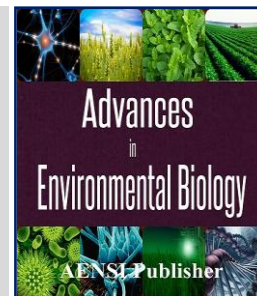




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The Status and Strategic Condition Public Sport in Ghochan City Based on SWOT Analysis

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ABSTRACT

The purpose of the present research was to study the status of sports city of Ghochan based on SWOT analysis. The type of research is descriptive – analytical. Statistical population of research included 46 responsible managers, experts and active educator in public sport body board that was selected due to limitation of whole population as a statistical sample. Validity of questionnaire was approved by experts and its reliability by Cronbach Alpha ($\alpha:0/75$). The questionnaire included 46 questions and in Four components: strengths, weaknesses, opportunities and threats points. Data analysis from descriptive methods consisted of: frequencies's and SD and inferential statistics: Kolmogorov – Smirnov test and Friedman test were used. The results showed that from viewpoint of the studied people, the most important strength point is appropriate geographical location, also the most important weakness point is lack of financial resources, and the most important opportunity point is young population full of talent, and the most important threat point is confronting with economic problems. Also from the perspective of the studied people, the public sport of Ghochan city is in so offensive position from perspective of strategic position that opportunity points should be used in order to improve strength points in this strategy.

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INTRODUCTION

Organizations should be enjoyed from prospective and environmental planning in order to succeed in competitive fields, so that this planning can determine their effect on organization and way of organization interaction with them in addition of identifying the environmental factors and changes during long term time horizon and can identify the internal strengths and weakness and also external threats [1].

Today, with the development of urbanization, promoting business systems and mechanizing activities, the public access to required various services has been increased and activities has been more specialized and people physical mobility has been severely reduced. Promoting public sport in proportion to the activities type and personal and professional life throughout society can cover some of effects of physical inactivity and cause to increase social vitality and national productivity [2].

Generally, results and the performed researches in the country sport have been shown that absence of strategic policies, lack of coordination between institutions, organizations and executive units related to sport, inadequate human and material resources in different areas and sometime doing parallel tasks and lack of adequate supervision over sports activities are the most important sport in sufficiency's of our country. Therefore, according to the mentioned cases and performed studies, now this question is considered that what is condition of Ghochan public sport and How to achieve the optimal strategy in the city?

According to the latest statistics of country, at least 41% of death causes relates to five diseases which at least three of these diseases caused by physical inactivity [3].

The public sport means all activities which are involved to provide mental and physical health of society people or it is attributed to exercises which needs to the lowest cost and tools and it is performable in each circumstance and however it brings freshness and vitality [4]. Mona Saminia et al.(2002), in a research with title of strategic pathology of public sport in Iran and providing development solutions based on SWOT model

identified the scopes of man – power, trainers, training, talent identification, infrastructures and equipments, umpires, affairs, weakness, main opportunity or threat for public sport in addition of considering the status of public sport in this research. Also by studying the strategic condition of public sport, it is shown that this exercise on SWOT features axis is located in strengths area in the light of internal factors and in opportunities area in light of external factors. Thus “the aggressive and developmental” strategies is recommended to develop public sport [5].

Jahanbini [6] in his research which considered the compilation from strategy from public and elite sport in Qom city, points out that sport of Qom should use the development strategy for championship and public sport.

Yar Ahmadi [7] also examines the current condition of championship and public sport of Dorud town in his research. In his research results after analyzing the weakness, strengths, opportunities and threats in Elite sport by evaluation matrix.

The cycling association Albratay of Canada [8] has collected a strategic plan. The most important point in this plan is the mission statement of central values, long term goals, strategies and operational plans which is performed in seven areas including: staff reception, the development of individual capabilities, the public image of cycling and marketing management.

Namrato [9] studied foundation policy of regional public sport and considered relation between the voluntary and the organized public sport in Czech Republic and identified the methods and strategies in the field of public support from public sports in sport committee and clubs. Finally five ideal methods were determined to develop sport by the public sport which included: invasive, bureaucracy, political, proxying and marginal and four strategies were formed based on it: adaptive strategy, action – oriented strategy, marginal strategy and replacement strategy.

El Gilany *et al* [10] survived the physical profile of students from Mansour University in Egypt. They asked some questions about the expected benefits of physical activity and barriers to notice these activities from 1708 students. From the perspective of the students, the most important barriers to physical activity were time limit, unavailability and poor facilities and lack of support and encouragement from others and the most important benefits of exercise and physical activity included the development and health improvement and increasing body strength.

