

The Identification of Sports Grounds and its Barriers in Developing Entrepreneurship from Managers and Athletes' Prospective

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Abstract: The aim of this study was the identification of exercise and barriers in the development of the entrepreneurship of administrators and athletes. This paper is descriptive - survey population consisted of a selection of managers, athletes and sports entrepreneurs as well as experts in the field of tourism in Iran. A questionnaire was used to collect data. Friedman test was used to analyze the data. The results showed that in the field of advertising items (advertising through the media (radio and television, newspapers and magazines or sports) with an average of 3.88, in the field of manufacturing equipment and sports equipment (established clubs in different sports) with an average of 4.09, facilities management and planning in the field of sports items (facilities management and sporting equipment) with an average of 4.3 items in the field of educational and research activities (education, different sports) with an average of 4.12, in the field of cultural affairs and sports items (lending to youth sports job creation schemes) with an average of 4.33, in the field of sport, professional title and items (education and training for professional sports and championship sports coaches) with an average of 4.14 items in the field of sports (sports tourism and create tourist sites and sports) with an average of 3.98 and in the field of iT items (established internet sites and sports) with an average of 3.88 are considered among the most important entrepreneurship development platform.

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1. Introduction

Sport is one of the most important factors in improving the situations in each country. Apart from technical issues workaroud is exercise and sports categories of cultural, social and political growth and progress in every country represent social, cultural and political whole spectrum of society's attitudes to sport (Pakzad, 2010). Therefore, considering the importance of employment and the high unemployment rate among young people and given the importance of sport in health promotion and prevention of social deviance in society and create a competitive atmosphere in investment in the sports industry, promoting entrepreneurship in the field of sport or physical education the most suitable solution is to create employment and unemployment (Foroughi pour, 2005). In this regard there are many unused opportunities in sports such as recognition of entrepreneurial opportunities to help social network, Financing businesses raise capital through small, entrepreneurial ideas to help identify social networks, contributing to product marketing through social networks, creating efficiencies of scale through sharing of resources, promote the culture of entrepreneurship in family and public participation in social entrepreneurship can be a way to provide important and influential sports (Alcan et al., 2007).

Employment and its implications in today's world, the focus of many policymakers, government officials and experts has attracted (Akbari, 2006), Young compound developed countries and the need to create employment opportunities, the need for economic emancipation of the country from dependence on raw materials, especially crude oil and also the withdrawal of single-product economy on the one hand and trends in the information society on the other hand are factors that can motivate policy and decision-makers macro to reliable sources of raw materials but think and no doubt with regard to this vital resource requirements of the information society is nothing but creativity, innovation and entrepreneurship are not (Ahmadpur Dariani, Moghimi, 2006). So entrepreneurs in sport can be considered the use of the opportunities in sport. The opportunities that may seem threatening or lack of attention or not.

The function of an entrepreneur includes modification or complete transformation of production patterns through the use of innovation or, more generally, a proven technology for the production of a new commodity or producing an old goods as new, the opening of new resources to provide primary sources or identify new markets for products and organizing new resources (Eskandari, 2011). The creation of new jobs, innovation in products and services for sports

and shortcomings become opportunities for employment or create new labor market issues that can be addressed in Sports entrepreneurial phenomenon is known, however, exercise and, if detected, can be use them as ways to entrepreneurship in sport use (Behrangi and Tabatabai, 2009). What are closer to reality in Iran is due to the orbital sports, and if serious movement formed the basis of coercion and the international federations and sports federations Iran to continue its activities to the terms of that agreement have the economic or unwilling to invest in Iran's sports there is not in it, in this regard, it has been trying to study the obstacles and platforms in Iran and the growing athlete was once the birthplace of Fame and in terms of the sport yet, despite the high potential in sports and sports tourism to get the proper position, and since the views of managers and entrepreneurs (Special issue of Olympics) Iran have favorable conditions of climate and diverse capabilities in mountainous areas, forests, plains, coastal areas prone to natural and environmental and attract tourists, and the possibility of attracting domestic and foreign investment in sectors economic and infrastructure is, therefore, of great potential for the development of sport is important. In the last few years in all fields with the growing sports and is quickly moving forward. Entrepreneurial barriers in sports are very important, be recognized. To date, sport has long been an integral part of people's lives and well. In this regard, entry into employment and entrepreneurial sports and other physical activities, make it necessary to systematic, strategic and compiled it to govern. Based on such a comprehensive and strategic plan, the exercise would be able to move without the influence of circumstances combined with its continued success. On the basis of this research studies and scientific methodology-based approach. In this project, researcher seeks to examine the identification of sport and its barriers to entrepreneurship in the development of Iran's administrators and athletes.

