The Impact of National Events on the Development of Public and Rural Sports

(A Case Study of Flag Cup)

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Abstract

Purpose: The current research's purpose was to examine the impact of national events on the development of public and rural sports (Flag case study). The research was applied in terms of purpose and qualitative research with Glazer's unstructured method.

Method: The statistical community consists of experts who have scientific, executive, or both expertise in the field of sports management (headquarters managers of Pragham Cup competitions, heads of provincial teams, and academic staff members familiar with the research topic). To conduct an in-depth and semi-structured interview, the managers of the headquarters level of the Flag Cup competitions, the heads of the provincial committees, and the academic staff members familiar with the subject of the research were selected by purposeful sampling and then expressed their opinions and views on the interview questions. Sampling continued until data saturation.

Results: As a result, 12 people participated in this research in the qualitative section to conduct interviews. The reliability of the interviews was obtained using the intra-subject agreement study method of 0.75. For data analysis, the method of continuous comparison was used during three stages of open, central, and selective coding by Max Kyoda software version 2018. 134 codes were obtained in the open coding stage and 8 axes were obtained in axial coding.

Conclusion: Finally, holding national events has a role in the development of infrastructure and facilities, equitable distribution of sport per capita, economic development, cognitive development of the population, development of empathy and friendship between the community, managerial development, educational improvement, and behavioral development in public sports.

Keywords: national events, public and rural sports, Flag Cup.

Introduction

Today, we are witnessing the formation of a global village and a world in which all people from different nations participate in the formation and presentation of its events. The revival of the modern Olympic Games led to the formation of various sports federations in the world and the increase in people's participation in sports and watching sports. This popularity caused the creation, multiplicity, and diversity of international sports events and sports organizations. Major sports events are international sports competitions in which professional and elite sportsmen compete, such as the Olympic Games, the Football World Cup, motor racing and motorcycling races, Formula One races, and smaller scale events such as the Asian Games and Confederations Cup and World Student Tournaments (Dulles and Soderman, 2008). Sports events are an important part of today's culture and society, increasing every year. Events can fulfill basic human needs such as physical, mental, and individual needs and play multiple roles including cultural heritage, cultural awareness, community development, and tourism. Not perform Events provide an opportunity for people to interact with each other and strengthen the sense of belonging and social cohesion. (Khodabakhshian, 2014). Many big sports events are held every year in different parts of the world and due to the attractive nature of sports and people's great interest in watching these events, the attention of the media, politicians, industrial owners, and other national and international interest groups has been drawn to it. Is; So that these events have become a suitable tool to attract the attention of different nations of the world to the specific geographical location of the host country (Getz, 1997). Major cities around the world have seriously focused their city marketing efforts on major sports events; For example, the city of Manchester in the competition of the Commonwealth of Los Angeles, Istanbul, Beijing, and London for the Olympic Games

are examples of this case, which have been able to bring many benefits to different sectors such as the tourism industry, attracting financial sponsors. , exposure in the media, the development of the sports industry, the quality of life of the host community, etc. (Kapalanidou and Karadakis, 2010). On the other hand, the issue of requesting to host big events has become part of the development strategies of cities and countries. Today, many cities are requesting to host big events as a way for the sustainable development of their city and country, and the request to host big sports events is considered a tool to stimulate and move faster and more effectively the development train of these countries; Therefore, hosting major sports events such as the Olympic Games can have many effects on economic, social and urban development, such as attracting domestic and foreign investment, tourism boom, creating employment and business opportunities, developing and promoting sports among the people, leading Social changes, urban revitalization, etc. are effective (Uzbi, 2011). The results of the research of Javadzadeh and Salarian (2016) show that holding sports events in the city of Tehran, attracting a large number of sports tourists and creating jobs, developing private and public sector investment, generating income and improving the living standards of the community, creating and standardizing infrastructure and the new facility improves the perception of the destination, branding and increasing international prestige, and improves sports entertainment. Eidi and Yousefi (2015) believe that hosting opportunities include the development of infrastructure, tourism industry, increasing Iran's currency, and improving social relations. Leo et al. (2019) indicate that the most important weaknesses and strengths, threats and opportunities of organizing large sports events in addition to the conditions governing the countries are: public acceptance of organizing large sports events, having short programs within the program Strategies for

