



Research Article

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Designing and Formulating A Strategy for The Development of Public Sports



Mohammad Saeid Kiani^{1*} and Shahab Bahrami²

¹Department of Sports Management, Kermanshah Branch, Islamic Azad University, Iran

²Department of Sports Management, Kermanshah Branch, Islamic Azad University, Iran

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***Corresponding author:** Mohammad Saeid Kiani, Department of Sports Management, Kermanshah Branch, Islamic Azad University, Kermanshah, Iran

Abstract

The aim of this research is, designing and composing the development for strategy of sport for general in Kermanshah province. Statistic society involved all the managers and experts in the organization of sport and youth in Kermanshah. Statistical sampling included 65 experts and managers from Kermanshah province. The used tool for collecting data was Mohagheh questionnaire which its reliability by 5 related professors and its validity by cronbach alpha method (87%) were confirmed. Questionnaire involved 80 question that 40 question was related to strength, weakness point, chance and threats of general sport and 40 question was related to strength, weakness point, chance and threats of athletic sport in Kermanshah, respectively. Data was analysed by descriptive statistic and Friedman test. Also, after analyzing strength, weakness, chances, threats and form of evaluation matrix from internal and external factors of general sport in Kermanshah, became distinct that organization of sport and youth should use defense strategy in the field of general.

Keywords: Organization of sport and youth in Kermanshah; General sport; Strategy composing

Introduction

Exercise is very important throughout life and it gives people a good time to spend their leisure time and has a great impact on their physical and mental health. Many adverse effects on the social, economic, marital status, heredity and the like are reduced or even eliminated through exercise. Gooderz Life in today's world has taken the quick initiative of man and made him into motor poverty, and this motor poverty has created several physical, psychological, and social problems for him. Exercise as a strategic solution and general exercise as an inexpensive and exhilarating means can solve this problem in a desirable way. Honorable Mentioner (Public sport is an attempt to promote sport among all segments of society and has health, social and cultural effects. Today, about 50 sports around the world are recognized as universal sports and range from slow running to the Olympic Games. Some experts consider general sport to be a sport that is generally applicable under any circumstances and does not require specialized facilities and facilities and is implemented for health and leisure activities [1]. In the view of the International Olympic Committee (2003), mass sport is a sport that can be

practiced by all societies regardless of age, sex, race, and social class. Javadipour & Samia The World Health Organization (2003) considers public sports to be the least accessible to all in the community, with the aim of promoting such physical and mental well-being. Javadipour & Samia. Public exercise pursues goals such as maintaining health, generalizing health, growing, and strengthening physical strength, preparing for defense activities, gaining vitality and vitality, and achieving professional and professional success. These goals are promoted with little change in most human societies and, where necessary, emphasized on one or more goals. With the industrialization of societies and the increase of leisure time, public exercise is pursued for the purpose of entertaining and creating vitality and health. Ghalnia et al. By increasing health and vitality in the community, public exercise reduces health care costs and increases the productivity of the workforce, thereby contributing to the overall development of that community. In addition, mass sport in a society has desirable functions such as enhancing empathy, fostering solidarity and social participation to help the process of socialization of individuals. Toloo Ashghali et al. Despite widespread evidence

of physical activity benefits, reports from around the world still show a high percentage of inactive people. Therefore, the need to change behaviors is strongly felt. Since movement, life and human dynamics, and lack of mobility or mobility deficiency at any age are associated with life-threatening obesity, muscle weakness, circulatory diseases, respiratory and mental disorders, urbanization and modernity through reduced physical activity, They have a major role in the prevalence of obesity in the world. It has been well established that obesity is associated with cardiovascular disease, hypertension, type 2 diabetes, metabolic diseases, and some types of cancer Javadipour & Samia. Therefore, the necessity of practicing physical education and regular and regular exercise in this regard seems to be vital. Nowadays it is clear that the structure of organizations is so complicated that they cannot survive without precise planning. Sports organizations are no exception. Planning in sports organizations like any other organization is considered the most important task of management. In fact, planning in a sports organization causes the goals of all group activities and efforts to be determined and how to achieve those goals is planned Muzaffar. Many scholars have examined the importance of strategic planning in various aspects [2-4] and all agree on the correlation of strategic planning with the optimal performance of the organization [5].

