

## **Analysis of education and research in the field of sports event management**

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### **1. INTRODUCTION**

The university education system has experienced different generations in order to better train. In the same way, continuous efforts are made to enter the new generations in each of the academic fields and trends. One of the essentials of this and to have a suitable program is the need to know the current situation of each field from different dimensions (Modarresi Saryazdi, Abbaspour, Sakhdari, Ghiasi., 2019). Sport sciences was introduced as a discipline for many years, but with the specialization of this field, disciplines such as sport management, sport physiology, and so on. The field of sport management in Iran since 2015 train in 6 trends: "strategic planning", "marketing", "media management", "event management", "equipment management" and "leisure management and recreational activities". One of the important academic trends is the management of sports events because most of the successful sports products that have an impact on other products are related to the holding of sports events (Ghasemi, Keshkar, Rasekh, and Izadparast, 2019). The emergence of any specialized trend in a sports field depends on the needs of the market and the supporting educational and research capacities in that field. It is obvious that among the most important educational capacities, we can mention the types of lessons and short and long-term training courses. In research capacities, we can emphasize the types of books and research reports such as theses and articles. For many years, the course of sports management and its sub-set, management of sports events, was taught as a single course in the field of physical education and at different levels. With the formation of the trend of sports events management in the master's degree, the main courses "strategic management of large sports events", "public and international relations management in sports", "security and safety management in sports competitions", "acquaintance with international organizations in sports", "Marketing management in sports events" and "Seminar in sports event management" were presented for it. The length of this course is two years and its courses are mostly theoretical and research with 32 units including "six basic units", "14 specialized units", "six optional units" and "six thesis units". The most important specialized abilities expected from the graduates of this sports major include "managing and organizing domestic sports events and competitions", "consulting services in various fields of organizing sports events", "the ability to carry out the responsibilities of the department various international sports events inside the country", and so on (Sports Science Committee, 2019). In the specialized doctorate course in sports management, there is also a

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specialized course related to the management of national and international sports events with the headings "Introduction to the Olympic Movement and the Summer, Winter and Youth Olympic Games", "Introduction to the International Olympic Committee and Organizing Committee of the Games", "Social, cultural, economic and political effects of the Olympics", "Management and administrative structure, human and financial resources of the World Cup", "Social, cultural, economic and political effects of the World Cup", "Getting to know management Major global and international events of various sports fields", "Management of local, regional and national events", "Criticism and investigation of national and global events and Islamic countries" have been considered (Sports Science Committee, 2016). Eydi and Yousefi (2015) analyzed SWAT on hosting major sports events in Iran and came to the conclusion that it is not possible to host and hold major sports events in Iran, but there is human capacity and space for this. Miragaia and Soares (2017) found that "curriculum, knowledge, internship, experiential learning, service learning, employment, Education, gender, technology and e-learning, globalization and international affairs, validation process and quality" play a positive role in development. Emery (2016) by examining the management of major sports events in the past, present and future and reviewing major sports events in the last ten years, found that the success of major sports event management is based on effective and efficient management in three-way relations between sports, media and event investors. Various studies have been conducted on articles and books with the content of sports management and the contribution of sports event management in them (Asgari, Elahi and Pursoltani, 2013; Mousavi, Ramezani Nejad, and Ebrahimpour, 2018). The training of effective managers and employees in this field depends on an educational system based on research and application. Therefore, this general research question was created, what is the educational and research situation in the field of sports event management?

## **2. ANALYSIS**

The content analysis method was used to carry out the research. The statistical population included all the reports related to the introduction of the field of study, organized workshops, short-term trainings, books, articles and researches indexed in valid databases. The most important databases under review include Khane Ketab, Google Scholar, websites of sports science faculties, Physical Education and Sports Science Research Institute, National Olympic Committee and Academy, General Directorate of Physical Education of the Ministry of Science, Research and Technology, Vice-Chancellor of Physical Education. and health of the Ministry of Education and Culture, sports federations and other sources had information on the axes of educational and research investigation in sports events. In all areas, efforts were made to investigate the entire identified community by the end of 2019. To collect data from the sheet and coding instructions based on the examined categories and representative data in identifying the current state of educational and research activities in the field of sports event management. The coding sheet and instructions were confirmed by Cochran's test from the data collected from ten sports management specialists with a rate of 0.89 in terms of face and content validity. In the following, with a single set, the data of two coders were collected and with the P-Scott test, an acceptable level of 0.77 was obtained for reliability.

