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مدیریت ورزشی

«حرکت»

نشریه دانشکده تربیت بدنی و علوم ورزشی دانشگاه تهران

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1. Murtha_Smith, E., Hwang, S.H. and Bean, J. (1992). "Load transfer in a space frame connection". *ASCE, J. of Structural Eng., Vol. 7, No. 3, PP: 191-200.*

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۸. مقالات ارسال شده نباید قبلاً در هیچ نشریه داخلی یا خارجی چاپ شده باشد. هیأت تحریریه انتظار دارد که نویسندگان محترم تا هنگامی که جواب پذیرش یا عدم پذیرش از نشریه حرکت نرسیده است مقاله خود را به نشریه دیگری جهت چاپ ارسال نفرمایند.

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The Comparison of the Factors Affecting Fan Identification with Established and New Sport Teams (Case Study of Isfahan Sepahan Football Fans and Isfahan Gitipasanad Futsal Fans)

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Abstract

The aim of the current study was to compare those factors affecting fan identification with established and new sport teams. This study was a descriptive survey and a field one. In order to collect data and to determine those factors influencing fan identification, a researcher-made analytical hierarchy process questionnaire was used. The validity was verified by sport management, marketing and sociology experts and its reliability was found to be 0.89 based on Cronbach's alpha coefficient. The statistical population consisted of all fans of Sepahan football team and Gitipasanad futsal team in Isfahan. In a pilot study, a sample of 126 Sepahan football team fans and a sample of 126 Gitipasanad futsal team fans were randomly selected by unlimited population formula. SPSS16 was used to determine the reliability and descriptive statistics and Expert Choice software was used for data analysis and pair comparison of identification factors. According to analytical hierarchy process technique, the results showed that among the fans of Gitipasanad new futsal team, "geographical origin" was the most effective factor of fans' identification with their favorite team. "The game style", "star coaches and players", "social interactions", and finally "the history of team success" were other effective factors of fans' identification respectively. On the other hand, the results showed that the factors affecting Sepahan established football team fans' identification were different from those affecting Gitipasanad new futsal team fans' identification, that is, "the history of team success" was the most important factor of Sepahan fans' identification. "The star coaches and players", "game style", "social interactions" and finally "geographical origin" were the next important priorities influencing fans' identification respectively.

Keywords: AHP Method, Established Teams, Fans, Identification, New Teams.

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The Role of Destinations in the Development of Sport Tourism in Abu Dhabi, U.A.E (2004 – 2008)

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Abstract

This study aimed at investigating the state of tourism and sport tourism in Abu Dhabi which considered the competences of sport tourism, ongoing sport fields and the capacity and condition of places of residence in Abu Dhabi between 2004 and 2008. The statistical population equaled the sample consisting of 40 tourism authorities, experts and managers, hotel, sport club and travel agency managers. To describe the findings and to analyze the data, X2 test was used. The findings showed a significant relationship between the selected years and factors such as tourists' nationality, their selected place of residence (hotel or hotel-apartment) and the rate of their selected hotel. The investigation of the state and capacity of hotels and hotel-apartments showed that tourists increase during these years and 5-star hotels were used more frequently. The survey of sports tourism competences indicated clearly that Abu Dhabi had 94 hotels and hotel-apartments with leisure, entertainment and sport facilities which had the capacity to receive 2 million tourists each year. Tourism and its related factors have grown drastically in Abu Dhabi during these years. The state of ongoing sport fields showed a chance of enjoying a variety of land, water, desert, and beach sports in Abu Dhabi which mostly are in the form of entertaining games and sports as well as local, national and international competitions and events. Tourists can enjoy these facilities as both participants and spectators. Therefore, the model of investment and competences of sport tourism in Abu Dhabi can be considered by authorities for beach cities in north and south of Iran.

Keywords: Abu Dhabi, Place of Residence, Sport Fields, Sports Tourism, Tourism Competence and State.

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The Evaluation of Development Priorities and Strategies of Judo Championship in Iran

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Abstract

The aim of this study was to evaluate the development priorities and strategies of judo championship in Iran from experts' viewpoints. Statistical population consisted of all experts of this field including adult national judokas, coaches, board of directors and superior managers of Judo federation (N=60) and the available sample consisted of 40 subjects. A researcher-made questionnaire was designed according to the theoretical basis of the study. The validity of the questionnaire was confirmed by experts and its reliability was assessed via Cronbach's alpha coefficient ($\alpha = 0.94$). Data were analyzed by descriptive statistics and factor analysis test. Results showed that control and assessment of Coaches' activity, regular planning of sport calendar of the federation and holding long-term camps were the most important factors (factor loading = 0.90) whereas imitating famous countries and management stability in the federation were the least important factors in the development strategies of judo championship from experts' viewpoints. Finally, managers can be contributed to direct plans and goals of the federation more precisely through identifying these strategies.

