



Influencing Factors on the Sports Business: United Nations Sustainable Development Goals Approach through Championship Sports

Makki Mohmmed Safi¹, Rasool Nazari^{2*}, Hassanin Abdul Wahed Abbas³, Khosro Jalai Dehkordi²

¹PhD Student in Sports Management, Faculty of Sports Sciences, Isfahan (Khorasgan) Branch, Islamic Azad University, Isfahan, Iran.

²Associate Professor of Sports Management, Faculty of Sports Sciences, Isfahan (Khorasgan) Branch, Islamic Azad University, Isfahan, Iran.

³Assistant Professor of Sports Management, Al. Qasim Green University, Babel, Iraq.

ABSTRACT

Purpose: Sports business development is a tool to facilitate sustainable development goals. The research aimed to identify the factors affecting the development of championship sports and their role in promoting the seventeen sustainable development goals.

Methodology: The qualitative research was grounded in an interpretive paradigm and utilized thematic analysis. Using a targeted method, in-depth interviews were conducted with seventeen sports organizations, including universities, the Ministry of Sports and Youth, and federations. Analysis was carried out using [Castleberry and Nolen's \(2018\)](#) five-step model, which involves compiling, disassembling, reassembling, interpreting, and concluding. The quality of the findings was validated by calculating the percentage of coding agreement and by establishing the codes through three interview participants.

Findings: Challenges include infrastructural and physical, general, programmatic, financial, economic and business, and attitudinal-cognitive. Basic measures include manpower supply, talent acquisition, culture building, education, and research. Advanced measures include emulating prosperous countries, providing sustainable financial, economic, and business resources, environmental solutions, and creating a professional labor market. Supportive factors include human and media support, which are identified as the study's main sub-themes. The development of championship sports can significantly impact the facilitation of the fourth goal, which includes ensuring equal quality education and promoting lifelong learning opportunities. To promote sustainability in elite sports in Iraq while breaking the cycle of the current system, it is crucial to focus on the essential social processes and basic and advanced stabilization measures. This will help establish a stable framework for elite sports in Iraq, providing positive internal and external functions.

Originality: The innovation of this article focuses on the role of championship sports in achieving the United Nations Sustainable Development Goals.

Keywords

Economic
Infrastructural
Sport Business
Sustainable Development

Article Type

Original Article

Received: 2024/05/29

Accepted: 2024/12/27

How to Cite this Article:

Safi, M. M., Nazari, R., Abdul Wahed Abbas, H., & Jalai Dehkordi, Kh. (2025). Influencing Factors on the Sports Business: United Nations Sustainable Development Goals Approach through Championship Sports. *Sports Business Journal*, 5(1), 53-73. <https://doi.org/10.22051/sbj.2024.47276.1158>



1. Introduction

Sports business development refers to policies, processes, and actions combined to create sports opportunities and experiences for all members of society. This definition is linked with other concepts such as public, sports participation, championship, professional, and elite sports (Ramzaninejad & Hozhabri, 2017). Sherry et al. (2024) relate sport development to various sports experiences and introduce a vast and potentially complex field, including policy making, excellence through sport, sport development, future models of sport delivery, and sport marketing. It is professional and sports participation. Elite sport versus mass participation in sport are the two dominant distinct approaches to sport development in different countries (Chapman et al., 2024).

Sport encompasses so many dimensions of experience involving politics, gender, and class that this is a “resonant moment”, as sport seduces the modern world for cultural historians. The economic (trade, foreign direct investment) and reputational (tourism, national perception, brand, influence) effects on a country for hosting a sporting ‘Mega-Event’ like the International Olympic Committee’s Olympic Games (Summer and Winter) and the Federation International de Football Association (FIFA) World Cup. These events have a positive correlation with key economic indicators in Exports (% of GDP), GDP Growth (annual %), and Domestic Currency Exchange Rate as well as indicators related to a country’s global appeal and influence as in tourism (# of arrivals), Nation Brand (Perception survey), Country Index (Societal survey), and Soft Power Index (Influence, finance survey), all else equal (Claire, 2024). Even in the three Scandinavian countries of Norway, Sweden, and Denmark, which have the highest participation rate in public sports, public sports are considered less critical than elite sports, and access to public sports is difficult for everyone due to the dominance of competitive sports over sports organizations (Skelly et al., 2018).

Today, championship and professional sports play a significant role in the sports industry worldwide, substantially influencing countries' economic, business, social, and cultural development (Rezaei et al., 2019). Championship sports are organized competitive activities that focus on skill-oriented physical performance and take place annually under the oversight of a governing body. A champion is determined after one competition season (Smith, 2014). Characteristics of championship sports include high-level physical competition, set governance, uniform rules established by prominent institutions like FIFA, and the presence of a regular season (Boillat & Poli, 2014). International championship sports refer to competitive events and leagues where national teams or clubs from various countries compete under the management of international federations to ascertain the world champion. The teams or clubs with the most significant accomplishments are crowned champions.

Furthermore, the involvement of nations on the global stage gives this type of competition distinct geopolitical significance and cultural relevance (Jiang & Whigham, 2024; Maguire, 2011). Overall, championship sports represent a crucial element in the development of modern nation-states, intertwining with the sports business development process and the training of elite athletes (Alizadeh et al., 2020). At the governance level, championship sports are often viewed as a valuable resource for governments to achieve

various sporting and non-sporting objectives. The rationale behind substantial government and institutional investments in international championships and professional sports is that success in this arena will yield positive outcomes, such as enhanced social participation in sports and increased international prestige (Haut et al., 2017). Examining the link between sustainable development and sports reveals a connection between these concepts under the headings of sports for sustainable development and sustainable sports. Sport for sustainable development, or sustainable development through sport, refers to the intentional use of sports to positively impact public health, support socialization among children, youth, and adults, foster social inclusion for disadvantaged individuals, promote economic and business growth for regions and states, and strengthen intercultural exchange and conflict resolution. In essence, sports promote peace, respect, health, and social education and empower women and youth, highlighting their essential role in sustainable development (Millington et al., 2022). The paradigm of sports for sustainable development gained prominence following the adoption of the United Nations resolution in 2003 titled "Sports: An Outstanding and Powerful Tool for Development in the International Community" (Mwaanga, 2013). Subsequent initiatives, such as the Declaration from the Conference on Sport and Development in Meglingen, Switzerland, in 2003, and the designation of 2005 as the International Year of Sport and Physical Education by the United Nations, have heightened awareness of sustainable development through sport as a philosophy aimed at fostering positive advancements (Burnett, 2015).

Regarding the emergence of the second paradigm, i.e., sustainable sports, Escher (2020) states that the growing concern about sustainable development among researchers and practitioners who deal with sports has led to an increase in articles in which the terms sustainable development or sustainability and sports appear together. Also, over time, there are more subject areas in which these terms are combined, and new terms emerge. One of these terms is sustainable development in sports, which Lis & Tomanek (2020) proposed as an emerging field of research. The first paradigm, i.e., sports, is more known for sustainable development than the sustainable development of sports. The increasing awareness of the role and importance of sports in sustainable development has led to the implementation several programs to advance the goals of sustainable development through sports. One of these programs is being carried out under the title of Sports for Sustainable Development with the cooperation and financing of the Erasmus+ program of the European Union. This program shows how sports can contribute to all 17 Sustainable Development Goals. Also, the said program is not specific to the European Union, and its partners include the European Youth Sports NGO, Japan's Kokushikan Educational Foundation, the Hungarian University of Physical Education, Senegal's Sports and Olympic Committee, and France's Sports and Citizenship Organization. According to the program's instructions, as mentioned earlier, 17 sustainable development goals, also known as global goals, were approved by all UN member states in 2015. These new global goals are based on the achievements of the Millennium Development Goals, which seek to achieve a better and more sustainable future for everyone the 17 goals mentioned seek to develop measures to face the significant challenges that the world will face by 2030; The 17 Sustainable Development Goals are presented in Figure 1 (Engsyouth et al., 2015).

