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Providing a Revenue Model for Hosting Sport Events

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ABSTRACT

The present study aimed to propose a revenue model for hosting the sports events in Iran. 220 university professors, sports experts, staffs of sports federations, and management agents of international sporting events participated in this study. A researcher-developed questionnaire was used for data collection. Factor analysis was conducted to verify the structure validity. SPSS 22 and PLS software were applied for data analysis. Based on the findings, 12 factors were found to be significant in the monetizing from hosting the sporting events. Sponsors, human resources, politics, governmental institutions, law, sport fields, scientific, security, government support, media, Facility development, and fans were the most important factors for revenue generation in hosting sports events. Managers, organizations, and the organizers of sporting events can use appropriate strategies in the fields of media, sponsors, security of the country, investment, fans, governmental institutions, development of sporting facilities and places, and policy by utilizing the results and model provided in the present study in order to generate money from sporting events.

Introduction

Sports events are an instrument of destination marketing for host countries (Nishio, 2013). According to Stuart Attwell et al. (2019), the achievement of international development and the participation of stakeholders in the management of sporting events are considered as the most important goals of international sporting events. The prestige of the host countries is evident in local international sporting events (Katzkat, 2014). Sports events are considered as major events that include Olympiads, events, world and regional competitions, national regional sports competitions, national recreational sports competitions (Jalali Farahani and Alidoost Ghahfarkhi, 2011). Sports clubs need to earn money

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to survive and compete, and successful clubs always have better sources of income and financial balance. Nowadays, companies prefer to take advantage of sports sponsorship as an international language, especially in popular sports that have a global and national audience and move beyond the language and culture barrier (Comprehensive Sports Plan). Fans are considered as one of the main pillars and the most important capital of the sports industry. The sports industry becomes a lifeless industry in the absence of fans. So that their absence causes the bankruptcy of clubs and the unattractiveness of matches. Sports and athletes sometimes act as accelerators in intergovernmental relations in an informal way. This indicates the many functions of sport and athletes in the domestic and international political field (Asghari et al, 2013). Major sporting events provide a valuable opportunity for the host community and local communities to improve name recognition and increase self-confidence. Thus, the most important points include formulation of macro-management policies in order to generate revenue for sports, paying attention to revenues from hosting sporting events, using the concept of sports sponsorship and securing the investment context. Also, the management of sports economics is always facing changes and in the meantime, the role of intellectual property rights seems fundamental (Balogu et al, 2010). Also, Elahi (2009), Seyed Ameri (2009), Rezaei (2011), and Hyun Baek (2011) during their study concluded that transparency in the management and financial information leads to increase the attraction of capital in sports by attracting sponsors. According to the results of domestic research, legal barriers had the highest average among the identified general barriers (economic, structural, legal, environmental and managerial), which shows that the main weakness of sports marketing in Iran is related to the environment and legal conditions of sports. The results of Izadi (2004), Seyed Ameri (2009) and Rezaei (2011) are also consistent with these results. Qualitative economic indicators affecting the revenue model for hosting of sport events in a general perspective include the macroeconomic conditions of the society and the regulatory laws of the host country. As the quality of regulatory and legal conditions of the host country increases, the amount of revenue and achievements of that country will also increase (Ren & Li, 2019). Also, holding sports competitions can bring more benefits to the host country or cities due to the popularity of events, especially in major sporting events (Fourie & Santana-Gallego, 2011). Likewise, the image and perception received by the host country has a significant effect on possible opportunities and provides great potential for tangible and intangible benefits (Liu, 2015). According to Asgari et al (2011), natural, human and capital resources are essential for the survival of all organizations, they emphasize the scarcity of resources in the Iranian sports industry. One of the issues that has affected failure to attract revenue from broadcasting by the Iranian sports industry is the existence of major legal problems in the matter of copyright or intellectual property rights in the whole country. Holding an event increases credibility, media attention and attracting investment, which in turn is accompanied by better meeting the needs of local people, the growth and development of a region. Though, it seems that there is a more suitable context for the growth of sporting events in Iran compared to other events, because the infrastructure for the growth of various disciplines in the country is provided (Rezaei, 2012). Each of the above studies has examined the important and effective factors on the development of generating revenue from sports events from a particular perspective, although some of them have studied this issue from different perspectives. Most of the researches have focused on the field of football and Premier League and the capacities of other disciplines, especially the geographical locations of Iran and less attention has been paid to the climatic conditions of the four seasons and many facilities such as mountains, plains, sea and plateau ... and the rich culture of some sports in Iran. It is clear that sport and its revenue generation are of great importance for the economies of countries, but there is no comprehensive research to show what factors affect the revenue generation from hosting sporting events in the country. Thus, this study was carried out aimed to identify the effective factors on the development of revenue generation due to hosting sports events in Iran and also to provide a model for holding sporting events aimed to develop the revenue generation. This study is considered as an applied research in terms of purpose and descriptive-analytical in terms of method and has been conducted using the field method. The statistical population of the study includes managers and experts in the field of sports and employees of sports federations including swimming federation, archery federation, cycling federation, bodybuilding federation, lifeguard

