

A comparative study to identify potential sports businesses in Iran

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Introduction:

One of the major issues in developing countries is the unemployment crisis and its social, economic and political consequences. In this regard, the field of sports is an appropriate and diverse site to create employment and to produce new business and economic opportunities. Therefore, the purpose of this study was a comparative study of sports jobs in Iran and the world with the aim of identifying sports jobs that can be launched in Iran

Methods:

This research is a comparative study that was conducted using content analysis technique. To identify sports businesses in the world, the population included all databases related to sports businesses internationally. At this stage, 8 Latin books on sports careers have been studied and categorized. In addition, all sports jobs in the International Job Classification System (O'NET) and the International Standard Job Classification System (ISCO) were identified, defined and classified. On the other hand, in order to identify sports jobs in Iran, the subjects includes all sports jobs in the country and related documents, and in this regard, sports jobs in the Ministry of Sports and Youth and its affiliated organizations, sports federations, Sports clubs, higher education, mass media and private businesses, as well as job classification schemes.

Result:

Based on the findings, 68 sports businesses with the potential of launching and developing in Iranian sports were identified, which are in eight job groups ("championship sports, coaching and sports refereeing", "sports management and administration", "Sport marketing" "Sports education", "Sports medicine and physiology", "Sports communication and media", "Sports engineering", "Entertainment and recreation").

Discussion & Conclusion:

Policy makers, planners, experts and sports managers can use the results of this research for sports entrepreneurship actions and programs.

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