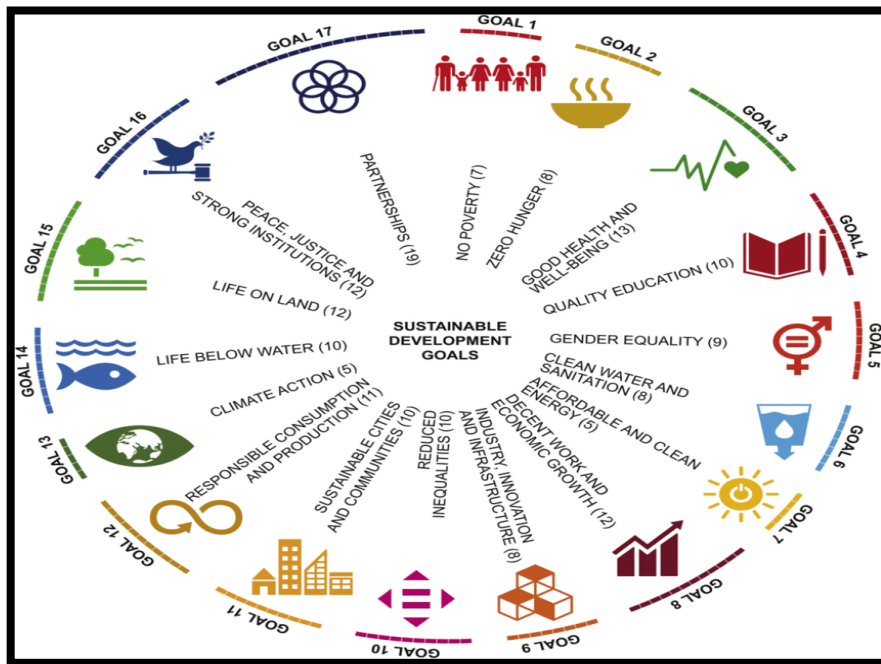


Figure 1. 17 Goals of sustainable development (Lafont-Torio et al., 2024).

Researchers have attempted to conceptualize the relationship between economic development and sustainable development, considering the importance of sports discourse for sustainable development (Goal 8). For instance, [Trail & McCullough \(2020\)](#) demonstrated that involvement in sports campaigns can contribute to environmental sustainability and encourage sustainable attitudes and behaviors. [Orr et al. \(2020\)](#) revealed that initiatives such as venue tours, green teams, and living labs that utilize sports to educate on environmental issues can enhance understanding of environmental sustainability. [Nassaji \(2020\)](#) indicated that sports can play a crucial role in promoting environmental sustainability by highlighting the significance of cost savings, the importance of political and financial, economic, and business support from the government, and the development of facilities. [Ghorbani & Safari Jafarloo \(2021\)](#) found in a qualitative study of foundational data that the advancement of sports and physical education in Iran can aid in the sustainable development of society through the four dimensions of social, cultural, political, and economic development. In the review study by [Chong et al. \(2022\)](#), sports were introduced as a cost-effective strategy to achieve gender equality and empower women and girls. Nevertheless, the review of research revealed that the efforts made in this area so far have primarily operated at the micro level, and the impacts of sports have not reached the level of macro development within societies. Most of the research in this field has concentrated on environmentally sustainable development or has addressed the concept of sport development in general rather than focusing specifically on championship sport development.

Sherry et al. (2016) state that multiple factors influence the development trajectory of elite sports, and the success of athletes or Olympic teams increasingly depends on the performance capacity of the national system and its effectiveness in utilizing all relevant factors. However, other more fundamental needs and resources in some countries do not favor elite sports. It also emphasizes that investing in sports policies to improve the development of high-performance sports is impossible in Iraq. If we examine the history of Iraqi championship sports, sports development has been mainly based on result orientation. Newer approaches to development through exercise are inconsistent. Iraq's best performance in the Asian Games during the 8 periods of participation is the 10th rank in the 1978 Asian Games in Bangkok, and the average rank of the country's sports contingent during these periods is 22. Iraq's performance in the Olympic Games has been much weaker. During its 15 participations in the Summer Olympics, it won only one bronze medal in the weightlifting field in the 1960 Rome Olympic Games, 64 years ago. Also, until 2000, Iraqi female athletes did not participate in any of the Olympic Games. After that, the participation of Iraqi female athletes in these games was minimal (Stanton, 2014). This situation shows that championship sport is not developed in Iraq, and there is not enough knowledge about the practical factors for its development. So, the search for Iraq's information sources in the database of Iraqi academic publications also indicates the severe limitation of scientific research in the field of championship sports business development, factors affecting it, and sustainable development through sports. The few studies related to sports in this country or parts of it also show several challenges, Ibrahim et al.'s (2022) research on the instrumental use and exercise of party power in sports, the fluidity of the structure and management of sports, and the promotion of sports in a tasteful way and disregard for The capacities of sports are mentioned as the challenges of sports in the Kurdistan region of Iraq.

The importance of sports discourse for sustainable development has been recognized by international organizations and institutions such as the United Nations and the International Olympic Committee, and at least in the last two decades, efforts have been made to achieve sustainable development through sports. Different countries must develop the development path. Championship sports aligned with the dimensions of sustainable development of societies so that the effects of sports development not only lead to favorable results in international competitions but also ensure the comprehensive development of different cultures. In the meantime, Iraq, as one of the countries in the Middle East region, despite having sufficient wealth and a significant geographical area and population (about 46 million people), can provide many sports talents. So far, he has not been very successful in the field of championship sports in terms of performance.

The current state of sports in Iraq, along with the lack of positive outcomes in international competitions as evidenced by the statistics and figures mentioned above, coupled with an insufficient recognition of the factors influencing the development of championship sports, leaves little room for hope or expectations regarding the Iraqi championship sports system's ability to support the goals of sustainable development in society. Iraq is facing a situation that necessitates serious attention to this area and highlights the need for research. Thus, based on the points raised, several questions

emerge: What factors influence the development of championship sports in Iraq? How significantly can advancing championship sports in Iraq contribute to achieving the seventeen sustainable development goals?

2. Methodology

Based on the onion research model (Saunders et al., 2019), the current research was based on an interpretive paradigm, inductive reasoning, and qualitative study based on thematic analysis. The time horizon of the research was cross-sectional, and in terms of data collection, it was based on semi-structured in-depth interviews. Participants in the study; Iraq's sports experts included selected members of the Ministry of Sports and Youth, Iraqi National Olympic Committee, presidents of federations, selected Iraqi athletes with executive experience and prominent professors from Iraqi universities who were selected by a purposeful method of judgment, and by conducting 17 saturation point interviews an opinion was obtained. Data analysis was performed with Castleberry & Nolen's (2018) five-step model, which includes compiling (editing or transcribing), separating, reassembling, interpreting, and concluding. Codings were performed manually and were formed based on the visual and conceptual similarities of sub- and main themes. The quality control of codings was confirmed by coding four interviews by the second coder and calculating the coding agreement percentage, which shows the intra-subject agreement between two coders (Table 1).

