A Review of Organizing Sport Spaces in Mazandaran Province On The Basis Of Development from the Perspective of Sport Managers

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Abstract

The purpose of this research was performing a review of organizing sport spaces in Mazandaran province on the basis of development from the perspective of sport managers. The method of current research in terms of objective is practical and in terms of how to gather information is descriptive and is a survey research which data collection has been done as field. The data population consisted of all managers of sports places and all heads of sport committees of Mazandaran province (80) people which sampling has been done as whole. For measurement indexes of improving sport spaces the researchers' questionnaire has used which consisted of 27 items and 8 dimensions include human resource planning (HRP), places and equipment planning, planning the degree of individual participation, relationship with the private sector, planning relationship with media and advertising, planning economic space, planning social environment and planning cultural environment. Face and content validity confirmed by several professors of sport management and its reliability obtained 0/93 through Cranach's alpha coefficients. Descriptive and inferential statistics methods (Kolmogorov-Smirnov test, One-sample t-test, Binomial test and Friedman test) have used for data analyzing. Results showed that human resource planning (HRP), places and equipment planning, planning the degree of individual participation, relationship with the private sector, planning relationship with media and advertising, planning economic space, planning social environment and planning cultural environment are important in improving sport spaces in Mazandaran province on the basis of development from the perspective of sport managers. Also results indicated that planning equipment and spaces has the highest (5/54) and economical environment planning has the lowest (3.81) rank in improving sport spaces.

Keywords: Sport, improvement, sport spaces, Mazandaran province.
**Introduction**

Today sport spaces are one of the most important service centers in the city which allocated a mass level of city spaces to it. Now one of the most important problems in cities of the country is inappropriate settlement of sport spaces among other users of urban spaces such that many members of the community do to their unavailability cannot use sport spaces as desirable which its solution requires planning and management about locating and organizing sports spaces and complex and basic studies of needs assessment and feasibility (Heydarabadi et al. 2011). Sports space are locations that are constructed for doing various sports activities these spaces include indoor and outdoor sports locations (Ghaderi, 2002). Sports spaces are multi-purpose buildings that which are used not only for hosting sport events yet they are used for hosting a lot of cultural and religious programs and implement many other programs such as holding concerts, celebrations etc (Agota et al, 2009).

Mismatch of sports spaces with population density, the age pyramid, needs and local interests, how to access and many other indexes occurs in the form of spend a lot of time and money for access to sports venues, endangers the physical and mental health, tired and boring due to large distances to reach sports venues (Taji faindry, 2011). Today, public health institutions and professional organizations, Physical Education and Recreation – Entertainment and urban development around the world are trying to understand that how neighborhood and sports-recreational space designs can provide easier and more enjoyable activity for people and how can provide better services for citizens by preparation of these spaces. Several studies indicate that people might show their willingness to physical activities when have a better and comfort accessibility to special locations of sporting such as parks, sports ground and stadiums (Sohrabi et al, 2011). Since the important part of decisions by managers and planners in various management, construction and environmental projects are related to special location and situation, thus existence precise and timely information and also its optimal management are of very basic issues in the success of these decisions and their implementation (Piraste and mahmodzade, 2005). Zimbalist, 2013 in a research with title "economic development of sports facilities " has expressed the how to implement strategies for the development of sports facilities based on rules at the beginning and then locally rules.

Coates et al in a research with title of "development sport places" have investigated all aspects of the factors developing this issue and stated that sport spaces must be developed in some economic, social and cultural indicators. Wiker et al 2009, have investigated opportunities for the development and progress of public sport especially study in the field of sports infrastructure and its impacts on the level of public participation in sport at Stuttgart (Germany) and stated that public sports in this region in terms of infrastructure are at a high level (above the index) of course, regardless of personal circumstances socio – economic and infrastructure in this area, the degree of participation highly significant effects on the level of contribution. Naderianjahromi et al 2013, in his research on the identification of criteria and safety standards halls and sport facilities showed that 11 variables such as environmental control outside the stadium, condition assessment of the quiz, monitoring equipment and facilities, installation of physical protection, risk management, prevention legislation, the provision of welfare facilities, effective communication with the audience, special education, security officials, public education spectators and players, modeling and simulation, and the
tight control and prevent the entry of explosives material to sport environments are of main indexes in the safety management of sport stadium and facilities. Thus the actual development and progress of countries have different indexes which sport is one of the most important of them. There are different approaches to this phenomenon which some of them with championship view and in some cases and the general health and joy of society and in other approach an economic perspective is considered but regardless all of these factors the importance of physical education and sport is increasing day by day. Sports association with the phenomena of cultural, social, economic and political showed the importance of this phenomenon and its role in national development plans of countries. And in a general perspective, the development of sports in each country is closely relevant with the authority and power of the country. This has caused enormous investment to develop sport in most countries and the important role assigned to exercise (Document physical education of our country, 2009). Development of sport places is also one of the aspects of sport development. Accordingly the considered dimensions for investigating its improvement can be investigated in different levels. In the first level which relates to management levels, variables such as human resource planning (HRP), places and equipment planning, the level of contribution Planning, Relationship with the private sector and development of advertising and the media are under investigation.

