



The Role of Sport in GDP and Sustainable Development

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ABSTRACT

Purpose: The present study aims to provide a model to explain the role of sport in Iran's sustainable development. The research method was grounded in pluralism theory in data.

Methodology: According to the research, initially using library studies, the elements of participation were identified. After in-depth interviews with 17 professionals and scientific experts, the theme analysis method was used to extra and group the elements. The output of this step was to identify 92 indicators in the form of 5 main dimensions and 12 sub-dimensions. Convergent and divergent validity was used to determine the validity (0.85), and all results were satisfactory.

Findings: The results showed that preparation and formulation of a strategic plan for public and championship sports, officials' attention to the capacity of the private sector in sports activities, expansion of sports venues in an urban and balanced distribution of facilities, and Recreational and sports equipment is essential for all citizens. But to solve the problems, pay attention to organizational strategies, including the development of a strategic plan for public participation in the sports organization and the use of control and evaluation tools to ensure the effectiveness of teamwork and involvement in sports along with creating a work environment with trust and honesty among participants. It can provide a platform for sustainability to improve personal and interpersonal communication among participants.

Originality: The implementation of research in the field of sports tourism with a sustainable development approach based on a hybrid model has not been done before, it is obvious that any research that is done for the first time helps to expand the boundaries of knowledge and can be the basis for future researches and for this reason It is considered authentic.

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1. Introduction

Sustainable development, one of the main topics discussed in development and planning circles today, is the result of different development ideas. At the same time, this concept, like the wisdom of the concept of development, has been interpreted in various ways. The common denominator of all these ideas is sustainability and achieving a sustainable and durable development process. Balance stability is required; because an unbalanced system will also be unstable (Hoekman et al., 2019).

Development through sports is one of the fastest-growing aspects of the globalization of sports, and much of this growth is due to the potential power of sports. Studies have shown that exercise and physical activity increase emotional intelligence and socio-economic status (Rajesh et al., 2021). Improving socially desirable behavior in individuals by emphasizing public sports increases motivational, emotional, social, individual, knowledge, and cultural factors in individuals (Bentley et al., 2021). It seems that sports can play a significant and direct role in achieving some sustainable development goals. Of course, these goals have close coherence and overlap, making it difficult to separate them. Achieving these goals is conditional on the fact that these goals are used in meaningful discourse with accepting groups and in direct cooperation with macro policies (Hejbari et al., 2019). Also, due to their role in families in developing the country's culture, they can spread the culture of sports and health to other family members with positive thinking, happiness, and appreciation of the same kind and stabilization of life simultaneously. In addition to creating a culture and changing attitudes, the necessary infrastructure for sports must be completed (Pavlidis, 2020).

Research has shown that positive and negative political behavior could influence the strategic decisions of sports managers. The most crucial positive dimension of political behavior is to achieve goals in the shortest time with the least cost. Organizational and individual factors are the other two components obtained (Nazari et al., 2020). Also, the implementation of strategies belief in senior managers, the cooperation of operational managers, and the allocation of financial resources, in general, can eliminate the weakness in human resources and financial resources, which are the most critical obstacles to the implementation of the strategic plan (Nazari et al., 2017). Since the government's main task is to monitor, control and direct, today, governments in various economic and political systems are mainly responsible for policy-making and macro-national and regional orientation and try to put the private sector in line with its goals. And considering that the government has made a considerable investment in the country's sports, the performance survey shows that the optimal use of the country's existing capital resources has not been completed (Shabani & Eshrati, 2020). And one of the reasons for the lack of development of our country in the field of sports is the lack of attention of officials to this important category and acting with taste. Sports organizations must have a strategic plan to survive and progress in the current developed environment. Success in international competitions results from strategic planning and a central strategy.