2. Material and Methods

This research method is descriptive survey. The population of the selection of managers, athletes and sports entrepreneurs as well as experts in the field of tourism in Iran. In the form of cluster sampling is

random, so that all these areas, based on the sample size was determined and in each of the areas, samples are available and the 99 subjects were chosen. A questionnaire was used to collect data. In the end, the validity and reliability, inconsistencies and bugs are corrected, then using the pilot study between samples with 50 samples can be done, through Cronbach's alpha reliability ($\alpha = 0.89$) determined. After extracting the data collected and categorized, the software package SPSS entered into the computer. To provide a description of the parameters of frequency, percentage, graphs and tables were used. After extracting the data collected and categorized, the software package SPSS entered into the computer. To provide a description of the parameters of frequency, percentage, graphs and tables were used. To analyze the data in a meaningful inferential statistics beginning of each item studied and then rank the importance of the four items in each listing is provided. In inferential statistics, Cronbach's alpha for reliability, exploratory factor analysis to prioritize barriers and substrates development of parametric or non-parametric tests to select the KS test utilizes to test the hypotheses that have been normal distribution curve, independent and parametric test to test the hypothesis that the distribution is not normal, non-parametric Mann-Whitney test was used. The adequacy of the sample size was determined based on the KMO¹ test.

3. Results

Prioritization of the role of sport in promoting entrepreneurship and employment

According to research findings, in order to prioritize the status of each of entrepreneurship each of the variables listed subjects' viewpoints.

With respect to Table 1, it appears that significant differences between mean scores of the role of sport in promoting entrepreneurship and employment factors there. The lowest mean scores were related to behavioral factors (83.1), environmental factors (97.1) and the highest average rating of structural factors (2.2), respectively.

¹ Kaiser-Meyer-Olkin

Table (1), Friedman test prioritized entrepreneurial agents

Sig	Degree of freedom	Square - two	N	Average Rating	factors
0.029	2	7.051	99	1.97	Peripheral
				2.2	Structural
				1.83	Behavioral

- level of significance $P < 0.05$

Prioritizing the questions of the role of sport in promoting entrepreneurship and employment

According to the findings, describing the top questions from the perspective of each of the variables listed in Table participants. The first factor, the barriers to entrepreneurship development environment in which 5 Top Questions related to the exercise along with the average rating of each question in Table 2.

Table (2), Friedman test prioritized five questions about the top barriers to developing environmental entrepreneurship

sig	Degree of freedom	Square - two	N	Average Rating	questions
0.001	58	271.169	99	82.37	43
				5.36	51
				83.35	45
				95.34	44
				83.34	58

- level of significance $P < 0.05$

According to Table 2 no significant difference between mean scores of questions, there are barriers to entrepreneurship development environment. As can be seen the highest average rank is 43 questions.

The second factor, Structural barriers to development of entrepreneurship in the exercise of which 5 Top Questions relating to this factor along with the average rating of each question in Table 3.

Table 3, Friedman test for ranking the top 5 questions Structural barriers to entrepreneurship development

sig	Degree of freedom	Square - two	N	Average Rating	questions
0.001	17	42.076	99	10.75	13
				10.43	9
				10.33	15
				10.16	17
				10.11	1

- level of significance $P < 0.05$

According to Table (3), no significant difference between mean scores of questions of Structural barriers to entrepreneurship development there. As can be seen the highest average rating in question is 13.

The third factor, behavioral barriers to the development of entrepreneurship in the exercise of which 5 Top Questions relating to this factor along with the average rating of each question in Table 4.

Table 4, Friedman test prioritized five top questions about behavioral barriers to entrepreneurship development

sig	Degree of freedom	Square - two	N	Average Rating	questions
0.001	21	79.092	99	13.87	2
				13.22	1
				13.16	16
				12.52	13
				12.52	22

- level of significance $P < 0.05$

According to Table (4), no significant difference between mean scores of questions behavioral barriers to entrepreneurship development. As can be seen the highest mean scores on Question 2.

The Situation of concept of entrepreneurship development barriers in sports

In the following, we deal with the determining the importance of considering the assumptions index.

Table (5), the concept of environmental entrepreneurship

sig	Degree of freedom	T-statistic	mean and standard deviation	concept
0.05	98	19.84	3.86±0.43	Environmental factor

- level of significance $P \leq 0.05$

According to the results table (5) indicated a significant difference between the hypothetical and observed ($84.19 = t$ and $05.0 = P$) there.

The second factor was the structural barriers that continue to determine the importance of assumptions is operating according to the index.

Table (6), the concept of entrepreneurship structural factors

sig	Degree of freedom	T-statistic	mean and standard deviation	concept
0.05	98	20.79	3.94±0.44	Structural factor

- level of significance $P \leq 0.05$

According to the results table (6) indicated that there is a significant difference between the hypothetical and observed ($t = 20.79$ and $P = 0.05$).

The third factor was related to behavioral barriers that continue to determine the importance of assumptions is operating according to the index.

