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Effective Factors Investment of sports in Khuzestan

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ABSTRACT

Objective: In this study, investing about factors affecting investment in sport from the sight of managers of physical education departments Khuzestan. Method: A descriptive study is field - a survey study. 145 individuals, including directors, deputy department head of Physical Education and vice president of sports bodies were selected as subjects. Measurements were expressed as a questionnaire consisting of three parts. First, study about demographic characteristics and second and third parts study about geographic, social, cultural, economic and political, good physical infrastructure, human resources efficiently, to the managers' attitudes variable. For data analysis were used descriptive statistics of mean, standard deviation and Pearson correlation coefficient Spearman inferential statistical methods. Conclusion: The findings showed that the seven factors studied have not the same impact on the province to attract investment in sport, social factors ($r = 0/812$ and $p=0/001$) and the effect of geographical factors ($r = 0/719$ and $p= 0/001$) has less effective in attracting investment. The results showed that there is a positive relationship between geographic, economic, and political, social and cultural infrastructure, physical, human resources efficiently, to people in the sports business with significant attitude and demographic characteristics such as education and level of organization of department and has negative relationship between investment managers and managers' attitude.

Keywords: investment, sport, managers, Khuzestan, province.

INTRODUCTION

In today world, the marketing and interesting investments are considered as the main resources of the economic earnings and countries try to obtain the widely invests in the marketing and interesting investments. Sporting marketing is one of the marketing that has many fans and incomes especially in the developed country. It is main effects on the economical, social, cultural, political activities(1).Marketing is the series of productive, distributions, commercial activities that reached the product so soon to the consumers. At first, for marketing, the abilities of interesting of the market are evaluated and then calculating products and services are provided. Reaching to the raise of marketing depends on the organizational and suitable formation, planning, teaching the human forces, law of marketing and interesting the stocks. Marketing has direct and indirect relation with various sciences such as: physical education and sporting science.

Today by seeing at the extensive firms such as Adidas, Nike, Ray Book, understanding that massive producers do cooperative with each others to get successful. They are so careful in processing, productive, distributions so they can get big contributions of markets.(6)

Develop effective strategies for sports, sports marketing is used. Sports federations and organizations need to act like businesses, sports federations on the basis of income have continued to work for them would be a problem (4). Federations can use advertising, sponsorships, tourism, sports and mass media, especially television, to become sports agents, sports marketing as a trademark in order to increase their income (4,22).

Cultural barriers, competition and progress is also eliminated (21).

Although the impact of sports tourism to attract investment in research has many (6,3,10,7,11,9), but some researchers in the field of sports marketing Tourism concluded Managers of sports events by stating the importance of marketing in this area is very high (7).

Wrestlers are known and famous footballers and long-term investments in marketing and attracting investment in appropriate public and private sector can become a hub of sports (16).

answer the following questions:

First, Does Khuzestan has the capacity in terms of geographic, economic, political, social, cultural, for sports marketing? Second, how are the services and physical infrastructure in Khuzestan? Third, how are the director's behavior toward sports marketing, and how much do they have information about them?

MATERIALS AND METHODS

The first part of this questionnaire, investigate about personal characteristics (including: age, sex, history, sports, history, management, education, education, etc.) does not consider the question of the questionnaire covers. The second part of the original questionnaire consisted of two sections (1 and 2). The second section study about the six questions or areas (geographic, social, cultural, political, economic, physical infrastructure, the willingness of people to the sports business, labor, efficient) and questions about managers' attitude (seventh hypothesis) so it is elected 145 individuals of manager and employees of physical education departments that they work there in 2009-2010. the questionnaire organized based on 5 value of Likert and including 5 levels (very high, high, average, low, very low) reliability methods of this questionnaire was reported as the Cronbach's alpha method ($\alpha=0.972$) also the validity of the questionnaire used in this study were confirmed by experts and professors of physical education. And its validity is equal $KMO=0.935$. Among the questionnaires, 114 questionnaires are set up in statistical analysis. The variables of this study are including Prospect and Criterion variables. Prospect variable: the effective factors for investing consist of geographical, social cultural and economical physical infrastructure, the willingness of people to the sports business, labor, efficient. Criterion variables: the variable investment criteria established in this study. To analyze the findings of this study were used the SPSS software version 14 and descriptive statistics such as mean, standard deviation and inferential statistics Kendall and Spearman correlation. In this study was used The relationship between individual characteristics of the investment managers exercise of the Spearman correlation coefficient. In this study, significant level was $P<0.001$ respectively.

RESULTS AND DISCUSSION

Initially, descriptive research findings and obtained results are presented in connection with the research hypotheses. The findings describe the demographic characteristics

The subjects were 33 female and 81 male, about 29 percent are women and 71 percent of them are male. 4% degree diploma and 24% degree Bachelor's degree and 62 percent and 8 percent had a master's degree or higher. 2% were 18-25 years old, 42% were 26-35 years old and 36% were 36-45 years old and 21% were above 45. 42% had 1-5 years duty experience and 15% and 16% 60-10 26% 11-15 years and 15 years were higher. 39% had management experience and 29% of the 4-8 years 1-3 years 9-13 years 12% and 19% had a history of 13 years.

13 percent of athletic training, 55 percent of provincial athletic, 25 national, 6 percent Asian and the world possess. 47% of subjects with a degree in physical education and 53 percent were from other disciplines. The subjects of 19 percent and 26 percent of Office of Physical Education Department, headed by 20 percent and 34 percent of sports bodies were Vice Chairman.

