

Presenting the development model of active sports tourism with an economic approach: the share of health-oriented sports in the gross domestic product

Abstract

Purpose: In relation to active sports tourism and the importance of sports development in Iran, as well as its impact on the economy, there is not much comprehensive and practical research. Therefore, the aim of the current research is to develop a sports tourism development model with an economic approach, so that it can address various aspects of increasing its share in the gross domestic product.

Methodology: conduct this qualitative study, the strategy of database theory and the constructivist approach of Charms were used. Data were collected using in-depth semi-structured interviews. The participants in this research were 19 experts in three fields of sports science, economy and tourism.

Findings: From about 210 sentences implemented from the interviews, 145 initial codes, 22 focused codes and finally the factors identified from the interviews were classified into six core categories of health-giving movements, institutionalization, active lifestyle, health, people and society, and economy. The current model acknowledges that active sports tourism may have a direct and indirect effect on the Gross domestic product (GDP).

Originality: It was found that increasing attention to active sports tourism not only helps to improve people's health and quality of life, but can also lead to increased productivity, reduced health costs, and the growth of related industries and an increase in gross domestic product.

Keywords: sports marketing, lifestyle, sports economy, tourism

Introduction

Lifestyle is a broad and diverse concept that has a great impact on people's lives (Mamurov et al., 2020). This concept includes habits, practices, choices and individual values that determine how each person lives (Lambrinou, Hansen, & Beulens, 2019). Lifestyle is strongly influenced by various factors including culture, economy, society, and environment (Abdullayeva, 2023). Studying and analyzing this concept in terms of theoretical foundations and different theories allows us to gain a better understanding of the lifestyle of individuals and societies (McCormick & Vasilaki, 2018). Change in people's lifestyle and behavior is a natural and desirable phenomenon in modern societies (Uusitupa et al., 2019). Humans are exposed to social, technological, economic, and cultural developments that have a significant impact on their daily lives. These changes may be observed in different contexts including consumption methods, recreation, food style, and environmental influences (López-Moreno, López, Miguel, & Garcés-Rimón, 2020). Investigating and analyzing these changes and their effects on people's lives is an interesting and important topic in the field of social research and human sciences.

One of the styles that has received a lot of attention today is active sports tourism; Active sports tourism and physical activity are considered as an important part of public health. Sports and recreational activities not only help people but also have a positive effect on their mood and psyche (van de Zande, de Vries, van den Akker-Scheek, Zwerver, & Smit, 2022). Therefore, the promotion of active sports tourism and physical activity has become a strategy to prevent diseases and improve the quality of life (Henderson & Bialeschki, 2005). This issue can lead to the reduction of costs related to the treatment of diseases and the improvement of people's efficiency in daily life (Liu et al., 2018). From this point of view, study and research in the field of active sports tourism and physical activity is of great importance in public health. It can be acknowledged that moving in the direction of health and well-being and its sustainability depends on the choice of active sports tourism (Bruland, Voß, Schulenkorf, & Latteck, 2019). Active sports tourism has different dimensions and includes psychological, social, spiritual, etc. dimensions (Nazem, 2012). The World Health Organization considers a healthy lifestyle to be having complete physical, mental and social well-being, and not just the absence of disease and organ defects (World Health Organization, 2019).

Sports tourism has been actively considered as a growing concept in Iranian society. Iranians of different age and gender spectrums show interest in sports and recreation activities (Nikoabadi, Nazari, & Salimi, 2023). In the past years, sports such as wrestling and football were known as popular sports in the country, but today, a variety of sports including cycling, hiking, mountain climbing, and group activities such as yoga and Pilates have attracted the attention of many people. Not only young people, but also middle-aged and elderly generations pay attention to active sports tourism and sports. It can be acknowledged that active sports tourism has many benefits for the Iranian society. This lifestyle can help improve people's quality of life, reduce rates of chronic diseases such as diabetes and cardiovascular diseases (Nazari & Shahvali Kohshouri, 2022). In addition, promoting sports and physical activities can help strengthen social connections and community spirit (Weiss & Kipp, 2018). This concept can also lead to the development of the sports and recreation industry, creating job opportunities and increasing economic prosperity (Acquah-Sam, 2021) in the country. Therefore, research in the field of active sports tourism and its effects on the Iranian society is very important and can contribute to the sustainable development and general improvement of the Iranian society.

