



Identification of Psychological-Motivational, Humanistic-Educational, and Cultural Factors Affecting the Sports Performance of Tourist Cyclists

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Abstract

Background & Aims: Productivity and profitability among cycling tourists are important. The aim of this study was to identify the psychological-motivational, humanistic-educational and cultural factors in the sports efficiency of tourist cyclists.

Materials and Methods: This study was carried out as qualitative-quantitative research that included interviewing experts and designing a questionnaire. The questionnaire included psychological-motivational, human-educational, cultural, and welfare factors, which were prepared through interviews with 13 experts, and 278 subjects were examined using a random sampling method.

Results: The results of open code interviews and questionnaires were as follows. These findings were managers' expertise and experience in the field of sports tourism, focusing on training and increasing motivation of the organization's educated employees, detecting and solving economic problems, increasing welfare and livelihood, and using the PLS software. The relationships between the categories and the identified variables were psychological-motivational, human-educational, cultural, and productive cycling tourism, and had a good fit.

Conclusion: Psychological-motivational, human-educational and cultural factors had an effect on the sports efficiency of tourist cyclists and the model had a good fit. Therefore, based on the results, the tourism organization should have effective and accurate procedures in applying the present model to be productive and consider influential factors (both psychological-motivational, human-educational, and cultural) in their programs.

Keywords: Psychology, Culture, Sports, Motivational factors, Human factors

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1. Introduction

Effective and efficient use of resources and increasing productivity is the ultimate goal of all managers. Rich human resources, financial resources, effective operational methods, facilities and equipment, and suitable working conditions are among the necessities, and human resources are a higher priority for productivity among managers [1]. Employees' participation in conscious and conscious affairs and efforts with motivation can enhance the level of productivity and even improve productivity, especially in a turbulent and insecure working environment [2]. Today, productivity is called a method, a concept, and an attitude towards work and life, and is viewed as a motivational culture and insight, and it is an index that determines the per capita income of each country [3]. Studying and examining the experts' solutions in the field of productivity leads to the establishment of suitable ideas, but it needs revision and adaptation to the new situation [4]. Factors affecting productivity factors related to the important issue of human resources [5]. In addition to motivation, cultural growth and evolution are in bilateral or multilateral relationships [6]. Productivity and tourism with the two important characteristics acculturation and

culturalization, should be defined at the societal level and need to have a special definition, dignity, and a special position according to the culture, values, and beliefs of that society [7]. For success in competition, both in tourism and attracting tourists, they need to consider issues such as identifying human factors, training factors, talent, and sports opportunities. Chow et al report that various countries have dealt with sports and their duties [8]. However, most successful countries have included professional sports as a state obligation. Despite this competition, different countries, both in terms of human and economic factors, can achieve these educational goals with proper planning. Therefore, it should be noted that human resources require motivation and educational aspects [9]. Behavioral and motivational elements are important in competitions and other competitive activities such as tourism. Motivation should be according to various factors that stimulate and behavioral factors. Motivation strengthens and guide people's behavior and. Although internal causes of conduct are important, many believe that the basic behavioral elements should be sought outside and not inside individuals [10].

Therefore, internal and external motivations determine



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productivity [11]. If of competitiveness and victory in externally-motivated, people become very high for obtaining external rewards and reinforcements. Still, these concerns can be different sports levels and for other athletes [12]. From this perspective, tourism industry facilities can be developed from sports activities during holidays or working days to passive sports during tourism or in home countries. Sports activities demand quantity and quality of facilities, programs, and even training provided for tourists. Tourism experiences that cause the development of sports. Sports tourism is a source of profit and income for nations [13]. The evaluation of the cycling effects on the profitability of tourism in Iran can easily be performed and. It can lead to the development of other tourism sectors such as religious, cultural, historical, medical, and ecotourism. Ignoring it may limit other recreational, marine, and adventure tourism [14]. Management, support, and natural and artificial resources are important in cycling tourism [15]. Funding and resource allocation and increased knowledge profitability are very important. This had a great benefit in attracting cycling tourists. Considering the high capacity of Iran in the tourism sector, this has a new and bright horizon for development. It promotes the development of sports tourism in our country and introduces it to the world to a huge extent [16]. According to the investigations, in today's competitive world, productivity as a prospective strategy based on the improving productivity is the most important goal of leading organizations. In the light of this strategy, organizations with the promotion and growth of productivity, resources and, long-term profitability production factors can guarantee their prosperity [17]. Iran is among the top ten countries in the world regarding tourist attractions. Still, unfortunately, there are needs to be considered in the field of tourism, especially on sports tourism, from a cycling approach perspective, and its importance has not been fully recognized and understood. In contrast, in industrialized countries and many developing countries, special attention is paid to the sports tourism industry for developing and formulating strategic plans and macro policies [7].