Meanwhile, based on the results of research by Rashid Lamir et al. (2013), it has been determined that the country's strategic plans in the field of sports are ancient, and most of them are not feasible (Rashid Lamir et al., 2013). Unfortunately, in the current situation,

the sports strategy for developing sports in the country is old, and a copy of the previous program designed in the early '80s has many weaknesses. According to upstream documents, it lacks strength and efficiency (Afrasiabi & Khani, 2020). Over the last two decades, many countries have designed and implemented mechanisms to develop private-sector sports participation. It has been used as a logical solution for efficiently using available facilities and resources. The development of private sector participation, like many other policies, is one of the social, political, and economic trends, and its most important goals are to decentralize the economy and attract more private sector participation in sports activities to a higher level and promote cultural growth (Shahgholi et al., 2022). Public involvement in sports has been designed and implemented in many countries and has been used as a logical solution for efficiently using available facilities and resources. The development of public participation, like many other policies, is one of the social, political, and economic trends, and its most important goals are to decentralize the economy and attract more people to participate in social activities to a higher level, and promote cultural growth (Selting et al., 2019).

In previous research, Qin and Liu (2020) concluded that per capita employment, unemployment, and wasting some places and facilities exist simultaneously. This article aims to analyze the situation and changes in sports resources in colleges and universities and to analyze the role of socialization and sustainable development of sports resources in Shaanxi universities in supply side reform and understanding sustainable development. Sustainable development plays a vital role in socializing and sharing sports resources in Shaanxi colleges and universities and can be used to improve the use of sports resources (Qin & Liu, 2020). There is a usefulness of intergroup communication in the field of sustainable development and to maximize the opportunities for positive social impact (Gehring et al., 2022).

Hoekman et al. (2019) argued that despite the growing evidence that exercise programs for sustainable sports development can contribute to community development, there is still a lack of empirical research on various socio-managerial aspects of sustainable sports development. For example, in trying to achieve local programs for the sustainable development of sport, the roles, responsibilities, and potential impact of re-engaged youth need further research, and several essential capabilities are changing agents that enable them to Measure uniquely and respond best to the needs of program participants and local communities in complex socio-cultural environments (Hoekman et al., 2019). Johnson et al. (2020) concluded that sports clubs contribute to sustainable sports development through communication tools, shareholder training courses, recognition and financing, awareness and mobilization, advocacy, policies and methods, and sharing and networking (Johnson et al., 2020). Soltani & Rostampour (2019) showed that solutions such as mass media, sports organizations and institutions, sports officials and planners, plowing sports training, and cultural issues play an essential role in developing people's participation in sports (Soltani & Rostampour, 2019). Khoshdel et al. (2019) claimed that the socio-cultural indicators of sports significantly affect the sustainable development of urban society (Khoshdel et al., 2019). Olfati (2020) research showed that after the lack of human resources, budget, and financial issues, the quality and quantity of sports facilities and equipment were other obstacles to developing and promoting public sports. Managers and

trustees of public sports can. Despite the growing number of physical education graduates using them to compensate for the lack of specialized personnel in the general sports sector (Olfati, 2020).

Managers can target the significant goals of sports tourism and provide the conditions for realizing the intended vision (Aghili et al., 2023). Develop the productivity, marketing, supportive propellants, and planning and talent development, practical factors that are both effective and influential should be on the agenda of sports managers (Yabalooie et al., 2022). Important strategic factors include supporting public and private bodies, enhancing cultural and social responsibility, developing media awareness, managing systems and processes, developing appropriate infrastructure, improving financial and environmental impacts, and security was identified as being consistent with the sustainable development (Nazari et al., 2022).

Managers can also contribute to the development of public sports by specifying job descriptions for all organizations and institutions involved in general sports, using the volunteer force in them. During the past years until today, despite the implementation of various plans and valuable measures taken in the field of sports by the ministry of sports due to a lack of specialized human resources and budget and facilities as needed to be able to meet their physical and physical needs and finally strengthening motor literacy has not been a huge and enthusiastic activity in the vast country of Islamic Iran. One of the essential features that theorists have considered for sustainable and healthy development; is the emphasis placed on the participation of grassroots organizations and encouraging citizens to participate in the planning process. In many countries, it has been designed and implemented to rationalize society's economic structure, reduce the financial burden, increase efficiency, expand activities, and equip government funding and efficient use of available facilities and resources. Has been exploited. The prevailing conditions of the country's sports indicate that during the last three decades, various sectors of public sports, championships, education, etc., have been under the direct control of the government or its affiliated institutions so that the possibility of capital activities the placement of non-governmental sectors has not been provided properly.