The concept of active sports tourism is highly attractive in the society (Yang, Manning, & Marchetti, 2014) and has the diversity and breadth of sports and recreation. It seems that due to the wide connection and interaction between the concept of active sports tourism, economy, health and well-being of the Iranian society, scientific and academic research in this field can be improved and added to them in a quantitative sense. Probably, a deeper investigation of the effects of active sports tourism in the economy and health of Iranian societies can help to formulate effective strategies and policies in order to promote this concept and exploit it in the society.

In the concept of active sports tourism, the economic approach is of particular importance (Myburgh, Kruger, & Saayman, 2019). Sports and physical activity, as an important part of this lifestyle, have significant effects on various sectors of the economy and business (Ya, 2020). Among others, we can mention the production and sale of sports equipment and clothes, the provision of sports training and consulting services, and the organization of sports tournaments and tours (Gagnon, Stone, Brookover, Garst, & Mowery, 2017). These factors not only stimulate job creation and growth of the private sector, but also play an important role in providing national income because sales and trade in these areas increase. In addition, the relationship between the economic approach and active sports tourism in Iran has positive effects on the promotion and development of sports (Mohamadi Torkamani, Bagheri, Zarei Matin, Moeini, & Khanifar, 2016). Promoting and advertising sports and recreational activities can create attraction for people and encourage the creation of demand for services and products related to sports and recreation (shahvali kohshouri, Askari, Mostahfezian, & Bahrami, 2022). As a result, these factors can help the development of the sports and recreation industry in the country and be considered as an important factor in the realization of active sports tourism in the Iranian society. In general, it seems that the economic approach to active sports tourism as a comprehensive approach can help to promote sports and recreational activities in Iranian society and also has high economic and commercial importance.

One of the debates in different societies related to the economy is the gross domestic product; the relevance of GDP in the concept of active sports tourism is very important (Hafner et al., 2020). Gross domestic product is a measure of the value of all goods and services produced in a country during a specific period of time. This measure is used as a general indicator of the economic activity of a country and its economic size. More simply, this measure tells us how much a country has added value from all its goods and services and is used as a measure of the wealth and economic prosperity of countries. (Ferrara & Simoni, 2023) This study tries to To analyze how active sports tourism affects the gross domestic product in Iranian society. It seems that researches in this field can help to formulate more detailed policies and programs to actively promote sports tourism in Iran and to use it optimally in meeting the economic, social and health needs of the society. These researches not only help to identify the strengths and weaknesses in these areas, but also to determine the right path to achieve the goals of sustainable development and the general improvement of Iranian society.

Not much 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 and Hurst (2008) showed that active sport tourism can help reduce health care 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 health care costs associated with they lead (Ehrman, Gordon, Visich, & Keteyian, 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, social and Help the health of the community. Also (Haase, Steptoe, Sallis, and Wardle (2004) acknowledged that the development of the gross domestic product, by actively promoting sports tourism, can lead to increased productivity of people and increased efficiency in daily life, as well as the development of governments. It seems that people who do sports and they take recreation seriously, usually have better energy and physical health, and this can help improve efficiency in daily tasks and improve performance in various areas of life (Nazari, 2021).

These researches 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 researches, the basic 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,

researches 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 basic aspects that have potential importance in economic and sports fields. First, the main 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 the direct and indirect effects of this lifestyle in the national economy. One of the main reasons for investigating these two issues is that sports tourism is actively considered as an important factor in determining the health of society and increasing the productivity of people. By connecting these two important aspects, this research tries to prove the importance of awareness of active sports tourism in Iranian society. Also, the study of this relationship can help officials and policy makers to implement more comprehensive programs and policies to actively promote sports tourism and improve its effects on the gross domestic product.

