

Success' causes of some selected sport complexes from the managers and loyal customers' view points in Tehran

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Aim of abstract:

The main objective of this research was the examination of administration manners and styles among 16 successful sport complexes in Tehran from the view point of their managers and loyal customers.

Theoretical background:

Today's highly competitive, global marketplace has seen a proliferation of many different styles of organizational structure.

As observed by Graetz, Rimmer, Lawrence and Smith (2002), in order to be profitable, sport complexes must now function flexibly, with high market sensitivity and participative work environment. In order to perform in this responsive and competitive manner, sport facility operators must evaluate the most appropriate organizational structure to adopt.

This involves not only establishing structure and locations of responsibility but also ensuring that the appropriate procedures, resources and staff skills are in place to support the organizational sport complexes structure (Westerbeek, 2006).

Loyal and satisfied customers may generate a strong word-of-mouth promotion and referrals to prospective customers.

This is one of the most efficient promotional for a sport complex since most customers who are looking for providers, first ask advocates for advice. Thus positive word of mouth may not only enhance the sport complex image but also reduce acquisition costs, and therefore impact favorably on profit (Buhler & Nufer, 2010).

Methodology:

In this research, the researchers interviewed with 16 managers of successful sport complexes, and 45 loyal customers of these complexes in Tehran.

The interview's questions were categorized in following issues:

1. The quality of managing in-door and out-door facilities
2. Directing the human resources who are working in these selected sport complexes
3. In what manner they attract and protect their customers
4. The quantity and quality of marketing manners and profitability
5. The quantity and quality of sport services available

Results:

The information which is gathered from the interviews with selected managers and loyal customers in this research has

shown the following common characteristics among those complexes from view point of them:

1. The managers have short-term and long-term objectives for their complexes in regard to the economical and social situation of people.
2. Sport complexes' managers always try to improve their sport services quantity and quality.
3. Human resources in selected complexes are educated in especial fields like as physical education, sport nutrition, public relations, sport marketing, coaching in different sport fields, etc.
4. Sport complexes' tuitions has been determined regarding different economical layer of customers.
5. The managers always attend to the competitors' activities in order to change or modify their manners.
6. Selected complexes' manages are sensitive to the customers' demands and well-awarded that if they don't guarantee their needs, the customers will leave them.
7. They have powerful marketing manners in all over the city through advertising by internet, mobile communication, media, street billboards, and even in personal level.
8. The customers were loyal to their sport complexes because:
 - Qualified sport services were being offered.
 - The price charged and the terms associated with the sale.
 - The appropriate advertising, promotional and communication activities.
 - The distribution and logistics processes involved into fulfill the demands.
 - The people directly or indirectly involved in the consumption of a service (knowledge workers, employees, management and consumers often add significant value to the total service offered).

Conclusion:

According to the results of this research and in regard of Iran's social and economical situation, each sport complex manager who wants to have successful complex, have to consider the following notations:

1. Attending the customers' demands
2. Providing qualified sport facilities
3. Attractive marketing and advertising
4. Care about the competitors actions and reactions
5. To be unique among other sport complexes

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