In this research, the question is raised whether the model of the role of sports in the sustainable development of Iran with the approach of influencing the gross domestic product (GDP) includes what components?

2. Methodology

Considering the subject of this research, which is to present the model of the role of sport on sustainable development in Iran: the approach is the share of sport in the Gross Domestic Product, this research will be examined from the theme analysis method. Therefore, data collection methods are different in different stages.

A) Gathering information and recognizing the factors in identifying and studying related articles and books and interviewing experts. That way, it ensures that the research is well-formed. These criteria are necessary because, as filters, they eliminate inaccurate and irrelevant information. For this purpose, a study to be considered systematically in this research must first be a scientific article published in an academic journal and a

journal with scientific judgment. In addition to that, it must be published between 2000 and 2019. In addition, it must be considered, whether in an operational way or conceptually, to influence the research objectives. Since the concepts and ideas in management develop very quickly, articles over fourteen years old are not considered appropriate because they can cause problems and distort the results. It should be noted that in addition to articles selected based on the above criteria, some articles in lower-ranked journals and even articles presented at conferences have been considered to provide more comprehensive access to literature related to this area. Articles are searched in databases¹.

In the paper search phase, it is necessary to use an appropriate search strategy to identify potential entries for the literature review. In the continuation of the cognition phase, to complete the information and enrich the theoretical foundations, as well as to pay attention to the situation through in-depth interview sessions with experts and thinkers. Increasingly used form. In qualitative research, comprehensive interviews or purposeful conversations are well-known methods increasingly used to collect data.

B) Model design phase, in this phase, the goal is to determine the content code and finally determine the relationship between them.

C) Evaluation phase. In the second stage, using the data collected from interviews and other available data, as well as using tools such as questionnaires, little information is collected about the phenomenon under study. At this stage, the collected information is analyzed using statistical techniques, and the final research model is tested using statistical methods such as structural equation modeling and path analysis. For this purpose, structural equation modeling based on partial least squares has been used. In the following, this method will be examined in detail.

Therefore, the research method is a composite (qualitative-quantitative) design of pluralism in the data. According to the research in three separate phases, in the first step, using library studies, some elements of the model are identified, and then the purpose of localization and identification of other factors affecting the model, after in-depth interviews with 20 professional and scientific experts (based on study and discussion).

Table 1. Conceptual categories forming the team of causal factors.

Code	Gender	Position	Experience	Field
1	Male	Professional Club CEO	10	Professional Sport
2	Male	Director of Championship Sports	7	Championship Sports
3	Male	Professional Club CEO	20	Professional Sport
4	Male	Director of Sport for all	12	Championship Sports
5	Male	PhD	13	Sport Management
6	Male	Professional Club CEO	10	Professional Sport
7	Female	PhD	20	Sport Management
8	Male	PhD	10	Sport Management
9	Female	Professional Club CEO	19	Professional Sport
10	Male	Professional Club CEO	18	Professional Sport

Code	Gender	Position	Experience	Field
11	Male	Director of Championship Sports	5	Championship Sports
12	Female	Professional Club CEO	9	Professional Sport
13	Female	Director of Championship Sports	25	Championship Sports
14	Male	Professional Club CEO	10	Professional Sport
15	Male	Professional Club CEO	25	Professional Sport
16	Male	Director of Sport for all	23	Championship Sports
17	Female	Director of Championship Sports	15	Championship Sports

Using the purposive sampling method, 17 experts (professors and sports managers) were selected as a quantitative sample. The theme analysis method was used to extract the elements and group them.

3. Results

To develop a model for the role of sport on sustainable development in Iran: Approach to the share of sport in GDP to achieve the research objectives through systematic review, 50 articles were identified. Sport on the sustainable development of Iran: The approach of the share of sport in GDP, expressed in the theoretical literature, was identified. In this stage, to complete and localize, through interviews with the studied experts and then analyzing the content of the material expressed during the interviews, other influential elements in shaping the role of sport in the sustainable development of Iran according to the approach of sport in GDP Were obtained. Causal conditions: Causal conditions are events and conditions that affect the main category. The most critical factors affecting all three central phenomena are as follows (Table 2).

