

# Identifying the Strategies and Consequences of the Development of Iran's Sports Cultural Diplomacy

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## Abstract

**Purpose:** The purpose of the current research was to identify the strategies and consequences of the development of cultural and sports diplomacy in Iran.

**Methods:** This research was of a qualitative type (single method), in terms of the strategy of the data type of the foundation based on a systematic approach or procedure (Strauss and Corbin, 1990). The participants of this research included all specialists and experts, knowledgeable elites and experts (19 people) who have valuable management experience in the field of international relations, diplomacy and culture in the Ministry of Sports and Youth, Federations, the National Olympic and Paralympic Committee, the Ministry of Foreign Affairs, the Ministry culture and Islamic guidance) that were selected using the basis data method (objective judgment). In order to measure the research variables, an in-depth (semi-structured) interview was used. Data analysis was done in foundational data theory based on open, central and selective coding.

**Results:** 440 codes were extracted from nineteen interviews. After extracting similar codes and after examining and putting them together and removing duplicate concepts, 65 main concepts (including 49 concepts in the field of strategies and effective strategies and 16 concepts as consequences of implementing action strategies) were identified, which are in the form of 12 The main categories (8 concepts of sports cultural diplomacy development strategies and 4 concepts of sports cultural diplomacy development consequences) were categorized.

**Conclusion:** Conclusion: Many factors and organizations are involved and effective in the development of Iran's sports cultural diplomacy and the introduction of Iranian-Islamic cultural identity, but despite this, the understanding of the cultural issue with a sports approach in order to create a coherent collection has not reached full maturity. Therefore, it is suggested that there should be unity and coordination between the country's executive bodies that can play a role in the field of cultural diplomacy in sports, and the necessary laws should be adopted to provide a platform for the development of cultural and sports diplomacy.

**Keywords:** diplomacy strategies, consequences of diplomacy, cultural diplomacy, sports diplomacy.

## Introduction

In recent years, culture has become more and more in the focus of attention and many of the current discussions of societies have been placed in the context of culture. Culture shows how people understand each other and communicate with each other's differences. Today, in the shadow of modern global communication and the increasing proximity of nations, the transfer of values and cultural mutual influence is taking shape with wideness and speed. Currently, many thinkers and politicians consider cultural relations and the differences and commonalities of civilization to be the axis of the world's future relations. In order to be more successful, today's nations need a deeper understanding of the religious and philosophical beliefs of other cultures and the attitudes of other societies and nations (Samadi and Ahmadi, 2016, Rostagari Yazdi, 2015, Simber and Moghimi, 2013, quoted by Leonard and Stett, 2002). Sports as a cultural factor and social phenomenon has a special importance in different societies, and this attention to culture explains the importance of culture in the field of sports as a social phenomenon (Moradi et al., 2013, Miriosfi and Selajgeh, 2017, Qeshmi Meimand and colleagues, 2018). One of the most important and prominent means of maintaining the system of countries and its dynamism is culture. All societies consider having a dynamic and sublime culture as one of the symbols of their power and try to develop it by giving coherence to its other components in the field of culture on the one hand and emphasizing their "national values" and "transnational values" on the other hand. And in addition, "cultural values" increase the necessity of this category. Every society insists on its cultural identity and birth certificate and tries to keep the features of such identity alive and defend it as much as it can. Culture and its related issues are considered common among societies. Among the sources of national identity, culture is one of the most important factors, so that when a

person is faced with the question of what his "national identity" is, he considers himself to belong to the country to which he belongs culturally (Sadati-nejad and Qamarian, 2013, Kayani and Sanbeli, 2013).

National identity is one of the basic issues that determine the political, social and cultural orientations of the countries of the world. Identity consists of three layers: "personal identity", "social identity" and national identity. National identity is the highest level of identity, so that culture is a set of traditions, beliefs, values, norms, habits, feelings, assumptions, Expectations and attitudes are combined (Sadatinejad and Qamarian, 2012, Spencer, 2017). Smith (2001) considers national identity as the continuous reproduction in the stability of the pattern of values, symbols, memories, myths and traditions that form the specific heritage of nations and the identity of individuals that are associated with their values, symbols, , memories, myths and traditions. Is related. Therefore, national identity is the creation of human meaning based on an interconnected set of cultural, historical, political, social and geographical features during which people feel solidarity, commitment and loyalty towards it within the framework of membership in a political society. . Sadatinejad and Qamrian, 2012, Smith, 2010). In another view, the connection of racial, ethnic, gender and identity issues with sports and bodybuilding has created different approaches to the category of sports culture. In today's world, sports as an important cultural issue is the basis of many behaviors and social patterns. The fact is that some sports such as hockey, cricket and skiing are due to historical and cultural factors and conditions and are not necessarily natural. Accordingly, ethnic minorities are not the only groups affected by sports (Nuriddinov, 2024). On the other hand, historically, sports, especially with intense and tough competition, have a masculine reputation and directly express strength, courage and above all the superiority of men over women