Research method:

The aim of the present research is application ally in which descriptive – analytical method has been used. Predominant approach of this research is quantitative approach. The statistical population of the research was experts and active trainers of Ghouchan public exercises council. The statistical societies of the research were 46 subjects. The sampling method in this research was all censuses that total target population was selected as sample. Validity of questionnaire was approved by experts and its reliability was approved through Cronbach alpha ($\alpha:0/75$). To gather the required information, 41 questions questionnaire of researcher has been used which is appropriate to the objectives of research and including four parts: strength, weakness points, opportunity, and threat of Ghouchan public sport.

In order to identify and set priority of strengths, weakness, opportunities and threats, Kolmogorov – Smirnov test and non parametric the sampled single test were used. Also the matrix of internal and external factors was used to determine the strategic condition of public sport.

Results:

In this research, a list of strength, weakness points, opportunities, and governing on Ghouchan public sport were identified and ranked.

Thus, due to unnormal distribution of variables, Friedman’s non parametric test and single sampled sign test were used to consider research questions.

Table 1: Kolmogorov – Smirnov (k-s) test for control to be natural distribution of variables.

	Threat points	Opportunity points	Weakness points	Strength point
Count	46	46	46	46
Significance level	1.583	2.368	2.001	1.856
Z	0.013	0.001	0.002	0.002

The significance level of all variables from search is smaller than 5%, so the data distribution is not related to normal variables.

Question 1, How is prioritizing the strong points of the authorities’ view?

Table 2: The results of the Friedman test, to prioritize items on the strength points of Ghouchan public sport.

Rank	Strength points	Average rating	df	Friedman test	Significance level
First	Favorable geographical location ...	8.40	11	79.179	0.000
Second	Suitable weather ...	8.18			

Third	Developing a culture of sport ...	7.65			
Fourth	To hold public programs ...	7.32			
Fifth	The relative success of the tournament ...	7.07			
Sixth	Acceptability of public among society ...	6.63			
Seventh	With experienced and educated administrators ...	6.37			
Eighth	Adequate security to hold tournaments and hosting ...	6.29			
Ninth	Transparent financial and operational performance ...	5.95			
Tenth	With centre – program insights on physical education ...	4.75			
Eleventh	Space for conversation of participatory management for optimal performance of sport ...	4.73			
Twelfth	A written constitution and regulation to encourage people to exercise ...	4.66			

According table 2, there is significant difference in prioritizing item related to the existing strength points in Ghochan city about public sport. Favorable geographical location is the most important strength point of Ghochan public sport. In contrast, the written constitution and regulation are the least important.

Question 2: How is prioritizing the weak points from the authorities' perspective?

Table 3: The results of Friedman's test, to prioritize items related to weakness point on Ghochan public sport.

Rank	Weakness points	Average rating	df	Friedman test	Significance test
First	Lack of financial resources	6.37	8	40.439	0.000
Second	Absence of comprehensive program to support elite athletes and coaches	5.62			
Third	Lacks a clear strategic direction and strategic plan for sport	5.53			
Fourth	Heavy reliance on government for funding	5.46			
Fifth	Absence of management information system	4.79			
Sixth	Low level of general knowledge in field of sport	4.62			
Seventh	Lack of codified program to encourage people to exercise	4.40			
Eighth	lacks enough ability to exercise	4.37			
Ninth	Not consider to the research and development in field of sport	3.84			

According the results of table 3, there is significant differences in prioritization of items related to weakness points of Ghochan public sport. Lack of financial resources is the most important weakness point of Ghochan public sport. In contrast, in attention to research and development are of minimal importance.

Question 3: How is prioritization of opportunity points from authorities' perspective?

Table 4: The results of Friedman test, to prioritize items related to opportunity point on Ghochan public sport.

Rank	Opportunity points	Average rating	df	Friedman test	Significance test
First	Has a young population and rich talent	8.49	10	123.576	0.000
Second	Diversity in achieving better records for sport	8.24			
Third	The public sport of the city causes proud of province	6.55			
Fourth	Emphasis of Islamic on importance of exercise and health	6.50			
Fifth	Increase students' interest in sports and races	6.40			
Sixth	Establish a clear position in the field of sport	6.18			
Seventh	Benefit from the expertise of sport science	5.88			
Eighth	Positive views of managers to exercise	5.35			
Ninth	Benefit from a 20 – years out look document for development of sport	5.25			
Tenth	Having teachers and staff's job satisfaction and enjoyment of the sport	4.30			
Eleventh	Has excellent financial strength	2.85			

According table 4, there is significant difference in the prioritization of item related to existing opportunity points on Ghochan public sport. The young population and full of talent is the most important opportunity points of Ghochan city in the field of public sport. In contrast, the great financial ability has the least importance.