During the research, in addition to filling the research gap in the field of sports management, economy and health, the understanding of these issues will probably lead to the importance of informing the public. This research tries to help formulate more comprehensive and targeted policies and programs to actively promote sports tourism and exploit its positive effects in Iranian society and inform people. So, the main issue of this research is the relationship between active sports tourism and gross domestic product in Iranian society. This issue actually examines how increasing sports activities and recreation in society can lead to economic growth and reduction of medical expenses. This research, as an economic and social reflective and analytical study, deals with answering the key 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 not only help us to be aware of the positive and negative effects of active sports tourism on our economy and communities, but we may be able to improve important issues such as public health, quality of life, and economic sustainability.

One of the importance of this research is that it can help policy makers and officials to make decisions in the fields of public health, sports and recreation, and 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 to raise the awareness level of society about the importance of active sports tourism and its effects on human health and well-being. Hence, this research is of special importance as a multidisciplinary study that deals with economy, health, and society, and probably its results can contribute to the general improvement of Iranian society. This research can play an important role in promoting sports and recreation activities as well as further research in this field. The results of this research help policy makers and decision makers to create more effective policies in the field of 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 in order to increase investment in sports-related industries and services. Even, researchers can see this research as a source for further research in this field. In this way, this research seems to be of special importance in Iranian society and can contribute to 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. The main goal of this research is to develop a sports tourism development model with an economic approach so that it can 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.

Methodology

The current study is of a qualitative type, which was conducted with the method of data base theory. In the current research, in order to present a schematic model of the findings from the coded data, the constructivist approach of data theory based on Charmaz (2006) was used. 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 of 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	age	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	uper55	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 answered questions during the study or interview in any way and were not willing 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 objectives of the research, which they only narrated based on their abilities in relation to the research topic. They were assured that they were selected only to carry out an academic research and that their information would remain completely confidential and 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 analysis of grounded theory 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 with each other and so-called categorization was done. In the next stage (axial coding), from the categorization of concepts, axial codes emerged. Finally, theoretical coding was done. Theoretical coding in the constructivist method consists of arranging core codes together and based on logic and connecting them with other focused codes and validating relationships and filling empty spaces with categories that need to be modified and expanded (Charmaz, 2006). . In fact, this stage is the most abstract level of coding through which the relationships between the created categories are described. In order to achieve the desired integration at this stage, it is necessary for the researcher to adjust the main phenomenon and commit himself to it. The output of this stage is nothing but theorizing that has been achieved (Amiri & Norozi Seyed Hoseini, 2019).

In this study, in order to verify the results and strength, accuracy, and to legitimize and validate the findings and analysis, the method (Guba & Lincoln, 1994) with the name of reliability, which is related to qualitative studies, was used. Therefore, the four indicators of acceptability, trust,

verifiability and transferability were used for the consistency and strength of qualitative data. Based on this, in order to check the acceptability of the data, in addition to the main researcher, the members of the research team 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, better understanding of their experiences, and ultimately increase the validity and acceptability of the data. The researcher used the method of continuous comparative analysis for the purpose of reliability (stability). In this way, the codes were reviewed several times in terms of similarities and differences. To determine the verifiability of the member review method (Andrew, Pedersen & McEvoy, 2019) was used. In this way, the codings and the final model were given to four participants and they 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.

Findings

After removing duplicate and unrelated items, about 101 primary categories were identified and marked by the researcher in the primary coding. Then, in the focused coding, 22 codes were obtained and finally presented in six central codes. Based on the procedures presented in the methodology section and also the provided coding sample, the categories, focused codes and central codes are presented as described in Table 2.

Table 1. 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 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 Reducing the consumption of substances harmful to health Raising people's awareness about healthy eating Encourage active and sports tourism Improving sports skills in people Promoting self-care and pursuing personal health Increase safety and physical ability Development of individual knowledge in the field of nutrition and health Creating sports infrastructure in cities Encouragement to participate in sports events and competitions Promoting cooperation between organizations in providing health services Improving coordination between institutions to implement health programs Compilation and implementation of national health programs Promoting the use of technology in the advancement of individual health Creating health standards in communities Promotion of advertising and awareness in the field of health	origin Changing the behavior pattern Individual ability organize Strategizing	Healthy movements
Analysis of the needs of society in the field of health and sports Identifying weaknesses and development needs in related industries Research in the field of lifestyle and its effects on the economy Identifying the challenges and opportunities of institutionalizing an active health lifestyle Assessing the impact of demographic and social changes on needs Determining the duties and responsibilities of different departments in institutionalization Creating communication and coordination between different organizations and institutions Promoting coordination between different departments of the government Creating incentive policies to promote a health-oriented lifestyle Developing strategies to attract investment in related industries Providing facilities and government support to businesses related to active sports tourism Formulation of regulations related to the quality and safety of health-oriented products Developing risk management strategies against economic and social changes Setting up sample projects in different communities	Recognizing the needs Structure design Formulation of policies and regulations Implementation and enforcement	Institutionalization of mobility in nature