during the challenges of everyday life and doing things (Moradi et al., 1392, Miriosfi and Selajgeh, 1396, Qeshmi Maimand et al., 1397). On the other hand, sports culture is more than anything affected by the views and opinions that rule it. Like the hijab of Iranian sportswomen, which is a clear example of the expansion of Iranian Islamic vision. Values express what is desirable and what is socially undesirable and condemned. Values may be defined individually or socially. Such as clean sports and condemning the use of doping. Also, the phenomenon of sports has the ability to put the society on the path of progress in an imperceptible way. Football is known as a global phenomenon. One of the behaviors of football players that can express their culture is the behavior of football players in kissing the ground before entering the field or playing a fair game (Hadavi, 2018).

Today, sport is not only entertainment, but it has many capacities that can create huge economic, educational, moral, social, biological and cultural effects (Furley, 2023). In addition to the mentioned topics, the cultural and international roles and functions of sports have also been developed. "Sports diplomacy" is one of the most important issues when governments and nations recognize their cultural capacities to interact with other countries through sports and try to show their cultural identity in sports activities that have a much greater impact (Kobierecki, 2023). Also, "Sports Cultural Diplomacy" is one of the most important issues that states and nations recognize their cultural capacities to interact with other countries through sports and try to show their cultural identity in sports activities that have a great impact. has more Diplomacy can be defined as a tool used by governments, governmental associations and some governmental and non-governmental actors to understand cultures, attitudes and behaviors to create and manage relationships and influence thoughts and practical movements to advance their interests and values (Marwat et al., 2024). In general,

"public diplomacy" involves the implementation of educational, cultural and communication programs by the sponsoring government to influence the public opinion of the target country so that the political leaders of the target country make decisions with the pressure of public opinion. According to the government's foreign policy goals. Supporter by force (Basiri and Khansari Fard, 2014, Javadipour and Rasakh, 2017, Gramwalzi and Dozi, 2015).

Cultural diplomacy is a part of public diplomacy that creates, develops and pursues relations with foreign countries through culture, art and education and tries to influence the public opinion of other countries in the international arena by using culture and cultural elements and components. (Kuruloglu, 2023). Therefore, it can be stated that cultural diplomacy is defined as the art of applying and implementing cultural policies by official representatives of countries. According to Gifford Malone (1985), cultural diplomacy is the creation of communication highways to present the image and values of a nation, while at the same time trying to get real images of other nations and understand their values. Cultural diplomacy can be considered a field of modern diplomacy that deals with creating, developing and pursuing relations with foreign countries through culture, art and education. One of the tools of diplomacy is sports. By using this tool, politicians and statesmen of the world try to create a favorable image of their country among the organizations and governments of other countries by using athletes and sports events. Sports diplomacy is actually the efforts of sports ambassadors of countries in various fields in order to strengthen the favorable image and soft power of a country, for example, the presence of American basketball player Dennis Rodman in North Korea and watching basketball with the president of this country. Korea shows the power of this part of public diplomacy. Or American wrestler Melvin Douglas embracing