In environment level development of economic environment, the development of the social environment and cultural development are variables that have been considered that in all these dimensions review indicators are in two qualitative and quantitative dimensions. With these considered dimensions we can perform a comprehensive investigation from factor development of places and sports equipments. On this basis this research examines the development organization of sport places on the basis of development that, Is different factors of development has impacts on organizing sport places at Mazandaran province?

**Material and Methods**

The method of research is practical in terms of purpose and is descriptive and survey in terms of data gathering which data collection has done as field. The data population includes of all sports places managers and heads of sport committees in Mazandaran city which their number are 80 people. Given that limit of population the sample is equal to population and is considered for all. Researcher questionnaire was used which contained 27 item and 8 dimensions of human resource planning (HRP), places and equipment planning, planning the degree of individual participation, relationship with the private sector, planning relationship with media and advertising, planning economic space, planning social environment and planning cultural environment. Statistical descriptive (Mean, standard deviation, charts and tables) and inferential statistics (Kolmogorov-Smirnov test, one-sample t-test and Friedman test) has used by software SPSS version 21 for data analyzing.

**Results**

**Descriptive findings**

According to descriptive findings 23 individuals equal to 75/28 % were women and 38 individuals' equal to 57/4 % people under investigation were men. %5 of them had
associated degree, 75/33 % had bachelor degree, 5/37 % had master degree which %12/5 of people were 30-40 years old, %5 of people were 41-51 years old and %82/5 of people were not responsive. Also 7 people equal to 75/8 % were manager, 18 people equal to 5/22 % were responsible expert, 27 people equal to 75/33 were expert and 7/5 people were resourceful. According research findings 11/25% of people had less than 5 years service history, 25/16% of people had 6-10 years service history, 5/29% of people had 11-15 service history years, 25/26 % of people had more than 16 service record years which 4/57% of individuals had education in the field of physical education and 10 % of them had education in the field of non-physical education.

**Inferential findings**

In this section before performing statistical tests and to assumption and for use or non-use of parametric tests Kolmogorov-Smirnov test was used which the data distribution was normal accordingly (table, 1).

<table>
<thead>
<tr>
<th>variable</th>
<th>statistics</th>
<th>Meaningfulness(p)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Human resource planning</td>
<td>1/31</td>
<td>0/06</td>
</tr>
<tr>
<td>Places planning</td>
<td>1/3</td>
<td>0/06</td>
</tr>
<tr>
<td>Contribution rate</td>
<td>0/92</td>
<td>0/36</td>
</tr>
<tr>
<td>private sector relationship</td>
<td>1/08</td>
<td>0/19</td>
</tr>
<tr>
<td>Relationship with media</td>
<td>1/01</td>
<td>0/25</td>
</tr>
<tr>
<td>Economic environment</td>
<td>0/74</td>
<td>0/63</td>
</tr>
<tr>
<td>Social environment</td>
<td>0/92</td>
<td>0/36</td>
</tr>
<tr>
<td>Cultural environment</td>
<td>1/03</td>
<td>0/23</td>
</tr>
</tbody>
</table>

According to the one-sample t-test findings since significance level is less than 5%, as a result, the mean difference is significant and human resource planning is effective in developing space sports in Mazandaran from the perspective of sports managers (t=7/5, p<0/001). also according to facilities and equipment planning results (p<0/001, t=6/77), relationship with media and advertisement (t=7/27, p<0/001), Economic environment planning (t=6/99, p<0/001) cultural environment planning (t=7/95, p<0/001) are effective in improving space sports of Mazandaran. table2.
Table 2: Student t test for the effectiveness of components

