



The Comparison of the Attitude of Isfahan s Senior and Sporting Directors towards Public and Professional Sport

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Abstract

The purpose of accomplishing this present research was the Comparison of the attitude of Isfahan s senior and sporting directors towards public and professional sport. The statistical population of this research had formed of senior and sporting directors that they were totally 142 in number. This descriptive research was accomplished in the method of survey. For this reason, they used standard questionnaire of surveying of Kenyon s (1968) motor and sporting activities. The acquired stability coefficient questionnaire for the attitude for public sport is 0.89 and for professional sport is 0.83. By means of inferential analysis of acquired data from the t unique variable test, it was used with two independent groups and variance analysis. The results of this research suggested that there is no significant difference between the attitude of senior and sporting directors in this province towards public and professional sport. The Comparison of the attitude of Isfahan s senior and sporting directors towards public and professional sport on the basis on back ground or field variable (sexuality, the state of marriage, the level of education, monthly income, monthly expense and age) also suggest that there is no significant relationship between two groups of directors.

1. Introduction

Promoting public sports will enhance social health and national capacity. Managers' attitude toward sport expresses their willingness to participate in encouraging sport development. Given fundamental and undeniable role of sport and its influence on different aspects of human life today, authorities are determined to further capitalize on benefits and advantages derived from sports by investing in it.

Robert Eklund (1994) performed a survey on 104 women, holding Bachelor's degree, regarding their sporting habit and their desire to do physical sports and why they do sports in which it was revealed that the desire to do social and physical sports was related to their body shape. Herbert (1994) conducted a study on Australian boys and girls aged 9-10 to analyze their attitudes to movement activities during a week in which he got expected results that showed the high importance of both physical activities and body fitness on shaping their attitudes. Norton (2003) studied goals of youngsters participating in sports activities. It was revealed that most participants did exercises to maintain cardiovascular endurance, manage their weights, have healthy skeletal system, get powers in their real life and being efficient or simply because they enjoy movement and are motivated to do exercises somehow. Canan et al (2004) studied attitudes of 867 male and female students toward movement activities and results showed that attitude of athletes is significantly better than those of non-athlete, and also there is a significant difference between boys' and girls' attitude toward movement activities that boys have more positive attitude than girls to it. Meyer et al (2004) performed a research in Switzerland to find the role of sex difference in attitudes of middle-aged group toward sports activities. According to results, women were less interested in doing sports activities than men. Laura Burton (2010) found, in a research conducted on 168 executive, senior and mid-level managers to learn about their views about working men and women, that working women assign more priority to levels of executive and mid-level managers while working men and women give more importance to top level managers. Mozafari and Ghare (2004) put in paper title "comparing Iran public sports with a number of selected countries" that public sports have become important since 1900 due to various reasons, namely, maintaining physical and mental health, getting the most out of leisure time, developing social communication, turning away from mechanical life, returning to nature, improving efficiency, promoting professional sports and because of doctors' recommendation. Atarzadeh Hosseini and Sohrabi (2007) checked attitudes of people to sports and physical activities in Mashhad. Given the fact that mentally and physically citizens would guarantee the prosperity of a society, it is important to identify personal features and know attitudes and tendencies of individuals toward physical and sports activities to make decisions on education, health and sanitation issues. Having a better understanding of different attitudes and tendencies in a society could help sport administrators to provide citizens with facilities better suit their inclination, abilities and physical and mental health needs to promote sport development as well as do realistic and thoughtful planning. Study carried out by Roshandel Arbatani (2004) defined role of mass Medias in institutionalizing public sports in the country. It assumes the role of mass Medias as the major source of creating social realities which is the most important characteristic of an institutionalized act. Hassan Zadeh et al (2009) assumed that the positive effect of physical activities in maintaining mental and physical health have been acknowledged and this fact gives more importance to sport and physical activities by the medical society. Asgari (2010) studied attitudes of youngster to sport activities in Esfahan. He found that 76.9 percent of samples participating in sport activities who stated happiness as their major reason for doing exercise and business and inability to manage daily works and lack of sport facilities as the main reason for not participating in sport activities. Also according to what Shabane (2011) found in his research, there is a significant difference between two dimensions of public sports

