

عنوان مقاله:

Identifying the Effective Factors on Participation in Public Sports in West Azerbaijan Province

محل انتشار:

فصلنامه پژوهش در مدیریت و بازاریابی ورزشی, دوره 1, شماره 4 (سال: 1400)

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خلاصه مقاله:

Purpose: Despite the positive approaches of the management of the sports system and the health system in public leisure, there are still numerous reports and documented shreds of evidence of mobility poverty and its consequences in the urban life of people in deprived provinces, which indicates a worrying social problem. Methods: Therefore, the researcher conducted this study by identifying the factors affecting participation in sports by using a grounded theory approach. The statistical population of the study included the elites of physical education and the sampling of the participants was done theoretically and purposefully. The data collection tool was a semi-structured interview and the data obtained from the interviews were analyzed using a Strauss and Corbin coding approach method. Results: In the results of code grouping, ٣٩ components were obtained in five areas of causal, contextual, interventional, strategy, and consequence factors. Conclusion: Based on the research findings, it can be said that the popularization of sports in West Azerbaijan province can be achieved through the support of environmental factors, the positive intervention of managerial factors, resource contextualization, and finally, through behavioral factors. Therefore, it is necessary that .the effective policies on sports participation in this province be identified and analyzed based on the model

كلمات كليدى:

Keywords: Sports Participation, Public Sports, West Azerbaijan Province

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