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Designing strategy of sport for all in Mazandarn Province

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ABSTRACT

Analysis and preparation of strategy are two important components of strategic management process. In order to design the strategy, one needs to identify and analyze the strengths and weaknesses in internal environment and opportunities and also threats in external environment [SWOT]. The purpose of this research is SWOT analysis of sport for all in Mazandaran province. According to the goals, this research is a survey research and a descriptive - analytical study. The theoretical context or conceptual model is derived from Fred. R. David strategic management model. Due to the nature of the subject, the statistical society of this study includes elites and main custodians of sport in Mazandaran province. Hence the 32 managers and senior experts of Physical Education, 18 professors of physical education universities and institutions of higher learning in province, 46 heads of board sports in province and 11 persons from the administrators and officials of institutions associated with sport in mazandaran province were selected. The main measurement measurement tool for the study is questionnaire. To determine the validity of this questionnaire, we used comments of experts in field of sports management. Also 20 preliminary questionnaires were distributed between samples. After collection of data, using Cronbach's alpha in level of 0.05 significance, we obtained the reliability of 0.918. To analyze the data, descriptive statistics and Friedman test was used. Reaching the grade 2.6074 for internal environment [2.0516] for the external environment, we recommended the Conservative strategy [WO]. So it is suggested to exploit the opportunities in external environment to improve internal weaknesses.

Key word: strategy, sport for all, mazandaran province

INTRODUCTION

For centuries, the term refers to any type of entertainment, sport and hobby in life was considered. Today, sport is a game in which an organized and purposeful movements to enhance strength, boost morale and skills will be implemented [1]. Today's, sport as a means of Multi-dimensional effects, have a valuable role in the economy, leisure, healthy, educating on young people, prevent disease, prevention of corruption and moral perversion widely [15]. Development based on scientific findings, health and culture of people and increasing awareness of the Sport's effects in healthy people, witnessed the emergence of a phenomenon called sport for all in communities.

From the perspective of the International Olympic Committee, sport is an activity that humans will return to power and superiority. Provides growth, development of health, fitness and well-being of participants in each age, sex, attitude, economic and cultural conditions [2]. According to the definitions provided by sport for all and recreation, Sport for all is democracy in sport. This means that everyone can able, anywhere, with anyone or any group, any intensity that is willing to do and can provide their physical and mental health facilities [3].

Sport for all and recreation in the form of five separate programs and related activities are performed together, including: Sport training, informal Sport, inside of Sport, outside of Sport and Sport club.

Sport training: Programs based on learning opportunities about athletic skills, strategies, rules and regulations and to help participants improve their skills Classes such as sports and recreation in summer and to fill those forms.

Informal sport: Participation in Sport is spontaneous and approach to Sport is individual.

School or recreational game play that is performed in the streets, are examples of informal Sport. Inside of sport: Including sports competitions in which participants are strictly limited to one sector of society. The regulations will be adopted by the Board and committees within the organization, Such as inter-university competitions.

Outside of sport: Participation in organized recreational competition. Like competition between departments or between universities.

Sport club: Clubs are usually established by a group of people with common interests and its members will determine the type of activity. For example, members of a club are emphasized in training, funding, community-oriented or a combination of these three activities [4].

Sport for all started in 1960 with Norwegian word 'sport trim, which means beautiful, healthy and happy [4]. In 1992, Iran Physical Education Organization established according to charter of national sports federations, like other sports federations. In our society, the atmosphere of the Sport in a way that seems championship is more important than sport for all. Excessive attention to the medal and its access to wealth, reputation and social growth among individuals were thought Machiavelli's sports [4].

The culture of sport for all in society is needed for training [5]. In this regard, the role of government, mass media and the main custodian of the Sport's physical education and physical education departments of cities will be more important. Look at the effect of exercise on physical and mental health and participation of other countries has shown its importance in daily life. According to the sport for all federation, about 5 . 6 million of Iran's population participated in sport for all that, approximately 10 percent of the population of Iran. While in Australia 52%, Germany 50%, Denmark 45%, Norway 41%, France 35 %.