the image of Iran's leader in the midst of the seventh Iranian presidential election is another example of the soft power of sports in developing relations between warring countries (Sabzi et al., 2019; Peyman Far). Et al., 2017; Derakhsha and Esmaili Kilishmi, 2015). In this regard, we can refer to the background of the research that the first study, Hayes (2024), shows that sports act as an important channel for the international expansion of culture, values, and even foreign policy goals of a country. This article analyzes two aspects of sports diplomacy. The first is the impact of sports diplomacy on imaging initiatives and the second is its ability to enhance relationship-building efforts between governments. Sports diplomacy is a fascinating form of soft power, its success in international relations is highly dependent on media attention and public perception. Also, the results of Dubinsky's (2024) research on the Olympic Games and Judo Diplomacy (an exploratory discussion on the image of Japan in Tokyo 2020) in order to use the sport of Judo for national branding, public diplomacy and the image of Japan in 2020. Tokyo Olympic Games, Based on three rounds of coding analysis. Manually, four themes emerged from the data: (a) sport and host, (b) global values, (c) geopolitics, and (d) individual and collective. This study is important for increasing knowledge and information about the role of judo, national branding, public diplomacy and country image during a global pandemic and as the Olympic movement enters a new era. The results of the research of Marut et al. (2024) in order to determine the role of sports diplomacy in promoting the views of the spirit of coexistence, positive communication, social inclusion, especially in areas affected by conflict and violence, showed that sports have a very positive role by providing an efficient platform. For the parties involved in the conflict, there is a conflict in management. Two main elements have been highlighted in the research literature that directly affect the

usefulness of sport diplomacy. The first is the availability of financial resources for the rapid implementation of sports events between countries involved in the conflict, and the second is related to the coordination between political will, policy implementation and the actual situation. Literature has confirmed that sports diplomacy has been able to reduce tension and normalize conflict situations. The results of Atkhtmerov and Aminova's (2020) research on sports diplomacy show that sports have historically played an important role in bringing nations and cultures together. Sports can play an effective role in promoting peace, security and sustainable development. Also, the results of the research by Gramolzi and Dozi (2021) show that the global appeal of sports is often considered as a valuable asset of soft power to convey positive messages to foreign people, and with the institutionalization of sports in public diplomacy, Hungary has become A pioneering country in Europe. The country has become central and eastern, and the country continues to make large public investments to attract and organize international sports competitions. In addition, Schneider (2018) concluded in a research that sports can facilitate positive solutions to contemporary global problems through improving international relations. Sports as an international joint activity can cause international interactions, create goodwill between nations and create friendship and loyalty among people of different nations. Sifisozolizi Luo (2010) in a study examining sports as cultural diplomacy; The 2010 World Cup in South Africa's foreign policy states that in order to secure the right to host the 2010 World Cup, leaders used cultural diplomacy and sport as powerful tools to preserve South Africa's prestige, a move that enabled the fact that centuries The sport of this country has been used as a successful tool against racism (Gramolzi and Dozi, 2021; Etkhtamrov and Aminova, 2020; Schneider, 2018; Azhdari, 2016). In internal research, we can refer to

Mohammadi et al.'s research (1401) which showed that religious, socio-cultural, and media factors and requirements, promotion of scientific knowledge, formulation of effective strategy, accountability of political-sports institutions, development of human resources, requirements Structural, , international branding, management factors, event holding and development of international communication is one of the main factors influencing the development of international diplomacy of Iranian women's sports.

In general, the lack of attention to the important category of sports diplomacy has led to the reduction and weakening of Iran's foreign policy resources, and in this way, many of Iran's potential capacities have been disabled, which is considered a great damage to the provision of national interests. Sports diplomacy is a new phenomenon that seeks to increase interaction to open new horizons and perspectives and help to understand culture between people of the world. Sports are a powerful cultural tool for developed countries that attract attention through the media and national successes. In addition, sport is a tool that can fulfill the non-sport goals of governments such as displaying political power, improving economic development, and revitalizing urban areas, and sport is a multidimensional category that is not only a public service, but also has an important aspect. Providing comfort and social welfare is associated with economic activities (Pimanfar et al., 2017; Shariati Faizabadi, 2017). Therefore, according to the specific conditions of the Islamic Republic of Iran, the need to deal with efficient sports diplomacy is doubled (Qadri and Dosti, 1400). As an influential country in the development of regional and international interactions, as well as in terms of governance, Iran is the only religious democracy in the world in terms of political independence. Also, as a regional actor, Iran has many historical-cultural capacities to exert cultural influence in the world. Also, according