organizing major sports events are having the plan to participate in the process of obtaining hosting, economic benefits, having sufficient resources for hosting, knowledge, and science of organizing major sports events, following the process of organizing the Olympic Games and the World Cup. Prius (2019) states that the most important strategies developed for hosting and organizing the 2012 London Olympics are increasing the income from television broadcasting rights, increasing ticket sales for various competitions, and increasing the number of tourists. According to referring to the vision document of the Islamic Republic of Iran in the horizon of 1404, the necessity of development and setting goals in the national vision document based on development, security, welfare, and social development, creating a suitable image of the country and setting an example for other countries and having Constructive and effective interaction with the world is observed. In this regard, major sports events will provide a suitable basis for achieving countries' development goals. Along with the developments of the sport, our country has organized various events in the world and the region. Sports of our country (winning second place in the Asian Games with 81 medals), for the first time the Asian Games were held in Tehran. After the victory of the Islamic revolution and the political and social developments in the country until now, holding a major sports event in Iran has faced various challenges. On the other hand, due to the

numerous social, economic, communication, political, and sports benefits that major sports events bring to the host society, attention should be paid to hosting these events to promote various economic sectors, social and political groups, and organizations and especially the sports industry will be important in our country.

Materials and Methods

In terms of the nature of the research, the present research is exploratory-applied; the manner and method of research, is qualitative; the ruling paradigm of research is interpretive; and the method of data analysis is Glazer's unstructured method and the source of data collection includes interviews. The statistical community consists of experts who have scientific, executive, or both expertise in the field of sports management (headquarters managers of the Flag Cup competitions, heads of provincial committees, and academic staff members familiar with the research topic). To conduct an in-depth and semi-structured interview, the managers of the headquarters level of the Flag Cup competitions, the heads of the provincial committees, and the academic staff members familiar with the subject of the research were selected by purposeful sampling and then expressed their opinions and views on the interview questions. Sampling continued until data saturation. As a result, 12 people participated in the qualitative section to conduct interviews in this research.

Table 1. Expertise status of the interviewees

Frequency	Abundance	Expertise
41.66	5	Headquarters managers of the Flag Cup competitions
33.34	4	Heads of provincial delegations
25	3	Faculty Members
100	12	Total

To check the reliability of the interview, the within-subject agreement method of two coders

was used. For this purpose, a PhD student in sports management was asked to participate as

a research associate in the coding department in the present study; three interviews were selected and the results of two people's coding are reported in the table. Also, the intra-subject reliability percentage was calculated from the following formula.

Table 2. Data reliability

Reliability of the test	Lack of agreements	Number of agreements	Total number of codes	The title of the interview
0.80	6	4	10	Reliability of the test
0.75	10	6	16	Second interview
0.71	9	5	14	The third interview
0.75	25	15	40	Total

Results

To analyze the conducted interviews, the grounded theory method was used. This method has three steps. The first step is open coding. Open coding is the process of analysis through which concepts are identified and their features and dimensions are discovered in the data. At this stage, the data theorist of the foundation forms the primary categories of information about the phenomenon under study by segmenting the information. In other words, to extract the data from the interviews conducted in the open coding stage, after the implementation of the interviews into the text, open coding is done by coding the key concepts. And by analyzing the text of the existing interviews, primary open codes are created. In this research, 134 codes were obtained from the 12 interviews conducted, and after summarizing similar codes, the final number of open codes was 60.

In the second stage, axial coding was done. Axial coding is the process of relating categories and linking categories at the level of characteristics and dimensions. This coding is called axial because coding is realized around the axis of a category. At this stage, the categories, characteristics, and dimensions resulting from open coding are compiled and put in place to create an increasing knowledge about relationships. In other words, axial coding creates categories and subcategories. At this stage, all the final open codes have been reviewed and compared with the research literature.