<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>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>Evaluation and corrections</p> <p>Stabilization and establishment</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>Development of citizen participation programs in health affairs</p> <p>Creating a culture of health in work and educational environments</p> <p>Promoting the use of green spaces and its positive effects on health</p> <p>Increasing access to health and treatment services in different parts of society</p>	<p>Health Promotion</p> <p>General improvement</p>	<p>Health</p>
<p>Increasing access to cultural and recreational infrastructure in communities</p> <p>Supporting social programs and projects to improve people's quality of life</p> <p>Promotion of targeted economy in order to reduce social inequalities</p> <p>Creating job opportunities and developing social skills in the community</p> <p>Promoting the concept of social responsibility in businesses and organizations</p> <p>Creating attractive and encouraging academic and educational programs</p> <p>Encouraging sports activities and healthy lifestyle</p> <p>Providing opportunities to participate in social decision-making</p> <p>Development of incentive programs in organizations and work environments</p> <p>Increasing motivation to participate in matters related to community development</p>	<p>Development of social welfare</p> <p>Increase motivation</p>	<p>Dynamic people and society</p>
<p>Encourage domestic purchases</p> <p>Increase domestic production</p> <p>Creating employment and domestic income</p> <p>Promotion of domestic products</p> <p>Supporting domestic markets</p> <p>Industries and production related to sports equipment</p> <p>Food sector and provision of healthy food</p> <p>Training and consulting activities in the field of sports and health</p> <p>Development of technology and software related to monitoring and analysis of sports activities</p> <p>Production of sports equipment and devices</p> <p>Technology and software related to sports</p> <p>Industries related to sports training and consulting</p> <p>Health and medical and restorative care</p> <p>Research and innovations related to sports and physical activity</p>	<p>Increase in domestic consumption</p> <p>Creating job opportunities</p> <p>Development of related industries</p>	<p>Sport economic</p>