Table 2. Conceptual categories that make up the team of underlying factors.

Introduced	Related item	Subcategory	Main category
Widespread media advertising for sports Cheap access, everyone to sports facilities Physicians emphasize the role of exercise in health Low-cost sports	Motivation to exercise	Characteristics of people	Influential causal factors in shaping the presentation of the role model of sport on the sustainable development of Iran with the approach of the share of sport in GDP
Possibility of a wide presence of people from all classes in sports and physical activity Eliminate the gender perspective on sports Establish physical activity in schools Effective	Perspectives on sports activities		
communication with public sports centers around the world Utilizing state-of-the-art technology for sports education Prepare a strategic plan and provide a model for sustainable sports development	Individual capability		
Holding some public competitions for different occasions Following the example of developed western countries Possibility of paving the way for investment activities of non-governmental sectors	Appropriate goal setting and striving to achieve goals	The leadership of sports organizations	

Introduced	Related item	Subcategory	Main category
Utilizing specialized and expert forces Appointment of competent managers in the appropriate sports organization and federations Unified management and the same policy in public sports Establishment of morning sports bases in green spaces and sports places Giving principled consent to build private sports facilities quickly	Management skills in sports organizations Intelligent leadership in sports organizations		
Creating social action to exercise Expand the participation of public and famous institutions in the development of sports Creating an athletic spirit among the people through the media and sports institutions Attention to women's sports participation in religious cities such as Mashhad and Qom Cultural attention of families to increase sports participation with the aim of health Engage in public sports, especially in non-vocational schools Creating a culture to create an athletic spirit Coping with the prevalence of a culture of inactivity		Public sports culture	The structure of society
Creating a talent identification system in championship sports Maintenance and improvement of stadiums and equipment required for professional sports Solve the challenges of advancing the country's championship sports management Build suitable places for women's sports Creating a culture of women's sports at the school level More family attention to women's sports	Championship sports culture Attention to women's sports		

Table 3. Conceptual categories that make up the team of intervention factors.

Introduced	Related item	Subcategory	Main category
Pay attention to sports needs in the region Expand cultural and sports spaces Creating suitable spaces for sports movements Pay attention to the prevalence of local and indigenous games Creating an economic perspective and generating income Elimination of the federation's dependence on the public budget Provide the necessary incentives for private-sector investment Motivate private sector investment Provide the necessary facilities for the presence of low-income groups in public sports Parliament's attention to increasing participation through the enactment of laws Considering the real interests, tastes, and needs of the people in sports programs and policies Centralized laws and institutionalization of the policies of the sports organization and federations Standardization of activities related to public sports and championships	Peripheral and physical Economic and social Support for sports organizations	Hardware and equipment Laws and policies	Influential contextual factors in shaping the presentation of the role model of sport on sustainable development in Iran with the approach of the share of sport in GDP

According to [Table 3](#). Underlying conditions or contexts provide the background for the phenomenon and affect behaviors and actions; contextual conditions of the main category affect the results resulting from it. In this research, the background conditions

are divided into two main categories; Hardware, equipment, laws, and policies, but these affect the results of the central phenomena of this research.

Table 4. Conceptual categories that make up the strategies team.

Introduced	Related item	Subcategory	Main category
The strong communication system between organizations and federations	Internal communication	Communications between sports organizations	Influential interventional factors in shaping the presentation of the model of the role of sport on sustainable development in Iran with the approach of the share of sport in GDP
Communication system with education departments, municipalities, and universities			
Utilizing people with physical education education for planning	Legal factors		
Promoting the view of sports among politicians			
Modification of structures to support sports facilities			
Prepare a strategic plan, clarity of policies, and orientations	Service innovation		
Utilization of new technologies in education and promotion of sports			
Paying indirect subsidies to sports clubs	Equipment innovation	Updated sports organizations	
Affordable sports activities for clubs			
Upgrading equipment and infrastructure in public places	Innovation in financing sports participation		
Creating multi-purpose halls and holding city competitions			
Optimal use of sports equipment and earning money			
Attention to sports supporters and sponsors			

According to Table 4. Terms of intervention: Mediation conditions are general and broad that affect how they interact/interact.

