



Investigating the impact of the media on international sporting events and the extent of tourist attraction at that event

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Abstract

Purpose: The aim of the study was to investigate the effect of media on international sports events on tourist attraction, for this purpose, research and reports related to holding sporting events were studied.

Methodology: Systematic review of related articles from previous years. The basis for collecting material related to the impact of the media on attracting tourists to sporting events has achieved the desired result.

Results: Media and networks provide diverse and exciting services to their audiences, most people consider media as the main source of information and an influential factor in life and social affairs, no doubt watching sports events As well as information on activities Exercise is one of the things that makes sports and friends more interested in the media. Using advanced imaging and visual arrangements, television images capture scenes of victory in a sporting event in a way that is seen by viewers as a great victory. Sports and the media, especially in the realm of popular sports, focus on special people It gives them heroism and transnational and transnational patterns to communicate more effectively with their audiences. Also, the media, as part of the new structure of society and one of the most widespread and widely available devices in all countries, plays a critical role in various political, cultural, social and economic fields, so the press, radio, television and the site. In today's sports, the world and Iran can be introduced as a driving force for cultural and sports.

Conclusion: The results showed that the expansion and development of mass media is such that today's human beings can be considered as the medium of new media and culture as a product of mass media advertising; on the other hand, sports as one of the cultural, social and public issues. And publicity is of particular importance in societies, religions, and denominations, so the attraction of sport at the international level can provide the basis for the friendship of nations, positive cultural exchanges, coexistence, and mutual understanding. As a result, the more media coverage of an event It also attracts more tourists.

Suggestions: The media coverage of sports in the world should be such that it emphasizes the promotion of cultural values in society and promotes desirable characteristics and moral virtues among the people.

Keywords: Media; Attraction; Sports; Tourism; Event

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1. Introduction

Today, the tourism industry in the world is one of the most important sources of income and at the same time one of the factors influencing cultural exchanges between countries, and as the world's largest service industry, it has a special place, so many countries in close and intensive competition. They are seeking to increase their interests and profits from this international activity. Our country, with its historical history of several thousand years and abundant and rich resources for attracting tourists, can actively participate in this global competition and has a worthy share from this rich source. Be fit. Of course, it is very clear that success in this field and achieving the material and non-material benefits of it requires understanding the phenomenon of tourism, recognizing its dimensions and effects, as well as familiarity with the proper management of institutions and agencies in charge of the tourism industry. Management that is in line with the latest scientific achievements. Tourism is an industrial sport that is a combination of two attractive industries, tourism and sports. An industry that many countries in the world are investing heavily in to develop because the effects of sports and tourism are affecting the economies of countries. In recent decades, sports tourism has grown exponentially in the global tourism industry. Holding high-level international sports tournaments brings great economic, sporting, cultural and social changes to the host country, and this is so important for the governments of developed and developing countries that it is important to host international competitions such as The Olympics, the World Cup, and all sorts of ways and means. By holding various competitions in the world, those who are interested in participating in these competitions travel to the host country, which is considered an economic success for that country. Sports tourism is so important in some countries of the world that activities related to tourism and sports are planned and implemented in the form of a special ministry called Sport Tourism. The United Nations has also named its World Year since 2001 as World Ecotourism and Sports Year. Due to its numerous historical and religious monuments and natural ecotourism, Iran has a special and privileged position in terms of tourism. This plan has been prepared and regulated regarding tourism in Iran. In today's modern world, tourism plays an important role in the economic development of countries and cities. Therefore, knowing more about this category will help the industry flourish. According to the Fourth Development Plan, Iran should host at least 5 million tourists annually by the end of 2009, a figure that should reach 20 million by the end of 2024, and in the meantime, the