Strategic planning looks to the future and focuses on the foreseeable future, focusing on what the world will look like in the next 5-10 years, and what percentage of the organization's future is based on what is likely to be in the future. Create the future. Strategic planning plays a key role in the success of organizations in the field of competition. This type of planning, if properly formulated, leads to the choice of strategies and leads to the excellence of the organization if implemented correctly and timely. The purpose of explaining the strategy is to provide a perspective for development and to identify specific priorities, programs and supports for us Quoting Goodarzi et al. Strategic management can be defined as: the art of science formulating, executing, and evaluating decisions that enable the organization to achieve its long-term goals. The stages of strategic management then comprise three stages: formulating, implementing, and evaluating strategies Karamer, Gergino. Just like any other system, exercise requires the formulation of grand goals, strategies, and action plans to avoid any repetition, wasting, and wasting of financial, human, physical, and information resources (Javadi). Pour and Strategic planning is a process of equipping an organization's resources and integrating its efforts to achieve long-term goals and objectives, given the internal and external capabilities and constraints of each organization. In this process, internal strengths and weaknesses and opportunities and threats are identified (SWOT analysis) and according to the mission of the organization, long-term goals are formulated for achieving these goals, Strategic options are selected strategies that rely on strengths and seize opportunities, eliminate weaknesses and avoid threats to ensure success if properly implemented Alwan.

In this regard, some researches have been carried out that indicate the necessity and benefits of applying comprehensive and strategic programs as well as identifying the internal and external factors of sport organizations. Yar Ahmadi (After analyzing the strengths, weaknesses, opportunities and threats in the championship and public sport, the matrix of the evaluation of each of the internal and external factors of the city's general sport concludes that city sport should be a growth and development strategy. In his research, Goodarzi et al. concluded that public sport is in the WT position, in this regard Javadipour and Samia-nia. They concluded that the country's public sport is in the strategic position of SO and that aggressive strategies should be used to develop it. In their research, they showed that Zanjan's public sport position is located in the WT area, forcing the organization to take a defensive position. The results of Nasirzadeh et al. [7]. Kerman province is in the strategic position of WT and should use a defensive strategy Gafouri et al. [8]. identified economic factors as the most important factor for participation in public sport and concluded that by strengthening the economic conditions of society It can be an effective step towards the development of mass sport. However, in some Western countries the economic factor is not one of the factors contributing to the spread of public sport. In this study, cultural factors and infrastructure are the next priority. [9] examines public sport in Iran and compares it with some. The country paid and listed the following obstacles to Iranian public sport: lack of manpower, lack of budget and financial issues, quality and quantity of sports facilities and equipment. In this study, two strategies were proposed to remove barriers: identifying and employing potential partner organizations and providing more diversified sports programs for different groups. [10] in a study entitled Challenges of Public and Recreational Sports in Iran and Its Strategies and with 2000 Survey of Public Sports Participants from 15 Provinces of Iran, Defeated the Most Important Obstacles to Public and Recreational Sport Opportunities, lack of awareness and economic problems. [11] In studying the general situation in Australia, Germany, Japan, Malaysia, Finland, and Denmark, he concluded that a regular program for the development and development of public sport in these countries is over 50 years old. Sawari et al. concluded in their research that the strategic position of Khuzestan public sport is in the WT region. In a study by Sayed Amari and Berdy, explaining strategies for attracting and increasing citizen participation in public and recreational sports programs in Urmia, they showed that the strategies outlined in relation to mass media, places and Sports facilities, sports authorities and planners, and public sport education play a role in attracting and enhancing citizen participation in public sport programs. Therefore, devoting more time to sports programs in the provincial network, planning of parks and recreational areas for non-structured activities such as walking and cycling, not receiving tuition from those who consider sports programs, and using specialist coaches are some of the strategies that It can improve public participation in public and recreational sports programs. The issue of people's absence from public sport is one of