Table 5. Conceptual categories that make up the Outcome Team.

Introduced	Related item	Subcategory	Main category
Long-term organizational goal setting of the sports organization			Effective strategies in shaping the presentation of the model of the role of sport in the sustainable development of Iran with the approach of the share of sport in GDP
Develop a strategic plan for the participation of professors at physical education universities in the sports organization	Attention to the mission in sports organizations		
Eliminate political leaders from sports			
Provide strategic options in the sports organization regarding opportunities		Axial criteria	
Forming operating groups in society	Attention to team orientation in sports organizations		
Encouraging team building and people's participation in teamwork and participation in sports			
Evaluation of the effectiveness of the activities of cooperative groups	Evaluation of continuous performance in sports organizations		
Use of control and evaluation tools to ensure the effectiveness of teamwork and partnership in sports			
Holding knowledge-building workshops through the media	Teaching participation methods through the media	Axial development	
Training efficient managers			
The university's relationship with the sports industry			
Media training on access to participants' information			

Introduced	Related item	Subcategory	Main category
Improving personal and interpersonal communication among participants	Attention to social capital in sports organizations		
Creating motivation and interest in people from schools and universities			
Creating a working environment with trust and honesty among participants			
Modeling successful organizations	Quality management in sports organizations		
Improving the speed and quality of participants' communications			

According to Table 5. Strategies refer to providing solutions to the phenomenon under study, the purpose of which is to "manage, deal with, accomplish and show sensitivity to the phenomenon under study.

Table 6. Conceptual categories that make up the Outcome Team.

Introduced	Related item	Subcategory	Main category
A feeling of high responsibility to the participants for the assigned tasks	Employee commitment	human resource management	Practical consequences in shaping the presentation of the role model of sport on sustainable development in Iran with the approach of the share of sport in GDP
A high commitment of the members of the organization toward their goals and role			
Improving the quality capabilities of participants	Capacity building in employees		
The flexibility of participants in facing issues			
Disseminate what participants have learned	Organized learning		
Participation and continuous learning of participants to improve performance			
Integrating and coordinating knowledge is one of the ways to achieve and maintain competitive advantages	Gaining a competitive advantage	Organizational dynamics	
Follow the best strategies and procedures to adapt to change			
Achieve excellence in progress and performance in sports	Organizational Excellence		
Demanding from the authorities			
Achieving participant productivity			
Creative work by participants	Innovation	Organizational entrepreneurship	
Development of sports tourism by holding competitions			
Value creation through the application of knowledge to participants	profitability		
Achieving high-profit organizational goals in society			
Value-added participation			

According to Table 6. Consequences are the results of strategies and actions related to the main category. P-Scott's reliability coefficient is a nominal agreement coefficient between two coders. Scott's method is more suitable than other reliability coefficient calculation methods because it considers the number of subcategories in calculating the coefficient. Based on this, the computed coefficient is more accurate. This test also evaluates the values of the classes and corrects chance agreements in calculating the reliability coefficient. In the formula, (a) pr represents the observed agreement percentage between two coders, and (e)pr represents the expected agreement percentage.

$$\pi = \frac{\Pr(a) - \Pr(e)}{1 - \Pr(e)}$$

The value of this coefficient is between zero and one. The closer this index is to one, the higher the coding reliability in qualitative analysis. If this index is above 0.9, it indicates high confidence between coders. But generally, the acceptable level of P-Scott's reliability coefficient is above 0.7. The convergent validity technique (AVE index) was used to measure the research instrument's validity. They are desirable. The values of the coefficient and the combined reliability indicate the high measurement accuracy of the sub-categories of the instrument because of the reliability or reliability of the instrument. Also, the total Cronbach's alpha coefficient related to the concept of the model in this questionnaire is estimated to be 0.85.