share and position of sports and holding tournaments cannot be simply passed. This is at a time when the income of the world's developed countries from sports tourism is more than \$ 20 billion annually, and our country, despite all the tourist and ecotourism attractions and being among the top 10 countries in the world in terms of antiquities and cultural heritage. For thousands of years, it has not benefited much from sports tourism. Due to the diversity of the climate, Iran can provide this opportunity to many Asian and European teams so that they can hold their camps in Iran. Provided that appropriate investments are made in terms of infrastructure and some kind of ground is provided for attracting these teams. In Turkey, very good investments have been made in the creation of sports camps, and Turkey is an important destination for the creation of team camps. It is considered a sport. Development of sports tourism, in addition to existing barriers, other sectors of tourism development have their own obstacles, one of the most important problems in this area is the lack of a strategic plan for sports tourism in the country according to the country's capabilities. Another problem with the development of sports tourism is the inability to hold major sports tournaments such as the Olympics, the World Cup and games. It is Asian. The role of indigenous sports in sports tourism, emphasizing indigenous sports can be one of the advantages of Iran for the development of sports tourism. Today, the efforts of the world's sports officials and planners are to make the disciplines more specialized and localized. Due to having different indigenous sports and a long history in this sport, Iran can also introduce these sports to enter the Olympics and provide the ground for the development of its sports tourism. Among the countries active in sports tourism and the role of the media in them is very important. Spain, Australia, the United States and France are among the successful countries in the field of sports tourism, and in Asia, countries such as the UAE and Turkey are participating. Experience the arena, and of course, in the short term, you will also make money they also had a good time. If there is good investment in sports camps in Turkey, and Turkey is a good destination for sports camps. To understand the importance of media in sports tourism, it is better to give an example. Suppose an international sports tournament is to be held in Iran. If 16 teams are to participate in this tournament and only at least 10,000 spectators go to Iran for each team, more than 150,000 people will enter Iran to watch the games of this hypothetical tournament up close. With their arrival in Iran, if they spend only \$ 100 a day and the duration of this hypothetical tournament is 30

days, our country will receive more than \$ 450 million, and this is of course only a small part of the economic income from a simple and small international tournament. It will be that this will attract sports tourists with the advertisements of the media, and the other effects of this story will require seven of me Masnavi. Of course, the efforts of the countries to host the tournament will not go unnoticed, and it will give them innumerable benefits in various fields. 11 jobs that have been active in this sector, 4 new jobs have been created. This example alone shows that the influence of the media on attracting sports tourism should not be easily overlooked in holding such competitions in the prosperity and development of this field in the tourism industry. However, holding sports tournaments at high international levels and the huge and positive political, economic, cultural, social and sports developments that it brings to the host country are so important for developed and progressive countries that many of them are important. Governments in these countries resort to a variety of ways and means to host competitions such as the Olympics, the World Cup, and regional and continental competitions. So much so that even they are willing to use illegal means to achieve this success. The goal of attracting tourists to the sporting event through the media is to help the host country's marketing industry, which, despite the presence of tourists in that place, promotes the growth of the marketing industry in that area. Sports Reconstruction (2005) is a social and managerial process that individuals and groups achieve through the creation and exchange of products and the value of each other. The sports industry includes broadcasting, advertising, social media, digital operating systems, ticket sales and social relations. Sports marketing is divided into three parts: the first to promote sports advertising and sports associations such as the Olympics, the Spanish Football League and NFL, As well as sports teams such as Real Madrid and New York Yankees. Sports, sports teams and individual athletes are for promoting various products. The third category is promoting sports to people to increase participation. In the field of sports, sports marketing is about social and management processes that fans, sports organizations and other companies Sports-related activities, such as media and technology companies, create and exchange products and services with each other, increasingly through Digital media such as top-notch box, internet, mobile devices and social media, as well as sports events live on. The main sources of income from sports markets are ticket sales, support and distribution rights. One of the features of the specificity of industry in the sports industry, given the organization of sports markets, is a multilevel structure [1], and each level plays a different role in