<table>
<thead>
<tr>
<th>variable</th>
<th>number</th>
<th>mean</th>
<th>t</th>
<th>Freedom degree</th>
<th>p</th>
<th>the mean difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Human resource planning</td>
<td>80</td>
<td>3/8</td>
<td>7/5</td>
<td>79</td>
<td>&lt;0/001</td>
<td>0/8</td>
</tr>
<tr>
<td>Places planning</td>
<td>80</td>
<td>3/81</td>
<td>11/49</td>
<td>79</td>
<td>&lt;0/001</td>
<td>0/81</td>
</tr>
<tr>
<td>Contribution rate planning</td>
<td>80</td>
<td>3/53</td>
<td>6/56</td>
<td>79</td>
<td>&lt;0/001</td>
<td>0/53</td>
</tr>
<tr>
<td>private sector relationship planning</td>
<td>80</td>
<td>3/62</td>
<td>6/77</td>
<td>79</td>
<td>&lt;0/001</td>
<td>0/62</td>
</tr>
<tr>
<td>Relationship with media planning</td>
<td>80</td>
<td>3/58</td>
<td>7/27</td>
<td>79</td>
<td>&lt;0/001</td>
<td>0/58</td>
</tr>
<tr>
<td>Economic environment planning</td>
<td>80</td>
<td>3/61</td>
<td>6/99</td>
<td>79</td>
<td>&lt;0/001</td>
<td>0/61</td>
</tr>
<tr>
<td>Social environment planning</td>
<td>80</td>
<td>3/75</td>
<td>8/67</td>
<td>79</td>
<td>&lt;0/001</td>
<td>0/75</td>
</tr>
<tr>
<td>Cultural environment planning</td>
<td>80</td>
<td>3/65</td>
<td>7/95</td>
<td>79</td>
<td>&lt;0/001</td>
<td>0/65</td>
</tr>
</tbody>
</table>

Then Friedman test was used for differences between variables, according to obtained results there is meaningful difference between mean sub factors of improving space sports ($X^2 = 45/26, p<0/001$). Thus the research item that there is a significant difference between the development of sports spaces from the perspective of managers is confirmed. Among items equipments and spaces planning (5/54) has the most and economic space planning (3/81) has the lowest ranks. Table 3

Table 3: Fridman test for determine the difference prioritize factors of development of sports spaces

<table>
<thead>
<tr>
<th>row</th>
<th>obstacles</th>
<th>number</th>
<th>Average Rating</th>
<th>Chi square</th>
<th>Freedom degree</th>
<th>Meaningful level</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Equipments and spaces planning</td>
<td>80</td>
<td>5/54</td>
<td>45/26</td>
<td>7</td>
<td>001/0&lt;</td>
</tr>
<tr>
<td>2</td>
<td>Human resource planning</td>
<td>80</td>
<td>5/21</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Discussion and Conclusion

According to results human resource planning is effective in developing spaces sports of Mazandaran province from the perspective of sports managers. The results in consistent with Qafori (2003) and Saboonchi et al (2010). Experts emphasized that utilizing the professionals and experts in the areas of sport is very important in improving space sports. This topic is considered in the strategic document of comprehensive system of physical education development and sports of the country. As in the section of support components (human resources) the lack of human resources is referred to weakness. For reaching progress and development in the field of improving spaces sports it should exist capable human resource. Always keep in mind those human resources that can have a strong role in the development of sports spaces along with other factors.

Also the importance of equipments and spaces planning in developing spaces sports of Mazandaran province from the perspective of sports managers confirmed. These results are consistent with findings of Khosravizadeh (2008), Hulihan (2000) and Waker et al (2009) and inconsistent with results of Rasekh (2007). The importance of the existing facilities and infrastructure to promote sport as a lifestyle community and creating a culture of health and wellness at the community level and improving sports spaces. From the other hand according to social, economic and sport conditions it seems that policy makers can review the policies and infrastructures of sports management of our country and make necessary possibilities by creating proper formation for the creation of special facilities in developing sports spaces.

