

Employment and entrepreneurship in the sports industry in Iran

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Abstract: The aim of this study was to evaluate the impact of facilities and sports clubs and sports production with the development of the sports industry on employment in the country. The method is a combination of applied research and data collection. The population consisted of 130 questionnaires that 100 of them were approved and survey of managers and equipment manufacturers and sports clubs in the city of Tehran. Data were collected through a survey of a sample to qualitatively and quantitatively by gathering information through a questionnaire. After confirming the validity and reliability through Cronbach's alpha coefficient (0.79) was confirmed. Kolmogorov-Smirnov normal distribution was confirmed. The difference of opinion between the two groups, manufacturers and managers of sports clubs and places the paired test was observed. With the growth of the sports industry and its professionals in demand for sports equipment and build more sports facilities and the employment in this industry has increased and consequently the share of employment increases in the variable sport. The most important factor in creating employment in the sports sector experts and experienced specialist in Physical Education Organization and the main obstacle to job creation and inefficient managers successive changes in the management of the exercise.

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1. Introduction

Employment is one of the basic variables at the macro level and increase the level of employment, including the purposes and policies of each country in the long run is large, but a larger role in creating and increasing employment in some sectors of the economy relative to other sectors. Sports industry can play a role in job creation and entrepreneurship will be at the macro level, but with the development of its growing role in job creation could grow it as fast.

Official sports activists and volunteer workers are divided into two categories. Official workers who are paid for services that they offer sports and employees and volunteers who work for the service they provide meager salaries received or not received. In this study, we intend relationship between job creation Sports with the expansion of production and equipment and establish and manage sports clubs and sporting venues discover the identification of barriers and success factors in job orientation and objective exercise can help to make the investments in this industry.

In this paper, researchers have tried to influence the sports industry's share of employment in recent years on variable understand and for this purpose the method of preparation of the questionnaire and field survey to collect analyze and generalize the results of their questionnaire.

Methodology:

The method was applied for the purpose of data collection is in combination. In heuristics using interviews identified factors hindering the development of employment through sport and in a small way through the questionnaire and identify the factors affecting the development of employment in sport. The population in this study consisted of people who are active in the field of products and fitness equipment as well as those who manage and create places and sports clubs have had in the past 15 years is responsible.

Random sampling in Tehran is included. $n = \frac{z^2 pq}{d^2}$

$d = 2$ formula is used to determine the sample size.

$z =$ normal value with a confidence level ($1-\alpha$)

$d = \mu - \bar{\mu}$ mistakes allowed

$p =$ estimate the proportion of variable traits with previous studies

$q = 1-p$

The required sample size in this study is about 100 units which are 20 cases related to equipment manufacturers and 80 is related to the management of sports facilities. Of the 130 questionnaires, 100 copies were acceptable to measure the content of the questionnaire, content validity was used. Factors affecting employment in the questionnaire used in the study worked in this field has identified articles and

books and in completing the questionnaires and those involved in the sports industry benefited from some factors. For confidence in the questionnaire used Cronbach's alpha coefficient was about 79 percent, which indicates reliance on questionnaire.

In addition to normal distribution using the Kolmogorov-Smirnov that considering $p > 0.05$ natural condition of the distribution was approved.

Findings:

1. The use of two different groups of producers and managers to see whether or not there is difference of opinion between the two groups, we used a paired test, according to answer test at 95% confidence level we saw that view does not differ between the two groups.

2. The results of the questionnaires and collecting and analyzing them using Friedman ranking top priority and the highest weight, in spite of the success factors in job creation and organization of physical education experts in the sports industry is and specialized sports (creating sports federations) and the sport's governing bodies is the next category.

3. Also, according to Friedman ranking barriers to employment in sport management inefficiency and persistent changes in the first place, the maximum weight and lack of reward system based on meritocracy as well as the lack of meritocracy for the establishment of new managers were the next category.

Discussion and conclusion:

The need for employment growth in the sport in the country not associated with the development of the sports industry and slower route to pass through, considering the obstacles and success factors of entrepreneurship in the sports industry can be concluded that when the first rank success in the prospect of employment and entrepreneurship in sports are comprised of experienced professionals. According to research (Stone et al. 2004), the success of skilled manpower and organizational superiority was considered. So the role of investment in human factors and utilizes the efficient management of human resources and training skilled manpower in

fundraising in employment in the sports highlights. The main obstacle is lack of employment and lack of efficient management and permanent changes to management that leads to stability and continuity in the work, with the rise of incompetent managers and their continuing instability in any organizational changes and is consistent with result of the investigation Golami (2010) and Sim et al. (1999).

With regard to other factors inefficiency of employment in the sports sector, mainly due to economic and financial infrastructure and lack of financial support, entrepreneurs in the industry of sports and cultural patterns wrong attitude to exercise and lack of coordination between university education in the field of executive directors and Linglebach research (2005) confirms these factors. Factors of job creation in developing countries compared with developed countries and considers them different come to the conclusion that the difference entrepreneurs in the three key elements 1. Opportunities, 2. Funds, and 3. Human resources and training. Also according to the research findings, and articles Gholami (2010) and Mandalizadeh (2010) between the ideal situation and the status quo in sport there is a significant difference in the job. The current situation is far from ideal situation.

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