Many techniques can be used to analyze the internal and external environment of organization and Procurement strategy among them SWOT Matrix was famous [6].

SWOT, is an abbreviation of strength, weaknesses, opportunities and threats. SWOT analysis and its use back to 1960 and Albert Humphrey. In this analysis, strategies in the four states of SO, ST, WO, WT are linked to strategic options may be selected from among them.

Hosseini noted that talent in athletics faced with four strengths, thirteen weaknesses, four opportunities and seven threats. According to the SWOT, a talent for athletics in the country's strategic position in the defensive zone is WT [weak internal and external threat].

Tuyckoma & Van [2010] in research on the European Community states that:

- 1.Each year about 600,000 people of Europe Union Member States died due to lack of physical activity and sport.
- 2.European men are more active in physical activities in leisure times than women.
- 3.Famous professionals devote a higher percentage of their time to physical education and sport.
- 4.People who live in cities than rural often have a more active Frat.
- 5.The amount of physical activity in leisure time in older people [7].

Authors noted that Percent of inactive people has become at leisure time in Madrid from 5.7 percent in 1995 to 7.13 percent in 2008 [6].

Organizations must understand their current position, their abilities and weaknesses are analyzed precisely and based on their abilities and use of opportunities should ready for dealing with environmental threats. This is possible in terms of management and strategic planning [8].

MATERIALS AND METHODS

According to subject and objectives of the Strategic Studies, that has been done in field and a descriptive - analytical study. The theoretical framework or conceptual model of this research was strategic management model of David F.R. According to this method, an appropriate strategy, maximize the strengths and opportunities also weaknesses and threats will be minimized. In this analysis, strategies in the four states of SO, ST, WO, WT are linked to strategic options that may be selected among them. Due to the nature of research, statistical population should be the province of elite sports and major custodians. Hence, 32 administrators of Physical Education Department, 18 Physical education teachers of universities, 46 Heads of sport Committee of province and 11 of Sports administrators and officials related organizations province, were selected as the statistical population. According to the population, the entire

statistical sample was selected from the population. After sending questionnaires to all 107 samples, 82 returned completed questionnaires were analyzed.

Data collection tools

To gather information and determine the strengths, weaknesses, opportunities and threats of sport province, a questionnaire consisting of 7 strengths, 16 weaknesses, 19 opportunities and 13 Threats, designed. Meanwhile, the subjects' individual characteristics including age, gender, education, service was also examined. To determine the validity of the questionnaire, Professors and experts of management were used. After applying this person's view, the reforms were done. Initially, 20 questionnaires were distributed among the sample and after gathering data, reliability test using Cronbach's alpha, 0.918 was calculated. To rank the most important weaknesses, strengths, opportunities and threats, the Friedman rank test was used.

RESULTS AND DISCUSSION

Considering the output results of SPSS, showed significantly less than 0.01 and close to zero and the standard significance level is lower. Therefore can be stated that the distribution of data was rated and none of the weaknesses, strengths, opportunities and threats in a same rank. Results of the Friedman test for ranking weaknesses, strengths, opportunities and threats are as follows:

1. The most important strengths

All access to sports facilities [First]

Support the Director of Physical Education province of sport for all [second]

Support and reinforce rules and regulations of sport for all [third]

2. The most important weaknesses

The failure of long-term exercise programs of sport for all [first]

The failure of short-term programs of sport for all [second]

Lack of appropriate expertise within the sport for all of province [third]

3. The most important opportunities

Development of sports culture and the mobility of people [first]

Religious institutions help's to develop sport for all in the province [second]

Lower cost and greater access to sport for all than other sports [third]

4. The most important threats

Tend to reduce costing in sports and leisure time, due to economic problems [first]