the most important issues that can have unpleasant consequences in the future. Public sport, despite its growth in recent years, still lacks the desired status at the community level and requires special attention and planning for sustainable growth and development throughout the country. One of the most important measures to accomplish the mission or mission of sports organizations including provincial boards and the effectiveness of their activities is to have a comprehensive and strategic plan Samia Nia et al. Turning people towards sports and the benefits of exercise lead officials to consider ways to increase the number

of participants in public sport Khaki et al. Therefore, development of public sport in different directions should be considered by the authorities, especially sports planners. Understanding the factors contributing to the development of public sport in the country can help planners to overcome the barriers by making them aware and adopting appropriate measures and planning. Therefore, the importance of this study is to examine the ways of development of public sport from the perspective of people who somehow engage in public sport and to use it from the perspective of improving and developing public sport.

Table 1: Mean scores of Friedman test in Kermanshah province's strengths of public sport.

Questions	The strengths of public sport	Average rating
S1	The spirit of ethnic unity of the people of the province in the field of public sport	45/4
S2	Provincial public sport activity in all the auspicious occasions of the country	20/4
S3	Access to public spaces and sports facilities in the province	35/6
S4	Provincial youth and youth community participation in public sport	57/5
S5	The role of optimal climate (no need for indoor places) in the province	75/4
S6	Provincial staff exercise activity in public sport	85/7
S7	Increasingly expanding sporting boards in the public sport sector	56/5
S8	Morning sports bases in the green and sports areas	35/5
S9	Holding some public competitions on different occasions	28/5
S10	There are some radio and television programs for training and promoting sports	64/5

Table 2: Average rankings in Friedman test in Kermanshah province general sport threats.

Questions	Threats of public sport	Average rating
T1	Increasing the number of unemployed youth and youth in the province	86/5
T2	The negative effects of the increase in the prices of sports equipment and supplies in the province	34/5
T3	Increasing the cost of cooling systems in sports facilities in the province	35/5
T4	Changing the structure of cities and destroying the usable space in public sport in the province	86/5
T5	Lack of consensus on definitions of public sport and recreation among planners and community policy-makers in public sport	52/5
T6	The low level of information society has about the benefits of physical activity and the inactive damages	24/5
T7	Reduction of leisure time due to livelihood problems in province sport	77/5
T8	Increased urbanization and per capita reduction of available urban space in the province	49/5
T9	Low-income level of the middle class in public sport	42/5
T10	The prevalence of inactive living, inactive recreation (television, cinema, computer games)	15/5

Method

The method of this study is descriptive, and it is a case study, and it is an applied research. The statistical population of this study consisted of instructors, managers and experts of Kermanshah province Sport and Youth Department and faculty members of Kermanshah province universities. The total sample of the study was 65 people who were selected as the whole population due to the limited statistical population. Interviews were used to collect information from library sources and literature review and research background. In this way, in-person interviews with provincial sports officials were

conducted to identify the most important strengths, weaknesses, opportunities, and threats in the province's championship sport. After gathering information through interviews as well as reviewing the literature and background of the research, the researcher prepared a Likert questionnaire on five values. The content of the questionnaire contained four parts of strengths, weaknesses, threats and opportunities that the respondents had to address in each of the following situations, both in the present and in the optimal situation. Valuation. After confirming the validity of the questionnaire by professors and experts and confirming the reliability of the questionnaire through Cronbach's coefficient of 0.84, these questionnaires were distributed among

the statistical population of the research and after the reliability using SPSS software and test. Friedman ranked the province's strengths, weaknesses, opportunities and threats as both current and desirable.

Findings

Demographic characteristics analysis showed that most of the sample had a physical education degree and 61.5% of the respondents had a bachelor's degree, 30.8% of the respondents had a master's degree and 7.7% of the respondents had a doctorate degree. 42.2% of the respondents from Kermanshah Sport and Youth Office, 15.4% from the sport board, 7.7% from the faculty members University, 15.4% of the respondents were sports executives of non-sport organizations and 15.4% of the respondents were managers of sport and youth departments of Kermanshah province. Also out of 65 people, 27.7% of respondents with management experience less than 5 years, 23.1% of respondents with management experience between 5

and 10 years, 12.3% of respondents with management experience of 11-15 years and 9.9%. 36% of the respondents have more than 15 years of management experience in the field of sports. Analysis of Comparison of the Mean (Friedman Test) of Public Exercise Using the Friedman test, we can estimate the size of a trait in a community that is used in this study to determine the suitability of features. Kermanshah Provincial Sports Strengths:

According to the results of the data analysis, it can be seen that among the factors that are considered as the strengths of Kermanshah province's public sport activity, the highest rated and The province's public sports activities have been ranked the lowest in all the country's auspicious occasions. According to the results of the data analysis, it can be seen that among the factors that are referred to as threats of public sport in Kermanshah province, rank of all factors is almost at the same level.

SWOT analysis

Matrix of Internal and External Factors of Public Kermanshah Sport

Table 3: External Factor Evaluation Matrix (EFE) of Kermanshah Public Sports.

Foreign Causes		Coefficient	Rating	Score
Opportunities	Emphasis and supervision of the high officials of the province on the development of public sport	055/0	3-Jun	198/0
	Media and Internet for information	047/0	3-Jun	169/0
	Natural areas and suitable mountainous areas in the province	053/0	3-Jul	196/0
	Increasing the number of physical education graduates in the province and the possibility of using them in public sports bases	056/0	3-May	196/0
	Physicians' emphasis on the role of exercise in community health in public sport	058/0	3-Jun	208/0
	Prevalence of premature deaths due to lack of public exercise in the province	053/0	3-May	185/0
	Cost of treatment process due to lack of public exercise in the province	053/0	3-Jun	190/0
	Low cost public sport in the province	057/0	3-Jul	210/0
	Existence of a waqf culture in the province in public sport	033/0	3-May	115/0
	Selects the province as a region and enjoys the benefits of regional balance plan credits	038/0	3-May	133/0
Threats	Statistically Increased Unemployed Youth and Teenagers in the Province	053/0	1-May	079/0
	Increasing prices of sports equipment and supplies in the province	049/0	1-May	073/0
	Increasing the cost of cooling sports facilities in the province	041/0	1-May	061/0
	Restructuring cities and destroying the space available for public sport in the province	047/0	1-Jun	075/0
	Lack of consensus on definitions of public sport and recreation among community planners and policymakers in public sport	046/0	1-Jun	073/0
	The low level of community information about the benefits of physical activity and inactivity losses	048/0	1-May	072/0
	Reducing leisure time due to poor living conditions in public sport in the province	054/0	1-Jun	086/0
	Increased urbanization and per capita reduction of available urban space in the province	052/0	1-Jun	083/0
	Low income level of the middle class in public sport	046/0	1-Aug	082/0
	The prevalence of inactive life (television, cinema, computer games)	061/0	1-Aug	109/0
Total	1=Σ		59/2=Σ	

This section explains what the Kermanshah Provincial Directorate of Sport and Youth and Sport. In the external factor's evaluation matrix, regardless of the number of factors that cause or threaten the KMCS, Kermanshah province's overall scorecard never exceeds 4 and never falls below one. The average is 2.5 if the number is greater than 2.5 which means that the organization is responding to the factors that cause the threat and opportunity in an excellent way. In other words, the organization successfully exploits existing opportunities in its strategies and minimizes the effect of threat factors and, if less than 2.5, indicates that the organization has failed to formulate its strategies. Avoid opportunities that create opportunities or situations or avoid factors that threaten. As can be seen in Table 3, the sum of the external matrix scores is greater than 2.5, which indicates that Kermanshah province has the opportunity in terms of public sport. In other words, the opportunities of Kermanshah province's Department of Youth and Sports in the area of public sports outweigh its threats. Kermanshah province's internal factors assessment matrix is the result of strategic review of internal factors of the organization. This matrix evaluates the strengths and weaknesses of the

organization's task units. To perform the internal matrix evaluation, the same as the external factors matrix, the results are shown in Table 4. As can be seen in Table 4, the sum of the internal matrix scores is less than 2.5, which indicates that Kermanshah province is weak in terms of public sport. In other words, the weaknesses of Kermanshah province's Department of Sport and Youth overpower its strengths in the public sector. Internal and External Matrices Using Internal and External Factor Evaluation Matrices of Kermanshah Province. After establishing the internal and external evaluation matrix, it was determined that the Kermanshah Provincial Directorate of Youth and Sports should implement strategies that promote "growth and construction". In these circumstances, units should implement strategies that promote the development and development of public sport, so the Kermanshah Provincial Youth and Sport Administration has the ultimate matrix of internal and external evaluation matrix in development and construction. Use development and growth strategies. As can be seen in the matrix above, the Kermanshah Department of Youth and Sports in the Department of Public Sports should take advantage of the opportunities available to eliminate the weaknesses in the development of public sport.

