



## Exploration of the Dimensions and Components Influencing the Management of Public Sports Development<sup>1</sup>



Manizheh Mansouri

PhD student, Department of Physical Education and Sport Sciences, Shoushtar Branch, Islamic Azad University, Shoushtar, Iran.

ORCID: 0000-0002-7218-3083

[d\\_mansoury@yahoo.com](mailto:d_mansoury@yahoo.com)



Tahereh Azamsha (Corresponding Author)

Assistant Professor, Department of Sports Management and Planning, Shahid Chamran University of Ahvaz, Ahvaz, Iran.

ORCID: 0000-0002-8193-9348

[mohamatai@skiff.com](mailto:mohamatai@skiff.com)



Shahram Alam

Assistant Professor, Department of Physical Education, Islamic Azad University, Yadegar Imam Khomeini Branch, Shahr-e Ray, Tehran, Iran

ORCID: 0000-0002-5182-1728

[shahramalam@yahoo.com](mailto:shahramalam@yahoo.com)

**Received: 2025 January 10 | Revised: 2025 February 23 | Accepted: 2025 February 23**

### Extended Abstract

#### Introduction

Sports and physical activity have long been recognized as a social reality in human societies, forming an essential part of people's daily lives. Given the importance of health and its implications, sports can be considered an effective tool for addressing health crises. To have a healthy society, there is a need for scientific and practical strategies to promote health and happiness among community members ([Karegar et al., 2022](#)). Participation in physical activities

<sup>1</sup> <https://doi.org/10.71815/2025/JNAPA.11196060>



contributes to improved fitness and fosters social, cognitive, and psychological development. In this context, the development of public sports is related to increasing participation and promoting opportunities and benefits associated with engaging in sports activities. Identifying the factors that influence the development of public sports can help improve the state of sports at all levels. Additionally, recognizing the barriers to participation in public sports can assist in overcoming these obstacles and providing effective solutions to enhance participation in sports activities. According to some researchers, barriers and limitations can disrupt the progress toward goals ([Nave, 2002](#); [Abbott et al., 2015](#)). Therefore, a better understanding of the factors influencing the development of public sports and identifying existing barriers can significantly contribute to improving the state of sports in society, especially in provinces like Khuzestan, which face social and economic challenges. Despite having a young and talented workforce in various sports disciplines, Khuzestan province has not succeeded in developing public sports due to a lack of attention to social and economic factors. By promoting public sports in this province, individuals can benefit from its advantages, and the role of sports in strengthening social values and national solidarity can become more evident. Thus, this research aims to identify the social factors influencing the development of public sports in Khuzestan province and to answer the fundamental question of what social factors affect the development of public sports in this province. Understanding these factors can significantly aid in planning and developing public sports and ultimately lead to sporting successes at both national and international levels.

### Case Study

This research serves as a case study examining the social factors influencing the development of public sports in Khuzestan Province. Given the unique characteristics of this province, including a young and talented workforce but facing social and economic challenges, this study aims to identify the barriers and opportunities for increasing participation in sports activities. This research seeks to answer the fundamental question of what social factors affect the development of public sports in Khuzestan Province. Utilizing both qualitative and quantitative methods, the necessary data will be collected and analyzed to gain a better understanding of the current state of public sports in this province and potential strategies for its improvement. This study can serve as a model for other provinces and countries in the field of public sports development and assist policymakers and planners in designing more effective strategies in this area.

### Theoretical Framework

The conceptual framework of this research is grounded in the interplay between public sports development, social support, and resilience. Public sports, as a vital component of community health and well-being, are influenced by various social, economic, and cultural factors. Social support, including encouragement from family, friends, and governmental initiatives, plays a crucial role in fostering participation in public sports ([Kashef & Eshraghi, 2018](#)). Additionally, the concept of quality of life, as defined by [Aoyagi et al. \(2013\)](#) and [Alison et al. \(2009\)](#), emphasizes the subjective well-being derived from satisfaction in various life aspects, which can



be enhanced through active engagement in sports. The relationship between social support and quality of life highlights the importance of community connections in promoting a healthy lifestyle and resilience among individuals. Resilience, rooted in attachment theory, reflects an individual's ability to adapt positively to adverse conditions ([Seyyed Ameri et al., 2017](#)). [Khaki et al. \(2015\)](#) define social resilience as the capacity to successfully adjust to threatening circumstances, while [Abdoli et al. \(2019\)](#) emphasize positive adaptation to distressing situations. This study posits that enhancing public sports participation can contribute to building resilience within communities, as individuals who engage in sports often experience improved emotional, cognitive, and social outcomes ([Ghafouri et al., 2013](#)). By exploring the connections between public sports, social support, quality of life, and resilience, this research aims to provide insights into effective strategies for promoting public health and well-being in Khuzestan Province and beyond.

### Methodology

This research is applied in nature and is classified as analytical based on its methodology, conducted as a survey. The statistical population includes physical education teachers, sports experts, sports veterans, and heads of sports committees in Khuzestan Province, totaling 465 individuals. The sample size was determined to be 212 using Morgan's table and sampling was conducted through cluster random sampling. For data collection, a researcher-made questionnaire was designed based on the literature and previous studies, and its validity was confirmed through the opinions of 15 sports management experts. The reliability of the questionnaire was also calculated using Cronbach's alpha coefficient, with results presented in Table 2. Data were analyzed using SPSS21 software. Additionally, all participants in this research provided their informed consent in writing.

### Discussion and Results

The main findings of this research indicate that the factors of media, quality of life, and social resilience have a positive and significant impact on the development of public sports in Khuzestan Province. The results of the regression analysis showed that the media factor explains 64% of the variance, quality of life explains 57%, and social resilience explains 61% of the changes in public sports development. Notably, the correlation coefficient between the media factor and public sports development was 0.645, and between quality of life and public sports development was 0.574, indicating a strong relationship between these factors and the development of public sports. Additionally, the results of the ANOVA analysis showed that all regression models are significant at the 99% level, highlighting the validity and reliability of the models used in this research. These findings emphasize that attention to media, improvement of quality of life, and social resilience can serve as effective strategies for the development of public sports in Khuzestan Province. Overall, this research underscores the importance of social and cultural factors in promoting public sports and can assist policymakers and sports planners in designing developmental programs.



### Conclusion

The results of this research indicate that the factors of media, quality of life, and social resilience have a positive and significant impact on the development of public sports in Khuzestan Province. The correlation coefficient between the media factor and public sports development was 0.645, for quality of life it was 0.574, and for social resilience it was 0.615, which explains 41%, 33%, and 37% of the variance in public sports development, respectively. All regression models were significant at the 99% level, indicating the validity of these results. Based on the findings, it is suggested to strengthen media coverage, focus on the quality of life of athletes, and monitor social resilience to create more opportunities for the development of public sports in Khuzestan Province. Additionally, this research is limited to the year 2022 and the Khuzestan Province, and caution should be exercised in generalizing the results.

### Contribution of authors

All authors have participated in this research in equal proportion.

### Ethical approval

This research was conducted by ethical principles. All participants in the study voluntarily provided their consent to participate with full awareness of the research objectives.

### Conflict of interest

No conflicts of interest are declared by the authors.