

Session: **Sport facility management**

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A survey on management and marketing styles among some Iranian sport complexes and presenting practical approaches

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Background:

Due to mechanical daily lives and changes in life styles, the amount of human's physical activities has reduced to a great extent, as a result, there have been so many illnesses caused by lack of movement.

One of the ways to face this problem is tendency to do some sport activities like participation in sport complexes.

The establishment and activation of such complexes have been developing based on human's need.

However, the management and marketing styles for developing these centers and their success in attracting the customers' attraction are one of the most important issues that have kept the owners mind, of these places busy.

During the recent decades in Iran, the government and private investors have taken some measures for establishment and development of these sport complexes both quantitatively and qualitatively, but not all of them have been successful the same in gaining the income and customers' attraction.

Many factors are involved in both success and lack of success in Iran's sport complexes, in this research the most important factors are mentioned and it intends to present the related factors and approaches in order to improve the situation of these complexes based on marketing and management science of such centers.

Objectives:

The main objective of this research is investigation of the management and marketing situation of sport complexes in the capital of Iran and some other cities.

Regarding the main objective, some quantitative factors like the expansion of spaces, the quantity of sport equipment, the facilities for customers, the delivered sport services; and also the qualitative factors like management styles of spaces, the marketing and advertising approaches, and the customers' degree of satisfaction were other detailed objectives which were mentioned in this study.

Methods:

This research was conducted by visiting 15 selected sport complexes in Tehran and some other provinces, the reports were made with the interviews by all the 15 managers and 45 customers of these centers randomly. The age of them varied from 20 years of age to 60. The questions were organized based on the research objectives and recorded in related questionnaires by the researcher. It was a structured interview with the presence of each interviewee. Descriptive and inferential statistics were used for the drawing and analyzing the gained data.

Results:

The significant results which were gathered by interviews with managers showed:

1. They don't have any effective communication with other sport complexes in and out of the country; it causes no experience exchange among them.
2. The managers believe due to people's low income, they are not able to pay the complexes' tuition, so, their complexes, capacity are not completely full every time.
3. Because the advertising expenses are very high especially in mass media, they can't inform people about their complexes' capacities and facilities.
4. The lack of educated experts in sport marketing for introducing the complexes to the people and public or private organizations, who could act as potential customers.
5. The lack of access to experienced and trained human resources in official staff and sport coaches.

The significant results which were gathered by interviews with complexes' customers indicated:

1. They were dissatisfied with expensive tuitions, unavailability of complexes, sport equipment defects, improper ventilation and other improper physical facilities.
2. They believe the complexes' managers ignore customers' needs in giving sport services and they only present their own sport services without considering customers' needs.

Conclusion:

The results of this research has shown that the managers are managing their complexes traditionally and they are not aware of up-to-date science in management of these complexes.

The customers' needs and the other rivals' power in order to attract more customers in sport complexes are usually taken for granted.

The managers aren't aware of the role of sport marketing in their complexes success or they don't believe in investment in this matter.

The people are not aware of the importance of participating in the sport activities and they don't prioritize its payment in their daily life.

Based on the summary of managers and customers' opinions about current situations, the following practical approaches could be suggested:

The attraction of private investors' participation, as well as taking care of governmental sections to private ones.

Usage of media especially mass media for raising the culture level of the general public for participation in such places.

Passing the training courses of facilities' management and sport marketing by the managers of these complexes.

The increasing of available and reasonable sport places by the government and municipalities.

Investment on the provision and equipment of further complexes with the new-tech facilities through the private investment.