

Research Paper

Factors affecting the productivity of sports venues in higher education centers and universities in Fars province.

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Abstract

Introduction: In the current world system, productivity and its promotion is one of the main goals of active and living organizations. This study aimed to investigate the productivity indicators and determine the factors affecting the productivity of sports facilities in higher education centers and universities in Fars province.

research methodology: The type of research is descriptive-analytical and applied in terms of purpose. The statistical population of the study included managers, coaches, operators, administrators, sports officials of universities and higher education centers in Fars province and users of these centers, equal to 1035 people. The statistical sample size is selected based on Krejcie and Morgan (1997) table equal to 280 people. In order to collect information in the qualitative part of the Delphi method and in the quantitative part of the researcher-made questionnaire with a reliability of 0.91. Used. In data analysis, descriptive part of frequency percentage, mean and standard deviation and in inferential statistics section of exploratory factor analysis, factor analysis by principal component method and to determine their simple structure by Varimax rotation and confirmatory factor analysis method using structural equation model. Was used.

Findings: The results of prioritizing the components of eight factors affecting the productivity of sports venues showed, ease of user access; The level of users' satisfaction with the sports space; Observance of ethical points and appropriate treatment of managers and supervisors of sports venues; Determining and adjusting regular working hours; Timely and regular repairs; Leadership and management style of sports managers; The existence of a continuous evaluation system and having economic benefits from the activities of sports venues were recognized as the most effective components in assessing the productivity of sports venues.

Conclusion: Sports managers can use the factors and components identified in this study to review and increase the productivity of sports venues.

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Extended Abstract

Introduction:

In the current world system, productivity and its promotion is one of the main goals of active and living organizations, especially that these goals play a decisive role in institutions such as the Physical Education Organization and sports federations, universities and other executive bodies with sports facilities that are connected with different segments of people. Awareness and measurement of the productivity of sports venues shows the correct and effective management of the managers of these venues. Accordingly, determining the productivity of sports venues is a series of coordinated and planned activities in order to improve the current status of programs and more effective use of talents, facilities, equipment, sports venues. The present study was conducted to investigate the productivity indicators and determine the factors affecting the productivity of sports facilities in higher education centers and universities in Fars province.

Context:

Productivity is the degree and intensity of effective use of each of the factors of production; "Productivity" is a kind of thinking and perspective based on the fact that everyone can do their jobs and tasks better every day than the day before.

Goal:

The purpose of this study is to investigate the productivity indicators and determine the factors affecting the productivity of sports facilities in higher education centers and universities in Fars province.

Method:

The research method of this research is descriptive-analytical and applied in terms of purpose. The data collection method includes library studies, Delphi method and finally a researcher-made questionnaire.

Ten professors of sports management were interviewed (via e-mail) to begin the process. The number of expert commentators in the Delphi method was 20. In this method, information was first collected and determined by a survey of individual experts. The selected items were discussed by these experts and then the items were fixed and adjusted.

Finally, the items on which the experts agreed were the basis of the work and the final questionnaire was developed. Finally, in order

to determine the content and formality of the questionnaire in terms of content and form, professors and experts were consulted and after applying all the corrective suggestions and necessary changes in order to comply with the conditions and statistical characteristics of the study were used. In order to determine the reliability of the questionnaire, a part of the statistical population was used and through it, Cronbach's alpha was 0.91, which indicates the high reliability of the research tool. The statistical population of the study included managers, coaches, operators, administrators and sports officials of universities and higher education centers in Fars province, as well as users and users of university sports facilities in Fars province. After determining the statistical population which was equal to 1035 people, the statistical sample size was selected through the sample size determination table of Krejcie and Morgan (1997) equal to 280. In a small part of this research, descriptive and inferential statistics were used to analyze the research data. In the descriptive statistics section, frequency, percentage, mean and standard deviation were used, and in the inferential statistics section, Kolmogorov-Smirnov test, exploratory factor analysis test and confirmatory factor analysis were used. The whole process of analysis of the present research data was performed in the advanced statistical software SPSS version 26 and LISREL version 10.20.

Findings:

The results of prioritizing the components of eight factors affecting the productivity of sports venues showed that, in the physical factor, the ease of access of users with a factor load (0.89); In the user factor, the level of user satisfaction with the sports space with a factor load (0.83); In the factor of manpower, observance of ethical points and appropriate treatment of managers and supervisors of sports facilities with a factor load (0.90); In the planning factor, determining and adjusting regular working hours with factor load (0.89); In the maintenance agent, timely and regular repairs with factor load (0.83); In managerial factor, leadership style and management of sports managers with factor load (0.82); In the monitoring factor, the existence of a continuous evaluation system with a factor load (0.87) and in the financial factor, having economic benefits from the activity of sports

facilities with a factor load (0.87) were recognized as the most effective components in evaluating the productivity of sports facilities. Physical factors with an average rank of (4.37), factors related to users with an average rank of (4.28), manpower factors with an average rank of (4.20), planning factors with an average rank of (4.14), maintenance factors with an average rank of (3.98), management factors With an average rating of (3.57), factors related to control and supervision with an average rating of (3.55) and finally financial factors with an average rating of (3.45) are in order of priority. The ranking obtained through the Friedman test indicates the importance, precedence and latency of each factor over each other.

Results:

Efforts to improve the productivity of the organization, according to the structure and organization of the organization, make it possible to discover the structural deficiencies hidden in it and prepare employees to perform their duties effectively and manage affairs better. The results showed that physical

factors, users, manpower, planning, maintenance, management, supervision and finance are suitable for separating questions and complying with the principles of the productivity indicators of sports venues and managers can use the above factors and components to assess the situation. Use the efficiency of sports facilities. Also, most research results have considered the physical factor as the most effective factor in assessing the productivity of sports venues. Using the results of this research, we should seek to answer the question that our organization is in what position and conditions according to the identified effective factors in productivity evaluation? The answer to this question warns the officials that due to the high costs of construction and maintenance of sports venues and the shortage of sports venues and facilities per capita, it is time to use sports science and facilities, especially sports management, for the proper use of sports venues and facilities. Benefit; Because productivity can largely compensate for these shortcomings.