business and sports marketing. sees the sports industry as a network that is usually in one the sports club or the main league focuses. The concept of sports-related tourism has been studied as a field of study and a popular tourism product in recent years. Variety in the definition of sports tourism is high and is considered one of the problems of researchers. In response to the question of why sports tourism has suddenly become a prominent issue, we can say that looking at history shows People have been involved in sports-related travel for centuries. However, in the last ten years, the popularity of this type of travel has increased. Sports tourism has become the fastest growing part of the tourism industry and is still thriving. Great events such as (Olympic Games, World Cup Final) or other sports (World Championships in some sports, major tennis competitions, etc.). These events have been attracting a lot of attention for a long time, and there are a variety of benefits for the host cities of Rubadad. Tourism and travel are expected to increase by 5% each year by 2020; Percentage of the year is estimated. Cities and regions around the world are currently struggling to host competitions and attract tourists, their money and inherent growth have reached the potential they are pursuing. . Areas that can understand the power of the main motivation for sports tourism can be the most successful. The potential of sports as a tourist attraction can be of great help to them in college. Research in sports tourism, where Professor Mike Wade of the University of the Church of the Christian Controversy takes center stage. Little effort in This conceptualization of the region is an example of many of these definitions, developed by Stadwin in 1999 [2]. Work / business, which is the necessity of traveling away from home and work. Such a definition, while allowing a comprehensive approach to the study of sports tourism, does little more than broad definitions of sport (composition of the Council of Europe, and Tourism 1992). Tourism also includes visiting places outside the normal environment, of course. Due to the interaction of these sports and tourism features, it may be possible to conceptualize the pre-Wade 2004 sport tourism as "the result of a unique interaction of activity, people and place". The information here focuses on the "interaction" of activity, individuals and places, thus emphasizing the synergistic nature of the phenomenon and its movement from dependence on it. Sports or tourism are the main determinants of sports tourism. Imagine a phenomenon that is relevant, but determines more than the amount of sports and tourism, so sports tourism as something that cannot be recognized as a tourism has been growing over the last few years, and Demand from TV channels for major sporting events is high.

Instead, financial attractiveness should be the key to increasing cities to host sporting events. The distinction should be made here between financial priorities, goals that are typically common in the United States, and social interests that are common in Europe. Replacing private builders and volunteers will change the hosting process, but it will also increase the attractiveness of increasing cities to host sporting events. The distinction here should be between financial priorities, goals that are typically in the United States, and so on. Social interests that are also common in Europe if this trend gradually b The emergence of a constructive alternative private associations and volunteers will be hosted in a change process. However, sports tourism not only includes participating in competitions and attending events, it also includes outdoor sports in nature and enjoys the environment and the host city for the participants. Sports tourists also visit sports sites or museums; it is necessary to do this without necessarily planning and leading the work, and at the same time, it is necessary to take an active part in sports.

2. Method

In the present study, in order to investigate the effect of media on international sporting events and the amount of tourist attraction in that event, a review of research conducted since 2004 on the role of social media in attracting tourists to the sporting event was used. A review of sports media studies and its challenges, and the search for articles in the prestigious PubMed, and Science Direct databases, as well as Scopus, and search for keywords in sports media, social media, Internet strategy, sports events, and sports tourism. From the researcher's experience and asking questions of experts in the field of events and tourism It is a sport. Due to the fact that the category of media and sports tourism has been listed on the stock exchange in recent years and is one of the new topics, little research has been done on the impact of social media on attracting tourism in sports events. This period seeks to achieve results in the field of event and social media and sports event marketing, as well as how to increase revenue generation for the city hosting the event and examines social media and its formation. The researcher in this research with. Review previous research and study cross-border research and numerous articles in the field of social sports media and the impact of the Internet and social networks and compare them with each other, as well as with questions and answers from experts in the field of events and marketing experts. Sports event and examining different aspects of the event for the host city and examining how to attract tourists to the sporting event have achieved good results for the development of social media in the sporting event

and provide good strategies for attracting tourists and building the desired infrastructure for the host city provided.

3. Findings

The researcher has reviewed the exact statistics on the host of sports tourists welcoming sports events and has examined the profitability of hosting a sports event for the venue of the event and also giving an idea of different opinions to increase the profitability of the event. Different types of sports tourism consumers vary from sport to sport and from event to event. Most statistics show that most male sports tourists are men between the ages of 18 and 34, and are in the middle-class economic groups. Rugby is generally older and more lucrative than mainstream football and basketball fans. While different sports have different sports consumers, all disciplines in recent years have become more attractive and popular among individuals, and participants or spectators, as consumers and developers of the city, host the event. The place where they live is one of the people who provide services to the participants and the spectators, and this increases their social and economic activity, and all of these are positive signs that have a positive effect on the quality of life of the host people. In the fast-paced global process, the media and communication technologies have advanced at an unimaginable rate, dominating all levels of human activity. Successful media productions can have a significant impact on introducing lesser-known attractions in areas with tourism potential. Be related to this sector and sports tourism is one of the growing sectors of the tourism industry in the world, and our country has very good conditions with the necessary facilities and potentials to expand this industry. The tourism industry is one of the most important sources of income in the world and one of the factors influencing cultural exchanges between countries. It has a special place as the world's largest service industry. These are international activities [3]. Today, the combination of tourism as the world's largest industry and sports as one of the largest and most important industries in the world today has created one of the most amazing modern service industries called the sports tourism industry [4]. Given the specific characteristics of the tourism product, the role of marketing through various media in this industry is of particular importance compared to other industries, so the effective use of tourism marketing tools for a country or a region is essential because marketing Potential tourists can be provided with information about what the region has to offer and be encouraged to visit [5]. The purpose of tourism marketing is to identify and anticipate the needs of tourists and provide facilities and motivate them to visit, which will

