

**Research Article**

## **SOCIAL, ECONOMICAL AND MANAGING ASPECTS OF SPORT; CHALLENGES AND OPPORTUNITIES**

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### **ABSTRACT**

Nowadays, the rule of sport from individual, social, economical and cultural viewpoints is inevitable. Sport caused an important industry which has great impact on the society. Regarding the importance of sport and related athletic activities, there is a need to accurately scheduling the athletic activities in individual and social grades for enhancement of this industry. To reach these purposes, this research tries to uncover the confronted challenges and investigate the social, economical and managing issues of sport. In general, sport can produce job opportunities and make profit to the country but there are some important aspects that need to be taken into account: social opportunities of sport are not the same for men and women. There are issues related to facilities, appropriate equipment, moral and management subjects.

**Keywords:** *Sport, Challenges, Opportunities, Sport Management*

### **INTRODUCTION**

Nowadays, the rule of sport from individual, social, economical and cultural viewpoints is inevitable. Increased human access to new technologies and easier solutions causes a situation since about 140 years ago leisure time per week grows to about twice (Amirtash, 2004). On the other hand, due to environmental pollution, stress and problems of modern life, such as increasing the pressure of occupational factors and economic constraints, physical and mental health of people have been injured. Besides, researches have shown that healthy activates specifically sport activities in leisure time have many effects in reducing the stresses and pressures of individual life.

Sport occurrences and activities have many effects on political, economical, social and cultural activities of societies. Sport has penetrated to a depth of various social institutions and thanks to the media, is one of the most important social phenomena of the twentieth century (Hosseini *et al.*, 2010).

Attention towards sport leads to a great industry that its economic effects have grown increasingly from 1980s up to know in international grades.

Sport activities, schemes and facilities are tools for paying attention to the social issues, including community development, education, social equality, and peace. (Pille, 2012) Frey and Eitzen say: "the structure and the behavior and interaction of the sporty places are similar to those that have been found in public places. In other words, like other institutes, sport is a small symbolic world of society "(Frey and Eitzen, 1991).

Regarding the importance of sport and sporty activities, there is a need to accurately scheduling in individual and social grades in order to improve the sport activities and industry. Hence, first of all the condition of sport in the country has to be investigated and necessary scheduling performed based on that. To do this, this research tries to know the confronted challenges in sport and investigate the social, economical and managing issues of sport.

#### ***Sport and Economical and Social Opportunities***

Sport has a good potential to build an efficient industry from the economical viewpoint which is due to increasing tendency of people to it and the need to consume the sport goods and services.

Therefore, attention and scheduling in this context is of great concern. Corneliben and Pfeifer says: social analysis of sport has gain attention in recent years and most of the concentration is on environmental relations, management, salary, monetary factors in professional sports such as football, volleyball etc. (Corneliben and Pfeifer, 2007).

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Sport activities, data, education, goods and services as four different categories of sport stocks can efficiently affect the general production and profits of any country. For example, player and referee transfer, selling the TV broadcasting right of the plays, ticket selling, advertisement, facilities and sport stuff, bet and lottery, sport tourism and sponsors could be named (Askarian *et al.*, 2005).

Sport tourism industry is one of the main sources of gaining big profits for sport competition holders. About 1 to 2 percent of industrial countries have the share of sport in their general production due to the effects of sport on hostelling, transmission, foods, visiting monuments and shopping. Chow presented a research to investigate the effects of Taekwondo on sport tourism improvement in Korea.

He shows that the sports that have a traditional relation can greatly attract sport tourists (Rad *et al.*, 2008).

Besides, media coverage of big sport challenges would play an important role in attraction of big profits. Sponsors are other advantages of sport.

Different companies economically support sport activities to attract people's opinion and gaining social face (Askarian *et al.*, 2005).

Another achievement of sport is job generation. It is an important factor that would lead to economical and social enhancement. In these processes, new jobs are found and new stocks or services are presented. Sport has great potential for job generating.

Moskovitz has come to conclusion about advertising in sporty environments of Baseball matches that these kinds of advertisements lead to new situations for making profits (Moskovitz, 2004). Vintrap that investigated the name and signature of athletes on athletic products says that this increases the selling rate (Fouroghi *et al.*, 2008).