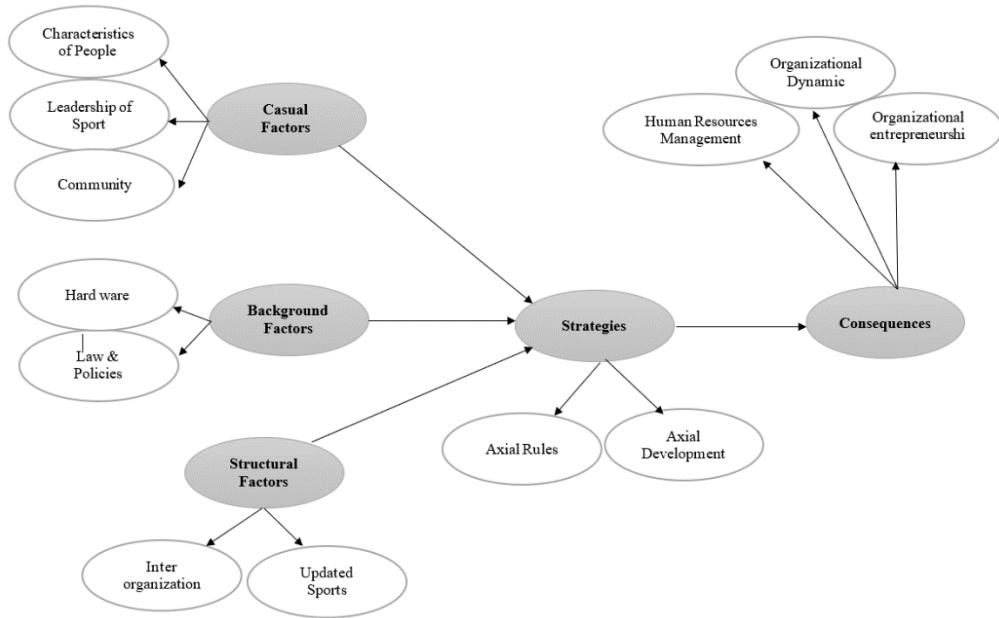


Figure 1. The model of the role of sport on the sustainable development of Iran with the approach of the share of sport in GDP.

In Figure 1, the model of causal factors, including people, the leadership of sports organizations, and the cultural structure of society, were identified as essential factors in the development of sustainable participation. Due to the economic problems and the epidemic of coronary heart disease, people are reluctant to participate in sports. The leaders of sports organizations have worsened the situation due to a lack of necessary knowledge and unprofessional management.

4. Discussion and conclusion

Underlying conditions or contexts provide the background for the phenomenon and affect behaviors and actions; contextual conditions of the main category affect the results resulting from it. In this research, the background conditions are divided into two main categories; Hardware, equipment, laws, and policies, but these affect the results of the central phenomena of this research.

Also, in the contextual factors, the discussion of hardware and existing laws and policies were identified since the government's main task is to monitor, control, and guide, and today governments in various economic and political systems, mainly macro-national and regional policymaking, and orientation. They are responsible and try to put the private sector in line with their goals.

Considering that the government has made a significant investment in the country's sports, the performance survey shows that the optimal use of the country's existing capital resources has not been made. In structural factors, the relationship between organizations and their up-to-dateness was discussed, as incorrect distribution of equipment and facilities according to the population of each region, as well as the lack of financial resources of the Physical Education Organization to create sports facilities.

Current credits will not be settled but to solve the problems, pay attention to organizational strategies, including the development of a strategic plan for public participation in the sports organization and the use of control and evaluation tools to ensure the effectiveness of teamwork and involvement in sports along with creating a work environment with trust and honesty among participants. It can provide a platform for sustainability to improve personal and interpersonal communication among participants. In addition, if the community pays more attention to startups and entrepreneurs, the participants' sense of high responsibility for the assigned tasks will increase. Creative work will be done by the participants, as well as the flexibility of the participants in the face of more problems. So human resource management, organizational dynamics, and organizational entrepreneurship should be considered the most critical theorems resulting from the consequences.