Table 3. Core category and final open codes

The ultimate open source		Social categories
Increasing the capacity of sports facilities and equipment	Renovation and improvement of public sports facilities	Development of infrastructure and facilities
Creating a physical legacy with event-related sports arenas	Standardization of sports facilities and equipment	
Increasing income generation for the provinces that host the competitions	Increasing the incomes of the host community	Economic development of public and rural sports
Creating entrepreneurship and	Using grants from the Ministry of	

development related to public sports	Sports and Youth	
	Create an opportunity to attract sponsors	
Cultivating the commitment and responsibility of the target community Creating a sense of identity, belonging, and social dependence Collectivism and establishing a friendship	Creating a friendly and social atmosphere in the society Separation of people from everyday mental and intellectual occupation Creating unity and empathy among the general public	Developing empathy and camaraderie among the general sports community
Creating an exchange of opinions between different levels of society Development of the level of physical and mental health at different levels of society Development of the level of vitality and vitality of different levels of society Institutionalize and become a habit with exercise	Training and development of new skills Earning the credit of the people present in the competitions Increasing the awareness of the host community with different cultures and customs	Educational promotion in public sports
Legal support for the developers of public sports Policy development in public sports	Fair distribution of places and facilities Providing public facilities for public sports Low sports per capita in the country	Development of equitable distribution of public sports per capita
Directing and managing the private sector Close communication with successful countries in holding public competitions	Identifying different populations in public sports Identification of racial diversity in public sports of the country Attention to religious minorities in public sports in the country	Cognitive development of the general sports population
Development of interdepartmental relations	Organizing public sports	Management development of public sports
Increasing the productivity of popular sports management	Effectiveness in behavioral and moral modeling in sports, increasing social responsibilities	Behavioral Development in public sports

The third step is to use selective coding

Selective coding is the process of selecting the

main category, systematically relating it to other categories, verifying the validity of these

relationships, and completing the categories that need further refinement and development. Selective coding based on the results of open coding and axial coding is the main stage of theorizing. In this way, it systematically relates the central category to other categories and presents those relationships in the framework of a narrative, and corrects the categories that need further improvement and development. In the present research, the obtained results are presented in the form of a model. This theory describes the mechanisms through which the target community of the research can identify the needs for the development of public and rural sports and take steps towards achieving success according to the identified components obtained.

Table 4. Final axes

Development of equitable distribution of public sports per capita	Development of infrastructure and facilities
Cognitive development of the general sports population	Economic development of public and rural sports
Management development of public sports	Developing empathy and camaraderie among the general sports community
Behavioral Development in public sports	Educational promotion in public sports

Discussion

The results of the research showed that national events play a role in the development of the infrastructure and facilities of public and rural sports. The results of the research are consistent with the results of Farahani, Hosseini, and Moradi (2016), and Ademan Chi et al. (2015). Safari (2013) believes that different people have different understandings of environmental conditions, individual characteristics, and services towards sports, and usually, they are hidden processes; However, the effects of the infrastructure and facilities of public and rural sports have a clearer example in the society, so the development of infrastructure and facilities plays the largest contribution and the most important role in the development of public and rural sports. But beyond the quality of services and resources, it is the type of intervention and management effectiveness that creates a higher level of sports participation in society.

Considering that most of the environmental components affecting people's tendency to exercise are related to the structure of the exercise system, they are specialized; therefore, the effect of services and infrastructure takes precedence over environmental factors. Based on the results of the research and the basics of the structure of public sports, it can be said that attracting people to public sports is ultimately done by individual components. Sports services and resources are motivating and attractive to sports participation, and environmental characteristics create demand for sports activities in people, management is an institution that sees a large part of the quality and quantity of service provision, and environmental characteristics within its reach. And can intervene in them, which is the main direction of the development of public sports.