Sage has investigated the athletes transfer between clubs and found it a good way to increase the profits and job making. Production and manufacturing athletic equipment is an appropriate potential for making jobs in sport. Kolonia has presented the photography and athletic journalism as one way of making profit in sport.

From the aspect of economical opportunities, sport is a lucrative industry that can make job and opportunities and lead to increase and improvement of economy. From social viewpoint there is another important issue about sport and it is that sport is not identical in terms of opportunities for men and women despite its importance in individual and social life of people and men use more than women the opportunities and sport facilities.

Kanters says: if all cancer diseases are controlled, just two years are added to the age of people in average. On the other side, if some behaviors like proper food, exercises and healthy habits (like not smoking) are done, seven years are added to the age of people in average (Tondnevis, 2007). However, as shown in researches, the opportunities in sport are not distributed identical all over the society.

Men do exercises more than women (Tondnevis, 2007). Kradok *et al.*, illustrated in a research that: women has less accessibility to athletic space and facilities. In fact, there is sex discrimination in utilizing the space (Mohseni *et al.*, 2006). Single women do exercises more than married women in days of week and hours of day (Kashkar and Ehsani, 2007).

In a research about the percentage of women utilization of athletic facilities, it is shown that there are some factors that restrict women participation in sport: lack of accessibility to athletic facilities, inappropriate timing of athletic plans related to women, expensive cost of enrollment, lack of knowledge of time and opposition of family members.

Salami *et al.* in investigating the obstacles of women participation in athletic activities in Iran has come to the conclusion that lack of women participation in sport is the result of some reasons: physical factors like diseases, paralyzed factors, overweight, mental factors like: stress, depression, lack of motivation and mood, factors related to family attitude, economical factors, physiological conditions, lack of accessibility to appropriate space and cultural factors. Experimental and theoretical investigations has shown that the discrimination of women participation in athletic activities cannot be only the result of bio-environmental factors, but also other factors such as social, cultural and psychological factors can mutually affect bio-environmental factors or maybe prior to them (Arizi *et al.*, 2006).

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Vimbos *et al.*, in a research about leisure time of women showed that women position in society, their restriction to valuable sources and social expectations of women, roles and responsibilities of them cause to reduction of women freedom and restriction of job positions (Kashkar and Ehsani, 2007). Another factor is individual factor that restricts women participation in athletic activities and it is the attitude of women and their low self-esteem. Low self-esteem in young girls and bad thoughts that they have about their body and appearance is an important obstacle for women participation in many researches.

### **Sport and Economical and Social Challenges**

It was mentioned that sport is a lucrative industry. However, there are some obstacles and difficulties and they have to be detected to be solved. Most of the athletic principals are dissatisfied about athletic facilities and equipments of sports-player and announce that these facilities are not satisfying. Besides, this problem is more extreme in schools (Farahani and Baftani, 2004) while most of the researchers such as Williams believe that athletic equipment and facilities are efficient factor in athletic participation of young people.

Another important issue is negligible share of Iranian families athletic cost which is significantly less than developed countries. The most important reasons are high cost of dwelling and food for families, low average annual income with respect to costs, and high rate of inflation in country and lack of participation of most of the people in athletic activities with respect to other developed countries (Askarian and Jafari, 2008).

Nevertheless, some hints have to be taken into account to solve challenges of sport such as: number of sport is increasing and all of them need space and special services. Nowadays, different groups of people tends toward sport which requires more facilities and the fact that in the past 50 years ago, the population has increased 4 times that naturally requires more athletic facilities and services and as a result all of these impose high economic burden to the shoulders of who are in charge of country's sport (Hosseini, 2013).

Other than economical problems, athletic matches impose players and fans in a situation that may disobey rules, norms and conventional tasks and lead to aggressive and disobeying confrontations (Rahmati *et al.*, 2003). Besides, Doping is another problem that would harm sport.