Table 1. Calculation of the reliability of two coders in the interview stage.

Interview number	Total number of codes	Number of agreements	Number of disagreements	Inter-coder reliability
1	29	13	3	89.65
5	26	11	4	84.61
8	23	9	5	78.26
13	21	8	5	76.19
Total	99	41	17	82.82

$$\text{Coding agreement percentage} = 100 \times \frac{2 \times \text{Number of agreements}}{\text{Number of Total Codes}}$$

The interviews were taken and transcribed in Arabic. For coding, all transcriptions were translated into Farsi and then coded by a skilled researcher using the qualitative research method. The primary researcher coded the Arabic transcriptions; the final codes resulted from a comparative review of Persian and Arabic codes and ensured the exact meaning based on the interviews. Finally, the codes created in Arabic were provided to three research participants and approved by them.

3. Results

In this research, 17 experts were interviewed; 14 were men, and three were women. Doctorate in physical education (5 people), master's degree in physical education (5 people), master's degree in management (2 people), master's degree in economic &

business (1 person), bachelor's degree in physical education (3 people), and bachelor's degree in management (1 person). All people had sports experience at the national level, and their average executive experience was 17.65 years, which shows the suitability of the interviewees. Several themes were created through coding and analysis. The first category of codes was named “challenges”, which refers to the current challenges facing Iraqi championship sports and their development. These challenges were categorized into five infrastructural sub-themes - physical, public, programmatic, Financial, economic & business, and attitudinal-cognitive (Table 2).

Table 2. Findings related to the challenges of Iraq's championship sports.

Row	Final Codes	Sub-Themes	Main -Themes
1	Old infrastructure	Physical infrastructure	Challenges
2	Unbalanced distribution of sports facilities		
3	Dilapidated places		
4	Severe lack of facilities and standard camps		
5	Lack of physical infrastructure to the extent needed in all regions		
6	Lack of individual equipment for athletes		
7	Security challenges of the country	General	
8	Political challenges of the country		
9	Disruption of concentration of athletes due to the general problems of the country		
10	The non-priority of sports in the general sense for policymakers	Planning	
11	Absence of long-term plans and plans for champion breeding		
12	Lack of awareness of officials and managers about Sports business development mechanisms		
13	Lack of managerial ability of managers to properly manage and guide the development of sports		
14	The lack of scientific growth of Iraqi teachers in line with global trends		
15	The existence of Financial, economic & business and administrative corruption in the sports structure		
16	Lack of proper training camps		
17	The process of selecting talented people is not oriented		
18	Lack of support for players after a training camp and competition		
19	Dominance of friendly and kinship relationships in sports instead of meritorious selection		
20	The cost of achieving success in championship sports	Financial, economic & business & economic & business problems of Sports business development, especially championship sports	
21	Lack of sustainable Financial, economic & business for the development of sports		
22	The lack of geographical balance in the distribution of sports budgets		
23	Employment of athletes in other jobs due to Financial, economic & business & economic & business problems		
24	Severe Financial, economic & business & economic & business problems of athletes, especially in the early years of Sports business development		
25	Financial, economic & business & economic & business problems of athletes in other stages of life		
26	Not having a source of income in individual athletes		
27	Lack of Financial, economic & business & economic & business support for athletes		
28	Lack of professional life perspective for athletes		
29	Lack of awareness of the potential educational capacity of sports		
30	Lack of awareness of the exemplary role of national athletes		
31	Lack of awareness about the ability of sports for social marketing		
32	Ignorance of policymakers about the economic & business functions of championship sports		
33	Ignorance of policymakers about the international functions of championship sports in improving the image of the country		
34	Ignorance of policymakers about the functions of championship sports in establishing social order		

Table 3. Findings related to the basic measures for the development of Iraqi championship sports.

Row	Final Codes	Sub-Themes	Main -Thems
1	Hiring experienced foreign coaches		
2	Training of sports managers who are proficient in specialized knowledge	Supply human resources	
3	Use of external consultants		
4	Expert manpower, especially managers, trainers, and technical supervisors		
5	Trying to transform current athletes into capable and influential managers and coaches		
6	Continuous talent search from all climates and geographical regions of the country	Talent search	
7	Focus on priority sports disciplines		
8	Focus on ecological interest		
9	Compiling a comprehensive talent search program based on local indicators of different regions of the country		
10	Trying to turn gifted talents into a complete athlete		
11	Spreading the culture of championship sports by including the names of former sports champions in the textbooks of different grades		
12	Attracting the attention of personalities and reference people to support the development of sports	Cultivation	Basic measures
13	Conducting cultural and social studies in order to connect sports successes with the sense of national identity as much as possible		
14	Turning success in championship sports into a public demand of citizens		
15	Turning sports into a cultural and social norm		
16	Trying to confirm the successes of men's championship sports as a background for the development of women's sports		
17	Serious attention to women's sports		
18	Trying to popularize championship sports and succeed in it		
19	Changing the opinion of decision-makers regarding the importance of championship sports		
20	Development of recreational and uplifting games based on sports disciplines to be performed in schools, neighborhoods, etc.		
21	Conducting research to present indigenous theories of the country's Sports business development		
22	Studying the history of Iraqi Sports business developments to improve future planning		
23	Investigating the experiences of managers, supervisors, coaches and players in previous success periods in different disciplines		
24	Explaining the relationship between sports and sustainable development programs		
25	Establishing sports academies in selected disciplines		
26	Continuous training for athletes during sports		

The following themes were made: Factors in the development of sports in Iraq were championships, which included several sections; The development factors of championship sports included basic measures, advanced measures, and supporting factors. The basic measures included human resources provision, talent acquisition, culture building, and education and research (Table 3).

Table 4. Findings related to advanced measures for the development of championship sports.

Row	Final Codes	Sub-Themes	Main -Thems
1	Setting up preparatory camps in different countries of the style	Benchmarking From successful countries	Advanced measures
2	Setting up preparatory camps in Iraq's neighboring countries, especially Iran		
3	Modeling the sports structure of successful Muslim countries such as Iran, Qatar, etc. in the field of championship sports		
4	Modeling the training and preparation processes of athletes in Muslim countries such as Iran		

5	Connecting Iraqi clubs with clubs in Arab countries to use facilities with lower costs in sports camps	
6	Providing legal grounds for the entry of the private and commercial sector into sports	
7	Alignment as much as possible with international sports organizations to obtain their Financial, economic & business & economic & business support	
8	Theorizing the link between Sports business development and social development to receive international aid	
9	Creating a sense of social responsibility in commercial companies to support championship sports	Providing stable financial, economic & business
10	Providing Financial, economic & business resources from neighboring countries, especially Arab countries	
11	Allocation of a part of tax revenues for the development of sports	
12	Diversification of the budgetary resources of championship sports	
13	Paying attention to the economic & business aspects of sports to earn money	
14	Compiling the necessary mechanisms to diversify the income sources of athletes	
15	Compilation of rules of income sources for athletes	
16	Paying attention to the concepts of sustainable development in sports programs	
17	Conducting studies for the compatibility of sports facilities and facilities with environmental indicators in different regions	Environmental solutions
18	Designing new sports facilities based on environmental standards	
19	Adapting the existing sports facilities and facilities to the climatic conditions of each region	
20	Optimal consumption of different forms of energy and water in sports halls and places	
21	Training professional legionnaires to enter the professional sports market of richer Arab countries	Creating a professional labor market
22	Helping Iraqi athletes enter rich Arab clubs as professional athletes	

The advanced measures included taking examples from successful countries, providing sustainable Financial, economic & business, environmental solutions, and creating a professional job market for athletes (Table 4).