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

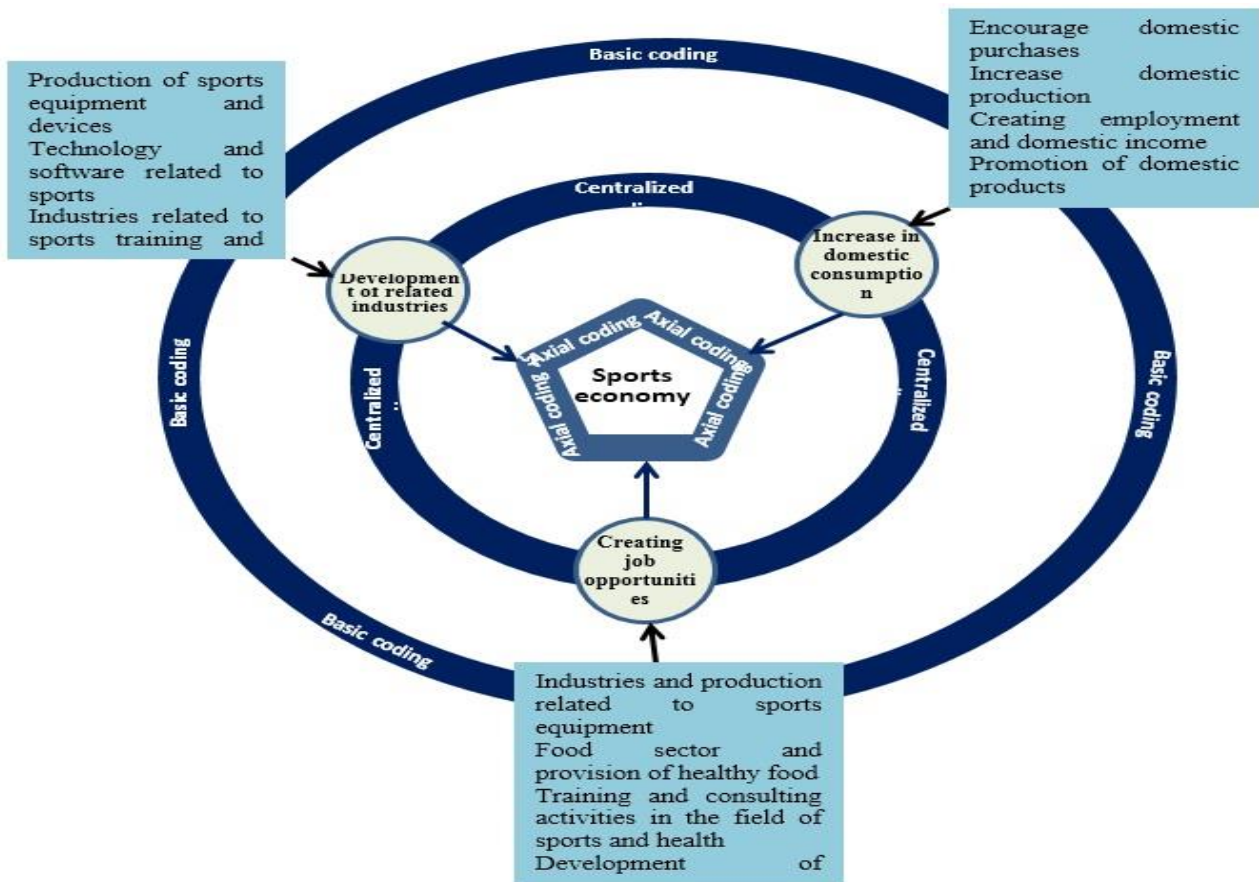


Figure 1. Schematic of the economic axis

After analyzing the categories related to the development of sports tourism with an economic approach, the final model of the research was presented as Figure 2. The factors identified from the interviews were classified into six main categories of health movements, institutionalization, active sports tourism, health, individuals and society, and economy.

