domestic product (GDP). These effects may occur in several vital areas. First, increasing people's physical health increases efficiency and productivity at work. People with better physical health perform better in the workplace, which can help increase production and improve the economic results of companies and industries. Secondly, increasing attention to healthy lifestyle and exercise can lead to a reduction in health costs. This drop reduces the need to treat preventable diseases and additional medical care, ultimately reducing health-related costs and providing more resources for investment in other areas of the economy.

Industries and services related to health-oriented lifestyles also play an essential role in the national GDP. The creation and development of related sectors to produce healthy food, sports, and fitness activities, produce health equipment and products, and provide health and treatment services create jobs and economic growth. These industries help to strengthen and grow the country's economy by creating added value, creating job opportunities, and producing new products and services. Therefore, increasing attention to the active lifestyle not only helps to improve people's health and quality of life but can also lead to increased productivity, reduced health costs, the growth of related industries, and an increase in the country's gross domestic product.

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health and treatment services create jobs and economic growth. These industries help to strengthen and grow the country's economy by creating added value, creating job opportunities, and producing new products and services. Therefore, increasing attention to active lifestyle not only helps to improve people's health and quality of life but can also lead to increased productivity, reduced health costs, the growth of related industries, and an increase in the country's gross domestic product. The presented model has such a capacity that appropriate strategies can be given based on increasing the share of the gross domestic product in Iranian society based on active and health-oriented sports tourism in separate sectors. The current model acknowledges that the institutionalization of sports tourism can actively help to increase the gross domestic product in two ways: First, the physical and mental health of people will probably lead to an increase in productivity and efficiency in the work environment, and the improvement of these functions, probably It leads to an increase in the gross domestic product. Second, creating industries and services related to health and sports tourism will actively create appropriate job opportunities and increase the incomes of individuals and society. This will also create economic improvement and increase the national GDP. Finally, institutionalizing sports tourism can actively improve the overall economy and sustainable economic growth. In the end, based on limitations such as the lack of familiarity with the future of this area and the analysis of regional differences, it is suggested to investigate the role of active sports tourism in the gross domestic product in different regions of a country and compare it with other countries, from the perspective of uncertainties and macro trends of the future should be considered by future researchers.

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## ارائه الگوی توسعه گردشگری ورزشی فعال با رویکرد اقتصادی: سهم ورزش سلامت محور در تولید ناخالص داخلی

زهره سهرابی<sup>۱\*</sup>، مهرداد محرمزاده<sup>۲</sup>، رسول نظری<sup>۳</sup>

<sup>۱</sup> دکتری گروه مدیریت ورزشی، دانشکده روانشناسی و علوم تربیتی، دانشگاه محقق اردبیلی، اردبیل، ایران.

<sup>۲</sup> استاد مدیریت ورزشی، دانشگاه محقق اردبیلی، اردبیل، ایران.

<sup>۳</sup> دانشیار مدیریت ورزشی، دانشکده علوم ورزشی، واحد اصفهان (خوراسگان)، دانشگاه آزاد اسلامی، اصفهان، ایران.

### کلیدواژه

اقتصاد ورزش  
بازاریابی ورزشی  
سبک زندگی  
گردشگر

### نوع مقاله

پژوهشی اصیل

### چکیده

**هدف:** در رابطه با گردشگری ورزشی فعال و اهمیت توسعه ورزش در ایران و همچنین تأثیر آن بر اقتصاد، تحقیقات جامع و کاربردی چندانی انجام نشده است. از این رو، هدف پژوهش حاضر تدوین مدل توسعه گردشگری ورزشی با رویکرد اقتصادی است تا بتواند به جنبه‌های مختلف افزایش سهم خود در تولید ناخالص داخلی بپردازد.

**روش:** در انجام این مطالعه کیفی از راهبرد تئوری پایه‌گه داده و رویکرد سازنده گرای Charms استفاده شد. داده‌ها با استفاده از مصاحبه‌های عمیق نیمه ساختاریافته جمع‌آوری شد. شرکت کنندگان در این پژوهش ۱۹ نفر از متخصصان در سه حوزه علوم ورزشی، اقتصاد و گردشگری بودند.

**یافته‌ها:** از حدود ۲۱۰ جمله اجرا شده از مصاحبه‌ها، ۱۴۵ کد اولیه، ۲۲ کد متمرکز و در نهایت عوامل شناسایی شده از مصاحبه‌ها در شش دسته اصلی جنبش‌های سلامت بخش، نهادسازی، سبک زندگی فعال، سلامت، مردم و جامعه طبقه‌بندی شدند. مدل فعلی تصدیق می‌کند که گردشگری ورزشی فعال ممکن است تأثیر مستقیم و غیرمستقیمی بر تولید ناخالص داخلی (GDP) داشته باشد.

**اصالت و ابتکار مقاله:** مشخص شد که افزایش توجه به گردشگری ورزشی فعال نه تنها به بهبود سلامت و کیفیت زندگی افراد کمک می‌کند، بلکه می‌تواند منجر به افزایش بهره‌وری، کاهش هزینه‌های سلامت و رشد صنایع مرتبط و افزایش تولید ناخالص داخلی شود.

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