Table 5. Findings related to supporting factors for the development of championship sports.

Row	Final Codes	Sub-Themes	Main -Themes
1	Creating continuous Spiritual support mechanisms for athletes		
2	Supporting the university education of athletes	Humanitarian support	
3	Sufficient support from Coach & trainers		
4	Supporting talented athletes after the identification stage		
5	Financial, economic & business support for athletes		Supporting factors
6	Constant monitoring and supporting of talented athletes to peak performance		
7	Not abandoning athletes after sports career		
8	More attention to sports and Sports business development in mass media	Media support	
9	Creating independent and specialized sports media		
10	Increasing the share of sports programs in different media		

Support factors also included two categories of human support and media support (Table 5).

Table 6. Seventeen goals of sustainable development.

Target	Concept
1	Eradicate poverty in all its forms
2	Eradicating hunger, achieving food security and improving nutrition and promoting sustainable agriculture
3	Ensuring healthy living and promoting well-being for all in all age groups
4	Ensuring inclusive education of equal quality and promoting lifelong learning opportunities for all
5	Achieving gender equality and empowering all women and girls
6	Ensuring the availability and sustainable management of water and sanitation facilities for all
7	Ensuring access to cheap, reliable, sustainable and modern energy for all
8	Promoting sustainable and inclusive economic & business growth, full and productive employment for all
9	Creating flexible infrastructure, promoting sustainable and inclusive industrialization and promoting innovation
10	Reducing inequality within countries and between them
11	Making cities and places of human habitation safe and stable and making them resistant against accidents in a comprehensive manner
12	Ensuring sustainable consumption and production patterns
13	Urgent action to deal with climate change and its impacts
14	Conservation and sustainable use of oceans, seas and marine resources for sustainable development
15	Protecting, restoring and promoting the sustainable use of terrestrial ecosystems
16	Promoting peaceful and inclusive societies for sustainable development, facilitating access to justice for all and building responsive, effective and inclusive institutions
17	Strengthening the tools necessary to implement and renew global cooperation for sustainable development

By clarifying the current challenges of championship sports in Iraq and the factors affecting the development of championship sports in this country; At this stage, the researchers re-examined the texts of the interviews and the produced codes keeping in mind the seventeen goals of sustainable development (Table 6), to determine to what extent the development of championship sports in Iraq can achieve the development goals by comparing the constructed concepts, for play a stable role, table 7 shows the comparison.

Table 7. Development factors of Iraq's championship sports with the seventeen goals of sustainable development.

Facilitator of sustainable development goals	Sub-theme	Main theme
The fourth goal of sustainable development (quality education and learning opportunities for all)	Infrastructural and physical	Solving challenges
The fifth goal of sustainable development (gender equality and empowerment of women and girls)		
The ninth goal of sustainable development (sustainable innovation and flexibility)		
The tenth goal of sustainable development (reducing inequality within the country)		
The third goal of sustainable development (ensuring well-being for all groups)	General	Solving challenges
The 16th goal of sustainable development (promote peaceful societies and facilitate access to justice for all)		
The fourth goal of sustainable development (quality education and learning opportunities for all)	Planning	Solving challenges
The eighth goal of sustainable development (sustainable and inclusive economic & business growth)		

Facilitator of sustainable development goals	Sub-theme	Main theme
The tenth goal of sustainable development (reducing inequality within the country)		
The 16th goal of sustainable development (promote peaceful societies and facilitate access to justice for all)		
The eighth goal of sustainable development (sustainable and inclusive economic & business growth)	Financial, economic and business	
The third goal of sustainable development (ensuring well-being for all groups)		
The fourth goal of sustainable development (quality education and learning opportunities for all)		
The fifth goal of sustainable development (gender equality and empowerment of women and girls)	Attitudinal-cognitive	
The tenth goal of sustainable development (reducing inequality within the country)		
The 16th goal of sustainable development (promote peaceful societies and facilitate access to justice for all)		
The fourth goal of sustainable development (quality education and learning opportunities for all)	Supply human resources	
The 17th goal of sustainable development (global participation and cooperation for sustainable development)		
The third goal of sustainable development (ensuring well-being for all groups)		Basic measures
The fourth goal of sustainable development (quality education and learning opportunities for all)	Talent search	
The tenth goal of sustainable development (reducing inequality within the country)		
The fifth goal of sustainable development (gender equality and empowerment of women and girls)		
The 16th goal of sustainable development (promote peaceful societies and facilitate access to justice for all)		
The third goal of sustainable development (ensuring well-being for all groups)		
The fourth goal of sustainable development (quality education and learning opportunities for all)		
The fifth goal of sustainable development (gender equality and empowerment of women and girls)	Cultivation	
The tenth goal of sustainable development (reducing inequality within the country)		
The 16th goal of sustainable development (promote peaceful societies and facilitate access to justice for all)		
The fourth goal of sustainable development (quality education and learning opportunities for all)	Education and research	
The 16th goal of sustainable development (promote peaceful societies and facilitate access to justice for all)		
The 17th goal of sustainable development (global participation and cooperation for sustainable development)	Benchmarking F successful countries	
The eighth goal of sustainable development (sustainable and inclusive economic & business growth)		
The ninth goal of sustainable development (sustainable innovation and flexibility)	Providing stable financial, economic & business resources	Advanced actions
The 16th goal of sustainable development (promote peaceful societies and facilitate access to justice for all)		
The 17th goal of sustainable development (global participation and cooperation for sustainable development)		
The sixth goal of sustainable development (sustainable management of water resources)	Environmental solutions	
The seventh goal of sustainable development (sustainable energy)		

Facilitator of sustainable development goals	Sub-theme	Main theme
The twelfth goal of sustainable development (sustainable consumption and production patterns) The thirteenth goal of sustainable development (combating climate change)		
The eighth goal of sustainable development (sustainable and inclusive economic & business growth)	Creating a professional labor market	
The 17th goal of sustainable development (global participation and cooperation for sustainable development)		
The fourth goal of sustainable development (quality education and learning opportunities for all)	Humanitarian support	Supporting factors
The fourth goal of sustainable development (quality education and learning opportunities for all)		
The 16th goal of sustainable development (promote peaceful societies and facilitate access to justice for all)	Media support	

Based on Table 7, it can be said that the actions taken in the direction of developing championship sports in Iraq, if implemented correctly and with sustainability considerations in mind, can facilitate various goals, for example, talent search, which should be done consistently and comprehensively from all parts of the country based on local indicators. It can be the third goal of sustainable development (ensuring prosperity for all groups), the fourth goal of sustainable development (quality education and learning opportunities for all), the fifth goal of sustainable development (gender equality and empowerment of women and girls), the tenth goal of sustainable development (reducing inequality in within the country), and facilitate the 16th goal of sustainable development (facilitating the achievement of justice for all).