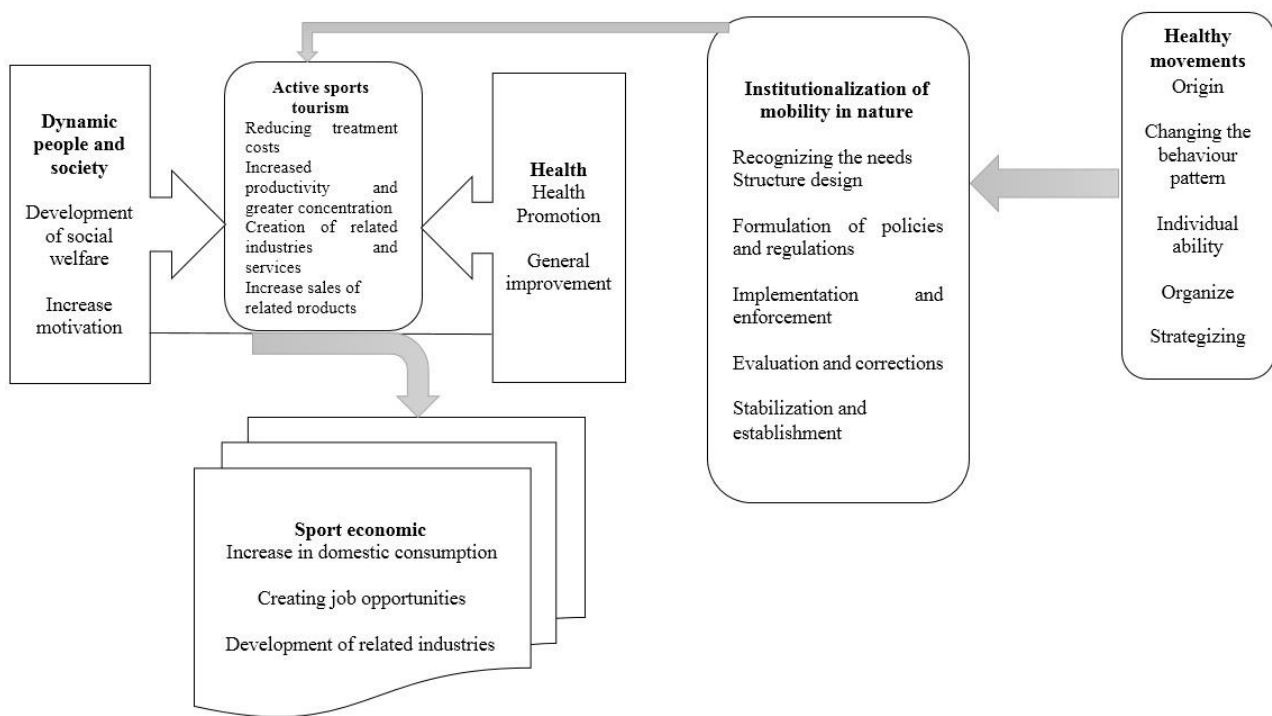


Figure 2. The final construction model of sports tourism development with an economic approach

Discussion & Conclusion

The purpose of this research was 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 institutionalize sports tourism actively; In the following, he investigated the impact of actively institutionalized sports tourism on the economy and gross domestic product in Iranian society. In the initial phase of this model, it is mentioned that the institutionalization of healthy movements leads to an active lifestyle. First, it was stated how the movements of the health sector are created; This model acknowledged that the beginning of health-giving movements has a principle and origin that directly refers to the awareness of the people of the society about the benefits of a health-oriented and active lifestyle. Awareness of the benefits of active sports tourism (Carl, Sudeck, & Pfeifer, 2020) can be promoted through various strategies. Holding workshops, exhibitions, webinars and advertising campaigns are among the methods that provide the 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 information about health and physical activity 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 healthier options.

Changing the behavior pattern is mentioned (Heimlich & Ardoin, 2008); changing behavior patterns can promote healthy activities. When a person implements new behavioral patterns in his life, such as increased exercise and dietary changes, these changes can lead to improvements in 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 to be organized; facilitates the organization, improvement and facilitation of health department

movements. With the proper arrangement and organization of health activities (Gauld, 2012), it is possible to improve the provision of health services, sports activities and promote healthy lifestyle patterns. Organizations can facilitate and encourage this process by providing resources, 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 create a positive impact on public health.

In the next step, to achieve healthy movements (Kwete et al., 2022), individual ability is mentioned; Individual ability plays an important role in healthy movements. When a person focuses on their personal abilities and works to improve them, they can lead a healthier lifestyle. 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 discussion of strategy; Strategizing, by providing detailed and documented plans and strategies, helps health-giving movements. By setting goals and formulating action plans, this process can lead to improved performance and increased efficiency of health movements. Good and appropriate strategies 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, an active sports tourism can be achieved (Jafary Nadrabady, Bagheri, & Ghorban Jahromi, 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. It is very important to provide effective information and hold educational programs to familiarize people with the benefits and importance of a healthy lifestyle and sports activities. Creating sports spaces and sidewalks, as well as providing facilities that encourage people to participate in sports, can play an important role in institutionalizing these movements. In addition, the need for government support and policies to promote sports activities and healthy lifestyles is critical. By combining these factors, it is possible to institutionalize health-giving movements within communities 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 important to know the needs of the society and analyze them carefully. Then, the design of the appropriate structure and the formulation of policies and regulations that respond to these needs are done. For success, the implementation of these policies is done with precision and quality, and in the next step, continuous evaluation of these activities takes place. Through evaluation, strengths and weaknesses are identified and necessary corrections are applied. Finally, the stabilization and establishment of this institutionalization process is done with the aim of embedding and stabilizing these concepts and approaches in the society, especially through culturalization 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 helps each person manage strategies to improve their individual situation and health. This includes regular exercise, optimal nutrition, stress management, and improving mental health. In the family, promoting this lifestyle can help foster positive attitudes and create shared health habits within the family. In local communities, creating public sports spaces, encouraging group activities and holding health-oriented events can increase people's participation and share a health-oriented culture. At the policy level, supporting

health-based policies and promoting health programs can have greater impacts in communities and guide people towards a healthier life.