Table 4: Internal Factors Evaluation Matrix (IFE) of Kermanshah Public Sports.

Internal Factors		Coefficient	Rating	Score
Strengths	The spirit of ethnic unity of the people of the province in the field of public sport	042/0	3-Jun	151/0
	Provincial public sport activity in all the auspicious occasions of the country	053/0	3-Jun	190/0
	Access to public spaces and sports facilities in the province	049/0	3-Jun	176/0
	Provincial youth and youth community participation in public sport	055/0	3-Jun	198/0
	The role of optimal climate (no need for indoor places) in the province	052/0	3-Jul	192/0
	Provincial staff exercise activity in public sport	037/0	3-Apr	125/0
	The ever-expanding sporting community in the sports sector	052/0	3-Jun	187/0
	Morning sports bases in the green and sports areas	053/0	3-Jun	190/0
	Holding some public competitions on different occasions	047/0	3-Apr	159/0
	There are some radio and television programs for training and promoting sports	049/0	3-Jun	176/0
weak points	Provincial people not participating in public sport	052/0	1-Jun	083/0
	The inequality of public sport opportunities and opportunities for men and women	046/0	1-Jun	073/0
	Lack of cheap access to sports facilities and facilities	059/0	1-Feb	070/0
	The quality of provincial morning sports bases in public sports	048/0	1-Feb	057/0
	Disregard for the sports of the villagers in the public sports sector	Apr-00	1-Jun	064/0
	No media advertising for mass sports	051/0	1-May	076/0
	Lack of established programs to encourage and encourage people to exercise the sport	051/0	1-May	076/0
	Lack of attention to sports and physical activity in schools and universities	056/0	1-Jun	089/0
	Lack of attention to the use of specialist and expert forces in the province	051/0	1-Apr	071/0
	Lack of public sport funding in the province	057/0	1-Jun	091/0
Total		1=Σ		45/2=Σ

Kermanshah Province Public Sports Strategies

Table 4 presents weaknesses, strengths, opportunities, and threats of Kermanshah province’s public sport, as this matrix has 9 parts, four main elements, four strategies, and one empty part (top right). The four sections that represent the strategies are titles WT, ST, WO, SO and after completing the four sections that have the key elements (sections W, O, S and T) this matrix is created. An eight-step process has been taken to build the matrix of threats, opportunities, weaknesses, and strengths of public sport in the province.

1. Provide a list of the major opportunities that exist in the external environment of the organization.
2. Provide a list of major threats that exist outside the organization.
3. Provide a list of major internal strengths of the organization.
4. 4- Provide a list of major internal weaknesses of the

organization.

5. 5- Compare the internal strengths with the opportunities available outside the organization and compare the results in the SO strategies section.
6. 6- Compare internal weaknesses with opportunities outside the organization and compare the results in the WO strategies section.
7. 7- Compare the internal strengths with the threats outside the organization and compare the results in the ST strategies section.
8. 8- Compare internal weaknesses with threats outside the organization and compare the results in the WT strategies section.

This matrix is one of the important tools by which the researcher compares the information and presents four types of strategies that are outlined in Table 5.

Table 5: Matrix of Kermanshah Province’s Strengths, Weaknesses, Opportunities and Threats.

