

# CODIFICATION OF RECREATIONAL SPORTS ACTIVITIES OF GUILAN UNIVERSITIES' STUDENTS

Zahra Shoja<sup>1</sup>, Seyed Emad Hosseini<sup>2</sup>, Siavash Khoda Parast Sareshkeh<sup>3\*</sup>

<sup>1</sup>Department of Physical Education and Sport Science, Ayatollah Amoli Branch, Islamic Azad University, Amol, IRAN

<sup>2</sup>Department of Physical Education and Sport Sciences, Shahid Beheshti University, IRAN

<sup>3</sup>Department of Physical Education and Sport Science, Lahijan Branch, Islamic Azad University, Lahijan, IRAN

## ABSTRACT

**Aims:** The aim of this study was formulation of a strategy for recreational sports activities of Mazandaran universities' students. **Materials and methods:** Statistical society of this research is 71 persons, containing physical education professors of the province's institutions and directors of university programs. For data collecting, the researchers' questionnaire has been used and its validity was confirmed by several experts and its reliability was confirmed. **Results:** Research findings indicate recreational and sports activities of university students in Mazandaran, in terms of strategic location and in internal and external matrix is located in conservative area. **Conclusion:** For solving problems, outdoor benefits like new technologies, facilities, improvement and restoration of existing technology or specialized workers with high skills should be used.

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### KEY WORDS

Recreational sports activities, Strategy, SWOT

\*Corresponding author Email: [s.khodaparast@yahoo.com](mailto:s.khodaparast@yahoo.com)

## INTRODUCTION

Mechanical life is consider as one of the main problems of humans, because its effects are reducing mobility and activities of people. Leisure time and the way of spending it is one of the new concepts that gets its true meaning with the advent of technology and industrialization of societies in people's life. Recreational Sports and sports that are related to leisure time are the best and perhaps the most essential forms of spending leisure time in this era. From the ten reasons of death in the world, six of them are related to diet and physical activity. Roughly, 80 percent of non-communicable diseases occur in developing countries and Iran is one of these countries [1]. In fact spending leisure time by doing physical activates is one of the most common ways in the world. Several studies, found the correlation between general fitness level of physical and mental health, stress, burnout and their exacerbating factors [2]. School and university courses are filled with study as an intellectual work that fills considerable amount of student life. In such a situation, using recreational and sports activities to enrich leisure time can create nice, joyful and happy feeling [3]. For university students who spend their teenage hood without any trouble and the chance of going outside the lines for them is next to nothing, the constructing, innovating, creative, imaginative, and inner satisfying aspects of leisure time activities will be more focused on. Paying attention to sport activates throughout collage is a great opportunity to make them more familiar with the benefits of physical activity [4]. Due to the positive and useful effects of exercise on all aspects of people's lives, findings of experts in Iran show that only 10 percent of students have sports activities, while watching TV and listening to music fill much of their leisure time and exercise is in lower ranks [5]. Improving public health through increasing opportunities for participation in sport activities has huge economic benefits, especially in developing countries that health resources are scarce, so prevention is very necessary [6]. Preceding studies conducted in connection with leisure time show that sport does not have an appropriate place in the leisure time activities and often young people, especially university students show less interest in them than TV or other leisure activities. However, in countries such as France, sport is known for the first and most important activity of students. Sport has positive functions such as reducing social harm and deviations, increasing social cohesion, reducing lack of exercise, and improving the quality of life that can have an important role in spending university student's leisure time.

Strategic planning allows the organization to adapt its activities and services to meet the changing needs of the environment. This plan not only provides a framework for application development, but also suggests a framework for restructuring plans, management and cooperation and also to assess the organization's progress in this regard.

Strategy development in sport has numerous benefits that the following can be mentioned:

- Promote public health, social cohesion, modernization, rehabilitation and lifelong learning.
- Demonstrate long-term goals and a glimpse of province's current sport situation.
- Efficiently and effectively meeting the community's sport needs.
- Help to increase participation in sport and creating ways to develop people skills.
- Help to create the best values.