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, promote health, and general well-being (Fancourt & Finn, 2019). This approach is based on disease prevention and health maintenance. By promoting regular sports activities and healthy eating, it is possible to 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, getting 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 an important role in preventing diseases related to lack of physical activity.

For example, getting 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 an important 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 overall health of the community. Therefore, this approach not only helps to improve people's health, but also has an effective role in reducing health costs and promoting health and general improvement. Hempennin of the current model points out that sports tourism actively promotes healthy habits and regular sports activities, improving people's energy and mental ability (Uhrich, Heggstad, & Shanock, 2021). These measures can improve the efficiency and concentration of people in doing their daily tasks and work. Also, with regard to stress management and attention to mental health, this approach can help people face less stress and have the ability to manage emotions and focus more.

In this regard, promoting healthy habits in the workplace (Kugathasan, Gilbert, Laberge, & Mathieu, 2022) and daily life can strengthen the balance between personal and professional life and prevent mental burden on the individual. Also, group activities and group sports can help strengthen social connections and create a sense of belonging to society and encourage people to continue in healthier and social activities. Therefore, sports tourism actively plays an important role in increasing the productivity and concentration of people and improves the quality of life and the general spirit of the society.

It can also be stated that sports tourism can actively contribute to the development of social welfare through the promotion of health approaches and regular sports activities. By strengthening the physical and mental health of people, this approach can increase the feeling of satisfaction and individual well-being and improve the 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 the society and, as a result, promote social well-being. Increasing people's motivation to participate in health activities and creating culture for a healthy lifestyle can also create a more positive and dynamic life from the people's point of view, and since each person as a part of society participates in realizing this goal, it can have a positive effect on social well-being. And increasing the motivation and determination of the society.

One of the most important parts of this model refers to the effect of active sports tourism on the economy. Active sports tourism seems to have a significant impact on the economy. This lifestyle can have many effects on 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 areas related to sports activities, 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.

In order to increase the sale of products related to health-oriented lifestyle, various methods can be used. 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 special stores, nutrition programs, sports courses, and health-oriented events can also 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 causes 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. With increasing attention to health and sports, the demand for these products and services will increase, resulting in the need for more production, job creation, and the growth of related industries.

For the development of these industries and services, investing in the production of 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 promoting their use.

In order 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 have a significant impact on attracting customers and promoting products. In addition, direct communication with customers and providing accurate and useful information about products, their positive effects on health and how to use them, can play an important role in encouraging customers to buy.

In general, increasing attention to health-oriented lifestyle can help economic growth by increasing the demand for products and services related to health and sports and lead to job creation and profitability for various industries. As a result, with the development and promotion of health-oriented lifestyle, it is possible to expand related industries 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.

It can be stated that the current model acknowledges that probably active sports tourism has the potential to have a direct and indirect effect on the share in the Gross domestic product (GDP). These effects may occur in several important areas. First, increasing the physical health of people increases efficiency and productivity at work. People who have better physical health provide better performance 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 reduction of health costs. This drop reduces the need to treat preventable diseases and additional medical care, which ultimately reduces health-related costs and provides more resources for investment in other areas of the economy.

It seems that industries and services related to health-oriented lifestyle also play an important role in the national GDP. The creation and development of industries related to the production of healthy food, sports and fitness activities, the production of health equipment and products, and the provision of health and treatment services, leads to the creation of 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, and the growth of related industries and an increase in the country's gross domestic product.

It seems that industries and services related to health-oriented lifestyle also play an important role in the national GDP. The creation and development of industries related to the production of healthy food, sports and fitness activities, the production of health equipment and products, and the provision

of health and treatment services, leads to the creation of 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, and the growth of related industries and an increase in the country's gross domestic product. It seems that the presented model has such a capacity so that appropriate strategies can be presented based on it to increase the share of the gross domestic product in the 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, the creation of industries and services related to health and sports tourism will actively create appropriate job opportunities and increase the incomes of individuals and society, which will also create economic improvement and, ultimately, probably increase the national GDP. Finally, there is a possibility that the institutionalization of sports tourism can actively contribute to the improvement of 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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