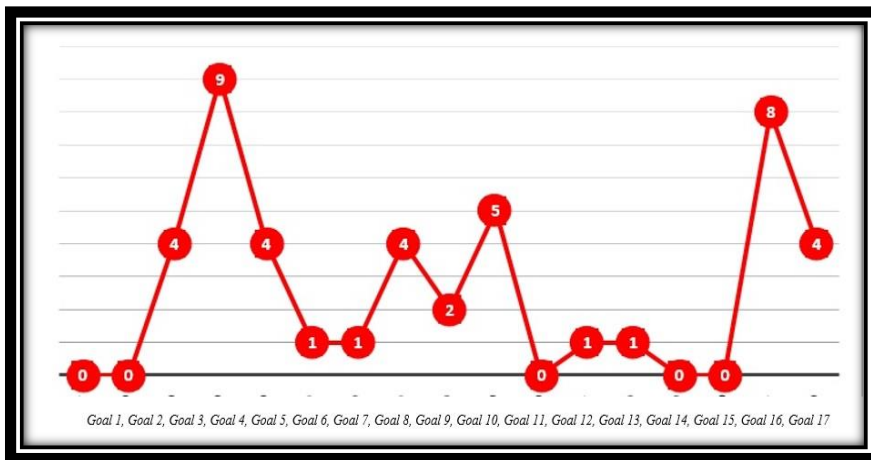


Figure 2. Frequency of repetition of sustainable development goals in terms of overlap.

Figure 2 also shows the frequency of overlapping measures and factors for the development of Iraq's championship sports with the seventeen goals of sustainable development, as an example of the series of measures taken to develop championship sports and even achieve development in this field, it is very likely that the first goal of

sustainable development, which is to destroy poverty in all its forms and the second goal of eradicating hunger, facilitating the achievement of food security and improving nutrition and promoting sustainable agriculture, on the opposite point of the fourth goal of sustainable development (quality education and learning opportunities for all) with the greatest frequency under the direct influence of many one of the measures to develop the sport will be the championship. That is, improving physical infrastructure, solving programmatic problems, raising attitudinal-cognitive awareness, providing human resources, talent acquisition, culture building, education and research, human support, and media support can all lead to high-quality education and learning opportunities for all, or provoke on the other hand, taking examples from successful countries can directly facilitate the 17th goal of sustainable development, that is, global participation and cooperation for sustainable development.

4. Discussion and conclusion

The The first part of the findings was the number of 32 final codes with the title of current challenges of Iraq's championship sports system in the form of infrastructural and physical categories (5 codes), general (3 codes), programmatic (8 codes), Financial, economic & business (9 codes), and attitudinal categories. Cognitive (7 codes) were categorized. These significant challenges must be solved first for the development of championship sports. Public challenges are related to political, security, and attitudinal issues. Cognitive challenges are also related to policymakers' awareness of the various functions and capacities of championship sports, which is more profound, and policymakers' ignorance can fuel other deficiencies and problems.

On the other hand, the importance of attitudinal-cognitive challenges can be interpreted by referring to [Schein \(2002\)](#) organizational culture model; The Cheyenne culture model includes three levels, respectively, the basic level, i.e. basic assumptions and presuppositions; The second level is the core values and the third level is the set of behavioral patterns. According to this model, behavioral patterns are based on fundamental assumptions and presuppositions, which are unconscious and hidden. This model emphasizes that to change behavioral patterns, their presuppositions and assumptions must first be altered ([Mascarenhas et al., 2024](#)). Based on this, it is possible to realize the higher importance of attitudinal-cognitive issues in sports development, which should first change the attitudes and cognitive assumptions of the Iraqi society's macro policy makers towards sports and championship sports. In this case, we can hope for subsequent positive changes. Some research in Iran has also pointed out the obstacles to the development of sports or sustainable development through sports; [Ghorbani et al. \(2020\)](#) introduce cognitive-cognitive barriers, including educational weakness, weakness in specialization, and insufficient knowledge of sports capacities, which are like attitudinal-cognitive challenges. Infrastructural weakness and economic and commercial problems are other obstacles in the mentioned research, and they are one of the challenges of Iraqi championship sports.

The following central theme, entitled basic actions, was one of the factors for the development of championship sports in Iraq, with final codes in human resources

provision, talent acquisition, culture building, and education and research. Providing human resources indicates the acceptance of the importance of specialized human resources in the development of championship sports; Talent search refers to the logical and scientific processes of talent search. Cultural development is related to the acceptance of the culture of championship sports, and education and research also emphasize the dominance of scientific theories for developing championship sports. On the other hand, the importance of cultural variables in the development of championship sports should not be considered less than the impact of economic & business variables, so that in the research of [Mallaei et al. \(2018\)](#), cultural development (sports culture) had the most significant effect on the development of championship sports.

The following central theme was the advanced actions of the development factors of championship sports with 21 final codes, which are in the form of sub-themes of following prosperous countries (5 codes), providing sustainable Financial, economic & business resources (9 codes), environmental solutions (5 codes) and creating a professional labor market. For athletes, two codes) were categorized. These sub-themes were called advanced because they fundamentally differ from the essential actions; the basic actions were more necessary for developing championship sports. However, the advanced actions will lead the status of championship sports to higher levels, and the driver of positive changes will be more sustainable. Taking examples from prosperous countries refers to using the experiences of more prosperous countries in championship sports. In this regard, one should pay attention to the model's similarities. Providing stable Financial, economic & business resources refers to diversifying and stabilizing the resources needed for championship sports, which makes success in this field more stable. The need to pay attention to the stabilization of Financial, economic & business resources has also been emphasized in other research; [Mohammadamini et al. \(2021\)](#) in the sustainable development of women's sports in Iran mentions the sustainability of women's sports resources, which makes it easier to reach the goals of sustainable development. Environmental solutions are related to adapting current places and facilities to environmental indicators, designing new places following environmental standards, and optimal consumption of different types of energy and water. [Kelly \(2020\)](#) also emphasized saving as a driver of environmental sustainability in hockey in Ontario, Canada. Although research has highlighted the aspects of globalization, professionalization of sports, and the movement of athletes as professional labor forces between different countries ([Agergaard & Ryba, 2014](#)), creating a skilled labor market for athletes in this research is one of the most unique themes. This concept refers to training professional legionnaires to enter the professional sports market in richer Arab countries and helping Iraqi athletes enter Arab clubs. Iraqi athletes can earn much money and grow professionally by participating in Arab leagues. By returning and playing in their national teams in Iraq, these athletes can achieve success in championship sports.

Support factors represent humanitarian and media support, which are essential for developing Iraq championship sports. These factors are called support because they do not play a central role in the development of a championship sport, but they facilitate the successful development of a championship sport. Supporting athletes, looking after

their well-being, and balancing different aspects of their lives are very important in all parts of the world. In the research conducted by [Dohlsten et al. \(2021\)](#) in the Swedish sports community, there was a need to support the sustainable development factors of elite sports. Research by [Mohamed et al. \(2021\)](#) also emphasizes the positive role of the media in the development of professional sports, that the presence of the media can be effective on socialization, the dynamics of development and globalization, and the globalization of sports.