problems i.e. internal and external issues which have been listed based on their priority. Therefore, public sports strategies to deal with such problems must be planned to minimize weaknesses of national sports organization and address potential environmental threats through exploiting on strengths and opportunities like legal and religious protection, experts and professionals and various sports medias. Razavi (2004) conveyed senior managers' views in National sport organization about privatization of professional sports in the country in which they required regulatory reform in bank advances, taxes and duties to have such sections privatized. They also did not strongly agree with professional sport's responsibility to be transferred from National sport organization to National Olympic Committee. Rahabi (2010) studied organization managers' view about sponsoring professional sports in which they assumed that small social and cultural advantages would be gained through sport sponsorship as low average of profitability (1.69) confirmed this matter. Undoubtedly sports development in the country as well as the providences is achievable by cooperation of sporting and senior directors in each province. Given the fact that economic, political, cultural and social development policies are determined and introduced by senior directors in province, it would encourage the province development in various fields if these two groups of managers have relatively same attitudes. Furthermore, comparing attitudes of senior and sporting directors toward public and professional sport in the province could reveal agreements and disagreement between them.

In this survey we seek to encourage mutual cooperation among units related to sport through expressing attitudes of senior and sporting directors in the province toward sport issue. Different units are participating in the province sport development which their cooperation would lead to the province sport development; Because of it, findings of this research could help senior and sporting directors to further being familiarized with attitudes of one another to come to an agreement and accelerate sport development in the province at the end.

2. Methodology

This research aims at comparing attitudes of senior and sporting directors toward public and professional sport in Esfahan. So this is classified as a descriptive research addressing a practical problem using survey methods. The population of research included 142 senior and sporting directors of Esfahan those attitudes studied in 2012. Among those, there were 70 sporting managers and 72 senior managers who were members of Islamic Consultative Assembly, municipality, governorship, priesthood, army, police force as well as sporting managers of sport and adolescent organization and ministry of education and private sport clubs (Sepahan, Foolad, Giti Pasand, Mahan, etc.). IN this research we applied Canyon questionnaire to assess attitudes toward motor abilities which was used firstly in 1986. The questionnaire consisted of two parts; one for personal traits, other attitudes of senior and sporting directors. The latter includes six factors including, movement activities to maintain social growth, keep fit and healthy, relax and relief stress and movement activities including adventure and extreme sports, movement activities as the factor of admiration and graceful movement and as a hard and exhausting experience. The first included measures of age, sex, marital status, education, income and cost. Researcher took the views of 8 professors of Esfahan University and Islamic Azad University, Khorasgan Branch into account to confirm the validity of questionnaire. After designing prototype of questionnaire based on data of preceding researches, 8 copies of questionnaire sent out to professors to carry out their reforms on it and verify the validity if questionnaire items met the goal of research. And finally questionnaires reformed and their content validity approved by assistant professors and consultant. Next, 30 copies of questionnaire distributed and collected to assess the reliability of it through a preliminary study in which Cronbach's alpha coefficient was calculate 0.9.

Table 1. comparison of mean and standard deviation for attitudes toward public sports

Factors	group	Mean	Standard Deviation
Movement activities to maintain social growth	Senior directors	4.43	0.50
	Sporting directors	4.40	0.42
Movement activities to keep fit and healthy	Senior directors	4.42	0.50
	Sporting directors	4.36	0.55
Movement activities including adventure and extreme sports	Senior directors	4.09	0.60
	Sporting directors	4.02	0.55
Movement activities as the factor of admiration and graceful movement	Senior directors	3.97	0.88
	Sporting directors	4.19	0.63
Movement activities to relax and relief stress	Senior directors	4.19	0.63
	Sporting directors	4.17	0.64

