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## The Role Of Post Pre-Games Tourism Management In Social, Environmental Economical Growth From Managers, Expert's Point Of View In Esfahan Physical Education Office

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### ABSTRACT

**Background:** Post, pre-games tourism management plays an important role in different aspects of city development and economy, only if all of the necessary equipment, facilities, required services are provided. According to the potentials and various advantages, it can provide the best opportunities to improve international communication, the social services and health and other political, social economical advantages and improve the above mentioned conditions in specific area **Objective:** Statistics in this research officially declared that according to this vast investigation on 100 managers of travel agencies and physical education experts in 2005, the data are collected about the present, post state and events and environmental factors. It should be mentioned that 132 cases were selected randomly through this survey. In this study, researchers made an intensive investigation of a social unit. Here, Morgan and Jerzy's approach was applied. Its measuring scale was chosen through questionnaires. Its validity is computed around %89 condal coefficient. This method of this research is descriptive and case studies. All of the data were analyzed quantitatively. This research method is used by analyzing multifactor variables variance of manoa, in this research in this function, where [t] is the variable, [t] is the health, and t is the correlation coefficient. According to this research aim, the role of post, pre- games tourism management in developing the cities conditions and the relationship between these variable would be taking into consideration. **Results:** In the case, the average is about [42/3, 40/4] and t is the variable and [4/1] in the development of political situation the average is about [78/2, 78/3] t as a variable is approximately [36/17] and in development of sport's aspects, it is [52/3, 56/4] and t as a variable is 2/22. The post, pre- games tourism management plays an important role in people's lives. **Conclusion:** During pre-post games, a lot of visitors come to this province and they increase Esfahan's employment opportunities, improve an international communication, people life's qualities, change the infrastructures and transportation, accommodation, cities condition, economical growth, etc....

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## INTRODUCTION

Post, pre- games tourism management is considered as an industry which consists of two various aspects as tourism and sports, Similar to any big industry such as transportation, automobile manufacture, [automotive industry] and etc. post, pre- games tourism industry becomes as the most important parts of industry. Some main reasons such as increasing wages, reducing the work hours, increasing your leisure time, immobility, increasing the level of expectation and life standard, social welfare improving international communication developing technology, transportation, changing people's need and wants most be taken into consideration. These factors attract other people's attention toward to post, pre- games tourism management (Honarvar, 2005). Tourism plays an important role in social and political aspects of people's lives, so that it becomes an important and significant subject in this area. It has a key and great influence on cultural, political, social, economical growth and it improve the economy and industry of that country. Ghiasrad *et al* (2008) under the sun, all over the world, tourism is considered as a profitable, lucrative, and developing industry. One of the most important consequences can be mentioned as improving, social walfare, people privet lives. These recent developments provides for the convenience of our citizens. Pre-post games tourism industry is a strategic discussion which

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attracts people's attention toward the world cup and the Olympic Games. It is a good chance for all kinds of people to unite in peace. Some of them join together to compete for gold metals. Millions of people watch them on television. The winners are still national heroes. It is profitable and increases the gross national income and per capita income. In this century, tourism is considered as the rich recourses that have key, important, significant effects on economy and cities development. These factors cause people of all over the world to join together, and compete for gold, silver, other metals. There are a lot of reasons that cause that all of people and tourists take part in stadium and other gym in order to watch the athlete's competition. These games must have at least fifteen events during at least sixteen days (Ghiasrad *et al*, 2008). Each counting and each sport's games have especial key consequences and services for attracting tourists and each tourist choose one destination among other places. In recent days, the most common concerns of organizers and market leader, of international factors, playing different program [especially] is important. Tourists, organizers and tour operators elaborate activities and strategies based on the above mentioned categories in order to invite people into different countries. Honarvar (2005) some people in both the tourism fields and other will do or say anything to achieve a sale. It seems that there is a comparative relationship between cities development and post, pre- games tourism management, but it should be noted that in order to reduce and prevent from any negative effects on post, pre-games tourism management, and improve the cities conditions, based on any patent of tourism elements such as hotels accommodation, transportation, increasing cultural, historical heritages and attractions. Tourism services and tour guide services, lodging, dining, sightseeing, guide service, shopping, tour operator's act based on terms and conditions. Any different programs and rules will be determined. Then, this research determined that based on these potential, all of the programs are to increase the attractions in various levels, improve the cities circumstances. The relationship between post, pre- games tourism management and other factors will be determined. In this conditions all of the programs are designed to increase the wage and gross income, improve the economical growth. Then study shows that in regard with these potentials and improving cities conditions and educational, physical education status, all the tourism and sightseeing, guide service will be considered (Ghiasrad *et al*, 2008). It is apparent that all the potentials and advantages cause the international communication to improve, increase the social welfare and cultural development and promote physical exercises, improve the social health [spiritually and physically] economical social political advantages and develop different conditions. According to the potentials, Iran is the tenth country in world. Unfortunately, the nation for each person is less than the share which is expected to pay. It's necessary that in Iran all three capacities will be increased as soon as possible. But tour operators make a plan to change social and environmental status. According to these factors consequences, should be mentioned as follows:

1. To strengthen the relationship between tourism and providing employment opportunities.
2. To generate foreign exchange
3. To increase incomes
4. To create increased gross national product
5. To develop infrastructure and structure
6. To diversify the economy
7. To create increased national gross product
8. To spread development
9. To increase export (Honarvar, 2005).

So, some of the negative impacts of tourism can be mentioned as follow: to develop excess demand recourses, to create the difficulties of seasonality, to cause inflation, to results in unbalanced economic development, to create social problems, to degrade the natural, physical, environmental, to create pollution, to degrade the cultural environment, to increase the incident of crime, to increase vulnerability, to economic and political changes, to increase conflicts in the host society, to threaten family structure, to contribute to disease economic fluctuation, transportation problems.

#### *Literatures:*

Mohasti (2006) does a significant research on post, pre- games tourism management and studies the relationship between tourism and the economical, political changes in an especial area. In Olympic Games and world cup, all the aspects of social, economical and environmental and political status will be changed. Indeed, these countries decide to improve, change their social infrastructure and structures during Olympic Games. Significant, key changes have happened in these developed countries. For instance, the government of host society provides tourist good and services. In each Olympic game at least fifteen games have the considered and chosen. There are various, different games, tournaments which plan to attract and enjoy other people all over the countries in world. These games such as football match have great impacts on improving economical and environmental growth. According to this study, post, pre- games tourism management has a key impact on cities development. Whenever the cost of providing any tourist goods and services will be measured, it proves that

tourism is an industry. Generally, all of these impacts will be post, pre- games tourism's sequence and consequence. These effects can be described as follows:

1. to attract pre post games tours
2. to increase and develop infrastructure
3. to develop different industries
4. to promote a global community
5. to break language and social culture barriers
6. to reinforce preservation of heritage and tradition
7. to increase incomes/ to change educational and cultural horizons (Malmir, 2006)

In this survey, the relationship between all the capacities and potentials of tourism in Iran would be studied and the positive and negative impacts can be mentioned as follows:

Positive impacts:

1. to break down language and socio cultural barriers
2. to burden educational and cultural horizons
3. to create a favorable worldwide images
4. to provide recreational facilities(Ghiasrad *Et al* ,2008)

Negative effects:

1. degrade the natural physical environmental and create pollution
2. create conflicts in the host society
3. create social problems
4. increase the costs paid for goods and services (Ghiasrad *Et al* ,2008)

Kim *et al* (2006) studied the effects of world cup on the countries in 2002 and used the questionnaires to evaluate 819 cases in countries in different places, and then he determined the differences and the conflict and proved that the negative and positive effects should be considered. Finally, scientists believed that the more negative impacts cause conflicts in the host society the social problems economical and social changes will be increases too. World cup is considered as one of the most important events in 2002.

Methodology:

In order to describe and study the relationship of post, pre- games tourism management and industry and the cities development, scientists choose a case study and prepare questionnaire to evaluate these factors.

In this research, analysis's measure multifactor variables such as monva variance, t [time variable], health in correlation coefficient, based on research aims, the key roles of post, pre-post games tourism in economical, cultural, social, environmental factors were studied. Statistics in this research declared that according to this vast and key investigation on 200 managers of travel agencies and physical education experts in 2010.

