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**ROLE OF ECONOMIC AND CULTURAL FACTORS IN SPORTS
GLOBALIZATION FROM PHYSICAL EDUCATION EXPERTS OF BUSHEHR
PROVINCE VISION**

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ABSTRACT

Purpose of conducting this study is identifying role of economic and cultural factors in sports globalization from physical education experts of Bushehr province vision. Methodology of study is descriptive analytical and in regard of objective is applied study. Statistical population includes all employees of Ministry of Youth Affairs and Sports offices in Bushehr province (135 persons) where after applying simple random sampling method and using sample size determination table of Cohen, Morgan and Krejcie, 100 persons were chosen and questionnaires were given to them. Analysis of study assumptions was conducted by using factor analysis coefficient technique. Analysis of study assumptions indicated that some variables such as media and press, sport tourism, economic factors, cultural factors have significant impacts on sports globalization from physical education experts of Bushehr province vision ($p < 0.05$).

Keywords: Sports globalization, sport tourism, cultural factors

INTRODUCTION

Globalization is a controversial, multidimensional and also ambiguous issue. Its conceptual ambiguity should be sought in two naming of 'generalization

process' and 'imposed project' (Dehshiri, 2000). In Harvey theory, discontinuation of modern days from traditional era is possible due to reconstruction concept of time and

space. Ground of modern social life was local confined and certain spaces and location oriented far and seasonal times. Any social activity and transaction has been organized within sphere of this confined space and time and thus social relationships arena was very constricted. Under these conditions, every relatively small social unit was an independent world and almost unrelated to surrounding environment or world (Berger and Hanington, 2004). Description of effective factors on formation and dynamism of modernization institutions is start point of Giddens endeavor to describe and analysis globalization process. For Giddens, globalization is result of expansionism and universalism of modern social discipline where make it distinct from previous social regimes. Modernization expansion and universality also are rooted in effective factors on globalization. Reconstruction of time and space and groundlessness overall tend to become globalized and facilitate globalization process (Jallaeipour, 2005).

One of the social and cultural issues that have impressive growth during recent years and influences people is sports and physical education. Community sport behavior and habits, their views and beliefs about sport issues and sports development and popularity, all are under reciprocal influenced of community tendencies and

media. One of the approaches to emphasize sport development and these views and beliefs is mass media approach (Kordi, 2007). Sport development is actually a step towards nation development and because of sport impact on personal and social life; it is attractive for people and government (Physical education organization, 2004).

Globalization points to increasingly practice of reciprocal correlation amongst communities in regard of cultural, economic, security, political, etc. In the other words, sport events and activities also have increasingly impacts on different activities of human beings such as political, economic, social and cultural activities (Soltan Hossaini *et al*, 2010). Sport is considered to be a vital position for theoretical and empirical discovery researches pertaining multidimensional process of globalization in long term (Giulianotti, 2004). Therefore, by considering existing facts and irrefutable role of mentioned variables, importance of subject is understandable. What has very high level of significance is the fact that Iran has a very high sports capability and has potential strength of growth and globalization of sports. Enter of electronic mass media into sports events arena where change concept of time and space by means of utilizing advanced technologies, not only cause increase of sportsmen income and

stream of huge money into sports circle but also along with that create social and cultural models and provide them to audiences and manipulate their minds through developing stars (Cryton, 1991). In current communities, sportsmen are considered as one of the most important reference groups that most of the youth follow them as model and to adjust their behavior and action have particular focus on sportsmen (Giulianotti, 1999). This is obviously seen in level of sport – cultural goods such as picture, poster, video and etc. consuming by adolescences and the youth. But how appropriated are these models with cultural tenets of community and up to what level ; sportsmen may play guide and cultural model role in favor of adolescences and the youth are worth to be thought. There have been a few studies pertaining to globalization and sports so far. Of these studies, it may point to work of Arkhi *et al* (2014). He assessed impacts of globalization on development of different dimensions of sports in Iran and evaluated globalization process under several domains of technology, environmental, social, cultural, scientific and technical and economic. Results of his study indicate that globalization has significant impacts on all dimensions of sports in country. Results of Ghafouri and Honarvar research (2007) demonstrated

that media facilities and equality in values where constitute one of the components of globalization have the greatest effectiveness on sports strategies.