Table (7), the concept of entrepreneurial behavior

sig	Degree of freedom	T-statistic	mean and standard deviation	concept
0.05	98	16.93	3.8±0.47	Behavioral factor

- level of significance $P \leq 0.05$

According to the results table (7) indicated that there is a significant difference between the hypothetical and observed ($t = 1.93$ and $P = 0.05$).

4. Discussions

The results showed that entrepreneurship development in the fields of sport management and planning facilities managers, and athletes. Introduction of facilities management and planning exercise for entrepreneurship in sport stakeholders as a first priority the exercise of its importance. Years of physical education and sport run by non-specialists and leaders. In recent years, the gradual decline of some experts in this field, has created hopes, but is a long way from achieving the desired level. According to the results of research; this area is the ability to have a high position in the development and in terms of entrepreneurship and job creation in sports play an important role. The results of this study with previous results, Rezai (2012) and conforms to the following research. Franco and Hosa (2009) in research in the areas of major sporting events and found that sport is inherently entrepreneurs. Hoso and Funk (2009) did research in the field of management performance and job creation. He noted that the economic unit of production and sales of entrepreneurship and job creation, which is among the objectives of managers. The findings showed a linear relationship between these two factors, ie, the knowledge management firm specializing in that more applied, entrepreneurship and job creation, human resources increases. Huang Yan et al (2010) study said proper selection of managers and entrepreneurs can improve management education by creating new ways to entrepreneurial initiative and overcome the economic problems and cultural community. He said that entrepreneurs can

identify environmental opportunities, and work to determine resources needed to lead.

Sports and sports organizations increasingly need to upgrade their management level and implementation of management plans.

In the World Cup that it corresponded know groundwork for developing entrepreneurship in sport. However, some jobber regardless youth health, prescription of some supplements, the effects are unknown and sometimes harmful. In the lab, sports facilities can be offered a variety of services. Exercise testing to determine the suitability of height and weight to determine the level of cardiovascular performance and level of physical fitness is one of them that could provide entrepreneurship in this field. The results based on the existence of entrepreneurship in sport in the service sector sports grounds, with research results Foroughi Poor (2005), Rezaei (2012), Sadeghi and colleagues (2014) with a focus on sports business, Taheri and colleagues (2013) focus on providing investment opportunities, interested Alizadeh and Art (2011) with the issue of providing facilities, Kazemi et al (2012) on the subject of subsidies and Zali and Mortazavi (2008), which sponsored the background and context for the development of entrepreneurship are taken into account, corresponds. Kazemi et al (2012), Taheri et al (2013), Zali and Razavi (2008), Atak and Arturgot (2010) and leaves and Chang (2008) and thereby conform to the business environment generally favorable in Iran not.

In general, the lack of transfer of business facilities, such as financial facilities, inadequate

physical infrastructure, education, business and law, such as the convenient location, problems with the supply of raw materials, lack of hardware support, software.

Applications, technological, technical, financial and non-financial advice for starting entrepreneurial activity and the economy, lack of access to specialized inputs, scientific-educational, with facilities lack the necessary incentives such as tax exemptions incentives has caused people.

Another obstacle is the development of entrepreneurship in the exercise of governors and senior managers with albinism research results and Mortazavi (2008), Moghimi (2006) and Rezai (2012) is consistent. As you know, the continued use of past processes and approaches in the organization is rarely criticism. But may risk the entire history, culture, control systems and methodological thinking in the conflict.

If you fail to accept the risks and the adoption of new processes, managers will lose their jobs. Failure objective can select a range of political authorities or by the judiciary or other political institutions. Therefore, rational managers of entrepreneurial strategy and risk avoidance patriotic. If the assumption that the managers involved style, and has the necessary skills and characteristics interested to promote entrepreneurship and strategy is called for, but the authority responsible for such decisions is very limited. They may be reluctant politics or may be subject to the authority and flexibility of the system in which they work. You may also formal rules of hierarchy and many of them are higher. Analysis of the findings showed that behavioral factors that are barriers to entrepreneurship development in sports with previous results, Rezai (2012) corresponds to. In meeting the challenges of information and communication technology age, is not very encouraging entrepreneurship. One of the best methods for optimal use of science in the market, development of entrepreneurship. Since the basic and primary principle of morality entrepreneurial activity, entrepreneurship development promotes social capital, honesty, dedication and trust. Cultural factors in entrepreneurial work ethic is essential. Culture must do as effective a job there and work honestly and honor. According to the results of the present study other barriers to entrepreneurship is the development of entrepreneurship weakness or lack of motivation of the research results are consistent with Lucas and Klein (2008) and Nabokov et al. (2009) and Rezai (2012). The size and success of entrepreneurial activity in a society independent economic decisions, each of which society depends. The probability of a people to participate in entrepreneurial businesses to their individual motivations for entrepreneurial

activity and perceptions depend on the opportunities available to them. The government can use its power range, for example in legislation and regulations arrange the conditions by which emerging entrepreneurs support various sports including financial, non-financial, infrastructure, communication, and technology. In this way, you can create and develop motivation in people.

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