Weak Points (W)	Strengths (S)
WO strategies	SO strategies
Applying experts in the field of physical education and sport in the province	Development of public sport as an important factor in maintaining the health of the community
Increasing the per capita of sports spaces to achieve optimal conditions and national standards	Expanding public sport competitions on various occasions with prizes
Providing the necessary facilities to bring different sections of the sports community to the villages and towns	Support NGOs for sporting activities
	Finding the general culture of sport among men and women in the province
Attracting Private Equity Sport	Strengthening the role of broadcasting, the municipality and the press in expanding the culture of mass sports
Scientificization of sport in the province through expanding educational activities	To reduce abnormalities and social harm to the community and to bring vitality, health, dedication to sports and public recreation To reduce abnormalities and social harm to the community and to bring vitality, health, dedication to sports and public recreation
Developing indigenous and local sports in the villages Extending competitions at the provincial level	
	Developing a strategy for public sport development in the province
Setting up sports production units to create employment	
Strengthening the scientific approach to sport in the province by conducting research and research projects	
Developing a strategy for public sport development in the province	
WT strategies	Strategies ST
Development of sports facilities in the villages of the province	Broadcast and promote programs on the benefits of sports Development of morning sports facilities in parks and green spaces throughout the city
Equal opportunities for men and women to enjoy the benefits of mass sports	Office requirements for morning exercise
Attracting Sponsors for Sport Development	Developing a morning exercise program at the provincial offices
Development and promotion of sports science in schools and universities	Regulate the use of school boards by other organizations and institutions
Fair distribution of facilities, resources and opportunities across the province	Developing Private Partnership Developing a Public Sports Development Strategy in the Province

Working with mass media to raise public awareness of sports culture	
Encourage relevant provincial authorities to expand and create sport and leisure venues and spaces in required sections of training courses and workshops on the benefits of physical activity and sedentary disadvantages	
Attracting young people and young people to exercise and prevent social harm	
Developing a strategy for public sport development in the province	

Discussion & conclusion

Mozaffari et al. [12] in a study comparing the status of Iranian public sport and comparing it with some selected countries in the world found that public sport among countries has been enriched with various incentives, including physical and mental health, time since 1900. Leisure, Extending Social Relations, Far Getting started in machine life, returning to nature, increasing efficiency, paving the way for the growth of championships and practicing physicians have been considered. Under the umbrella of public sports, men and women make up 5.92 percent of the population, which is the lowest of the 23 nations, 88 percent of public sports

have not given any lectures to raise awareness, and 65 percent of board chairs are educated. Public sports in the country are less than a bachelor’s degree (151, 152). The findings of this study show that there are 10 strengths, 10 weaknesses, 9 opportunity and 10 threat points in Kermanshah province. After analyzing them in SWOT and group discussion, they were identified. The strategic location of Kermanshah province’s public sport is in the WT area [Figure 1]. In the field of public sport, research have been conducted that have similar results to the strategies of WT, ST, WO, SO, the most important of which can be found in Yar Ahmadi’s Strategic Plans (2009), Javadi [12, 13] can be mentioned.