to the civilizational, historical, cultural and religious background and according to the Islamic, cultural, ideological and universal nature of those many works and works, including the discredit of the bipolar system ruling the world, presenting the model of religious democracy, the Islamic revival of thought, Cultivation and thinking of anti-authoritarianism and denial of hegemony in the world and strengthening the fight against global Zionism have led to the system of international relations. In addition, Iran's sports diplomacy before the revolution had a passive mechanism, and in fact, the complexity of Pahlavi's foreign policy had sacrificed public diplomacy in general and sports diplomacy in particular in the international arena (Shariati Faizabadi, 2018, Derakhshan and Ismail Kilishmi, 2015, Basiri and Khansari Fard, 2014). Now, according to the above content and considering the strong role of sports diplomacy on the one hand and the key role of Iran in the region and the world, Iran can use sports as a tool to realize the goals and political interests of the country. Also, by presenting its rich culture at the international level, it can neutralize the various pressures of western countries. Therefore, the current research, considering the existing conditions, seeks to answer the question, what are the effective factors in the development of cultural and sports diplomacy, and what consequences can it have?

## Materials and methods

In terms of research method, the current research was qualitative (single method) and in terms of strategy, it was based on the foundation's data approach or procedure. The statistical population of the present study included all specialists, experts and elites who had valuable and managerial experiences in the field of the research subject. The participants in the research include the international relations officials of the Ministry of Sports and Youth, the international relations officials of the Ministry of Foreign Affairs, the cultural deputy

of the Ministry of Culture and Islamic Guidance, and the heads of the football, wrestling, gymnastics, volleyball, taekwondo, karate, basketball, and swimming federations and the head of the committee. They were national Olympic and Paralympic. In order to select the interviewees using the foundation's data method (judgmental goal), knowledgeable elites and experts who were willing to cooperate with this company, useful and specialized records and information were selected and they were asked about the development strategies of Iranian sports. Cultural Diplomacy and its Consequences A survey was conducted (in a targeted judging method, each of the elites was selected as a researcher based on their experience and knowledge) and there were a total of 19 people. In order to measure the validity and reliability of the research, Lincoln and Goba (2013) evaluation method was used. For this purpose, four criteria of validity (believability), transferability, verifiability and reliability were considered for evaluation. Data analysis was done based on open, central, and selective coding in Foundation Data Theory. For this purpose, interviews were first analyzed using the grounded theory method or the grounded theory of analysis and the data were analyzed in

open, central and selective coding stages. In open coding, the data were divided into separate sections and carefully examined to obtain similarities and differences, and questions were raised about the phenomena that the data revealed. In the open coding stage, the concepts related to the development strategies of cultural and sports diplomacy were extracted based on the data theory of the foundation and after comparing the similarities and differences of the concepts, the categories were obtained from the combination of similar concepts. In the axial coding stage, the process of linking categories to subcategories and linking categories at the level of features and dimensions. In axial coding, theorems or axial codes (action strategies and consequences) were formed by examining the relationships between categories. Finally, there was a selective coding stage, which indicated the selection of a category as the main category and the examination of its relationships with other categories.

## Results

The findings of the research initially include the demographic characteristics of the participants, whose report is detailed in Table No. 1.

**Table 1- Demographic information**

Variable	description	Number	percent
<b>Age</b>	35-45	8	36.3
	46-55	5	27.3
	55-65	4	24.3
	65 years and above	2	12.1
<b>Education</b>	Bachelor's degree	2	18.2
	Master's degree	6	36.5
	PhD degree	10	44.5
	Postdoctoral	1	9.1

<b>work experience</b>	Less than 5 years	1	6/1
	5 to 15 years	6	31
	16 to 25 years	8	42.5
	More than 25 years	4	20.5

The research findings in the second part included coding, which was implemented in three stages. In total, codes were extracted from 19 interviews. After extracting similar codes and after examining and putting them together and removing duplicate concepts, 65 main concepts (including 49 concepts in the field of strategies and effective strategies and 16

concepts as consequences of applying action strategies) were identified, which are in the form of 12 The main categories were categorized. The obtained examples and concepts were placed in the form of strategies (8 categories) and consequences (4 categories), which are presented in Table 2.