In a study to investigate gender differences in relationship between the characteristics of the school environment and physical activity among 9 to 12 year-old student in Ontario, Canada, concluded that schools should choose a special room for flexibility activities for female students [7]. In a study to prioritize sport and leisure activities in elementary school realized that basketball with 26.48% is the most favorite sports. Swimming with 20.59% and tennis with 14.71% are in second and third place [8]. In studying on women in concluded that the average participation of women in active leisure time is more than women's participation in none-active leisure time [9]. Being aware of situations and properties of ways of doing recreational sports and creating conditions and suitable facilities according to different tendencies and tastes, are among the responsibilities of managers and authorities of leisure activity subject. It is also essential that the planning and cultural work on different segments of society, especially the academics should be done to make them aware of the positive effects of healthy leisure and recreational activities and pushed them further into these kinds of activities [6,4,3].

It is recommended that university officials and student dormitories pay more attention to increase low-cost and special space and facilities of leisure activities in college dormitories and university faculties and plan their strategies in this direction. Creating more facilities and sports halls in university faculties and dormitories will be an effective step toward pushing students to do fun, active leisure activities that can be weekly planned and will not cost students anything [10]. Now the question is that which strategy is suitable for recreational and sports activities of Guilan university students?

## MATERIALS AND METHODS

The research method according to themes and objectives, is strategic studies and surveys that were conducted in the field and descriptive field way. In other words, recognition of the status quo SWOT was described and the results were analyzed. From the purpose point, this study was practical and its required information was collected through library studies and researcher-made questionnaire; in which qualitative and quantitative methods were used to analyze the data.

### Research model

The theoretical framework or conceptual model is F. R. David and J. David Hunger strategic management model. According to F. R. David method, important planning steps can be incorporated in a three-step decision-making framework. Figure 3-1 shows the comprehensive framework of strategy formulation. Tools and methods presented in this framework are suitable for all types of organizations (of different sizes) and helps strategists to identify, evaluate and select them.

Table 1: Comprehensive framework of strategy formulation

The input stage	
Internal Factors Evaluation Matrix (IFE)	External factors evaluation matrix (EFE)
Strategic goals	
Comparing step	
Strengths, Weaknesses, Opportunities, and Threats matrix (SWOT)	
The decision step	
Strategic Planning	

### Statistical society and sample

The Statistical society in this study is consisted of province's professors of physical education and extracurricular and physical education administrators of all universities of Guilan, which were 71 altogether. In professors' category, 30 of experience professors in the field of sport were randomly selected and in extracurricular administrator category, all of the universities that had extracurricular and physical administrators were surveyed. Of 71 questionnaires sent to statistical society members, 65 questionnaires were filed. Table 1 shows the distribution of statistical society and received questionnaire.

#### Data collection methods

Data collection methods were chosen according to research records and documents, essays and dissertations and sports specialist advice and opinions of the provided in the two following sections:

#### Library Studies

In this research, through exploring documents via the Internet and library resources, recreational sports activity sources were reviewed and the cases related items were used.

Self-designed questionnaire was used for identifying the strengths, weaknesses, opportunities and threats of recreational sports activities of Gilan university students.

#### Personal information

This section measures up the demographic characteristics, including age, sex, education and fields of study.

Opinions of professionals about identifying the strengths, weaknesses, opportunities and threats of Gilan university students' recreational sports activities: For this purpose, in order to determine the strengths, weaknesses, opportunities and threats of recreational sports activities of university students in Gilan, by taking advantage of records and documents, theories, related researches, essays and articles and also advices and opinions of experts in sports management and strategic committee including faculty professors member of the province with executive work history, After reviewing the situation, the researcher designed a questionnaire.