In this research, three causal, contextual, and structural factors were discussed regarding the research topic. Ausal factors included human, hardware, and legal and legal aspects, each of these factors has its sub-components, as the researchers emphasized the importance of the lack of specialist staff, as well as the relative improvement of the level of education and degrees of coaching and judging of the staff. The technicality was one of the strengths of Iran's championship sports. It seems that the use of force with physical training education has been proven both in general sports and in championship sports, and this should be paid attention to. Also, in terms of strengthening people's motivation to exercise, the lack of written programs to encourage and encourage people to exercise has been listed among the internal challenges of public sports, public, semi-public, and private sector investment, and the financial support of local city authorities are very effective. Considering that a lot of research has been done on the influential factors in shaping the model of the role of sports in the sustainable development of Iran with the approach of the share of sports in the gross national product, but so far, no research has specifically

focused on the design of the model. The results showed that causal and structural factors in sports organizations have led to environmental underpinnings, management operations, and quality of services should ultimately increase the demand-driven and continuous share of sports in the sustainable development of Iran by strengthening individual variables. The most important achievement of this research is that sports managers and practitioners have not paid attention to the field of personal and cultural factors and marketing. In a previous study, the results obtained, for example, [Torchia et al. \(2018\)](#) showed that managers positively and significantly contribute to sports development in the country. But they do not pay much attention to it ([Torchia et al., 2018](#)).

The results of [Soltani & Rostampour \(2019\)](#) showed that the attention of mass media, sports organizations and institutions, officials, and sports planners have an essential role in developing public participation in sports ([Soltani & Rostampour, 2019](#)). [Khoshdel et al. \(2019\)](#) also concluded that sports' socio-cultural indicators impact the sustainable development of urban society. The indicators and factors identified in all these studies are, to some extent, consistent with the factors of the present study. Experts in their research include factors such as granting principled consent for the construction of sports venues, effective communication with successful sports centers in the world, eliminating the gender perspective on sports, maintaining and improving stadiums and equipment needed for public and championship sports, Standardize activities related to public and championship sports, use of new technologies in sports education and promotion, use of control and evaluation tools to ensure the effectiveness of the team and participatory work in sports and formulate a strategic plan for public participation in sports. The most crucial reason for alignment is that today, due to the critical role of sport in its health, it has become a culture. Culture is the fundamental category for the other categories in the model ([Khoshdel et al., 2019](#)).

Most interviewees referred to sports marketing to increase people's participation in sports and considered it a matter of course in the sustainable development of sports. Emphasis is placed on the involvement of grassroots organizations and the encouragement of citizens to participate in the sports program process using privatization mechanisms in many countries. The active participation of the people in designing and popularizing the process causes the spatial structure and combination of different activities in the city and its appearance to have the necessary diversity and, therefore, meet the needs of other groups of society. Considering multiple solutions to the problem makes it possible to establish a direct relationship between the design goals and the proposed solution and to ensure that the chosen solution is most relevant to the design goals.

In the development of sustainable participation, people are reluctant to participate in sports due to economic problems and the coronary heart disease epidemic. The leaders of sports organizations have worsened the situation due to a lack of necessary knowledge and unprofessional management. Also, since the government's main task is to monitor, control and guide, today's governments in various economic and political systems are mainly responsible for policy-making and macro-national and regional orientation and try to put the private sector in line with its goals. Give. And considering that the government has made a significant investment in the country's sports, the performance survey shows that the optimal use of the country's existing capital resources has not been made.

Improper distribution of equipment and facilities according to the population of each region, as well as the lack and inadequacy of financial resources of the Physical Education Organization to create sports facilities. In addition, if society pays more attention to startups and entrepreneurs, the participants' sense of responsibility towards the assigned tasks will increase, and the participants will do creative work. The flexibility of the participants in facing the issues will increase. Therefore, the serious participation of the private sector in the construction and maintenance of sports facilities and their equipment at the neighborhood level is significant due to the limited financial resources and other executive problems of the Physical Education Organization and municipalities.