According to the findings of Moulai et al in a meta-analysis investigating factors enhancing productivity, motivational, occupational, and internal organizational factors were the most among the studied factors [18]. Shojaei et al identified the factors effective on productivity which included: promoters, management, organizational motivator and, possibilities, and classification, and then by investigating the relationships, developed a model [19]. Hamid and Younus investigated the factors effective in productivity, and their findings demonstrated that professionals are different in motivation, skills, qualifications, and work experiences related to productivity [20]. Achinas et al showed that in the promotion of productivity, four factors were important:

management, organizational motivation, training, and facilities [21].

Considering the above points, the present research was conducted to identify the psychological-motivational, human-educational, and cultural factors affecting the sports efficiency of tourist cyclists. Therefore, to increase productivity, the current study was conducted to identify effective psychological-motivational, Human resources, and cultural factors that influence productivity.

2. Materials and Methods

The current study is mixed research. In this research, the information for the questionnaire preparation was collected through in-depth general and semi-structured guidance interviews. Managers and experts in the field of tourism, especially cycling tourism in Tehran in 1400, was identified, and a semi-structured interview was conducted (13 experts to identify effective factors in this field, including structural, motivational, managerial, and cultural items. They assisted the researcher in the questionnaire's preparation. It was tested for reliability and validity and demonstrated good psychometric properties (confirmatory factor analysis and alpha 0.81). The statistical population included 1000 employees, sports managers, sports tourism experts, cyclists, and senior cyclists. Using a random sampling method, 278 people were chosen based on Morgan's table and answered a 28-question questionnaire with a 5-point Likert response scale with motivational, human, cultural, and efficiency components. Descriptive and inferential statistical methods were used to analyze the statistical data. Descriptive statistics were used to examine the demographic characteristics of the samples. The inferential statistics section used Pearson's correlation coefficient and structural equation modeling with SPSS and PLS software to fit the model.

3. Results

Table 1 demonstrates the demographic characteristics of the participants using a frequency distribution table.

Table 2 describes the research variables using the mean and standard deviation indicators and the distribution shape. According to the findings, the averages of the research variables are higher than the average of skewness. This indicates a normal distribution.

Table 3 demonstrates the correlation matrix between research variables using Pearson's correlation coefficient. According to the results of this test, the correlation research variables all have a positive and significant relationship with each other, maximum motivation and humanity, and minimal in the educational and productivity domains.

After the significant correlation between the research and variables was confirmed, the structural equation modeling approach was used to estimate how independent variables (psychological-motivational), human,

educational, and cultural variables affect productivity. (Figures 1 and 2).

The evaluation model indicators based on their ranges indicate that the model created by the research data is supported and that fit of the data to the model is acceptable (Table 4). The structural equation modeling analysis results showed that only the causal relationship of psychological-motivational factors ($t=8.637$) and cultural factors ($t=6.597$) with productivity is significant. Based on the standard estimate, the path coefficient of psychological-motivational factors was $\beta=0.557$, and the path coefficient of cultural factors was $\beta=0.364$. On this basis and according to the prediction index f^2 which demonstrated that the psychological-motivational factor

was justified, it can be claimed that the psychological-motivational factors mainly explain productivity. As a result, it can be argued that the relationship between the mentioned variables and productivity is significant. Assessment of the effect of variables on productivity demonstrated that only the impact of psychological-motivational and cultural factors was substantial, and the development of the psychological-motivational factor was much greater.

4. Discussion

The findings of this research demonstrated that psychological-motivational, human-educational and cultural factors were effective in the sports performance of tourist cyclists, and the model had the necessary fit. Sports is one of the main economic resources and leads to the development of national and local social institutions. It should be considered a major industry. Tourism and hosting of sports events are important in developing the sports events industry [22]. Accordingly, adequate knowledge of the sports event characteristics is necessary to increase profitability and productivity [23]. Today, tourism organizations, especially sports organizations, endeavor to maximize the company's value to attract investors. The current model can assist them inefficiently spending their resources should be noted that sports and sports events are also important in this regard. Today, the sports industry is influenced by different aspects of globalization, including media conflicts, which depend on the sponsors and the growth of sports-related industries. Therefore, the current research studied fitting the cycling tourism efficiency model. The results showed that identifying influential factors in tourism productivity depend on various factors. Therefore, when the mechanism of these factors is identified, the growth and development of sports efficiency, especially