Based on the codes and themes in the research, a series of measures should be taken at different levels to develop championship sports in Iraq. Since the challenges in the form of infrastructural-physical, general, programmatic, Financial, economic & business, and attitudinal-cognitive themes were the first concepts developed in the research, these issues should be resolved first. Solving general and attitudinal-cognitive problems requires the national will of the Iraqi government institutions, including the Iraqi parliament, the Iraqi federal government, and the autonomous provincial governments. The operational solution is to strengthen the legal environment of Iraqi sports in the direction of synergy of development elements. Also, considering the number of political parties in Iraq, most of which have representatives in the Iraqi parliament, these parties' cooperation and joint efforts are necessary to reach a common vision for sports development. This shared vision will cause sufficient support for sports organizations headed by the Iraqi Ministry of Sports and Youth so that this ministry can take steps towards solving the infrastructural-physical, programmatic, and Financial, economic & business challenges.

On the other hand, the series of basic measures of providing human resources and finding talent requires the cooperation of different sports federations with the Ministry of Sports and Youth of Iraq. In this regard, talented fields should be determined based on various feasibility studies, and the required human resources should be trained and recruited for them. Also, the specific talent search program for each field should be implemented, in which the federations related to the executive arm of the delegations associated with the autonomous regions of Iraq will play an important role. In addition to the role of the Ministry of Sports and Youth and various federations, the capacity of the Ministry of Higher Education and Scientific Research in the field of education and research, as well as the Iraqi Ministry of Education and the media can be used in culture building in the series of cultural building measures as well as education and research. Also, in the Iraqi government structure, there are some extraordinary ministers, such as the Minister of National Reconciliation and the Minister of Nomads and Tribes, whose capacity can be used to build culture and reach a shared vision for sports development. Finally, the Iraqi National Olympic Committee should play a much more prominent role in the advanced actions of following prosperous countries, providing sustainable Financial, economic & business resources, environmental solutions, and creating a professional labor market. This prominent role is due to the inherent alignment of each country's National Olympic Committee with the International Olympic Committee. Because the International Olympic Committee was one of the first organizations to coordinate with the United Nations in sustainable development and environmental categories, it is possible to move towards sustainability in Financial, economic &

business fields. The environment is considered one of the critical and inevitable duties of the National Olympic Committees in every country, including Iraq. In creating a professional job market for athletes, the Iraqi National Olympic Committee can provide fields for solving the problems of Iraqi athletes and their professional growth and development by cooperating and synergizing with different federations and professional clubs.

Also, providing human resources requires high-quality education and providing learning opportunities for everyone, which represents the fourth goal of sustainable development. Searching for talent from different parts of Iraq and paying attention to the talents of different groups and minorities can facilitate the third goal of sustainable development (ensuring prosperity for all groups), the fourth goal of sustainable development (quality education and learning opportunities for all), the fifth goal of sustainable development (equality gender and empowerment of women and girls), the tenth goal of sustainable development (reducing inequality within the country), and the sixteenth goal of sustainable development (facilitating the achievement of justice for all). Cultivation is also by spreading the culture of sports among different groups of Iraqi citizens and promoting the culture of sports among them to achieve the third goal of sustainable development (ensuring welfare for all groups), the fourth goal of sustainable development (quality education and learning opportunities for all), the fifth goal of sustainable development (gender equality and empowerment of women and girls), the tenth goal of sustainable development (reducing inequality within the country), and the sixteenth goal of sustainable development (facilitating the achievement of justice for all). Education and research will also help the fourth goal of sustainable development (quality education and learning opportunities for all) and the sixteenth goal (facilitating the achievement of justice for all) by expanding educational opportunities. In the section of advanced measures, taking examples from prosperous countries, considering the expansion of international interactions at least at the regional level, can help the 17th goal of sustainable development (global participation and cooperation for sustainable development). This claim is since regional sports cooperation can be considered a way to develop sports and peace, which is consistent with sustainable development goals.

Providing sustainable Financial, economic & business resources, considering the diversification of the Financial, economic & business resources needed for sports and also providing a part of Financial, economic & business resources from abroad, can contribute to the 8th goal (sustainable and inclusive economic & business growth), the 9th goal (sustainable innovation and flexibility), the 16th goal (facilitation) achieving justice for all) and even the 17th goal of sustainable development (global participation and cooperation for sustainable development). Environmental solutions can also help the sixth goal (sustainable management of water resources), the seventh goal (sustainable energy), the twelfth goal (sustainable consumption and production patterns), and even the thirteenth goal of sustainable development (combating climate change). Finally, creating a professional job market for athletes can improve their living conditions by developing the Financial, economic & business resources of athletes and generating income for them, and even lead to the entry of capital by athletes into other

sectors, which is compatible with the eighth goal of sustainable development (sustainable and inclusive economic & business growth). Regarding supporting factors, humanitarian support will help the fourth goal of sustainable development (quality education and learning opportunity for all), and the media support factor will also help the fourth and sixteenth goal, which is to facilitate the achievement of justice for all. Of course, what is certain is; The whole mechanism of influencing the development of championship sports on the goals of sustainable development is not well known even in foreign research, and the emphasis of the United Nations and the National Olympic Committee is on the role of sports in general in sustainable development. Even in the documents of the European Union's Erasmus+ Sports Program for Sustainable Development, sports are emphasized in a general sense and at different levels, and variables such as affordability, flexibility, popularity, and educational potential have been introduced among the influencing factors of sports on sustainable development. It is obvious that among the above four factors, the popularity and social-cultural effects of championship sports are significant. Suppose championship sports are developed based on central justice and the participation of all groups in Iraqi society. In that case, it will help the sustainable development of the Iraqi society. Also, the educational potential of championship sports and events related to it can be a valuable basis for the dissemination of sustainable development goals, especially goals such as the third goal (ensuring healthy life and promoting well-being for all in all age groups), the fourth goal (ensuring inclusive education of equal quality and promoting learning opportunities). Lifelong for all), the fifth goal (achieving gender equality and empowering all women and girls), and the twelfth goal (ensuring sustainable consumption and production patterns), in simpler words, by taking advantage of the educational potential hidden in championship sports, the necessary training can be provided to presented to the public and by informing, facilitated the achievement of sustainable development goals.

According to the findings, the challenges of the current legal environment for sports in Iraq need to be addressed, with measures taken at both basic and advanced levels that account for human and media factors in developing championship sports. With the emergence of fragile forces within the elite-oriented sports system in Iraq and the implementation of various actions and stages of the foundational social process, the elite-oriented sports system has achieved a new state. A situation with a new composition of structural elements within elite-oriented sports now prevails. This new system has attained stability and will serve distinct functions in two categories. It encompasses aspects within an elite-oriented sports framework and includes sustainable sports performance, sports development, and athlete development. Stability in sports performance is likely the most logical and anticipated outcome of sustainable sports development in Iraq; winning medals in international competitions and maintaining an improved ranking over time is the most apparent possible result. Overall, a stable elite-oriented sports system can foster sports development across different regions of Iraq. Conversely, extra-systemic functions reference elements outside the elite sports system and involve enhancing the international image and social outcomes. Improved sports results will boost bargaining power in global forums, expand sports and even political relationships, and ultimately enhance Iraq's international image. Ultimately, achieving

success in elite-oriented sports sustainably—with a justice-oriented approach and by leveraging the sports talents from all regions of Iraq—can improve social capital, develop citizens' resilience, help ensure stability, and increase the perception of justice, which are all vital social outcomes. A sustainable system is an elite-oriented sports model. Challenges such as coordinating and arranging meetings with interviewees, the shortage of studies related to the institutionalization of championship sports in Iraq, the presence of hidden factors affecting championship sports in Iraq, and the lack of cooperation from some scheduled interviewees remain limitations.

