

# Application of the Value Engineering In Sport Tourism Marketing

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## ABSTRACT

The purpose of this study is the application of value engineering in sports tourism. This research was a descriptive - analytic study using interviews, for picturing views of experts about the proportional situation of the tourism and sports tourism, as well as using library materials and reviewing documents and annual reports of Cultural Heritage and Tourism and the Ministry of Youth and Sports.

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## INTRODUCTION

Travel and Tourism industry is the world's largest and most diverse industry . Many countries consider this dynamic industry, is the main source of income, employment, infrastructure development and private sector developments. In the world and especially the developing countries who have no other sources of economic production or extraction of natural resources, the tourism industry has attracted much attention. However, the opportunity of obtaining income is equal for all countries. Sport is one of the important activities of the tourism during the tour and travel with tourism are associated with various types of exercise (1). Economic benefits of sport tourism is not covered for anyone, in a way that sport tourism is a multi-million dollar business that is growing fastest, i.e. about 4.5 billion dollars worldwide (2, 3). With this description the tourism marketing will be particularly important, as we consider the marketing a management process so all the planning, preparation of tourism products and tourist attraction needs operation and marketing activities (3).

Iran is one of the first ten countries in the world in terms of tourist attractions and because of its special geographical and climatic conditions, has the ability to receive a large number of athletes (climbers, cyclists, Desert-walkers, boatmen, and enthusiasts of the fun sports such as skiing, the rally competition and so championship rally, especially in the desert). Sports such as polo, wrestling , palestra and ancient sports are the most familiar and traditional indigenous sports. These sports have historical, artistic and cultural importance in attracting domestic and foreign tourists . Whereas our share from the tourism industry is so little and the contribution of tourism to GDP is equal to 0.1 Percent. The important issues of marketing experts and events organizers of Iran are to increase the level of international sport visitors and spectators during sporting events planning, as well as identifying the causes and contributing factors for attracting more tourists, but there has never been any good marketing programs to attract tourists to the events sport (both foreign and domestic).

Despite the huge cost that National Sport Organization, National Olympic committees, international sports federations and other institutions are putting in events, such problems causes that they can enjoy the benefits of

increased tourism development (1). One way to develop sports tourism in every place, the identification of factors influencing its development.

In order to enhance marketing tourism a new method, a value engineering, can be used. This method in the recent decades has proved its performance in many fields. The type of operation in value engineering and its simplicity in terms of knowledge and strategies are the reasons that implementation such a system is supported by many professionals who are familiar with the concepts of value engineering and each are providing ways for operating it.

The value engineering is often referred as creative and organized review of values and costs in order to maximize the index of value. Certainly the value engineering is not only for reducing costs, but it is a way to maximize the value of projects (4). So that it can be used as a new approach to the development of sports tourism marketing as a trade and profession with the use of a systematic engineering process. Several studies have been conducted in the field of value engineering and has proven its efficiency.

In a study conducted at the footwear and leather industry in the United States (2010) they reached a conclusion that the replacing new methods instead of conventional methods and use of value engineering methodology can achieve success in the economy (5). With a study that performed in the Rock River Bridge replacement project in the U.S. (2010), successful results were achieved in enhancing the project and cost saving and because of this all the officials who were previously viewing the value engineering with doubts, now they started using this method with so much enthusiasm on their projects(6). Increased global competition among steel factories, had created a grim scenario for the steel plants in India (2012). To overcome this problem, they used the VE techniques and could increase their yearly profits 9.54 Koror per year(7).

Value engineering has a working schedule with an array of approaches and necessary practices in order to obtain better and more effective solution to the problem.

Several factors are involved in the planning, development, marketing of the sports tourism. They must first be identified and then according the value engineering methodology, comprehensive and complete information produced and after analyzing them, can prepare and develop program.

The main 3 stages of the value study, based on standards published by the International Association of Engineers:

#### **Stage 1: Pre-study**

During the stage of pre-study the process can be started by organizing labor force, identify decision makers, selecting the scope of work, appointing evaluation criteria, and data collecting data and information of the project. For proper and effective planning in order to improve sports tourism marketing with assuming that the organizing labor force, determining the scope of work and selecting the criteria for assessment are known, then the process of value engineering can be used.