ensure the satisfaction of tourists and customers of this industry [6]. One of the most effective factors in tourism marketing is advertising and information through mass media. The media has a crucial role to play in the development of the tourism industry and sports tourism by having roles such as culturalization, education, information and social participation. The media is responsible for much of the observations and experiences through which we organize our understanding of the world around us and how it works. In fact, a major part of our view of the world is rooted in pre-made media messages [7]. They have a direct impact on the values and norms of the society in terms of having a wide range of influence. At the same time, the media play a significant role in changing the awareness and attitudes of the society [8]. Services and products offered in tourism marketing and sports tourism are intangible and inexperienced so that, unlike traditional goods, these products cannot be tested or controlled before actual use [9]. Therefore, marketing techniques in this industry will be more successful if they can provide information and experiences that are beyond the normal capabilities of each person and that is the transition from the physical world to the world of image and imagination [10]. Today, information and communication technology has developed as a new way for people to communicate. Much faster and more efficient geographical boundaries have led to the dissemination of information. Revolutionary information and communication technology has created sporting events in the marketing of tourism destinations, and marketing organizations that have adapted to this new technology have increased their competitiveness to achieve strategic goals. The development of information and communication technology has become more and more common [11]. "Two-thirds of Internet users use online counseling to plan their travel [12]," Greenspan said in a study. It becomes more than people's money and time [13]. Therefore, the Internet has become one of the dominant media for searching for information related to tourism, and this search for information plays an important role in the decision-making process of tourists [14]. Nowadays, more than ever, people are using the Internet to search for travel information, travel planning, and travel services [15]. In fact, this is accepted in today's world where the Internet has become a channel for sales and marketing in the tourism industry, and it must be acknowledged that one of the biggest differences between the Internet and modern media and traditional media is the possibility of information. And the provision of services simultaneously by these media, while traditional media was only the first task, ie information [16]. Castanda and Rodriguez showed that more tourists are satisfied with the

information obtained from the Internet, and this satisfaction includes both the satisfaction dimensions, including satisfaction with the chosen destination and satisfaction with the information obtained about the relevant destination [12]. The benefits of the tourism industry through the use of the Internet include such things as global access, cost reduction, ease of information updating, greater ability to reach target audience information, and the ability for customers to choose the right product [12]. New media have become an effective key to the tourism industry by facilitating active access to information, and Internet websites have evolved from a simple means of information to a convenient tool for providing services [13]. Also, the Internet and new media allow customers to compare information in a specific field. When using the Internet, customers are able to cover all types of travel options, accommodation and transportation services, travel packages and so on. This type of information naturally causes people to be attracted to sporting events and to travel and increase tourism at the venue for sports events.

4. Conclusion

Radio audiences have the opportunity to use it while doing various tasks, and this makes the listener more enthusiastic about attending a sports event. Today, radios are not in the form of public media, but in the form of local media, to the community. Specific groups and groups provide service, training and entertainment services. Also, in terms of ease of access to groups and communities, no other media outlet is able to compete with radio. On the other hand, due to the significant number of attention paid to sports events, local sports, natural talents and various sports tourism attractions, as well as due to the increase of holidays in the country, especially at two times. Important Nowruz and summer can be used in presenting domestic and foreign advertisements to portray the unique capabilities, capabilities, capacities and attractions of tourism and sports tourism and deep understanding of culture, subcultures, civilization, history and life. Social and economic and information and motivating and directing the trips of sports tourists benefited from this media. Presentation Explanations about travel and its needs, information about the country's climate and roads, specialized and general training on how to deal with domestic and foreign tourists can be other functions of this medium in sports tourism.