References

- Agergaard, S., & Ryba, T. V. (2014). Migration and Career Transitions in Professional Sports: Transnational Athletic Careers in a Psychological and Sociological Perspective. *Sociology of Sport Journal*, 31(2), 228-247. <https://doi.org/10.1123/ssj.2013-0031>
- Alizadeh, V., Shahlaie Bagheri, J., Honari, H., & Shabani Bahar, G. (2020). Determine Strategies and Consequences of Handball Development of IRAN Based on the Grounded Theory approach. *Sport Management and Development*, 9(4), 88-108. <https://doi.org/10.22124/jsmd.2020.16194.2288>
- Boillat, C., & Poli, R. (2014). Governance Models Across Football Associations and Leagues. In D. Oswald & C. Jaccoud (Eds.), *Réflexions sportives* (pp. 1-115). Editions CIES. <https://books.google.com/books?id=R5NWrgEACAAJ>
- Burnett, C. (2015). Assessing the sociology of sport: On Sport for Development and Peace. *International Review for the Sociology of Sport*, 50(4-5), 385-390. <https://doi.org/10.1177/1012690214539695>
- Castleberry, A., & Nolen, A. (2018). Thematic analysis of qualitative research data: Is it as easy as it sounds? *Currents in Pharmacy Teaching and Learning*, 10(6), 807-815. <https://doi.org/10.1016/j.cptl.2018.03.019>
- Chapman, G., Cock, S., & Swain, S. (2024). A Matter of Distinction? A Case Study Examining the Development of a Sporting Habitus Amongst Male Sixth-Form Pupils in a Private School in the United Kingdom. *International Journal of the Sociology of Leisure*, 7(2), 129-153. <https://doi.org/10.1007/s41978-023-00149-7>
- Chong, Y.-Y., Sherry, E., Harith, S., & Khoo, S. (2022). Sport for Development Programs Contributing to Sustainable Development Goal 5: A Review. *Sustainability*, 14(11), 6828. <https://doi.org/10.3390/su14116828>
- Claire, T. F. (2024). *The Geopolitical Economy, Influence, and Power of Sport: The Soft Power Effects of Hosting a Mega-Event* [Master, Georgetown University]. Washington, D.C, United States. <https://www.proquest.com/openview/65850c8098dd8fb0738ca1ce919527d1/1?pq-origsite=gscholar&cbl=18750&diss=y>
- Dohlsten, J., Barker-Ruchti, N., & Lindgren, E.-C. (2021). Sustainable elite sport: Swedish athletes' voices of sustainability in athletics. *Qualitative Research in Sport, Exercise and Health*, 13(5), 727-742. <https://doi.org/10.1080/2159676X.2020.1778062>
- Engsyoouth, Educational Foundation of Kokushikan, University of Physical Education, Senegalese Olympic and Sports Committee, & Sportand Citizenship. (2015). *Score all 17 manual sport for sustainable development*. ENGSO Youth. <https://engsoyouth.eu/sport4sd/>
- Escher, I. (2020). Sustainable development in sport as a research field: a bibliometric analysis. *Journal of Physical Education and Sport*, 20(5), 2803-2812. <https://doi.org/10.7752/jpes.2020.s5381>

- Ghorbani, M. H., & Safari Jafarloo, H. R. (2021). The functions of Sport and Physical Education for Iran's Sustainable Development (A Grounded Theory model). *Sport Management and Development*, 10(1), 32-46. <https://doi.org/10.22124/jsmd.2021.5048>
- Ghorbani, M. H., Safari Jafarloo, H. R., & Esmaeili, M. R. (2020). Sustainable Development Through Sport: Barriers and Strategies. *Sport Management Studies*, 12(60), 83-102. <https://doi.org/10.22089/smrj.2020.8198.2808>
- Haut, J., Grix, J., Brannagan, P. M., & Hilvoorde, I. V. (2017). International prestige through 'sporting success': an evaluation of the evidence. *European Journal for Sport and Society*, 14(4), 311-326. <https://doi.org/10.1080/16138171.2017.1421502>
- Ibrahim, A., Izadi, B., Fegheh Majidi, a., & Norouzi Seyed hossini, R. (2022). Sports challenges in the political system of the Iraqi Kurdistan region. *Sport Management and Development*, 11(1), 65-84. <https://doi.org/10.22124/jsmd.2020.16862.2345>
- Jiang, R.-S., & Whigham, S. (2024). Sport and policy in 'contested nations': Analysing policy and political considerations in Taiwan and Scotland. *International Review for the Sociology of Sport*, 59(4), 539-558. <https://doi.org/10.1177/10126902231212827>
- Kelly, N. (2020). *The role of sport in advancing environmental sustainability: A case study of community-level hockey facilities in Ontario, Canada* [Master, Brock University]. Ontario, Canada. <https://dr.library.brocku.ca/handle/10464/14957>
- Lafont-Torio, J., Martín Martín, J. M., Salinas Fernández, J. A., & Ribeiro Soriano, D. (2024). Perceptions of progress toward achieving the sustainable development goals: Insights from cooperative managers. *Sustainable Technology and Entrepreneurship*, 3(1), 100055. <https://doi.org/10.1016/j.stae.2023.100055>
- Lis, A., & Tomanek, M. (2020). Sport management: Thematic mapping of the research field. *Journal of Physical Education and Sport*, 20(Supplement issue 2), 1201-1208. <https://doi.org/10.7752/jpes.2020.s2167>
- Maguire, J. A. (2011). Globalization, sport and national identities. *Sport in Society*, 14(7-8), 978-993. <https://doi.org/10.1080/17430437.2011.603553>
- Mallaei, M., Ramezanejad, R., Yasuri, M., & Kausi, S. (2018). The Study of Factors Influencing Championship Development in Provinces of Iran and Designing a Proposed Model. *Sport Management Journal*, 10(4), 757-775. <https://doi.org/10.22059/jsm.2019.223660.1753>
- Mascarenhas, O. A. J., Thakur, M., & Kumar, P. (2024). On Assumptions, Presumptions, Suppositions, and Presuppositions. In *A Primer on Critical Thinking and Business Ethics* (pp. 223-253). Emerald Publishing Limited. <https://doi.org/10.1108/978-1-83753-346-620241008>
- Millington, R., Giles, A. R., Van Luijk, N., & Hayhurst, L. M. C. (2022). Sport for Sustainability? The Extractives Industry, Sport, and Sustainable Development. *Journal of Sport and Social Issues*, 46(3), 293-317. <https://doi.org/10.1177/0193723521991413>
- Mohamed, N. A., Solehan, H. M., Mohd Rani, M. D., Ithnin, M., & Che Isahak, C. I. (2021). Knowledge, acceptance and perception on COVID-19 vaccine among Malaysians: A web-based survey. *Plos one*, 16(8), e0256110. <https://doi.org/10.1371/journal.pone.0256110>
- Mohammadamini, S., Ahmadi, S., & Solymani, M. (2021). Designing a model for sustainable development in women's sport of Iran. *Research on Educational Sport*, 9(24), 213-240. <https://doi.org/10.22089/res.2020.8991.1892>
- Mwaanga, O. (2013). International sport and development. In K. Hylton (Ed.), *Sport Development: Policy, Process and Practice, third edition* (pp. 321-342). Routledge. <https://www.taylorfrancis.com/chapters/edit/10.4324/9780203082829-14/international-sport-development-oscscar-mwaanga>

