

## Identifying sports indicators in the cultural development of Iranian society

Mohammad Hossein Ghorbani <sup>1</sup>, Hamid Reza Safari Jafarloo <sup>2</sup>

1. Assistant Professor of Sports Management, Institute of Physical Education and Sports Sciences, Tehran, Iran

2. Assistant Professor of Sports Management, Jahrom University, Jahrom, Iran

Code:

### Introduction:

According to the research literature, sport can contribute to the development of society in many areas, one of which is cultural development. The aim of this study was to identify the characteristics of sport in the cultural development of Iranian society.

### Methods:

This research is a qualitative research. The participants of the included 21 experts in the field of sports sociology who were selected from two methods of theoretical sampling and snowball. Semi-structured interview was used to collect data. Interview and textual data were analyzed in three stages of open coding (analysis of key points of interview data and identification of main and minor components of the interview), axial coding (identification of codes in the form of common components and concepts), and Selective coding (determining the relationship between major and minor components and developing a qualitative research model).

### Result:

According to the research findings, after identifying 26 independent codes and linking them in terms of conceptual and semantic similarity, six main concepts (dissemination and strengthening of national culture, promotion of moral values, dissemination of chivalry, pluralism, environmental protection and Promoting public health) was identified as indicators of sport for cultural development.

### Discussion & Conclusion:

In general, the identified indicators in this study can be used as a guiding framework for planning and macro-policies for cultural development of Iranian society. On the other hand, the results of this research can be used in cultural development in the seventh development plan of Iran, both at the macro and micro levels.

### References:

- Vail, S. E. (2007). Community development and sport participation. *Journal of Sport Management*, 21(4), 571–596.
- Smith, A. C. T. – Westerbeek, H. M. (2007): Sport as a Vehicle for Deploying Corporate Social Responsibility. *The Journal of Corporate Citizenship*, 25(Spring), p. 43–54
- Richards, J., Kaufman, Z., Schulenkorf, N., Wolff, E., Gannett, K., Siefken, K., & Rodriguez, G. (2013). Advancing the evidence base of sport for development: A new open-access, peer-reviewed journal. *Journal of Sport for Development*, 1(1), 1–3.
- Ritzer, G. (1993). *The McDonaldization of Society*. Thousand Oaks, CA: Pine Forge Press.
- Rydin, Y; Seymour, R; Lorimer, S (2011). *Sustainability in the Sports Sector*, UCL Environment Institute