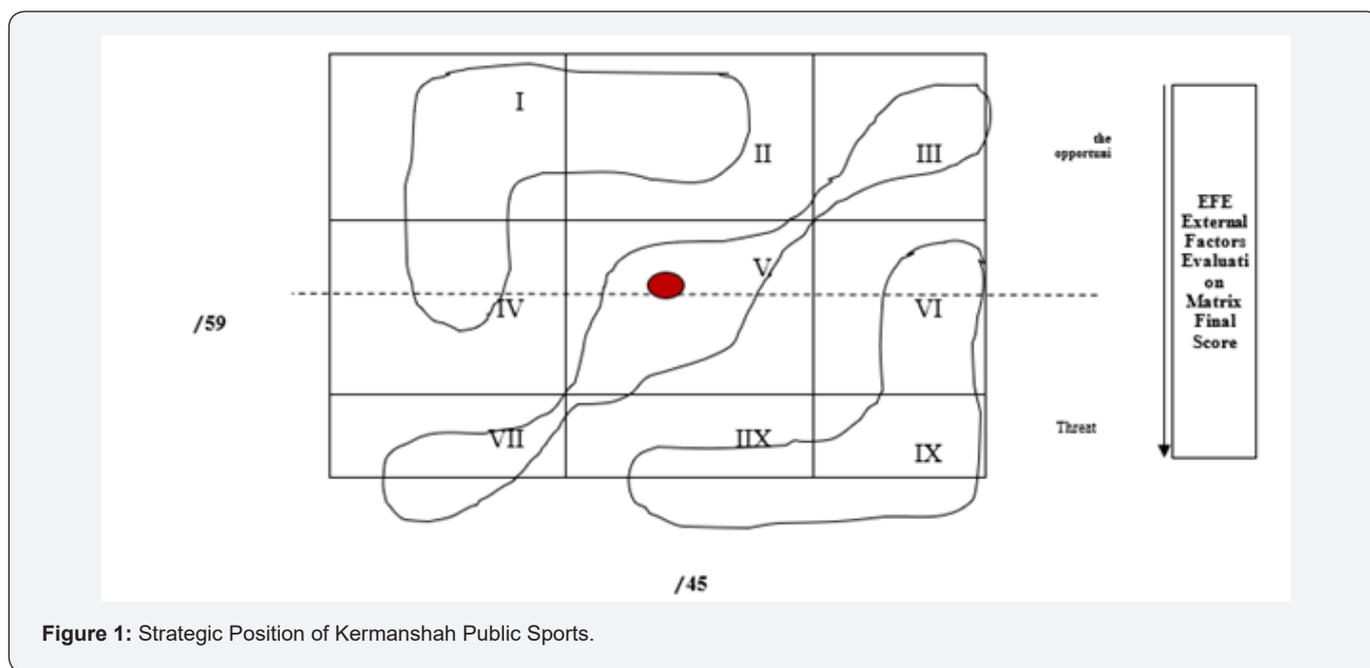


Figure 1: Strategic Position of Kermanshah Public Sports.

The SWOT matrix places the Kermanshah province championship sports position in the WT area. David’s model has transformed these five areas into smaller ones, showing the provincial championship sport status in Zone 5. The David model is a similar but more detailed model than the SWOT model. The matrix divides the inner and outer matrix into 3 major regions and 9 smaller regions. For sectors located in Homes 1, 2 and 4, it implements a strategy that promotes growth, builds Homes 3, 5 and 7 with strategies aimed at maintaining the status quo and Homes 6, 8 and 9 Whose strategy is to harvest or abandon. According to this model, the strategic location of Kermanshah

province is located in Zone 5 which occupies an intermediate position and inevitably uses the status quo maintenance strategy which suggests that if an organization is located in Zone 2 with areas 5, 3 and 7. Note, Area 3 should cover or eliminate internal weaknesses using external opportunities, Area 5 should use strengths and opportunities to mitigate or eliminate weaknesses and threats, and Area 7 should use Eliminate external threats from internal strengths. Zone 5 was assigned to Kermanshah Province, where strengths and opportunities should be used to reduce or eliminate weaknesses and threats.

Investigation of Kermanshah city's strategic sport status showed that this city is in WT position. Organizations that implement WT strategies are defensive and aim to reduce internal weaknesses and avoid threats from the external environment. An organization with internal weaknesses and facing threats to the outside environment is in a weak position, in fact the purpose of such an organization is to reduce internal weaknesses and external threats so that it can gradually adapt to better situations, where it can use strategies. WO, ST, and especially SO use [14-26]. Sports officials, especially the General Directorate of Physical Education and the Public Sports Committees should focus their plans on addressing the weaknesses and threats of public sport, as well as the General Directorate of Physical Education and Committees. Public sports can better respond to their internal weaknesses and their programs should focus more on addressing their weaknesses, as strategies for focusing on weaknesses are more focused on threats given the general management. Physical education and the public sport boards do not have much control over them. Other organs should be helped to reduce existing threats. Following are some suggestions for the development and development of public sport in Kermanshah province, which is based on the most important internal and external factors in SWOT analysis.

1. Collaborate with the mass media, especially radio and television, in promoting culture and informing the community of the importance of exercising sports and the inertia and inactivity harms and encouraging the community to exercise and mobility.

2. The use of specialist training or training alumni in public sport sites

3. Creating and building free venues and clubs or giving sports concessions to offices and organizations to their employees

Strengthening public sport in schools and providing opportunities for students to participate in public sport.

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