Table 1. Demographic characteristics participants

Variable	Rank	Number	Percent
Gender	Female	110	39.6
	Male	168	60.4
Marital Status	Single	113	40.6
	Married	165	59.4
Education	Graduate Diploma	22	7.9
	Bachelor's degree	178	64.0
	Master's degree	69	24.8
	PhD	9	3.3
Total		278	100

Table 2. Description of variables

Variable	Mean \pm SD	Skewness	Elongation
Psychologic-motivational	3.025 \pm 0.762	-0.280	-0.103
Humanistic	3.258 \pm 1.088	-0.182	-0.890
Educational	3.384 \pm 0.954	-0.258	-0.506
Cultural	3.390 \pm 0.737	-0.182	0.279
Productivity	3.072 \pm 0.832	0.090	-0.378

Table 3. Correlation of research variables

Variable	Psychologic-motivational	Humanistic	Educational	Cultural	Productivity
Psychologic-motivational	1	0.711*	0.668**	0.601**	0.671**
Humanistic		1	0.768**	0.494**	0.408**
Educational			1	0.508**	0.424**
Cultural				1	0.620**
Productivity					1

*Significance level (0.05); **Significance level (0.01)

Table 4. Model fit indices

Variable	α	CR	AVE	CVCom	CVRed	R ²	f ²	GOF
Motivational psychology	0.924	0.932	0.482	0.400	-	-	0.430	0.884
Humanity	0.935	0.950	0.791	0.638	-	-	0.006	
Educational	0.853	0.911	0.772	0.494	-	-	0.002	
Cultural	0.748	0.860	0.680	0.382	-	-	0.227	
Productivity	0.903	0.924	0.640	0.504	0.353	0.624	-	

CR, Composite Reliability; AVE, Average Variance Extracted; CVCom, Cross Validated Communality; CVRed, Cross-Validated Redundancy; GOF, Goodness Of Fit

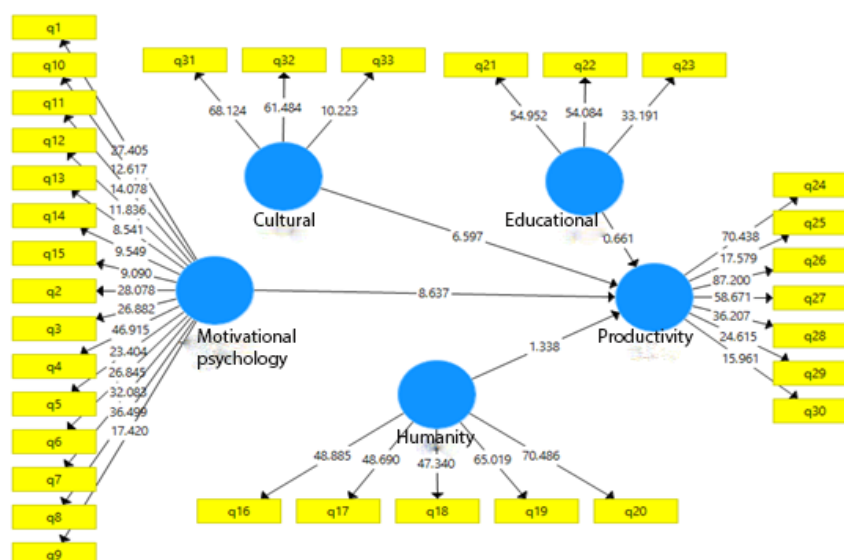


Figure 1. The structural model of factors affecting productivity at a significant level.

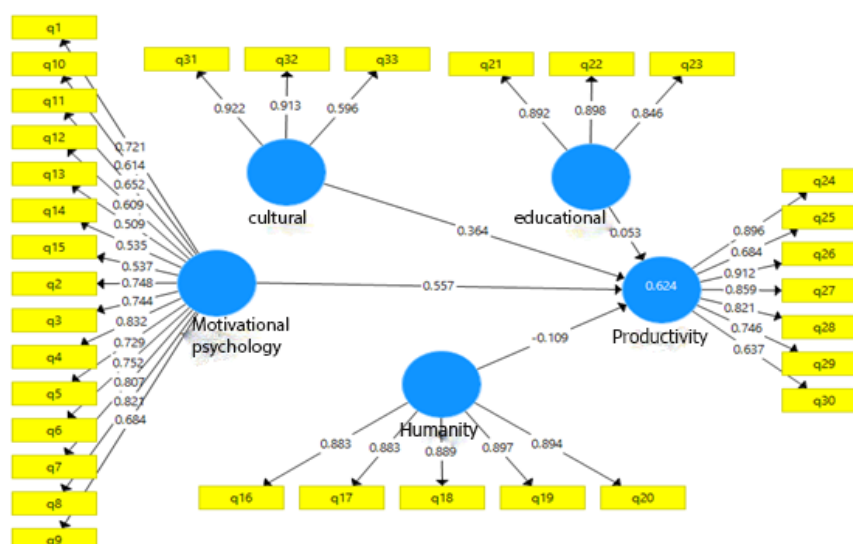


Figure 2. Structural model of factors affecting productivity in standard mode.