Unemployment rate of young and educated [second]

Inadequate allocation of funds to develop sport for all [third]

Table 1. Matrix of internal environment evaluating sport for all provinces

Score	Intensity factor	Coefficient of Importance	Factors	Code	Internal environment factors
0.189	3.5	0.054	All access to sports facilities	S1	Strengths
0.1666	¾	0.049	Support the Director of Physical Education province of sport for all	S2	
0.1785	3.5	0.051	Support and reinforce rules and regulations of sport for all	S3	
0.1598	¾	0.047	Presence of sport for all experts on Public Administration of Physical Education	S4	
0.1248	3.2	0.039	holding Sports competitions [sport for all] by the Department of Physical Education	S5	
0.1505	3.5	0.043	Coaches of sport for all Presence	S6	
0.1512	3.6	0.042	Active form of morning exercise in the province	S7	
0.081	1.8	0.045	The failure of long-term sport for all programs	W1	Weaknesses
0.0833	1.7	0.049	The failure of short-term sport for all programs	W2	
0.0637	1.3	0.049	Lack of appropriate expertise within the sport for all of province	W3	
0.0672	1.4	0.048	The disorder of Instructing sport for all	W4	
0.0396	1.2	0.033	Integrated information systems disorders	W5	
0.0658	1.4	0.047	Lack of sport for all stations	W6	
0.0455	1.3	0.035	Lack of courses and workshops to develop sport for all	W7	
0.0690	1.5	0.046	Misuse of existing sports facilities and equipment	W8	
0.08	1.6	0.050	Don't be standardized per capita of sport facilities	W9	
0.0516	1.2	0.043	Insufficient attention of Physical Education Department province to local sports	W10	
0.0492	1.2	0.041	Less attention to sport for all in rural and deprived areas of cities	W11	
0.0574	1.4	0.041	Lack of sports facilities, especially for women	W12	
0.0481	1.3	0.037	ack of equal opportunities in sport for all in women and men	W13	
0.0492	1.2	0.041	Old and exhaustion in most sports facilities	W14	
0.0433	1.2	0.036	Poor sports facilities and platforms in the morning	W15	
0.0374	1.1	0.034	he lack of a coordinated system of sport for all competitions in the rural	W16	
2.0516		1	Total Coefficient of Importance In internal factors		

As can be considered in Table 1, the total scores of this matrix is less than 2.5 [2.0516]. According to two-pronged weak range [1 to 2.5] and strong [2.5 to 4], weak points of internal environment in sport for all in Mazandaran province, is superior to strength point.

Table 2. Matrix of internal environment evaluating sport for all provinces

Score	Intensity factor	Coefficient of Importance	Factors	Code	Internal environment factors
0.1476	3.6	0.041	Development of sports culture in community	O1	Opportunities
0.1085	3.5	0.031	cooperation of religious centers in development of sport	O2	
0.1628	3.7	0.044	Lower cost and greater access to sport for all than other sports	O3	
0.1462	3.4	0.043	Positive views of officials and representatives of the people in development of sport for all	O4	
0.0850	¾	0.025	High level of religious culture of the Mazandaran province and importance of sports in teaching of religion	O5	
0.1332	3.7	0.036	Index of the young population and prone to participate in sports programs	O6	
0.0851	3.7	0.0230	Tendency of women to sports for all and increasing their share in the sports of province	O7	
0.0792	3.3	0.024	Design and construction of health stations in parks	O8	
0.1015	3.5	0.029	Tendency of people especially teenagers and young adults to sport for all	O9	
0.1258	3.7	0.034	To exist the province's natural gifts, such as Damavand, forests, and Caspian Sea across the province.	O10	
0.0891	3.3	0.027	Favorable weather in more than 10 months of year, in order to engage in sports for all in open spaces and parks	O11	
0.0891	3.3	0.027	Interest in provincial education department to sports development	O13	
0.0704	3.2	0.022	Role of sport's employee in sport for all	O14	
0.1156	¾	0.034	Fields of cooperation and interaction between universities and practitioners	O15	
0.0891	3.3	0.027	Various local sports in the province	O16	
0.1295	3.5	0.037	Cooperation the age group 5 to 70 years of public section sports	O17	
0.0704	3.2	0.022	High interest in sport development and participation of villagers in this field	O18	
0.0884	¾	0.026	Special attention to developing and promoting women's sport in five-year plan of development	O19	
0.0765	1.7	0.045	Loss of leisure time and tend to reduce the cost of sports, due to economic problems	T1	
0.0688	1.6	0.043	Unemployment rate of young and educated	T2	
0.0544	1.6	0.034	Inadequate allocation of funds to develop sport for all	T3	
0.0429	1.3	0.033	Officials tend to invest less in athletics	T4	