Table 2. comparison of mean and standard deviation for attitudes toward professional sports

Factors	group	Mean	Standard Deviation
Movement activities to maintain social growth	Senior directors	3.74	0.83
	Sporting directors	4	0.65
Movement activities to keep fit and healthy	Senior directors	3.97	0.75
	Sporting directors	4.14	0.61
Movement activities including adventure extreme sports	Senior directors	4.15	0.55
	Sporting directors	4.25	0.52
Movement activities as the factor of admiration and graceful movement	Senior directors	3.84	0.88
	Sporting directors	3.87	0.99
Movement activities to relax and relief stress	Senior directors	3.90	0.70
	Sporting directors	3.92	0.57
Movement activities as a hard and exhausting experience	Senior experience	4.16	0.51
	Sporting experience	4.26	0.54

According to table 1, the highest means (4.43 & 4.35) belong to factor of movement activities to maintain social growth and the lowest mean (3.97 & 3.87) belong to movement activities as the factor of admiration and graceful movement from the senior and sporting directors point of view. Also according to table 2, the highest mean (4.16 & 4.26) belong to the factor of movement activities as a hard and exhausting experience and the lowest mean (3.74) belongs to the factor of movement activities to maintain social growth from the senior directors point of view while it (3.87) belongs to movement activities as the factor of admiration and graceful movement from sporting managers point of view.

Table 3. comparison for attitudes toward public sports

Indicator variables	group	T	Level of significance
Movement activities to maintain social growth	Senior directors	0.448	0.655
	Sporting directors		
Movement activities to keep fit and healthy	Senior directors	0.690	0.491
	Sporting directors		
Movement activities including adventure and extreme sports	Senior directors	0.704	0.483
	Sporting directors		
Movement activities as the factor of admiration and graceful movement	Senior directors	0.700	0.485
	Sporting directors		
Physical exercise to keep fit and healthy	Senior directors	0.233	0.816
	Sporting directors		

According to results:

- Calculated t ($p < 0.05$) is not significant for mean of movement activities to maintain social growth from senior and sporting directors point of view to public sport i.e. there is no significant difference between views of senior and sporting directors to public sport regarding movement activities to maintain social growth.
- Calculated t ($p < 0.05$) is not significant for mean of movement activities including adventure and extreme sports from senior and sporting directors point of view to public sport i.e. there is no significant difference between views of senior and sporting directors to public sport regarding movement activities including adventure and extreme sports.
- Calculated t ($p < 0.05$) is not significant for mean of movement activities as the factor of admiration and graceful movement from senior and sporting directors point of view to public sport i.e. there is no significant difference between views of senior and sporting directors to public sport regarding movement activities as the factor of admiration and graceful movement.
- Calculated t ($p < 0.05$) is not significant for mean of movement activities as the factor of admiration and graceful movement from senior and sporting directors point of view to public sport i.e. there is no significant difference between views of senior and sporting directors to public sport regarding movement activities as the factor of admiration and graceful movement.

Table 4. Comparison for attitudes toward professional sports

Indicator variables	group	T	Level of significance
Movement activities to maintain social growth	Senior directors	-2.063	0.041
	Sporting directors		
Movement activities to keep fit and healthy	Senior directors	-1.511	0.133
	Sporting directors		
Movement activities including adventure and extreme sports	Senior directors	-1.056	0.293
	Sporting directors		
Movement activities as the factor of admiration	Senior directors	-0.199	0.842
	Sporting directors		
Physical exercise to keep fit and healthy	Senior directors	-0.209	0.834
	Sporting directors		
Movement activities as a hard and exhausting experience	Senior directors	-1.056	0.293
	Sporting directors		

According to the results:

- Calculated t ($p < 0.05$) is not significant for mean of movement activities to maintain social growth from senior and sporting directors point of view to professional sport i.e. there is no significant difference between views of senior and sporting directors to professional sport regarding movement activities to maintain social growth.
- Calculated t ($p < 0.05$) is not significant for mean of movement activities to keep fit and healthy from senior and sporting directors point of view to professional sport i.e. there is no significant difference between views of senior and sporting directors to professional sport regarding movement activities to keep fit and healthy.
- Calculated t ($p < 0.05$) is not significant for mean of movement activities including adventure and extreme sports from senior and sporting directors point of view to professional sport i.e. there is no significant difference between views of senior and sporting directors to professional sport regarding movement activities including adventure and extreme sports.
- Calculated t ($p < 0.05$) is not significant for mean of movement activities as the factor of admiration from senior and sporting directors point of view to professional sport i.e. there is no significant difference between views of senior and sporting directors to professional sport regarding movement activities to keep fit and healthy.

- Calculated t ($p < 0.05$) is not significant for mean of movement activities as the factor of admiration from senior and sporting directors point of view to professional sport i.e. there is no significant difference between views of senior and sporting directors to professional sport regarding movement activities as the factor of admiration.
- Calculated t ($p < 0.05$) is not significant for mean of movement activities a hard and exhausting experience from senior and sporting directors point of view to professional sport i.e. there is no significant difference between views of senior and sporting directors to professional sport regarding movement activities as a hard and exhausting experience.

3. Demographic findings

- There is not a significant difference between attitudes of senior and sporting directors of Esfahan toward public and professional sports based on sex ($p \leq 0.05$).
- There is not a significant difference between attitudes of senior and sporting directors of Esfahan toward public and professional sports based on marital status ($p \leq 0.05$).
- There is not a significant difference between attitudes of senior and sporting directors of Esfahan toward public and professional sports based on education ($p \leq 0.05$).
- There is not a significant difference between attitudes of senior and sporting directors of Esfahan toward public and professional sports based on monthly income ($p \leq 0.05$).
- There is not a significant difference between attitudes of senior and sporting directors of Esfahan toward public and professional sports based on monthly cost of living ($p \leq 0.05$).
- There is not a significant difference between attitudes of senior and sporting directors of Esfahan toward public and professional sports based on age ($p \leq 0.05$).

4. Conclusion

Comparing attitudes of senior and sporting directors of Esfahan toward public and professional sport based on marital status did not show a significant difference. Analysis of variance (ANOVA) done later to compare attitudes of senior and sporting directors of Esfahan toward public and professional sport based on education, monthly income, monthly cost of living, age variables which did not indicate a significant difference among the views of sample study. The overall results of the study revealed that the attitudes of senior and sporting directors of Esfahan toward factors of physical activities, namely; physical activities to maintain social growth, to keep fit and healthy, to relax and relief stress, including adventure and extreme sports, as the factor of admiration and as a hard and exhausting experience, are significantly above the mean level. Moreover, there is not a significant difference between attitudes of senior and sporting directors of Esfahan toward public and professional sports based on mean comparison which confirmed that they are in agreement about public and professional sport issues. Also comparing attitudes of senior and sporting directors of Esfahan toward public and professional sports based on background variables (sex, marital status, education, monthly income, monthly cost of living and age) suggests that there is not a significant relationship between them. Therefore, it seems that personality and individual difference acts as moderator variable in attitudes of managers toward public and professional sports. Understanding attitudes of senior managers could help sports administrators providing people with facilities suitable for their tendencies and abilities and preparing plans to encourage sports development in the society. Nevertheless it seems that such developments occur so slowly in our country and we face enormous obstacles in the sport management of our country. The results of this survey are closely in line with those conducted by Mo'tamedin (2009), Afarinesh Khaki (2005), Mozafari (2005) and Rabi (2010) who found that there is no a significant difference between managers attitudes toward movement activities. It is obvious that discussion on various aspects of this broad issue in this research is of high importance as some of which could give reason to this question that why managers have not taken a serious attitudes to physical and sport exercises while others make way for further participation of them in this issue and fostering their attitudes toward it.

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