The research results showed that national events play a role in the economic development

of public and rural sports. The results of the research are consistent with the research results of Nowrozi et al. Liu (2009) believes that people's residential status and access to sports space, use of natural spaces, squares, and parks, and use of special climatic conditions throughout the year emphasize; They have reported a high correlation between these variables with sports participation in national events. In addition, for the development of public and rural sports, society needs to improve the social and organizational environment to change the general attitude, which can be achieved by holding national events such as the Flag Cup. Economic and political development is the prelude to cultural and ideological development. Considering the structure of urban and industrial life today, as well as the cost of participating in many types of sports, economic and industrial development has a great impact on the development of community and rural sports.

The research results showed that national events play a role in the managerial development of public and rural sports. Managerial development is one of the factors whose weakness causes a decrease in people's participation in sports activities. The systemic approach also confirms this issue. Managers and officials of departments and organizations should review their attitude towards the functions of sports, especially programs related to educational and recreational sports at different levels of society, and support public and rural sports programs, especially the holding of national events. Fortunately, there are approved laws in this field, but in many cases, they are not implemented properly. Managers can provide the ground for holding competitions in sports programs by procuring equipment and facilities as well as encouraging processes. In many countries, codified and organized and even free programs for participating in educational and training sports are designed and advertised for all sections of society. Entertainment along with competitions

have been prioritized. This is even though this issue has not yet found its main place in our country. Many managers tend to spend sports budgets in other places that are more important to them, which of course is a big mistake. Managers should pay attention to a set of interconnected factors for the participation of community members in sports programs and activities.

The results of the research showed that national events play a role in the development of empathy and friendship between the public and rural sports communities. To achieve empathy and harmony, different societies are looking for factors and backgrounds that, in addition to creating a valuable spirit of harmony and empathy, provide new opportunities to be together. One of the ways to create a platform for convergence among different ethnic groups is to use the capacity of group activities; Activities that will improve the unity and one color among every member of the society and on the other hand strengthen the spirit of patriotism and pride for their land. Holding national events and interaction between athletes and different clubs can be effective and communicate with the audience, and national events introduce themselves to the audience in a way, and this leads to networking in sports.

The results of the research showed that national events play a role in promoting education in public and rural sports. If a person is not aware of the opportunities and benefits of doing something, he cannot participate in an activity. Research has shown that a person's awareness and attitude towards activities that have not been done yet are created through external influences such as social and cultural beliefs, media, family, peers, and the environment. These factors affect the construction of the perceived and perceived identities of the individual. A person's perceived or intended identity is important because it influences his choices. In other words, in a decision-making context, the selected options that are consistent

with the perceived or desired identities of the individual are likely to be considered in the set.

The results of the research showed that national events play a role in the development of fair distribution per capita of public and rural sports. The spread of cultural and social damage reduces the quality of urban life and even hurts the process of attracting the participation of the private sector and the development of the tourism industry. Therefore, we must move in the direction that the necessary facilities are available to all sections of society to enrich leisure time healthily. And at the head of them is the sustainable development of public sports through holding national events. Spending money in the direction of developing sports infrastructure and building cultural and sports complexes in disadvantaged and less privileged areas is considered the best investment for having a healthy and advanced society, and in such an environment, injuries do not have the necessary space to expand and People prefer to release their energy in the right place.

Conclusion

In general, by using the obtained results, it is possible to create morning and evening sports centers in rural areas or villages with more than 2,000 people and live broadcast and cover it through provincial and national radio and television, and launch-related television competitions with related information. with traditional games and sports and public sports, as well as setting up SMS competitions, live broadcasts, and reports of rural competitions and public sports that require skilled movements, to familiarize the general public with how to perform sports movements of this category of games Optimum use of mass media, especially radio, television, and internet to promote public sports in national events, creating a comprehensive system of statistics and information on the facilities and equipment of public sports, participation rate, people's interests in sports, as well as information of other organizations Involved and the activities done by them are suggested.

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