Keywords: Championship, Development, Iran, Judo, Strategy.

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The Effect of the Promotion of Free Sport Services on Arousal and Future Intention of Consumers in Advertisement

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Abstract

The product trial is a significant marketing tool for the formation of brand image, attitude toward the product, and behavioral intentions. The aim of this research was to investigate the effect of the promotion of free sport services on arousal and future intention of consumers in advertisement. Research method was the 3×2 between subjects quasi-experiment factorial design. The statistical population consisted of physical education and non-physical education students of University of Tehran. The statistical sample consisted of 440 subjects who were selected by stratified sampling method. To collect data, Russell and Mehrabian's arousal scale (1974), Machleit and Wilson's future intention (1988) and Zaichkowsky's personal involvement inventory (1994) were used. Their reliability was obtained using Cronbach's alpha as 0.90, 0.93 and 0.89 respectively. MANCOVA statistical method was used to analyze the data. The results indicated that the main effect of the promotion of the service trial on arousal in subjects who observed an advertisement with the promotion of free service trial was higher than those who observed the similar advertisement without the promotion of service trial [$F(1,879) = 315.01, P \leq 0.001$]. Moreover, the main effect of the promotion of the service trial on future intention in subjects who observed an advertisement with the promotion of free service trial was higher than those who observed the similar advertisement without the promotion of service trial [$F(1,879) = 476.03, P \leq 0.001$].

Keywords: Advertisement, Arousal, Future Intention, Promotion, Sport Service.

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The Effect of Organizational Socialization on Volunteer Retention in Student Sports

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Abstract

The aim of this study was to determine the effect of organizational socialization on the intention to continue voluntary collaboration in student sports in Tehran. This study was carried out by a descriptive-survey field method. The statistical population consisted of all volunteers of student sport clubs of high-ranking universities in Tehran (N=550). For sampling, convenience sampling method was used and Morgan table was used to determine the sample size. The data were gathered from 286 volunteers. Organizational Socialization Questionnaire (OSQ), Intention to Continue Questionnaire (ICQ) and demographic questionnaire was used to collect data. Descriptive statistics and structural equation modeling (SEM) through Amos software/18 was used to analyze data. The results showed that organizational socialization influenced the intention to continue collaboration ($\beta=0.38$). Generally, socialization played an important role in retaining student sports volunteers.

Keywords: Organizational Socialization, Sport Volunteer, Student Sport Club, Volunteering, Volunteer Retention.

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Evaluation of Reliability and Validity for Rest Q-Sport

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Abstract

The main objective of this research was to evaluate reliability and validity of Recovery Stress Questionnaire for Athletes (Rest Q-Sport). Professional and semi-professional athletes of handball and basketball constitute statistical population of current work. Some 510 athletes were chosen in random as statistical samples. Measurement tool used was a Rest Q-Sport comprised of 76 questions with 19 sub scales (general stress, emotional stress, social stress, struggle/strain, fatigue, energy deficiency, physical problems, success, social recovery, physical recovery, general health, sleep quality, impaired relaxation, emotional fatigue, injury, physical fitness, personal problems, self-efficacy, self-regulation). The scoring method was based on a 5-choiced Likert scale. Face and content validity of the questionnaire was verified after being translated by expert professors of physical exercise. Statistical methods applied were descriptive indexes for description of data, Cronbach's alpha for reliability assessment, confirmatory factor analysis, and t individual samples for studying difference with average values. Research findings were indicative of $\alpha=0.98$ reliability for Rest Q-Sport. All questions showed significant relations with the factor in terms of structure validity and based on the extent of relations and T-values. Indexes of $\chi^2/df=2.03$, RMSEA=0.052, NFI=0.97, NNFI=0.93, IFI=0.98, RFI=0.91, GFI=0.93, AGFI=0.90 also demonstrated fitness of the model altogether. Moreover, regarding the relation between factors and concept of improved stress for athletes, the obtained results indicated that all factors were able to predict the concept of improved stress well. Therefore, internal and external validities of the model "improved stress for athletes" were confirmed as well.

Keywords: Athletes, Improved stress, Recovery.

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The Relationship between Career Aspiration and Organizational Socialization among Employees of General Offices of Sports and Youth in Northwest of Iran