In this stage we start defining necessities, requests and gathering arrays of data and information about the project which in order to reach such information we can work in 2 forms:

1. meetings can be conducted by planners and these meetings are possible only by decent and correct organization of the work force .
2. Through market research in order to identify important sports tourism marketing factors. Researches in this field has shown that several important factors influencing sports tourism marketing are as following: 1- Motivation of tourists (economy oriented tourists, sensible tourists, community oriented tourists, political tourist and complementary tourist). 2- Attractiveness of events 3- Security restrictions 4- Health and Financial situation 5- New and exciting places and events 6- Audience characteristics (gender, level of intelligence, knowledge, previous experience) (3, 8).

Identifying these factors will assist us in the continuation of planning.

Stage 2: Studying the value which includes of 6 phases:

Information Phase: in the information phase the problem is broken down into specific shapes. General talks are avoided and all the information that was collected in pre-study gets completed. In this phase of value engineering, all the steps mentioned in the pre-study must be ready in order to continue the way.

Key questions in information phase are:

What is the plan?

What does Tourism marketing do?

What Marketing should do?

What is the cost of increasing tourists entering to the country?

The costs must be accurately estimated so that in the end the difference between the expenses and revenue can easily be measured ..

At the end this phase of the study will be reviewed so that if there was any issues dropped or forgotten, will be discussed and information with the operation of that phase collected..

Functional Analysis Phase: This phase includes all efforts that are done for the value. Master and slave functions are defined. This phase is the heart and vital arteries of the value engineering. The damages of not defining the exact function is specifically important and affects all subsequent phases.

The main function of marketing sports tourism, attracting tourists to a particular region.

Minor functions: the satisfaction of tourists, creating a fresh experience, organizing experience of tourists..

Creativity phases: In creative phase techniques used for creating new ideas. This method creates an array of ideas about products, processes, methods, etc., to achieve a defined function or functions. This phase is known as the spirit of value engineering .

The main objective of this phase, is the variety of ideas. In order to find best solutions, the main function must be determined. In this phase the quantity is important. We Must remember that innovation and creativity is a mental process which all our previous experiences can be combined with any other new ideas, in order to create a new ways ahead.

Evaluation phase: The evaluation phase, the judgmental mind is put on action. Opinions and ideas that created in the creativity phase, are modified, purified and combined in order to achieve the suggestion.

Key questions addressed in this phase:

Are all the ideas proposed in Phase creativity useful?

Are all ideas applicable ?

To what extent these ideas are economically feasible?

What are the advantages and disadvantages of each idea?

What is the cost of the superior idea?

By answering each of these questions for each of the ideas raised in the creativity phase, at the end all the ideas with acceptable solutions, operation, low cost, simplicity of implementation and high possibility of compliance are distinguished by planners .

Development Phase: Selection and combination of best solutions in the evaluation and designing the best options for improving the value. In this phase the best option selected and analyzed. The analyses is performed by raising the following key questions:

Would this option improve the value?

Does it include all the requirements?

Does it create performance problems?

What are its achievements and complications, what other options do they differ?

Operation and delivery Phase: any idea that is valuable is worthless if not used. The results of all efforts which has happened in the previous phases depends on the success of this phase and it means putting suggestions of the engineering team into the operation.

In this phase the selected idea must be confirmed by the final decision maker because most of the projects in final stages face 90% trouble. This means that time progress of the project is 100% and financial progress is also with the same measure. The physical progress reports also calculations and all completed operations is one hundred percent, but the project is still not finished, and unable to exploit.

Here, there is a problem which must be resolved.. The routine operations of the organization can not be finished if there is no one there.

Third stage: the completion study

The aim of this stage is to ensure the implementation and to apply changes which are recommended in the value engineering study.

At this stage, some managers are selected for follow-up and monitoring works to ensure the implementation of the program (3,4, 9).

#### CONCLUSION:

Every organization which has the correct, accurate, on-time and comprehensive data and could access the data in a fastest possible time, it can then achieve its goals. The implementation of value engineering methodology in a plastic factory in Indonesia (2010), the footwear and leather industry in the United States (2010) and the Rock River Bridge Replacement Project in the U.S. (2010) showed that if the value engineering methodology is performed correctly then it would be an acceptable adaptation and systematic approach for reducing unnecessary costs and increasing productivity of the projects. The findings of this study showed that entering the value engineering methodology into the sport tourism marketing in operational organizations and performing it in step by step the whole process can enhance the efficiency of enterprise management, along with other variables mediated. Since the value engineering is a team-work and a systematic work which by collecting the views and giving values to those eventually lead to choose the best idea and it can develop a strategic plan that we can use to develop sports tourism.

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