**Table 2 – Three-Step Coding: Concepts, Categories, and Core Themes**

Row	Concepts	Categories	Core Theme (Axial Code)	Interview Markers
1	Using virtual platforms and e-sports for cultural development	Use of technology and media	Management & Strategic Planning	P2, P3, P4, P10, P14
2	Production of attractive cultural content	Use of technology and media	Management & Strategic Planning	
3	Promoting cultural participation in sports via media	Use of technology and media	Management & Strategic Planning	
4	Holding regular meetings among national sports officials	Synergistic interaction	Management & Strategic Planning	P1, P6, P7, P8, P11, P17, P18, P19
5	Coordination with ambassadors in host countries before dispatching teams	Synergistic interaction	Management & Strategic Planning	
6	Inter-ministerial coordination (Sports, Education, Culture, Tourism, etc.) for cultural synergy	Synergistic interaction	Management & Strategic Planning	
7	Learning from previous managers' experiences	Learning experience	from Management & Strategic Planning	P1, P2, P8, P9, P10, P13
8	Localization of global best practices	Learning experience	from Management & Strategic Planning	
9	Identifying strengths and weaknesses of past cultural practices	Learning experience	from Management & Strategic Planning	
10	Utilizing intellectual ambassadors for cultural modeling	Learning experience	from Management & Strategic Planning	
11	Sister city programs with foreign cities	Cultural unification	Management & Strategic Planning	P5, P6, P8, P13, P14, P16, P17, P18
12	Presenting Iranian cultural programs globally, not limited to elite sports	Cultural unification	Management & Strategic Planning	
13	Recruiting foreign players into Iranian clubs	Cultural unification	Management & Strategic Planning	
14	Collaboration with countries with shared	Cultural unification	Management &	

Row	Concepts	Categories	Core Theme (Axial Code)	Interview Markers
	culture and language		Strategic Planning	
15	Sending Iranian athletes abroad	Cultural unification	Management & Strategic Planning	
16	Appointing qualified individuals to key cultural-sports posts	Empowering human resources	Management & Strategic Planning	P1, P2, P3, P4, P6, P8, P10, P11, P12, P14, P15, P17, P18
17	Changing officials' perspective on cultural diplomacy	Empowering human resources	Management & Strategic Planning	
18	Organizing professional training on international protocol and etiquette	Empowering human resources	Management & Strategic Planning	
19	Involving experts in cultural diplomacy planning	Empowering human resources	Management & Strategic Planning	
20	Educating teams on host country laws and internal regulations	Empowering human resources	Management & Strategic Planning	
21	Achieving financial independence in sports	Management and financial planning	Management & Strategic Planning	P1, P2, P5, P7, P9, P11, P13, P15, P16, P19
22	Developing ethical standards for athletes and coaches	Management and financial planning	Management & Strategic Planning	
23	Gaining seats in international sports organizations	Management and financial planning	Management & Strategic Planning	
24	Compliance with international sports laws	Management and financial planning	Management & Strategic Planning	
25	Inclusion of sports in Iran's cultural commissions	Management and financial planning	Management & Strategic Planning	
26	Ensuring management stability	Management and financial planning	Management & Strategic Planning	
27	Professional commitments from athletes	Management and financial planning	Management & Strategic Planning	
28	Clarifying responsibilities of ministries for international team dispatch	Management and financial planning	Management & Strategic Planning	
29	Shifting government role from ownership to supervision	Management and financial planning	Management & Strategic Planning	
30	Training athletes as cultural ambassadors	Cultural appreciation	Cultural Development	P2, P3, P4, P5, P6, P7, P9, P12, P13, P14, P17
31	Promoting traditional values at all levels of sports	Cultural appreciation	Cultural Development	
32	Leveraging tourism and historical heritage capacity	Cultural appreciation	Cultural Development	
33	Representing cultural heritage through sport symbolism	Cultural appreciation	Cultural Development	
34	Honoring culturally and morally outstanding athletes	Cultural appreciation	Cultural Development	
35	Developing cultural standards for fans (protest culture, support, etc.)	Cultural appreciation	Cultural Development	
36	Developing sports for workers and employees	Cultural appreciation	Cultural Development	
37	Strengthening national identity through school sports education	Cultural appreciation	Cultural Development	
38	Promoting social responsibility among athletes and clubs	Cultural appreciation	Cultural Development	
39	Utilizing private sector potential in sport	Cultural capacity	Cultural	P5, P9, P13, P16, P17,