0.0464	1.6	0.029	rising cost of equipment and sporting goods	T5	
0.0656	1.6	0.041	Drug and tobacco use	T6	
0.0455	1.3	0.035	sedentary life of Some of the people	T7	
0.0462	1.4	0.033	Concentration of private organizations, for more profit on athletics	T8	
0.0490	1.4	0.035	Urban structure change and the loss of land sports for children and adolescents	T9	
0.0490	1.4	0.035	Lack of safe and suitable residence in coastal, forest and mountain for sport and recreation	T10	
0.0276	1.2	0.023	Lack of a standard sports facilities in the province	T11	
0.0294	1.4	0.021	Lack of adequate Advertisement in the media to develop public participation in sport programs	T12	
0.0400	1.6	0.025	Low hours of sport in schools and universities	T13	
2.6074		1	Total Coefficient of Importance In external factors		

As can be seen in Table 2, Total scores of this matrix is more than 2.5. Considering the weak two-pronged range [1 to 2.5] and strong [2.5 to 4], showed that external environment opportunities of sport for all in mazandaran province is more than threats. To analyze the internal and external environment, we use simultaneously indoor and outdoor evaluation of a matrix of grid points. This matrix is used to determine the position of Physical Education department of mazandaran province about sport for all. To create this matrix, scores of matrix of evaluating internal and external environments were in vertical and horizontal dimensions respectively to determine the position of Physical Education department in matrix and are taken appropriate strategy. In this matrix, scores are determined in two ranges of strong [2.5 to 4] and weak [1 to 2.5].

According to Table 4 and the confluence of internal and external strategy of sport for all scores in mazandaran province, in Section 1, a conservative strategy [WO] is placed. This means that, Physical Education department in mazandaran province should take advantage of opportunities in outside environment by improving the weaknesses of internal environment.

CONCLUSION

According to the results of indoor and outdoor environment of physical education department of Mazandaran province, on sport for all and scores achieved, the score [2.0516] of matrix of the internal environment and the score [2.6074] of matrix of the external environment, adopting a conservative strategy [WO] for the organization recommended. It is better to exploit the opportunities available in the outside environment, try to improve internal weaknesses.

Due to factors such as weakness, strengths, opportunities and threats, the researcher recommended strategies and policies that derived from four strategies of this research for comprehensive development of sport in province:

WO Strategies

Short-term and long-term comprehensive plans in the sport for all of province. To employ more graduates in physical education and sport for all experts. Increased per capita sports facilities and equipment, according to government rules. Workshops and coaching sport for all with help of colleges and institutes of physical education in province.

Expansion of sport tourism industry and the natural gifts of local sports in province. Special attention to sports competitions and rural sport for all. Creating spaces and sports facilities, especially for women.

SO Strategies

Capacity utilization of scientific and academic field of sport for all in province. Design of development of sport for all in province. Use the natural gifts of sports stations to develop sport for all in province.

Development of sport for employee in departments and agencies.

ST Strategies

Develop programs to increase youth participation in sport for all.

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