According to the findings of the research, television has been the most effective in attracting sports tourism in marketing with an average rating of 5.58 and education with an average rating of 5.57. With the advent of television, movies and TV shows of various tourist destinations can be shown to the

audience. Based on Rezagholi's (2010) findings, movies and TV series that are widely broadcast for tourism purposes to attract international tourists. They have basic absorption capacity. Television is a medium that can be easily used in most places and for all walks of life. It has a significant role in promoting the quality of goods and economic activity with its ability to broadcast advertisements. TV with the ability to play role-playing ads has been sensitive to the improvement of product quality and economic activity and the attraction of sports tourists in terms of other mass media. Many television programs are filled daily with advertisements and are the source of income for these networks. One of the applicants in this section is the advertisements of travel and tourism companies, which try to get tickets, sports events. Sell hotels. Today, television is known as the largest and best tool for broadcasting advertisements, and using the capacity of this medium is more effective than other media in attracting tourists. According to research, the media, which is visual and broadcasts simultaneously audio and video, is suitable for educating and attracting tourists. TV due to the simultaneity of sound and image He can act as a teacher and teach content to the target audience. On the other hand, the television media in the field of tourism education can help the development of this industry by providing educational programs in the field of sports tourism. Also, holding specialized roundtables on tourism can be a factor in the development of this industry. This finding is consistent with Rezaei's (2011) finding that television is a tool for marketing sports tourism [17]. Based on this finding, it is possible to build dedicated tourism and sports tourism television networks in order to market and promote sports tourism events and potentials, as well as education and promotion of tourism using educational programs through this medium. It can also be mentioned Other methods of attracting sports tourists that written information is one of the oldest and most common methods of informing in tourism. Books, brochures, catalogs, print media are widely used in tourism today, and due to their portability, they are a limited tool for advertising and marketing in a limited area. The press and print media are different. They can each have different functions. For example, a book that is considered a kind of press is the best tool for teaching and learning various concepts or brochures that are suitable for advertising and marketing in a limited area due to their portability, which is suggested by creating and preparing publications. , Specialized newspapers, magazines, catalogs and brochures Sports tourism and the introduction of attractions and events related to sports tourism. The Internet can play an important role in the security of tourism and sports tourism in terms of the level of global

access, 24-hour access and the ability to change its language in different languages. Tourists can easily find out more about security at their tourist destination through the Internet and modern media. To achieve that can change their decision to travel to that destination. Based on this finding and considering that one of the major obstacles to the tourism industry in Iran is the negative view of some foreign tourists about the general security situation in Iran, through this media to familiarize them with the reality of security in Iran and changing their attitudes led to the development of this industry Was. This finding is consistent with the findings of Tijawa and Stuart (2009) and Mohseni (2009) [18], who in their findings have identified the Internet as one of the most important media in representing security of tourism destinations, and with the results of Ramona et al.'s research (2008) [16]. Zohrabi et al. (2012) and who in their findings found the Internet and modern media in today's modern world due to access Rapid and easy access from all over the world introduces the most important tourism marketing tools and announces that these media compared to traditional media because they give users unlimited permission and in addition users from most parts of the world can Access to it, they are better in tourism marketing, it is inconsistent (2012) [19]. Due to the fact that the Internet and modern media and television media are capable of advertising at the international level, it is recommended to represent security in sports tourism destinations. He took advantage of these media. At the same time, it is possible to develop this industry by designing and explaining comprehensive websites to market attractions that have the potential of sports tourism and representing the security of these areas in these websites. In general, most respondents prefer television, the Internet, and modern media to other sports for the development of sports tourism. As a result, according to the mentioned cases and the findings of the research, it can be concluded that the media have an important role in attracting tourists in sports events, before holding an international media event with numerous advertisements from the host city and country, as well as with Showcasing the tourist attractions of that place and showing that city will make people more eager to attend the sporting event. In general, most respondents to TV, the Internet, and the new media are more likely than other media to They prefer to develop sports tourism. As a result, according to the mentioned cases and the findings of the research, it can be concluded that the media have an important role in attracting tourists in sports events, before holding an international media event with numerous advertisements from the host city and country, as well as with Showcasing the tourist attractions of that place and showing that city will

make people more eager to attend that sporting event. The media each has a different role in attracting tourists to the sporting event. For example, the Internet is a 24-hour media backpack and has the largest share. After that, television shows beautiful scenes such as the venue of the competition, the residence of tourists and attractions. The city and country hosting the sporting event attracts tourists, and media such as radio, which is an audio medium and often available to the public, describes the venue, making the listener eager to participate in the sport as a corporate tourism event. And take a closer look at these descriptions, and this is the garden of marketing boom in the city and the place The event takes place.

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