The research hypothesis test results are as follows.

Table 1 Average physical factors affecting investment in the province show. Statistical indicators

Variable Mean	Minimum	SD	Average	number	Maximum
Geography	4	4/77	11/69	114	65
Social and cultural conditions	7	7/49	19/68	114	34
Political and economic conditions	10	10/11	25/26	114	43
Physical infrastructure	9	11/29	25/28	114	45
Manpower efficiently	5	678/	13/97	114	25
Province willing to trade sports	4	5/03	1143/	114	28
Demographic characteristics and attitudes of managers	3	0/85	4/5	114	6

The result of test of study's hypothesis showed that geographic, social, cultural, political, economic, physical infrastructure, the willingness of people to the sports business, labor, efficient have meaningful and positive relation with investing and had negative relationship with manager's attitudes.

Table 2. Summary results of Kendall correlation between investment in research shows exercise variables

Statistical indicators	Kendall's coefficient	variable means
Geographical conditions	0/719	0/001
Social and cultural conditions	0/812	0/001
Economic and political conditions	0/768	0/001
The appropriate physical infrastructure	0/805	0/001
Efficient manpower	0/769	0/001
Province willing to exercise commercial	0/735	0/001
Managers' attitudes	-0/239	0/001

Table 3. Kendall correlation coefficient summarizes the variables that affect investment in sport research are in the sport.

Statistical indicators	Spearman correlation coefficient	variable's mean
Age subjects	062/0	0/275
Education subjects	0/195	*0/019
Subjects to record	0/071	0/225
Management of subjects	0/091-	0/166
History of sports subjects	0/144	0/063
Study subjects	0/190-	*0/022
Gender subjects	0/159-	*0/045
Organizational subjects	0/218	*0/010

Table 3, the results of Spearman correlation coefficient between investment in physical and demographic characteristics.

CONCLUSION

The present study examined the factors influencing investment in the province in terms of sport administrators that physical education is can be paid. The results show that subjects, sports investment in seven areas (geographic, economic, and political, social, cultural, business management and human resources and the willingness of people to exercise, physical infrastructure) thatand facilities available to decision-making and planning.

The first component: the geography of the province's investment in sport.

Assumption of 8 percent of the questions in the questionnaire in the province, such as geographic location, climate zone (hot and humid, dust), pollution of the environment, compared to the standard geographic dispersion of SportIn marketing terms this can be. Research results (10,11,13,9,17,22,19,26) showed accommodation, friendly and pleasant weather, prices and availability Form geographical destination, and the sea coast of the main reasons that tourists Sports in general and tourists in particular (holding sporting events and camps) to go to those places, and as the agent (lead donor) athletic directors of the other factors (inhibitor and a draw) is located in theAvlatry.

Thesecond component: the social and cultural conditions are associated with investmentinthe province. Theory of social conditions and cultural 7 question survey on the derivative, including the role of political security and investment in the province, the role of multinational corporations in the exercise of, the cultural conditions of the welcoming people, increased social welfare of people, the exercise of indigenoustraditional.

Three component: economic and political relationship with the province's investmentinsport.

The third hypothesis is that (economic and political conditions) with an average of 26/25 and the priority is low ($r=0/76$) economic and political conditions on the subject of this questionnaire is Daylit fifth. Views of researchers and research results (10,2,13,9,1,18,20,26) showed population increases, the need to expand the areas of sports and related indicators, training human resources, manufacturing equipment and sports facilities, inadequateIs (4)

The fourth component: the appropriate physical infrastructure to attract investment in the province's sports is significant. The hypothesis was that 9 questions) appropriate communication with other regions of the network (roads, railways, airports), there is a suitable accommodation such as hotels and guest Sara, a recreational and tourism facilities, health facilities such as hospitals and clinics, educational facilities such as workshops, marketing and other cases, the national sport in some provinces, the role of the press (newspaper, billboard) in the role of TV and media, communication technologies) and 18 allocated to percent of the questionnaires. Consistent with research results (10,2,6,13,9,1,22,18,24,26) improve the economic status of society, the media, according to family status (numberofchildren,marital

Five component: efficient human resources with the province's investment in sport.

The hypothesis that the 5 questions from the questionnaire on the approximately "10% of the questionnaire form. A summary of the questions included in the management of active and dynamic relationship between the Department of Physical Education University, the views of experts in academia, a human resources specialist In the field of Sports, Physical Education office in the province to attract investment in sport is.the community makes.(16)

Six component: the amount of investment in sports is associated with the willingnessofbusinesstosports. Province willing to trade 4 sport (a popular sport in the province, the role of women's sports (volleyball, etc.) in the role of sports fans, people interested in private investment in the sector of sports) is a questionnaire is that 8 percent of the questionnaires and the correlation coefficient 11/43 753 / 0 in the first rank and prioritize the investment in the sport of P means there is a positive relationship. The results show a significant relationship with research studies(6,18,21).

Seven component: the amount of investment in sports is associated with individual characteristics and attitudes of managers.

Another theory is compared with average grades and was evaluated separately ,consistent with the flour. And motivate directors of the Kendall correlation coefficient equal -0/293 with sports investment has a significant negativerelationship.

Theoverallconclusionin a specific project in a country considered in the exercise. We evaluate all the factors leading to an investmentdecision is whether to invest.

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