Row	Concepts	Categories	Core Theme (Axial Code)	Interview Markers
	development	building	Development	P18
40	Leveraging ethnic and regional cultural capacities	Cultural building	capacity Cultural Development	
41	Budget decentralization and infrastructure based on popular sports	Cultural building	capacity Cultural Development	
42	Promoting inclusive sports as cultural infrastructure	Cultural building	capacity Cultural Development	
43	Presenting national capabilities through hosting international matches	Cultural building	capacity Cultural Development	
44	Protecting domestic sports (hardware/software)	Cultural building	capacity Cultural Development	
45	Organizing national/local traditional sports festivals	Cultural building	capacity Cultural Development	
46	Accompanying the Minister of Sports with the President in international visits	Cultural building	capacity Cultural Development	
47	Government support for cultural-sport infrastructure	Cultural building	capacity Cultural Development	
48	Integrating ancient/moral sports in schools	Cultural building	capacity Cultural Development	
49	Holding cultural-sport events with invited foreign ambassadors	Cultural building	capacity Cultural Development	
50	Shaping public opinion positively	Social development	Consequences	P1, P3, P4, P7, P13, P16, P19
51	Enhancing collective psychological wellbeing	Social development	Consequences	
52	Reducing hooliganism in sports	Social development	Consequences	
53	Promoting national culture through sports	Social development	Consequences	
54	Increasing national pride and international recognition	National building	identity Consequences	P2, P12, P13, P17, P19
55	Sharing local culture via public sports engagement	National building	identity Consequences	
56	Educating a new sport-loving generation	National building	identity Consequences	
57	Creating social capital through sports	National building	identity Consequences	
58	Mobilizing economic resources	Economic development	Consequences	P1, P3, P9, P10, P16, P18, P19
59	Attracting hosting opportunities for major events	Economic development	Consequences	
60	Developing sports tourism	Economic development	Consequences	
61	Drawing media attention	Economic development	Consequences	
62	Attracting investors	Economic development	Consequences	
63	Utilizing sports diplomacy to resolve political tensions	Resolving international disputes	Consequences	P2, P4, P5, P6, P7, P8, P9, P10
64	Reducing political conflicts during global competitions	Resolving international disputes	Consequences	

Row	Concepts	Categories	Core Theme (Axial Code)	Interview Markers
65	Promoting global culture and peace through sports	Resolving international disputes	Consequences	

### Axial Coding:

Axial coding is the process of relating categories to subcategories and linking categories at the level of features and dimensions. This coding is called axial because it is described around the axis of the category. At this stage, one of the categories is selected as the axis and placed in the center of attention, and other categories are theoretically related to it. The connection between the central category and the categories is realized in this stage. These categories include: strategies and consequences

### Selective encoding:

After all the data were open and axially coded, it was time to group them. In fact, the goal of fundamental theorizing is to generate theory, not to simply describe the phenomenon. In order to turn analyzes into theory, the categories must be systematically linked to each other. Selective coding based on the results of the previous two stages of coding is the main stage of theorizing. In grouping the codes, the core codes extracted from the interviews were grouped and then the created groups were compared with each other to identify and extract the main groups and dimensions of each. Of course, at this stage, referring to the theoretical research literature helps a lot to make the groupings more accurate. Now, with the clarification of the mentioned cases, by placing the categories of this research, it is presented.

### Discussion

The results of the study of strategies (strategies of action) for the development of Iran's sports

cultural diplomacy showed that through management and optimal planning by the stakeholders, it will improve and develop Iran's sports cultural diplomacy. This strategy will be made possible by using technology and media, synergy, experiential learning, alliance creation, human power empowerment, management and planning, cultural values and cultural capacity building. The results of the present research are in agreement with the results of Mohammad Hassan et al. 2016), Zhao and Kenjinig (2021), Atkhtmerov and Aminova (2020), Trankoz and Heyer (2017), is consistent. It seems that the reason for the alignment of the research results with the present research is because the development of sports cultural diplomacy is affected by various factors and organizations in the field of culture, including the Ministry of Education and Culture, the Ministry of Science, the Ministry of Sports and Youth, the Ministry of Culture and Islamic Guidance, They are clubs, federations, the National Olympic and Paralympic Committee and municipalities. Therefore, by using synergy and coordination between related organizations and ministries and using educational capacities and modeling through training and exchange of experiences through excellent and trained people, it will show Iran's cultural capacities and cultural identity even more. Also, according to the extent of culture and the factors and organizations influencing it, proper management and planning depend on the creation and use of appropriate strategic models. Management and strategic planning that includes different aspects of this phenomenon and is influenced by the values of Iranian society and seeks to formulate a road map for its development. Therefore, in order to

advance the goals in the direction of the development of Iran's sports cultural diplomacy, it is necessary to attract and empower managers in order to obtain international seats, host international events, prepare ethical and behavioral standards for athletes and coaches, comply with international sports laws, the presence of the sports committee in the cultural commission, management stability. Choosing competent people in sports cultural positions, changing the way officials look at cultural diplomacy through sports, holding necessary specialized courses in the field of international relations, using experts to standardize goals and teach rules, using the capacity of sports legends and heroes, transnational communication of teams., coaches and athletes pointed out.

