

EXPLANATION OF FACTORS AND INFRASTRUCTURES AFFECTING INVESTMENT IN SPORTS IN FARS PROVINCE

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ABSTRACT

Explanation of effective factors and infrastructures on fundraising in Fars sport through administrators of Fars province is the purpose of this study. This study is a descriptive and analytical one. It is a practical study. Viewpoints of 108 persons of Fars sport administrators at least with diploma are collected. Questionnaire with 40 questions which is made by researchers in the Delfi way is the measuring tools. Justifiability of questionnaire is formalized and its durability is confirmed with Cronboch's test at 85% Friedman test is used for priority of each variable Kruskal Wallis test is used for determining the share of each factor. Findings of thesis show that among the effective factors on fundraising in Fars sports, management factors has the most share. Then, economical and political factors, sufficient physical infrastructures social and cultural factors and finally geographical factor have the effect of fundraising.

KEYWORDS: investing, marketing, propaganda, median, sponsors, sport tourism.

INTRODUCTION

In recent years, sports administrators have faced with problems in efficiently managing sports organizations, the consent of the athletes and sport participants. Commercialization of the most sports fields, inflation, high cost of building and structures, purchasing sports equipments, increasing wages, rising expectations, the cumbersome government regulations, can meddle in complicating the process of management in sports organizations (Moharramzadeh, 2007). Lack of investment and lack of sports facilities in our country is an undeniable fact; the number of safe sports facilities with high quality and in accordance with international standards for competitions and sports events does not go beyond the number of fingers (Kazemi, 2008). Marketing is a set of manufacturing and distributive- commercial activities that make the goods accessible to final consumer faster and easier. First, in marketing talent manner, ability to absorb market and its reception power is estimated, and then goods and calculated services are provided (Atqiya, 2005). Marketing according to its nature is directly related to the different sciences, including physical education and sports science. Nowadays sports marketing is considered as one of the most earning incomes marketing in the world, particularly in developed countries and it undeniably affects in various fields of economic, social, cultural and political world (Atqiya, 2005 and Moharramzadeh, 2006). The main obstacle in the process of investing in sport part of countries is no to see directly the reversible benefits of this investment while the positive attitude towards the sport and its peripheral affairs will give them a lot of profits directly or indirectly in the future.

Federations can use advertising, sponsors, sports tourism and mass media, particularly television to change sports into a trademark as sports marketing factors along with increasing income (Ghiami Rad, 2006 and Rijejbent, 2007). Marketing issue is considered as a source of income especially in developing countries and the main pillar of economic development in developing countries (Moharramzadeh, 2006). Sports marketing actually produce economic income and it has huge turnover in the economy and the global market. In other words, marketing is considered as a powerful engine of economic infrastructure development in developing countries and economic and investment experts believe that infrastructure of development is marketing; all kinds of sports have found a special place for marketers. Rajabi et al (2012) studied in a study the role of the media and spectators in attracting private sector investment in championship sport; the study population included all of the senior executives of private large companies in Isfahan city. The results showed administrators of private companies believed that media and spectators were the two most important factors in attracting the private sector to invest in championship sport and the media has the greatest impact in this regard.

Raham et al (2010) conducted a research as identification of foreign direct investment attraction determinants in the sports industry; the population of this study includes all members of the Board of Directors of 12 sports Federations and 3 investment companies in the sports industry (N = 127). The results showed that the condition of direct foreign investment attraction in the sports industry of the country is unfavorable. Ehsani et al (2008) in a study entitled "The

investigation of causes of the lack of sponsor support from professional sport of women in Isfahan," in which 50 companies participated, concluded that companies have not achieved their goals (increased sales of goods and services, creating perfect image of the company in public opinion, competition with other companies and expanding sales) in support of women's sport, and that is why sponsors have not supported women's sports. Wilson et al (2012) in a study titled "Violation of players and management from sports supporters relationships" examined unusual tangible and intangible factors arising from violations of players which may be due to the presence of speculators and the commitment which they have with the athletes or teams and they concluded that several factors has influenced the violations of athletes because of the of public relations strategy in sports organizations. And this reflects the role of public relations in the process of support and sponsors of sports teams and athletes that makes the presence or absence of middlemen in this effective process. Clark, J et al (2011) carried out a study on 114 ads of the sponsors and came to the conclusion that while all sponsors aren't in the same area and degree, The effect of financial support of sports events has caused to gain customer and huge amount of money in exchange of spent money because participants get familiar with these sponsors through direct participation in sports arenas or watching the TV commercials and this represents a meaningful relationship between sponsorship of companies from the sporting events and earning money in this way. Milze and Mistilis (2006), in their study on "sports marketing" stated that the most important sources of income in Greek football are spectators, sponsors, live TV and private sector investment in the internationalization of football Greece.

MATERIALS AND METHODS

The study is descriptive - analytical in terms of purpose and the researcher first tries to analyze results after distributing the questionnaires among statistical population. Also, samples have been selected with at least an associate's degree to same understanding of the questionnaire. The population of this research was composed of assistants and chairmen of physical education of cities, chairmen and vices of the Board and managers of sports clubs in Fars province in a pilot study and according to available statistics the number equaled to (N = 131). Due to the small population, the census method used for sampling and statistical sample was equaled to the statistical population and 131 questionnaires were distributed.

Measuring tool

According to the objectives of the research, the best way to collect data was to use questionnaire so that the attitudes and views of the province's sports directors and their personal data could be collected and for this purpose, researcher made questionnaire with 40 questions was used.