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Abstract

Career aspirations are career paths which provide employees' career lives with maintenance, order and meaning. These aspirations are resources of self-knowledge and stability in career. Researches showed that career aspirations can influence the improvement of variables related to human resource management including organizational socialization which plays a vital role in the initial stages of employees' recruitment and career path. This study aimed at investigating the relationship between career aspirations and organizational socialization among the employees of general offices of Sports and Youth in northwest of Iran. The present study was descriptive and correlation conducted as a field study. The statistical population consisted of all male and female employees in general offices of Sports and Youth in northwest of Iran and 263 subjects were selected using nonrandom purposive sampling method as the sample of the study. In order to collect data, two standard questionnaires of career aspiration based on Bigliardi *et al.* (2005) model and organizational socialization according to Taormina (1997) model were used. Descriptive and inferential statistics (Pearson correlation coefficient as well as multivariate regression) were used to analyze the data. The results indicated a significant and positive relationship between career aspirations and its features (Technical/functional competence, general managerial competence, organizational stability, entrepreneurial creativity, service or dedication, autonomy/independency, lifestyle and pure challenge) and organizational socialization and its dimensions (training, understanding, employees' support and future prospect of organization) ($P < 0.01$). Meanwhile, general managerial competence and organizational stability can predict organizational socialization positively and significantly. So, employees' career aspirations can play an effective role in facilitating their socialization.

Keywords: Career Aspiration, Employees, Iran, Northwest, Organizational Socialization, Sport and Youth.

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Analysis of Obstacles to the Application of Information Technology in Sport and Youth Offices of Fars Province Using Fuzzy Topsis Technique

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Abstract

The importance and various applications of information technology have made fundamental changes in all organizations. The aim of the present study was to identify and prioritize the obstacles to the application of information technology in Sport and Youth offices using fuzzy topsis technique. The study had an application purpose and used a descriptive-survey methodology and data were collected through a researcher-made questionnaire. The validity of this questionnaire was confirmed by 5 physical education professors and 7 management professors. The statistical population included 92 heads, deputies, and experts of the Sport and Youth offices in Fars province. First, according to the experts' viewpoints, 21 obstacles to the application of information technology were identified and divided into four general categories. Finally, considering the respondents' viewpoints, these obstacles and their respective constituents were ranked using fuzzy topsis technique. The results indicated that the technical, financial, behavioral, and finally organizational obstacles with values of 0.558, 0.464, 0.458 and 0.433 were more important than other identified obstacles. Attention to the identified priorities of obstacles to the application of information technology can be one of the strategies to improve the application and development of information technology in the Sport and Youth offices of Fars province.

Keywords: Fuzzy Multiple Criteria Decision Making, Fuzzy Topsis, Information Technology, Obstacles, Sport and Youth Offices.

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The Investigation of the State of Safety in Stadiums of Iran Professional Football League

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Abstract

Football stadiums are the main infrastructures of this popular sport in every society. It is essential to observe essential standards in these stadiums such as safety, enhancing the quality of competitions, attracting more spectators to the stadium and receiving the host permission for international football competitions and so on. The present study aimed at demonstrating the state of safety of Iran professional football league stadiums. The statistical population which equaled the sample included all 16 stadiums hosting Iran professional league competitions in 88-89 (the ninth league). A researcher-made checklist based on the Asian football confederation standards was used. The reliability of the checklist was determined by the examiners and Pearson correlation coefficient ($r=0.93$). Data were collected at stadiums and descriptive statistics (mean, graph and frequency distribution) were used to describe the data. The results demonstrated that stadiums were in a good condition with 67% safety and Fooladshahr stadium in Isfahan with 88% safety was considered to be the safest and Takhti stadium in Bandar Anzali with just 47% safety had the lowest safety. According to the results of the present study, it is suggested that more attention should be paid to the safety when establishing new stadiums or rebuilding the existing ones in order to ensure the safety of the stadiums for all users.

Keywords: Football, Iran Professional League, Safety, Stadium, Standard.

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The Analysis of Effectiveness Patterns in Sport Federations According to Competing Value Framework (CVF)

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Abstract

The aim of this study was to investigate and analyze the effectiveness patterns in selected sport federations. The new approach of Competing Value Framework (CVF) was used to investigate and determine the position of organizational effectiveness patterns. This study was an exploratory survey which investigated the organizational effectiveness factors in Iran selected sport federations by a correlational method. The population consisted of all stakeholders of sport federations (board of directors, professional employees, national referees, players and adult coaches) and the sample consisted of the stakeholders of six selected federations of basketball, volleyball, handball, wrestling, weightlifting and taekwondo who were selected by a purposive and non-random sampling method. All stakeholders were considered as the population (N=362) but only 258 subjects participated in the study (72% of the subjects). A researcher-made OE questionnaire was designed according to review of the literature, semi-structured interview with authorities of sport federations (vice president, secretary and presidents of professional committees) in an exploratory factor analysis and 62 items in four patterns of rational goals, open systems, internal processes, human relations and eight sub-factors of flexibility, planning, productivity, organizational resources, organizational stability, access to data, work force cohesion and professional experts were recognized. Results showed that federations of volleyball, taekwondo, basketball, weightlifting, wrestling and handball respectively had the highest mean of organizational effectiveness. Also, rational goals were the most important pattern of all six sport federations in CVF.

Keywords: Competing Value Framework, Federation Stakeholders, Organizational Effectiveness, Performance Evaluation, Sport Federations.

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