Using foreign materials in order to increase efficiency has a long history equal to athletic matches. Obtaining reliable findings about increase of doping in professional sports is difficult because different athletes naturally deny their illegal behaviors. However, experiences show that using efficiency increasing drugs in professional sport is widely used nowadays. Unfortunately in Iran doping is increasing and causes problems such as lack of supervision to experienced sports-men and taking wrong instruction from inexperienced people, vast use of drug among amateur players, using improper drugs and highly-distributed drugs and using non-standard athletic supplementary drugs (Halabchi, 2007).

### **Management in Sport**

In recent decades, privatization policy has presented some solutions in many countries in order to make the economic structure logical and reducing economic burden, increasing the activities, empowering the economic resources of government and using facilities and resources. In the year 1989, this subject i.e. privatization was presented in the first plan for economic, social and cultural development of Iran.

Despite the presentation of privatization in 1989 in the plans and the fact that it would increase efficiency and utilization, some of thinkers are opposing this subject. For example, Heidari emphasized that a comprehension economic scheme can increase utilization and efficiency considering necessary conditions and participation of private sections. Besides, Sadeghzadeh believes that privatization has many economic benefits but some thinkers like Mehrabani believe that privatization would be ineffective in economy growth.

Razavi *et al.* (2004) believe there are some reasons to develop the activities of other parties and involving people in worldwide trade and privatization the sport such as determining 5-year scheduling, population growth, the need to develop the sport space and indices related to sport, nurturing the people, producing the goods and athletic facilities, qualitative and quantitative cultural indices, the need to attract more economy in order to develop health via sport, 100-billion dollar trade of athletic goods and high profit due to the selling in worldwide etc. However, Razavi (2005) believes that from Zanak that: logical scheduling

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is necessary for a successful privatization. Besides, Zanak believes that execution without scheduling would destroy and deteriorate the general trust in free bazaar.

Generally speaking, it has to be noted that sport has a positive impact on national economy and the rate of economy investment that is now very low comparing to other developed countries considering restrictions and limitations of private sections to participate in developing the sport. (Razavi *et al.*, 2004)

## **CONCLUSION**

### **Discussion and Conclusion**

Nowadays, the rule of sport from individual, social, economical and cultural viewpoints is inevitable. Athletic activities have a great impact on political, economical, social and cultural aspects of societies. Due to increasing growth and trend of people toward sport and athletic goods, sport can be a lucrative industry. There are some achievements from sport such as player's transfer, coach transfer, TV broadcasting right of play, ticket selling, advertisement, athletic facilities, bet, athletic tourism and sponsors. Besides, sport can produce job opportunities and have much potential to produce jobs.

In social aspect, sport has no identical opportunity for all the people. Men exercises more than women. Lack of facility and time are two main reasons that women do not exercise. This discrimination is the result of women position in society, restriction to the resources and society expectations, rules and their attitude and lack of self-esteem and responsibilities that would finally reduce their freedom and job opportunities.

It was mentioned that sport is a lucrative industry. However, there are some obstacles and difficulties. Most of the athletic principals are dissatisfied about athletic facilities and equipments of sports-player and announce that these facilities are not satisfying. Another important issue is negligible share of Iranian families athletic cost which is significantly less than developed countries. Other than economical problems, athletic matches impose players and fans in a situation that may disobey rules, norms and conventional tasks and lead to aggressive and disobeying confrontations. Besides, Doping as a tool to increase the efficiency of sports-player is another problem that would harm sport.

Another issue in sport is investment. Despite the fact that privatization would increase efficiency and utilization, some of thinkers are opposing theory. Anyway, logical scheduling is necessary for a successful privatization and execution of privatization without planning would destroy the general trust of bazaar.

In general and considering the carried out researches, below hints are necessary:

- Increase in sport share and trying to reach the world standard
- Increase in media advertisement and worldwide understanding in order to inform the people
- Providing the facilities and better conditions for women
- Providing serious and efficient advertisement to inform women the effects of sport in individual and social life
- Educating and informing necessary guidance as the most efficient tool to avoid doping in sports-men
- Assigning locations and entering non-governmental sections in athletic investment in addition to logical scheduling for private sections

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