By reviewing the articles, a number of 71 articles in Persian language on the subject of sports events were identified in sports management research publications from 1384 to 1399, one article per year from 1384 to 1389, three in 1391, and three in 1392 and 1393. 4 articles each, in 2014, the highest frequency is 14 articles, in 2015, 7 articles were observed. A total of 79

authors contributed to the production of 71 articles, among which 7 authors including "Hossein Eidi, Luqman Keshavarz, Gholam Ali Kargar, Navid Asadi, Hassan Bahrul Uloom, Bahman Asgari and Akbar Jabri" had two articles. 65 authors had one article. The content of the workshops of sports events from the philosophical and psychological aspect (6 cases), from the environmental aspect (4 cases), from the financial aspect (9 cases), from the educational aspect (9 cases), from the technological aspect (6 cases), They were from volunteer forces (6 cases), from organizational aspect (7 cases), from planning aspect (10 cases) and from cultural and social aspect (4 cases). In this field, many books on sports events have been translated, authored and published. In Iran and in Farsi until 2019, 46 book titles with topics related to sports events were identified in Khaneh Kitab database. The first book was published in 1370 and some books have been published more than 10 times. At the international level, about 19 book titles in English were identified by 2020. In examining the status of dissertations, theses and research reports, 74 titles related to sports events were identified. Public universities (71.6%) had the largest share and the rest of the universities (Payam Noor, Azad-Islami and non-profit) had a share of 28.4%. In 1380, 1.4% and in 1390, 98.6% of titles were done. The highest number of university researches in the field of sports events was in the form of master's theses (58%), followed by research reports with 13.5% and then doctoral dissertations with 1.8%.

### **3. CONCLUSION**

Of the 71 articles identified on the subject of sports events in Persian, most of the articles are related to the years 2012 and later. One of the possible reasons for the increase in the number of articles on the topic of sports events can be the start of holding a master's degree in sports management with 6 majors, specifically the major in sports majors. Among the 79 authors who wrote 71 articles, only 7 authors appeared in two articles and the rest of the authors' names were recorded in only one article. One of the possible reasons for this could be the lack of attention and effort of professors and researchers in this field to conduct research work focused on sports events and to be introduced as a prominent brand in this field. The most research method used in the articles was the quantitative survey method. This result is in agreement with the research results of Sharifian et al. (2014), Quarterman and colleagues (2010), Shilberry (2010) and Pedersen and Peetz (2005) are consistent. One of the possible reasons for this could be the priority of quantitative surveys and the use of questionnaires to collect data from a wide area. The most variables or categories investigated are dedicated to holding the event, volunteers, tourism, evaluating the success of athletes and coaches, feasibility of holding, event security and marketing. One of the possible reasons for this issue can be a new approach to the issue that causes choices with the central variables of holding an event, volunteering or tourism. It seems that the holding of practical workshops needs more attention at the level of Iran and the world, considering the recognition and understanding of the wide dimensions. Among the number of 46 Persian book titles indexed in Khaneh Kitab and 19 English book titles indexed in Google Scholar, it can be concluded that the frequency of book publication in this regard is more than twice the frequency of English books. One of the possible reasons for this phenomenon is that due to the existence of event management courses in all three levels of education, especially the undergraduate level, most lecturers prefer to write a book in this field. Regarding theses and research reports, two-thirds of the subjects were assigned to public universities (71.6 percent) and the rest to Payam Noor, Azad-Islami and non-profit universities. This shows the greater attention of public universities in

dissertations, theses and research reports. Of course, here too, the concentration of professors of a university or region can help in university or regional branding. The increasing trend since 1390 was due to the possible emergence of master's degree with the orientation of managing sports events. The higher number of master theses than research reports and doctoral theses is proof of this claim. In general, reviewing the status of various educational and research aspects related to sports events, does not show a professional and specialized approach regarding this specialty, and it is difficult to single out a specific person, university or region in the set of dimensions.

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