- Nassaji, H. (2020). Good qualitative research. *Language Teaching Research*, 24(4), 427-431. <https://doi.org/10.1177/1362168820941288>
- Orr, M., McCullough, B. P., & Pelcher, J. (2020). Leveraging sport as a venue and vehicle for transformative sustainability learning. *International Journal of Sustainability in Higher Education*, 21(6), 1071-1086. <https://doi.org/10.1108/IJSHE-02-2020-0074>
- Ramzaninejad, R., & Hozhabri, K. (2017). Basic Facts of Sports Development and Their Applications in Sport of Iran. *Majlis and Rahbord*, 24(91), 233-263. https://nashr.majles.ir/article_220_en.html?lang=en
- Rezaei, S., Gharakhan Lou, R., & Soleimani Moghadam, R. (2019). Designing Development Model of Iranian Athletics and Professional Sport: A Grounded Theory Approach. *Strategic Studies on Youth and Sports*, 18(45), 149-168. https://fasname.msy.gov.ir/article_331.html?lang=en
- Saunders, M. N. K., Lewis, P., & Thornhill, A. (2019). *Research Methods for Business Students* (8 ed.). Pearson Education. <https://books.google.com/books?id=TMGYDwAAQBAJ>
- Schein, E. H. (2002). Models and tools for stability and change in human systems. *Reflections*, 4(2), 34-46. <https://doi.org/10.1162/152417302762251327>
- Sherry, E., Schulenkorf, N., Phillips, P., & Rowe, K. (2016). *Managing sport development: An international approach*. Routledge. <https://www.taylorfrancis.com/books/edit/10.4324/9781315754055/managing-sport-development-emma-sherry-nico-schulenkorf-pamm-phillips>
- Sherry, E., Schulenkorf, N., Phillips, P., & Rowe, K. (2024). *Managing sport development: An international approach* (2 ed.). Routledge. <https://doi.org/10.4324/9781003303411>
- Skelly, L. E., Andrews, P. C., Gillen, J. B., Martin, B. J., Percival, M. E., & Gibala, M. J. (2018). High-intensity interval exercise induces 24-h energy expenditure similar to traditional endurance exercise despite reduced time commitment. *Interval training*, 01(01), 845-848. <https://doi.org/10.1139/apnm-2013-0562>
- Smith, E. (2014). *Race, Sport and the American Dream* (3 ed.). Carolina Academic Press. https://books.google.lu/books?id=6W_ZngEACAAJ
- Stanton, A. L. (2014). Syria and the Olympics: National Identity on an International Stage. *The International Journal of the History of Sport*, 31(3), 290-305. <https://doi.org/10.1080/09523367.2013.865018>
- Trail, G. T., & McCullough, B. P. (2020). Marketing sustainability through sport: testing the sport sustainability campaign evaluation model. *European Sport Management Quarterly*, 20(2), 109-129. <https://doi.org/10.1080/16184742.2019.1580301>



نشریه کسب و کار در ورزش

آدرس نشریه: <https://sbj.alzahra.ac.ir/>

زمستان ۱۴۰۳، دوره ۵، شماره ۱، ص ۵۳-۷۳

شناسه: 10.22051/sbj.2024.47276.1158



عوامل موثر بر تعالی کسب و کار ورزشی: رویکرد اهداف توسعه پایدار سازمان ملل از طریق ورزش قهرمانی

مکی محمد صفی^۱، رسول نظری^{۲*}، حسنین عبدالواحد عباس^۳، خسرو جلائی دهکردی^۴

^۱ دانشجوی دکتری مدیریت ورزشی، دانشکده علوم ورزشی، واحد اصفهان (خوراسگان)، دانشگاه آزاد اسلامی، اصفهان، ایران.

^۲ دانشیار مدیریت ورزشی، دانشکده علوم ورزشی، واحد اصفهان (خوراسگان)، دانشگاه آزاد اسلامی، اصفهان، ایران.

^۳ استادیار مدیریت ورزشی، دانشگاه القاسم الخضراء، بابل، عراق.

کلیدواژه

اقتصادی
توسعه پایدار
زیرساختی
کسب و کار ورزشی

نوع مقاله

پژوهشی اصیل

چکیده

هدف: امروزه توسعه کسب و کار ورزشی ابزاری برای تسهیل اهداف توسعه پایدار محسوب می‌شود. هدف از این تحقیق شناسایی عوامل موثر بر توسعه ورزش قهرمانی و نقش آنها در تسهیل اهداف هفده گانه توسعه پایدار بود.

روش: پژوهش کیفی و مبتنی بر پارادایم تفسیری بود که با تحلیل موضوعی اجرا شد. هفده کارشناس ورزش از دانشگاه‌ها، وزارت ورزش و جوانان و فدراسیون‌ها به صورت هدفمند برای انجام مصاحبه‌های عمیق انتخاب شدند. برای تجزیه و تحلیل از مدل پنج مرحله‌ای کاستلبری و نولن (۲۰۱۸) شامل تدوین، جداسازی، ترکیب مجدد، تفسیر و نتیجه‌گیری استفاده شد. کیفیت یافته‌ها با محاسبه درصد توافق کدگذاری، مقایسه و تایید کدها بر روی محتوای مصاحبه سه مشارکت کننده، تایید شد.

یافته‌ها: چالش‌ها شامل عوامل زیرساختی و فیزیکی، کلی، برنامه ای، مالی، اقتصادی و تجاری و نگرشی-شناختی بودند؛ همچنین، اقدامات اساسی پیشنهادی شامل تامین نیروی انسانی، استعدادیابی، فرهنگ سازی و آموزش و پژوهش بودند؛ اقدامات پیشرفته نیز شامل استفاده از تجارب کشورهای موفق، ارائه منابع مالی، اقتصادی و تجاری پایدار، راه‌حل‌های زیست‌محیطی و ایجاد بازار کار حرفه‌ای بودند. در نهایت، عوامل حمایتی شامل حمایت انسانی و حمایت رسانه‌ای بودند که به‌عنوان عوامل اصلی و فرعی پژوهش شناسایی شدند. توسعه ورزش قهرمانی می‌تواند بیشترین تأثیر را در تسهیل هدف چهارم شامل تامین آموزش فراگیر با کیفیت برابر و ارتقای فرصت‌های یادگیری مادام العمر داشته باشد. توسعه پایدار از طرق ورزش قهرمانی با رفع چالش‌های موجود، اجرای اقدامات اساسی و پیشرفته و در نظر گرفتن عوامل حمایتی امکان پذیر خواهد بود، لذا پیشنهاد می‌گردد عوامل زیرساختی و فیزیکی، عمومی، برنامه‌ای، مالی، اقتصادی و تجاری و نگرشی-شناختی مورد توجه قرار گیرد.

اصالت و ابتکار مقاله: نوآوری این مقاله بر اساس ورزش قهرمانی مبتنی بر اهداف توسعه پایدار سازمان ملل و نقشی که ورزش در نیل به این اهداف می‌تواند داشته باشد، نگاشته شده بود.

تاریخ دریافت: ۱۴۰۳/۰۳/۰۹

تاریخ پذیرش: ۱۴۰۳/۱۰/۰۷