Results:

**Table 1:** the comparison of post, pre- games tourism management in cultural and social affairs with the average of [91/3]

variable	Average	Standard deviation	Error deviation	t
Social affaires	91/3	0/494	0/044	20/47

According to table 1, we evaluated the level of errors as 5%.

More than other factors, so, post, pre- games tourism management in cultural, social affairs will be studied.

The second research question is as follows:

**Table 2:** the comparison between tourism industry and economical affairs:

variable	Average	Standard deviation	Error deviation	t
Affaires economical	95/3	0/484	0/43	75/21

According to any scientific results and finding, each variable were considered and these levels are determined as follows:

**Table 3:** the comparison between tourism industry and political affairs:

variable	Average	Standard deviation	Error deviation	t
Environmental affaires	0/37	0/588	0/63	6/7

The third research question is "how much dose pre-post games tourism industry effect environmental factors?"

According to table 3, the level of standard deviation will be determined and there is a case close relationship between environmental efforts.

**Table 4:** the comparison between the score and the tourism's role in political affairs

variable	Average	Standard deviation	Error deviation	t
Social and political affairs	0/4	0/653	/057	52/17

The forth research question is "how much dose pre-post tourism management affect the political factor?"

**Table 5:** the comparison between the average scores of tourism's role and physical educational development in Esfahan

variable	average	Standard deviation	Error deviation	t
Physical education development	4/4	0/524	0/047	2/22

According to table 4, these entirevariables have evaluated in pre post games tourism management and physical educational development. According to table 5, there is a direct relationship between tourism and physical educational development. All the consequences shoe that pre post games tourism managements has key and significant role on social welfare and economical, political, social status. In this study [ $p < 0.5$ ] the roles of the economical, political, social, environmental, sports game would be determined as formally mentioned above.

#### *Discussion and Conclusion:*

In this survey, scientist prove that post-pre games tourism management plays an important, key role in different aspects of city development and economy, international communication, social services and health conditions of citizens and environmental factors. The research question is asked here as follows' "why does pre post games tourism management affect environmental factors [improve cultural, social environment, built parks and other recreational city centers?" here, all the positive and negative impacts of tourism will be diseased as below:

- Develop excess demand for recourses
- Create the difficulties of seasonality
- Cause inflation
- Result in unbalanced economic development
- Create social problems
- Degrade the cultural environment
- Increase the incidence of crime
- Increase family disputes
- Increase vulnerability to economic and political changes
- Commercialize cultural, religion, the arts
- Create conflicts in the best society
- Provide employment opportunities
- Generate foreign exchange
- Increase incomes
- Create increase gross national product
- Develop infrastructures
- Diversity the societies economy
- Spread development
- Has a multiplier impact
- Increase governmental revenues
- Increase technologies development
- Broaden educational and cultural horizons
- Improve the quality of life
- Improve a global community
- Break down language and socio cultural barriers
- Justify environmental protection
- Provide environmental services recreational facilities.

In this survey Honarvar (2005) refer to the same consequences. So, the statues of pre-post games tourism situation, management in Esfahan takes into consideration. Esfahan is one of the tourism destinations which is considered as the tourists target to attract people's attention toward historical, social, cultural heritage.

Each year a lot of tourists go to Esfahan and get familiar with these cultural, social, environmental potentials. Its weather conditions, unique architecture and native accent, will be interesting for all of foreigners. During pre-post games, a lot of visitors come to this province and they increase Esfahan's employment opportunities, improve an international communication, people life's qualities, change the infrastructures and transportation, accommodation, cities condition, economical growth, etc.... these factors play important roles in

economical, physical, educational, cultural, political affairs and status. These consequences improve the approaches and pattern of developing different aspects of tourism and cities development and conditions.

These studies are used as one of the major sources in teaching the principles of tourism management and marketing these principles have a lot of advantages as follows:

Create cooperative organization, improving conditions:

Provide the opportunities to communicate internationally

Plan organized structured curriculum to manage different programs.

Provide hassle free vacation

Enjoying other company such as WTO [world tourism organization], WTTC [world travel and tourism council], Iran tourism organization

Provide psychological security

Reference section:

As a journal article, It concluded with a list of the book or journal that were referred to by the authors, most of these reference will probably come from the review of literature.

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