At first, internal environment and the external environment factors, and then each of the four strengths, weaknesses, opportunities and threats were defined and explained with an example in this questionnaire. The following questionnaire were designed for members of the Steering Council, elites and experts and were sent to them and they were asked to insert strengths, weaknesses, opportunities and threats of recreational sporting activities of Gilan universities' students in questionnaire. According to information obtained from the questionnaires completed by the elite and members of the Steering Council and the study of theoretical bases and history of related researches, a package questionnaire consisted of 12 strengths, 16 weaknesses, 14 opportunities and 15 threats was extracted. Then to determine the final list of SWOT, in a strategic council meeting that were held for this reason and according to the members of the steering council and the elite, the initial extracted questionnaires were reviewed and some questions were eliminated, modified or added to the SWOT list.

The final package includes a four-part questionnaire: 1. Strengths (10 questions), 2. Weakness (12 questions), 3. Opportunities (10 questions) and 4. Threats (11 questions) and 9 options for each question was of importance, so that option from 1 to 9, respectively, the figure was from the lowest to the highest importance.

## RESULTS

Among all the items outlined in the strengths of strategies recreational sports activities of universities' students of Gilan, the presence of students in recreational sports activities item in this section has the highest importance. Obviously, in order to promote and develop recreational sports activities for students paying special attention to this sector is needed. Also among all the statements expressed in this section, items of continuous and purposeful gathering of physical education administrators of Gilan universities has the minimum importance in strong points of recreational sports activities of province's university students. Among all the items outlined in the weaknesses of recreational and sports activities for university students of Gilan, lack of strategic planning in physical education structure at the universities of Gilan has the highest point of weakness, from the perspective of respondents in this sector. Obviously, in order to resolve this weakness, special attention should be paid to the strategic planning of physical education in the universities of Gilan, and by developing appropriate programs and strategies, a logical connection between the planners and administrators of student sport of the province should be created. Also among all the statements expressed in this section, the item of incorrect behavior of some university staff with students who were interested in sports, has the lowest importance.

Among all the items outlined in recreational sport activities opportunities faced by university students in Gilan, the item of presents of some outstanding professors of physical education in the physical education departments and colleges academic centers of Gilan, has the highest level of important in this sector. So according to this result, this opportunity should be exploited. Also among all items outlined in opportunities, the least important items was private sector participation in recreational and sports activities in the province's universities.

Among all the statements made in threats section, high costs of city's physical education department gyms are the highest threat that the recreational sports activities of the students of Gilan are facing with, which should be overcome with a special focus on the threat above. Also the item of making money out of sport centers approach and giving extracurricular sports facilities to physical education student's sports teams, is the least threat to recreational and sports activities of university students of Gilan. For simultaneous analysis of internal and external factors, internal and external matrix was used. This matrix was used to determine the location and type of talent finding strategy in recreational and sports activities of province's university students. To form this matrix, obtained scores from internal and external evaluating factors matrices were put in the horizontal and vertical dimensions so the place of recreational sports activities for students of Gilan in the matrix will be determined and appropriate strategies will be adopted. In this matrix, scores on a two-part range of strong (5.2 to 4) and poor (1 to 5.2) are determined.

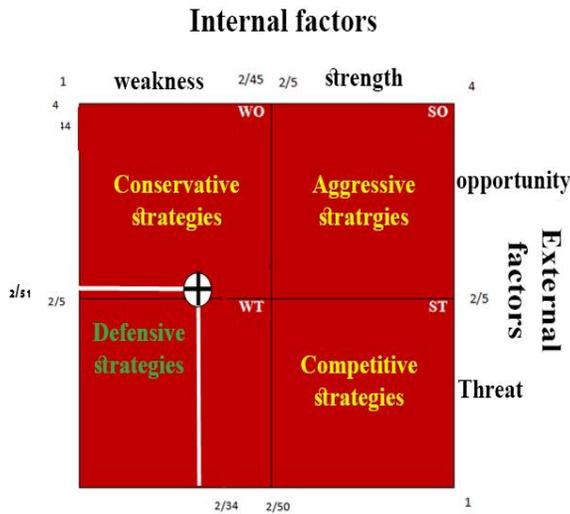


Fig: 2. Simultaneous matrix of internal and external factors of recreational sports activities for students of Guilan

Usually, strategies are selected according to the regional of the organization in one of four elements of internal and external matrix (SO, ST, WO and WT). In addition, the results suggest that recreational and sports activities for university students of Guilan, according to figure 1-4, in terms of strategic position and in the internal and external matrix, is located in conservative area. Therefore, the organization should be able to solve its vulnerabilities and weaknesses within the organization and the environmental benefits, such as new technology, upgrade and repair existing technology or hiring specialized workers with high skills to solve its problems.