AL-Busafi (2013) mentioned in his study that, sports provide a distinct example of globalization practice and Olympic games, institutions and international organizations that govern sports and modern sports are improved by assistance of mass media, professionalization, commercialization and other global technological advances. Hamzehlou and Moeinfard (2015) conducted a study under title of ‘globalization and sports in Iran. Their statistical population was consisted of sports management specialists. Sampling was accomplished by total count and targeted. Study instrument was a questionnaire that was devised by researcher where after endorsing validity of its content (KMO: 0.908) and to prioritization of sports improvement impacts on four dimensions of globalization and items second degree factor analysis was used. Results indicate that based on experts opinion, globalization management of sports should be considered in long term planning as a major goal of country. Mallmeer Mehdi (2013) conducted a study under title of ‘impacts of sports on city development’. In this article, it is noted that sports development in current world

either through quality or quantity makes it a new and complicated context where may be called modern sport. Unique characteristics of this kind of sports cause its intensive impacts on different parts of current life at both limited and widespread levels. One aspect of this effectiveness is development of an industry known as ‘sports tourism’ which causes changes and improvements of urban and civil arenas.

Ranjbaran & Farahmand (2012) conducted a research under title of ‘impact of globalization on social welfare and career relationships’ and in this article they assessed effectiveness of globalization on social welfare and career relationships. In his study, AL-Busafi (2013) mentions that sports provide a distinct example of globalization practice and Olympic games, institutions and international organizations that govern sports and modern sports are improved by assistance of mass media, professionalization, commercialization and other global technological advances. Milanovic (2005) states in his article that free career rotations of players have increased significantly during last ten to fifteen years and limitation of foreign players in European leagues were lifted and appearances of clubs have become more commercial and employ players with prime talents from all parts of globe. This also in

turn may significantly assist resulted globalization practices of sports.

In a study, Kyung (2004) pointed to Korean traditional sport; Taekwondo role in transactions between globalization and localization within community. After enlisting as Olympic sports, Taekwondo has provided suitable opportunities for transactions and interactions of community. In a study, Stromquist (2007) indicated that globalization was a phenomenon that had affected different aspects of cultural life including sexuality (Feminism and masculinism), knowledge, formal educations, higher education’s, identity and lifestyle. This impacts of globalization on human life cause profound changes in higher education. Barak (2007) in a study about finding identity of youngsters concluded that globalization has affected negatively identity finding of the youth in Asian nations such that some young people in these countries avoid completely from their national identity and try to obtain new identities. Same factor causes generation related conflicts. In current study, role of economic and cultural factors in sports globalization from physical education experts of Bushehr province vision.

RESEARCH METHOD

Current study is based on data collecting by descriptive – analytical technique and in regard of objective is an applied research.

Statistical society of this study embraces all employees of Ministry of Youth Affairs and Sports offices in Bushehr province including formal, contractual and part time work force having three years cooperation records with these offices. Referring to general office of physical education of province, total number of participants in this study was about 135 persons.

And by using sample size determination table of Cohen, Morgan and Krejcie, 100

persons were chosen after applying simple random sampling method that were received questionnaire. To collect data, a questionnaire that devised by researcher was used.

In addition to descriptive statistics such as frequency distribution, median and standard deviation in this study, to analysis assumptions Kolmogorov–Smirnov test was used and to determine data distribution method of factor analysis test was applied.

Table 1: Questionnaire component

Component	Question
Sports tourism	5 to 10
Economic factors	11 to 15
Social – Cultural factors	16 to 22

RESEARCH FINDINGS

In this section, after explaining demographic characteristics of test items; author will test research assumptions and accept or refuse assumptions. Frequency distribution and related percentages of test items sexualities are presented in Table 2.