The participation of the private sector in sports activities ultimately leads to the expansion of sports facilities in the urban space and the balanced distribution of recreational and sports facilities and equipment for all citizens to access this space. Therefore, awareness of the strengths and limitations of the private sector, how to invest in sports, and how to actively participate in the sports sector makes government organizations more valuable in the construction and management of sports space and its expansion and equipping it with the participation of private institutions. Therefore, it is concluded that for the per capita increase of sports in cities and the use of sports facilities by all citizens, there is an urgent need for the participation of the private sector and the public.

To strengthen sports, sports policymakers should benefit from the potential capacity to develop and expand sports in a way that will acquire more significant growth in the future. The planning and universalization of sports require the alignment of all social currents as well as the unity of action between all the different departments and institutions of the country to have sufficient supervision of the performance of sports on Iran's GDP with a single and integrated policy. Part of sports development depends on people's inner attitude, and people must achieve a correct understanding of sports and their role in their lives. The opposite point is education, with frequent and systematic training and culture through public media, the official education system, educational institutions, media programmers, and people who own the platform. This deficiency is controlled and eliminated in society. By placing sports in the basket of household economy and life priorities and facilitating livelihood affairs, with the help of policymakers and the government of Iran, people should be inclined towards sports.

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نقش ورزش در تولید ناخالص داخلی و توسعه پایدار

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کلیدواژه

استراتژی
توسعه پایدار
تولید ناخالص ملی
نظریه داده بنیاد

نوع مقاله

پژوهشی اصیل

چکیده

هدف: پژوهش حاضر با هدف ارائه مدل نقش ورزش بر توسعه پایدار ایران و با رویکرد سهم ورزش در تولید ناخالص ملی انجام شده است.

روش: روش انجام تحقیق از نوع کثرت‌گرایی گرندت‌نوری در داده‌ها بوده است که با توجه به انجام تحقیق در ابتدا با استفاده از مطالعات کتابخانه‌ای، عناصر تشکیل دهنده مشارکت را شناسایی بعد از مصاحبه عمیق با ۱۷ خبره حرفه‌ای و علمی، جهت استخراج عناصر و گروه‌بندی آنها از روش تحلیل تم استفاده گردید که در نتیجه ۹۲ شاخص در قالب ۵ بعد اصلی و ۱۲ بعد فرعی شناسایی شدند. برای تعیین روایی از اعتبار همگرا و واگرا استفاده شد که نتایج در حد مطلوب بود.

یافته‌ها: نتایج نشان داد برای توسعه پایدار ایران با توجه به نقش تولید ناخالص ملی از طریق ورزش، لازم است برنامه راهبردی در ورزش تدوین گردد که لازمه آن توجه مسئولان و دست‌اندرکاران در این زمینه به ظرفیت‌های بخش خصوصی در فعالیت‌های ورزشی و گسترش اماکن ورزشی در فضای شهری و توزیع متعادل امکانات و وسایل تفریحی و ورزشی برای دسترسی تمام شهروندان به این فضا است. اما برای رفع مشکلات ضروری است به راهبردهای سازمانی مرتبط توجه شود. این موارد شامل تدوین برنامه استراتژیک برای مشارکت مردمی در سازمان ورزش؛ استفاده از ابزارهای کنترلی و ارزیابی برای اطمینان از اثربخشی کارهای تیمی و مشارکتی در ورزش؛ در کنار ایجاد محیط کاری توأم با اعتماد و صداقت در میان مشارکت‌کنندگان جهت بهبود ارتباطات شخصی و میان فردی در میان مشارکت‌کنندگان هستند. توجه به این راهبردها می‌تواند زمینه توسعه پایدار ایران را فراهم کند.

اصالت و ابتکار مقاله: پیش از این، کمتر پژوهشی در زمینه گردشگری ورزشی با رویکرد توسعه پایدار مبتنی بر مدل ترکیبی انجام شده است. بدیهی است هر پژوهشی که برای نخستین بار انجام می‌شود، به گسترش مرزهای دانش کمک نموده و می‌تواند مبنایی برای انجام پژوهش‌های آتی باشد.

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