Question 4: How is prioritization of the threats from the authorities' perspective?

Table 5: The result of Friedman test, to prioritize items related to threat points of Ghochan's public sport.

Rank	The threat points	Average rating	df	Friedman test	Significance test
First	Confronting with economic difficulties and decreasing interest to public sport	6.93	8	50.261	0.000
Second	Absence of suitable media approach for public sport	5.59			

Third	Lack of proper selection system	5.24			
Fourth	Fluctuations in government funding to the public sport	5.11			
Fifth	Absence of solidarity and corporation between sport councils	4.97			
Sixth	Replacing useless activities for youth instead of sport	4.57			
Seventh	Some barriers to attract financial supporters for public sport	4.48			
Eighth	Lacks a comprehensive system of identifying and nurturing sporting talent	4.30			
Ninth	Limited participation of women in public sport	3.82			

According to table 5, there is a significant difference to prioritize the items related to the threat points on Ghouchan public sport. To face with economic problems and decline to engage in sport are the most important threat points for Ghouchan public sport. In contrast, the limited participation of women is in the lowest position.

Question 5: What is the position of Ghouchan public sport in SWOT matrix?

Table 6: The results of Friedman test, prioritization of strength points, opportunities and threats.

Prioritize	Average rating	df	Friedman test	Significance level
Strength points	3.11	3	19.650	0.000
Weakness points	2.12			
Opportunities	2.66			
Threats	2.11			

According to table 6, the existing opportunities are more important than the existing threats. Also the effective internal factors on Ghouchan public sport, the existing strength points are more important than weakness points. Thus in SWOT diagram, position of Ghouchan public sport will tend towards strength and weakness points.

Conservative strategists	Invasive strategists
Defensive strategists	Competitive strategists

External factors

Fig. 1: Determine the status of sport in the status of sport in the SWOT matrix.

Conclusion:

In this section, discussion and conclusion on the findings of this research have been considered.

To survey question 1: In regard to elements of strength points, two factors, geographical location and appropriate weather condition at top of public sport strength points of Ghouchan city suggest that officials of the public sport councils of Ghouchan city have been maximized and have been used them as competitive advantage.

To survey question 2: In regard to weakness points, existence of two factors, lack of financial resources and absence of a comprehensive program to support from elite athletes and coaches at top of weakness points of the public sport Ghouchan is a serious warning to authorities and administrators who attempt in order to update and eliminate.

To survey question 3: In regard to opportunities, it is observed that two options: young population and full of talents and diversity to achieve better records for sport are located at top of opportunities element that it can help to authorities choose the objectives and suitable plans and programming for development of Ghouchan public sport.

To survey question 4: Accordingly, boards officials of Ghouchan public sport should take action in order to avoid excessive influence of these threats by enjoying the strength points and the current opportunities in development of the public sport.

To survey question 5: The results of the prioritization from the studied elements (strength, weakness, opportunities, threats) showed that about the external factors influencing on Ghouchan public city, the available opportunities are more important than available threats. Also, in regard to the effective internal factors on Ghouchan public sport, the available strength points are more important than weakness points. So, in SWOT diagram, position of Ghouchan public sport will tend toward opportunities and strength points. Thus, in order to progress the public sport in Ghouchan city, the officials and administrators should consider. So aggressive strategy more than strategists. The location of the studied regions in SWOT matrix and to adopt similar strategy have been referred in studies of Goudarzi, Afrozeh, Mona Saminia, Javadpour, Shabani and Parsajoo, Mahdi Goudarzi.

Then, according to these performance, some implemented solutions can be offered to develop the public sport -Utilization of science and equipping stadiums and gymnasiums and equipping sport councils to advanced facilities.

-Established a working group consisting of sport administrators and other relevant organization to attract sponsors and coordination and cooperation between these organizations.

- To codify proper planning and support of elites and use their expertise and ideas to develop and public sport in Ghouchan city.
- To codify a suitable strategic plan for the public sport and having a clear strategic direction to develop the public sport in Ghouchan city.
- To hold some meeting in public places to introduce sport benefits and launching sites in this area to increase general knowledge.
- The proper planning for effective use of youths energy and talent in order to access a better record and gain pride for the public sport.
- Utilization of experts and elites to set up a proper and fair selection system for the public sports in Ghouchan city.

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