As presented data of Table indicate, test items were consisted of 74 percent of males and 26 percent of females. Kolmogorov–Smirnov test aims to determine this point that whether considered sample (sample size) are extracted from a population with normal distribution and results of this test are presented in Table 3.

In consequence to analysis of research variables by Kolmogorov–Smirnov test, regarding all variables and considering obtained Z values and also acquired level of significance, it may be concluded that

distribution of sample size was normal and then to assess research assumptions, factor analysis test is utilized. In order to assess suitability of elements to analysis roles of some variables in sports globalization from physical education experts of Bushehr province vision, factor analysis was used.

Considering mentioned data in Table 4, value of KMO test is 0.62 and due to X_2 amount of 175.9 and significance level of 0.0001 this value is significant. Factor analysis may use to analysis research assumptions. It is also determined that factor rotation loading for each variable is more than 0.3 , thus all variables are suitable for role analysis of some variables in sports globalization from physical education experts vision.

It is seen in Table 5, that value of KMO test is 0.61 and due to X_2 amount of 42.9 and significance level of 0.0001 this value is significant. On one hand, by considering indicated factor loading ; amongst all related factors to sport tourism, factor loading of variable ‘Sports competition host in host’s country’ is more than others and then respectively are ranked; ‘Adjusting tourism programs concurrent to sport events’ and ‘Cultural transactions and interactions between tourists and sportsmen’.

It is seen in Table 6, that value of KMO test is 0.69 and due to X_2 amount of 51.8 and significance level of 0.0001 this value is significant. On one hand, by considering indicated factor loading ; amongst all related economic factors, amount of factor

loading of variable ‘Attracting local and foreign sponsors’ is more than others and then respectively are ranked; ‘Increase of attracting investments (Direct and indirect)’ and ‘Entrepreneurship and employment in sports ’ and etc.

It is seen in Table 7, that value of KMO test is 0.48 and due to X_2 amount of 73.5 and significance level of 0.0001 this value is significant. On one hand, by considering indicated factor loading ; amongst all related cultural factors, amount of factor loading of variable ‘Being multi-culture and Peaceful coexistence with populations of other cultures’ is more than others and then respectively are ranked; ‘Mutual behavior and interaction athletes and community ’ and ‘Knowing English language’.

Table 2: Frequency distribution and related percentages to sexuality

Percentage	Frequency	sex	
74	74	Male	
26	26	Female	

Table 3: Sample distribution normality test (Kolmogorov–Smirnov test)

	Tourism	Economic factors	Cultural factors
Z Value	1.18	0.12	0.72
Significance	0.09	0.18	0.68

Table 4: Test of KMO to assess suitability of roles so as to analysis roles of some variables in sports globalization from physical education experts

Factors	Factor loading (Rotation)	Value of KMO statistic	Bartlett's test	
			Sig. 0.0001	X_2 175.9
Tourism factors	0.69	0.62		
Cultural factors	0.68			
Economic factors	0.59			

Table 5: Test of KMO to analysis role of sport tourism in sports globalization from physical education experts vision

Factors	Factor loading (Rotation)	Value of KMO statistic	Bartlett's test	
			Sig.	X_2
Sports competition host in host's country	0.75	0.61	0.0001	42.9
Adjusting tourism programs concurrent to sport events	0.702			
Cultural transactions and interactions between tourists and sportsmen	0.63			
Attracting sport tourists	0.603			
Encourage of special sports (Mountainous areas, mountain climbing, skiing)	0.59			
Increase in traffic of sportsmen relative to sports events host cities	0.53			

Table 6: Test of KMO to analysis role of economic factors in sports globalization from physical education experts vision

Factors	Factor loading (Rotation)	Value of KMO statistic	Bartlett's test	
			Sig.	X_2
Attracting local and foreign sponsors	0.66	0.69	0.0001	51.8
Increase of attracting investments (Direct and indirect)	0.59			
Entrepreneurship and employment in sports	0.56			
Allocation of financial resources in order to improve experience, knowledge and skills of managers, specialists, mentors, athletes and other authorities in sports	0.54			
Competitive commercial and industrial atmosphere (national and forein)	0.51			