In addition, countries try to expand their position in the international arena through the display of their culture in various events, especially sports events, so in order to introduce the cultural capacities of Islamic Iran, technology, media, virtual space and content production should be used to introduce and Iranian-Islamic cultural promotion used. In addition to introducing Iran's cultural characteristics, the media can play a significant role in transmitting values, customs (the presence of athletes, especially veiled women in official competitions). On the other hand, it should be said that the culture of a nation is influenced by insights, ruling ideas and social values, goals and ideals. In other words, culture is an integrated pattern of ideas, behaviors, which depends a lot on intellectual capacities and social learning. Because sports have the potential to influence the collective thinking and behavior of the masses and provide opportunities for people to connect with people, which in turn affects political thinking. This will also create trust and solidarity among people in the community. Therefore, using this strategy and with the help of sports legends (responsible behavior of legends such as Takhti, Ali Daei, etc.) can be used to create

internal solidarity.

The results of the investigation of the consequences of the cultural diplomacy of sports in Iran showed that the consequences and results of using the development strategies of cultural diplomacy of sports in Iran lead to sustainable development / sports in the role of soft power, and the consequences of the proposed strategies lead to improvement and social development, identity formation, economic development and conflict resolution. It becomes international. If the stakeholders formulate the strategies for the development of Iran's sports cultural diplomacy correctly and provide appropriate processes and paths, if these adopted processes have a suitable output, they can lead to consequences that improve and develop interactions through culture and the resulting sports. will be. The first consequence of the implementation of the proposed strategies for the development of Iran's sports cultural diplomacy was the consequence of social development. The results of the present research regarding the social consequences of the development of Iran's sports cultural diplomacy are in line with the research results of Min and Chu (2019), Sabzi et al. (2019). It seems that the possible reason for the alignment is because the human behavior and human values of Iranian athletes and sports legends in international and global competitions in the form of fair play (Gholamreza Takhti, etc.) in addition to the development of cultural concepts in the global arena, have good consequences in the field. It also has an interior.

In addition, sports as a diplomatic tool in cultural interactions will be an important factor in reconciliation or unity, trust building, persuasion and participation. Also, considering the widespread pressure of negative propaganda against Iran, the use of tools to promote sports cultural diplomacy, including sports ambassadors, holding friendly matches can reduce this amount of negative propaganda to some extent and connect Iran's relations with

other countries. Because creating a sense of peace and friendship can provide the basis for reducing tension and negative propaganda against Iran, and it will inspire a positive vision for the world and cause international respect. As a result of this, it will improve and correct the image of Iran, strengthen friendship, increase peace, achieve goals, be open to the public, and transfer the native-local and regional culture of Iran. Therefore, it should be said that the development of Iran's sports cultural diplomacy in the field of social development will lead to positive shaping of public opinion, improvement of mental conditions and cultural development through sports.

On the other hand, the results of the present research regarding identity formation as one of the consequences of the development of Iran's sports cultural diplomacy are in line with the research results of Hayes (2024), Gramolzi and Duszi, Zhao and Kenijnig (2021), Schneider (2018). It seems that the possible reason for the alignment of the results of this research with the research done is because the culture of a nation is more than anything influenced by the views and opinions that govern it and sports can be an important channel for the international expansion of culture, values and Even the goals of a country's foreign policy work. The approval of permission for the presence of veiled Iranian women (as a part of Iranian-Islamic identity) in international arenas is a clear example of the spread of Iranian-Islamic vision in sports.

In addition to this, the cultural behavior of heroes as symbolic characters of a nation is affected by many factors such as values, social ideals, traditions, customs and ethics. For example, he mentioned the qualities of chivalry and chivalry that led to the need to formulate guidelines for conducting chivalrous competitions in world sports federations. Also, the attention and preservation of the environment as a popular culture among

different nations, a clear example of which was the image of the endangered Iranian cheetah in the World Cup football matches on the shirt of the Iranian national football team.