RESULTS

After collecting data, figures and scores related to test, these data were analyzed and the presented hypotheses of study were tested. Then objectives of the study were evaluated by using the results and their compatibility with existing hypotheses.

Analysis of the data related to inquiries and hypotheses of the study

Hypothesis 1

There is no significant difference between the different geographical factors affecting fundraising in sports of Fars province.

Table 1: The investigation of effect of geographical factors on fundraising

| Row | Geographical factors of fundraising | The mean and standard deviation | The total average ratings |
|-----|-------------------------------------|---------------------------------|---------------------------|
| 1 | Weather conditions area | 1.07±3.44 | 3071 |
| 2 | Environment of Province | 0.95±3.24 | 2752 |
| 3 | Geographical location of Province | 0.99± 3.19 | 2723 |
| 4 | Prevent the scattering | 1.07±2.75 | 2214 |
| 5 | Chi Friedman | ----- | 34.20 |
| 6 | Significant level | ----- | 0.001 |

According to the above table, given the significant level of 0.001, the null hypothesis is rejected and there is a significant difference between different geographical factors affecting on fundraising in sport Fars, in this regard, weather conditions of the region in the first place affecting fundraising and then the environment of province and geographic location and stopping scattering construction sites are the next priorities.

Hypothesis 2:

There is no significant difference between different social and cultural factors affecting fundraising in sport of Fars.

Table 2: the investigation of effect of social and cultural factors on fundraising

| Row | Social and cultural factors of fundraising | The mean and standard deviation | The total average ratings |
|-----|--|---------------------------------|---------------------------|
| 1 | The status of sport of province in the country | 0.88± 4.10 | 461 |
| 2 | cultural conditions of society | 0.89± 4.09 | 445 |
| 3 | Rising social welfare of people | 0.88±3.94 | 433 |
| 4 | The role of public and championship sports | 0.97±3.76 | 411 |
| 5 | The role of traditional native sports | 0.85±3.33 | 317 |
| 6 | Political Security | 1.16±2.98 | 238 |
| 7 | Chi Friedman | ----- | 108.90 |
| 8 | Significant level | ----- | 0.001 |

According to obtained results, the significant level (001/0), the null hypothesis is rejected; in other words, from the perspective of statistical samples there is a significant difference between different social and cultural factors affecting on fundraising in sport of Fars. In the meantime, the status of sports of fars in the country in the first place effective fundraising has been evaluated and cultural conditions of society, increasing the social welfare of the people, the role of public sports and championship sports, role of traditional and native sports, political security are the next priorities respectively.

Hypothesis 3:

There is no significant difference between different economic and political factors affecting fundraising in sports of Fars province.

Table 3: Effect of political and economic factors on fundraising

| Row | Social and cultural factors of fundraising | The mean and standard deviation | The total average ratings |
|-----|--|---------------------------------|---------------------------|
| 1 | The status of sport of province in the country | 0.87± 4.12 | 450 |
| 2 | cultural conditions of society | 0.98± 4.09 | 449 |
| 3 | Rising social welfare of people | 1.11±3.97 | 432 |
| 4 | The role of public and championship sports | 0.95±3.92 | 417 |
| 5 | The role of traditional native sports | 1.02±3.57 | 312 |
| 6 | Political Security | 0.83±3.36 | 289 |
| 7 | Chi Friedman | ----- | 43.102 |
| 8 | Significant level | ----- | 0.001 |

According to the obtained results, observed significance level (001/0), the null hypothesis of the study is rejected and there is a significant difference between the economic and political factors affecting fundraising in sports of Fars province which in this regard, the presence of private and sports sponsors in the competitions in this province has been evaluated in the first priority, and financial support of the government in fundraising, rules and regulations relating to facilities, tax exemptions, exemption from customs, giving license of establishment of the business companies, selling

club shares to the public, access to different markets inside and outside the province, assigning public sports facilities to people are the next priorities.

DISCUSSION

The results indicate that the 5 areas affecting investment attraction has significant differences on investment attraction of sport in the Fars province but in each of them is different so that statistical samples believed that management factors have greater share in attracting capital. Skilled and knowledge-based manpower are involved in asset of an organization and has a decisive role in community economic development and it is as the most important competitive advantage and rarest resource in today's knowledge-based economy.

Achieving organizational goals depends on the ability of human resources in carrying out the duties assigned to them; experts believe that in an organization, human factors are more involved than other factors in the foundation of the building, maintenance and development of performance levels and completing the mission organization and for the proper use of this Source it is essential to identify abilities and potentials of the employees and collect information about them through the design of a dynamic and comprehensive system in the organization; Training efficient human resources has found a special place and if society wants to transform economic, industrial, social and political system, and accommodate it with new applicants and requirements in the investment, it will have to have a comprehensive policy in efficient human resources development. Thus it can be stated the existence of skilled manpower and active management in planning sports activities and then spending in achieving the goals of sports programs are crucial (Karimian, 2004).

Fars province due to abundant natural resources, diverse geographical conditions has great potential in attracting local and foreign investments in various fields including sports but some obstacles and problems caused its performance be away greatly from potential to attract investment. One of the major components on the theme of investment which is undeniable is cultural and social capital, social capital leads to increased investment by providing people's belief in public institutions, promotion of culture of the people, and providing the security. According to the findings, to reach the desired status in the development of sport, social and cultural factors have been mentioned as an important factor to allure the recreation and sports tourists. The culture of a community plays a significant role in attracting tourists to watch sporting events and this brings currencies and money into the country and the province and consequently it is useful in the development of sports.

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