Table 7: Test of KMO to analysis role of cultural factors in sports globalization from physical education experts vision

Factors	Factor loading (Rotation)	Value of KMO statistic	Bartlett's test	
			Sig.	X_2
Being multi-culture and Peaceful coexistence with populations of other cultures	0.68	0.48	0.0001	73.5
Mutual behavior and interaction athletes and community	0.62			
Knowing English	0.6			

language			
Orientation to championship in sports (Girls and women)	0.59		
Focus on women sports requirements and endeavor to introduce talented and prime athletes in mass media	0.57		
Improving experience and skill (managers, specialists, mentors and athletes)	0.53		
Religion and religious covenant	0.51		

DISCUSSION AND CONCLUSION

Globalization process drives us to domain of macro-globe unknowingly, in this path a set of challenges are created for native and minor cultures where some people announce these challenges positive and others announce those negative. Opponents of globalization recognize it a destructive phenomenon with intend to combat the world and extermination of native and local cultures and advocates of globalization recognize it a phenomenon with purpose to grow and assist human communities and believe that globalization in contrast to what it is called may not exterminate cultures, but it is an aid to preserve physiological –ecology. However, we intentionally or compulsorily face to this problem and while recognize different aspects of globalization; must seek to find the best approach to deal with this phenomenon. Globalization issue in current world is comprises of many cultures and becomes an conceptual model

including an general arena but disparate and incompatible of opportunities, values, tastes and lifestyles that is available for everyone without limitation and in order to self or knowledge assertion (Nawazi, 1989).

As for cultural dimension, some people state that globalization is monitor of time and location compression and arising of new conditions for global community and globalization of culture and believe that cultural dimension of globalization has priority relative to economic and political aspects and increasing growth of media technology such as internet and satellite causes compression of time and location and cultural concentration of nations and through this constitutes a dominated culture in global level (Golmohammadi, 2002). World globalization as a dimension is so profound and important that some people define globalization as a process of expansion in communications under a global scale along with obtaining

awareness about this process. Some of consequences or impacts pertaining globalization of existing challenges, opportunities and behavioral patterns in different areas are global expansion of communication level, identity contexts and their impacts within global scope, emergence of resources and globalization of human vision horizons (Mirmohammadi, 2002).

Today, sightseeing industry or tourism transforms into a prosperous industry for those countries with tourism attractions and statistical evidence of United Nations World Tourism Organization (UNWTO) indicate that more than 600 million persons visit different locations of interest annually. Based on statistics during last three decades; tourism industry have had significant growth in such way that in 2004 scores of tourists reached beyond 800 million persons and its resulted revenues also reached about 800 billion dollars (Puppy et al, 2006). Nowadays, linkage between tourism and sports creates a new category of tourism where embraces different and diversified aspects, it means a wide area that begins with emotional activities and includes relaxation activities. Since different tastes and intentions are perceived for individuals, areas of sport tourism are also widespread. Cultural factors in sports globalization from

physical education experts of Bushehr province vision have significant impacts ($P = 0.0001$). Furthermore, factor loadings of variables 'Being multi-culture and peaceful coexistence with populations of other cultures', 'Mutual behavior and interaction athletes and community' and 'Knowing English language' are more than other variables, respectively.

Investment by financial sponsors of sports industry is one of the most revenue sources of our times, although in our country there are some barriers in attracting financial sponsors (5). Hooda (2001), states that 'the principle of predicted profitability of investment' is the most important factor in attracting investments of financial sponsors on sports domains and financial sponsors only when being insured about revenues more than other options to select areas would be intended to invest in sports sector. It is recommended to sports federations and physical educations authorities to pace in orientation of hosting sports competitions , summer and winter Olympics, Asian and World Championships in diversified sports majors so as to expand globalization culture in nation's sports.

It is recommended to sports federations that, applying for membership in international sport organizations is a pace towards expansion of sports globalization. Also it is proposed that in future studies,

authors use questionnaires other than the one used in this research based on components other than those considered in this research.

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