## Conclusion

The results of the present research regarding the economic consequence as one of the consequences of the development of sports cultural diplomacy are in line with the results of the research by Mohammad Hassan et al. (1402), Karimi et al. (1401), Mousavi Gregari et al. It seems that the possible reason for this alignment is because sport is a universal phenomenon and because of its attraction between nations, it facilitates the opportunity to interact with the cultures of other nations and provides the ground for greater understanding and communication, which causes a decrease in There will be various sanctions, especially the economic sanctions of the last few years. This has provided suitable grounds for Iran, and in this way, in addition to increasing relations, it will expand other areas and economic interests of Iran through hosting competitions. Therefore, based on the obtained results, it should be said that the development of Iran's sports cultural diplomacy in the field of economic consequences will lead to collecting resources and benefiting from them, hosting major events and attracting investors.

Another consequence of the development of sports cultural diplomacy is the resolution of international disputes, which is confirmed by the results of research conducted by Marwat et al., Dubinsky (2024), Mousavi Gregori et al. ), Qadri et al. (1400), Sabzi et al. It seems that the possible reason for this alignment is because sport has a very positive role in conflict management by providing an efficient platform for the parties involved in the conflict. Sports diplomacy has been able to reduce the tension and normalize the conflict situation. Cricket diplomacy between India and Pakistan is a testament to the positivity of sport. Cricket has been the most popular game in both countries

to the extent that cricket has also become a source of marital bonds between the people of the two countries. Also, participation in international sports competitions and arenas can lead to the formation of closer and more intimate relations between Iran and other countries and can increase peace and friendship. A clear example of that was the game between Iran and the United States, which was held in a friendly atmosphere without any differences between the two countries, and there were even whispers of peace between the two countries. When Iranian athletes, like other countries, gather to participate in world, Olympic, continental or friendly sports competitions and enter the sports fields, an opportunity is provided for them to cross national borders and establish friendly relations in international scenes. It has an effect in consolidating the foundations of peace and peaceful coexistence in the world. This provides a platform for reducing sanctions and hostilities and creates a ground for countries to resume their diplomatic relations with Iran. Therefore, according to the results of the research and the stated contents, the development of Iran's sports cultural diplomacy will solve the political knots between Iran and other countries, reduce political conflicts and develop culture and peace. Therefore, in response to the main research question of identifying the strategies for the development of Iran's sports cultural diplomacy and its consequences, it can be said that, in order to develop Iran's sports cultural diplomacy and introduce the identity of Iranian-Islamic culture, several factors and organizations are involved and effective, but with this The existence of an understanding of the cultural issue with the approach of sports has not been fully matured, for this reason and in order to create a coherent and balanced set of determining factors in the development of Iran's sports cultural diplomacy and the dissemination of a culturally appropriate policy, it requires the synergy of the custodian and beneficiary

organizations in the matter of diplomacy. Sports culture, by using the cultural capacities of sports, the capability of human resources in introducing, transferring and spreading the values, customs, beliefs governing Iranian-Islamic culture, removing legal and managerial obstacles and contradictions, and using optimal management and planning strategies to In addition to developing interactions and improving cultural diplomacy, it should cause sustainable development (social, cultural, economic development), improve and promote Iranian-Islamic identity and resolve international disputes. Therefore, according to the results of the research, it is suggested that the Ministry of Sports and Youth:

- 1- In an interactive process with the interested educational organizations such as the Ministry of Education, the Ministry of Science and research institutes to produce the content of "sports culture with examples of heroes, events, international relations and ..." for inclusion in various textbooks and Educational references.
- 2- In interaction with interested national and international executive organizations, such as the Ministry of Guidance and the Ministry of Foreign Affairs, to formulate strategies for spreading the culture of sports with an Iranian-Islamic approach, in the form of national festivals, using sports as soft power in international interactions and... To do
- 3- In the form of a single model, with competent organizations such as the National Olympic and Paralympic Committee, sports federations and general administrations of the provinces, under the governance of the Supreme Council of Sports, to develop and implement a special cultural protocol for the country's elite sports heroes, as ambassadors of Iranian culture. - Islamic, in national and international arenas.
- 4- Carefully study the mission of the interested organizations in theory regarding cultural issues, commonalities and differences in the

form of an engagement letter and consider legal solutions to guarantee implementation.

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