According to results the importance of planning of the level of contribution in developing sports spaces of Mazandaran city from the perspective of sports managers. The results are consistent with Goldani Moghaddam (1996) Paul et al (2004) findings. According to Porkiani 1999 proper planning is very important for athletes at championship level. Goldani Moghaddam (1996) also believes that there is a meaningful relationship between space sports Fitness with the number of students in schools and sport associations. Thus considering results whatever the level of contribution, particularly individuals and professionals would be more the development of sports spaces is expends. As a result considering this factor could be effective in developing sports spaces.
Relationship with private sector in developing sports spaces of Mazandaran province is confirmed from the view of sport managers. Results are consistent with Razavi(2004) findings. Razavi(2004) states that: Expansion context of popular activities through privatization, creating the proper and necessary conditions for modifying shortages about equipments, sports spaces etc. can create important changes in the indexes of sports sector and physical education. Investing in creating every space sport causes to create the added value of that place. In Sweden the private sector in the design of parks, playgrounds and public areas will play an important role. Invest in the construction of sports places, production of good quality sports, the training of experienced manpower, educating various sport disciplines are of important factors that private sector can apply in developing sports spaces. Thus considering and observe the article 44 of constitution related to privatization and partnership with the private sector can be effective in developing sports spaces of Mazandaran province.

According to results relationship with media and advertisement in developing sports spaces of Mazandaran province is effective from the perspective of sports managers. The results are consistent with findings of Toloeaashghali(2010), Ehsani et al (2011). in this respect Toloeaashghali et al(2010) indicated that Radio, TV, press and digital media by empowerment, culture, training, publicity, information and awareness of citizens through strengthen families can develop sports in society. Thus sports media in this regard can play a significant role in the development of sports spaces. The media can by planned, accurate and timely planning inform about their sporting events and creating space sports. And for this purpose it must provide a structure and content planning for informing. Also awareness in order to participate in recreational physical activities and sports through the media is possible.

Also the importance of economic environmental planning is effective in developing sport spaces of Mazandaran province from the perspective of sport managers. The results are consistent with Qafory et al (2011) and Santo(2005). It can be interpreted that the broader financial and economic resources management units would have more high financial powers for performing their programs in developing sports spaces and providing appropriate financial support programs can cause to increase efficiency of management units. It cannot be ignored that investing in creating every sports space cause to create added value of that location. In this sense any activity in every place of economic firms causes to increase in the Gross National Product and national capitals.

According to results the importance of social environment in developing sports spaces of Mazandaran province is effective from the perspective of sports managers. The findings are consist with findings of Soltan Hoseini et al(2013). Soltan Hoseini et al(2013) in their research sport's priority social and economic impact on the urban environment indicated that among items of social impacts, sports spaces causes to increase in regional population trends to watch the matches, increase trend of region population to sport, increase vitality and joy in residents of the region and increase collective and sport cooperation. The positive effects of sport on the society are its social impacts. These effects can increase mental and physical health, passion and vitality in society. But nevertheless in addition to the many positive effects of exercise it has adverse effects such as environmental problems and issues, social and cultural problems etc. In the meantime sports spaces are considered as the basic hardware
part of sport and a part of the installations and humanitarian organizations that a broad part of effects related to sports on society and environment are affected by them.

The importance of cultural environment planning in developing sport spaces of Mazandaran province confirmed from the perspective of sport managers. Current results are consistent with findings of Afarineshe Khaki (2005), Zhak et al (2013), Glanz et al (2010) and inconsistent with Hemayat Talab (2009) findings. According to results and become known of sports culture and cultural environment and its attractiveness as an index of improving sports spaces we can state that from a sociological perspective, the sport culture is a sub-culture that negligently called sports culture. This culture includes beliefs, values, norms, and made human social habits related to sports. Subcultures interact community culture thus the sports culture either influenced culture or affect it. Thus it should try in promoting sports culture and create attract to it by profiting from potential facilities in rehabilitation of public sport and developing sports spaces.

According to achieved results there is meaningful difference between the mean of the factors in the development of sports spaces ($p<0.001$, $X^2=26.45$). Thus the research question on the existing meaningful difference among development factors of sports spaces from the perspective of managers is confirmed. Among existing factors places and equipment planning ($5/45$) has the most rank and economic environment planning ($3/81$) has the lowest rank. Results are consistent with Qafory et al (2003) and Mohd Sofian Omar and et al (2009) and Naderian et al (2013): the most important factor of keeping alive the sports and sports spaces are creating infrastructures, collections, sport clubs and centers and facilities which they are planned according to demographic and geographic parameters and a lot of factors. As a result for promote the sport we require considering different factors. In this field we must try to be success in sport management and promote it. This result suggests that existence more and better facilities and effective factors influence on improving sport spaces and existence of special structure and planning, percentage of success and also optimize conditions provided. Thus, increasing facilities and sports spaces and existence proper planning causes increase athletes participating in sports. Given to importance of facilities and possibilities in improving sports it is recommended that investment and allocate funds, particularly from officials and sports administrators should be performed in developing spaces, locations and equipments for students.
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