### DISCUSSION

The study’s results showed that the strategic position of recreational and sports activities of university students in Guilan are in such a way that has a lot of weaknesses and threats in this regard and to solve them the available strengths and opportunities can be used and also the dominant strategy is selecting can be from the WO kind. However, recreational sports activities of university students in Guilan, based on existing conditions, can benefit from ST, WT and WS strategies. After this phase of the research and getting to the final list of items of SWOT, by using SWOT matrix analysis, strategies associated with these items were extracted. At this stage 4 strategies SO, 5 strategies of ST, 4 strategies WO, and 3 strategies WT strategy, a total of 16 strategies, were developed. In order to discuss the results and data of the present study, the developed strategies of SWOT matrix respectively will be analysis and discussed.

Strategy 1: Benefit from outstanding teachers for participating of more students in recreational sports activities (the use of experts) (S1O1)

Strategy 2: Strengthening extra-curricular and physical education and creating an ongoing relationship between the director of extra-curricular and physical education, physical education outstanding professors and students (S1S2S3O1)

Strategy 3: Creating culture in the field of recreational sports activities among university students by use of qualitative forces and experts and also religious teachings for developing of recreational sports activities. (S3 S4 S3 O4)

Strategy: Design of research and development system for talent finding in recreational sports activities (O1 O2 S3)

Strategy 5: Reducing the cost of renting sports halls for student participation in recreational sports activities (S1 T1)

Strategy 6: Informing students of the dangers of inactivity by the director of extra-curricular and physical education professors (S2 S4 T2 T6)

Strategy 7: Increasing attention of authorities to student recreational sports compare to championship in society and the media (S1 S3 T2 T5 T6 T7)

Strategy8: Selecting of expert and competent and also preventing the entry of Unskillful in various parts of college sports (S4 T4)

Strategy 9: Creating incentive mechanisms and a favorable atmosphere for the development of recreational sports activities (S3 T2 T5 T6)

Strategy 10: Developing a strategic plan for recreational sports activities of students in universities of Mazandaran (W1 W4 O1 O3 O6)

Strategy 11: Provides financial resources, facilities and spaces for teachers and administrators in extra-curricular sport and physical education students to participate more in recreational sports activities (W2 W3 W5 W6 W7 O5 O6)

Strategy 12: Use of natural areas to address the shortage of financial resources (W2 W3 O6)

Strategy 13: Increasing in per capita sport facilities according to the rules and regulations to protect and enhance the state (W2 W3 W7 O6)

Strategy 14: Implementation of the recreational sports activities strategic plan of Guilan Universities (W1 W6 W10 T2 T3 T5 T6)

Strategy 15: Create a reward system to attract students and educators to promote recreational sports activities (W7 W11 T2 T5 T6)

Strategy 16: Activation of the private sector in support of students' sports in Mazandaran (W2 W3 W7 O6)

The Swedish government gives special privileges to NGOs and the private sector, so they work harder to achieve expanding the public sport [11,12,13].

Part of the income of these organizations, by obtaining membership fees, training and education is provided, and in order to support the development of sport and encourage participation, the government considers some tax breaks for these organizations [14,15].

## CONCLUSION

Generally, in almost all countries the private sector assistance government, the interesting point is that their activities are all under state control and in cases where the public interest are related, state control will get increased to guide these sectors to the development of sports among all classes of people. The private sector in the province has a strong potential to university students' support sports and the hope is that by encouraging this sector, the province can see the growth and development of recreational sports activities in its universities.

## CONFLICT OF INTEREST

Authors declare no conflict of interest.

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