cycling events, can be promoted in Iran, as which has been highlighted in the present research. There was a significant correlation between research variables and independent (psychological-motivational), human, educational, and cultural variables, which can play an important role in productivity. Motivating and guiding people in terms of effectiveness, self-direction, and self-motivation is important. In this research, important motivational and human factors were the most important shortcomings of society, with human issues being the most important human resources. Motivational factors played a decisive role and were the main focus of sports. Human resources, increasing and enriching people, training in the framework, and empowerment were also important and necessary for promoting cycling tours, meritocracy, educating employees, and addressing economic shortcomings. Abner and Samuel [9] argued that a fair

environment with trustworthy employees could help sports managers in doubling the effects of productivity. Education is one of the important factors that significantly impact productivity and can play an effective role in increasing it. Education and training are new techniques and plans for improving productivity with an effective role. According to their facilities, skills, knowledge, and education, human resources, have a great role in education [24]. Moulai et al [25] believed that employee selection indicators and fairness are important everywhere, but they are vitally important in managerial ranks and explain the role of emotional indicators in self-management. It can be mentioned that emotionally-intelligent people in tourism can increase probability various levels of an event. For tourism success and productivity, it is important to examine motivational factors, culture, and attention to the most important factor, i.e., human resources

and people. Identifying strategies to increase employee motivation is very important. Moreover, respecting people and paying more attention to even training and developing the ability to organize sports tourism and an understanding of efficiency is necessary. These findings and those of van Waes et al [2] and Lorincová et al [10] and Gratton et al demonstrate that to increase efficiency and optimize tourism and hosting sports events; the issue correct, simultaneous perfect targeted [23]. Moulai et al and Shojaei et al also considered motivation as one of the important factors for human resources productivity. They satisfied internal factors such as progress and success or external motivational factors such as rights and benefits [18, 19] could be very important in this regard. Motivation is an internal force that leads people to the organizational goal or goals [21]. Moreover, management can guide, control, train, and even direct individuals by influencing and improving people's performance and promoting self-direction and self-motivation [24]. The current research evaluated the importance of education. Therefore, it in increasing knowledge, gaining experience and expertise, and educating awareness is important holding classes and courses. This strategy includes personal goal setting, self-motivation, self-responsibility, self-rewarding, and self-training [26]. Managers' commitment to productivity and effort to promote it is necessary for motivation. Planning saves time, energy, costs, and human resources [27]. Hamid and Younus emphasized this and considered it necessary to acquire qualifications and experience, which is a prerequisite for participating in training classes [20]. Hughes et al mentioned that emphasis on community-based tourism is important in developing countries, and correct management, suitable policies, clarity, avoiding confusion. Mistakes can be prevented, which can result in saving can be tens, hundreds, and thousands. This can save hours of wasted effort or millions, even billions of tomons of loss for this sports tourism (5). Cultural index and sports culture formation is considered very important inefficiency that make it possible and determines the achievement of the goal [28]. In normal conditions, a person may consider dozens of issues. Still, with a goal such as tourism and holding events, one should adapt his behavior and attitude about what important factors can lead to the goal. It is also important and necessary to improve efficiency in an objective such as holding a cycling tour to increase efficiency; therefore, the positive results are very important. According to the definition of the Japan Productivity Organization, productivity is maximizing the utilization of physical resources, human resources, and other factors in a correct manner that leads to cost reduction, market expansion, employment growth, and the living standards of all members of society [29]. One of the effects of an efficient workforce is increasing organizations' productivity, which is effective in employee enrichment [30]. Therefore, it should be noted that one of

the important goals of tourism is its productivity.

5. Conclusion

In sum, the results of the present study demonstrated that psychological-motivational, human-educational and cultural factors could enhance the efficiency of touring cyclists, and the model had the necessary fit. Therefore, based on the results, the tourism organization should correctly and accurately apply the present model to achieve high productivity and consider influential factors (psychological-motivational, human-educational, and cultural) in their projects.

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Competing Interests

None to be declared.

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