federation, sports medicine federation, disabled federation, and boxing federation, wrestling federation and gymnastics federation, so that 228 people were randomly selected. A researcher-developed questionnaire containing the items related to the research topic that was the result of interviews with sport management experts and sports officials in Tehran province, articles was used to achieve research goals. The face and content validity of the final questionnaire was confirmed by 15 professors and relevant experts and confirmatory factor analysis was used to verify the construct validity of the questionnaire. The reliability of the questionnaire was also confirmed by Cronbach's alpha ($\alpha = 0.9$). Descriptive and inferential statistics and SPSS software version 22 and PLS software were used for data analysis.

Findings

Table 1, shows descriptive results related to the gender, level of education, faculty and occupational level of the participants.

Table 1. Demographic Description of Research sample

Variable	Status	Frequency	Percentage
Gender	Male	149	65.1
	Female	76	33.2
Education level	Associate degree	14	6.1
	Bachelor	59	25.8
	Masters	70	30.6
	PhD student	33	14.4
	P.H.D	15	6.6
	Faculty	Assistant Professor	9
	Associate Professor	2	0.9
	Professor	3	1.3
	Secretary of Physical Education	39	17
	the coach	41	17.9
Occupational level	Employed	95	41.5
	Unemployed	16	7
	Athlete	46	20.1
	Non-athlete	2	0.9

Exploratory factor analysis was used in this study to identify the components of revenue generating. For this reason, before performing factor analysis, the Kaiser- Meyer- Oklin measure of sampling adequacy (KMO) criterion was used to ensure that the number of samples was sufficient and the Bartlett' Test of Sphericity was used to determine the correlation between variables (items).

Table 2. The Results of Bartlett' Test and Kaiser- Meyer Related to Revenue Generation Variables of Sporting Events

Kaiser- Meyer (KMO)	0.909
Bartlett' Test of Sphericity	9152.452295
Degrees of freedom	2485
Significance level	0.001

As shown in Table 2, the Kaiser- Meyer- Oklin index is greater than 0.5 and the significance level is less than 0.05, which indicates the adequacy of the samples for performing exploratory factor analysis. The test was performed at the level of 0.05. The exploratory factor analysis is listed in Table 3. The items of the research questionnaire were determined using interviews with the physical education specialists and sports officials of Tehran province, articles and a questionnaire related to the research topic. The absolute value for each item was considered to be 0.4, therefore, 12 items of the questionnaire being excluded based on the results of exploratory analysis. According to the results, 12 factors were identified and named depending on the nature of the factors according to the research team with the titles of sponsors, government institutions, media, supporters, government support, security, sports, politics, human resources, facilities development, legal, scientific, research.

Table 3. Coefficients of the Factor Loading and Investigation of the Share of Each Component of Variance Related to the Components of Revenue Generation

The main component	Sub-component	Items	Factor	%	p-value
Capital investment and sponsors	Development of private ownership of the company to partner with the country's sports industry	N1	0.690	0.739	0.001
	Further recognition and increasing the credibility of the brand and the reputation of the teams and stadiums in attracting sponsors, clubs	N2	0.765	0.618	0.001
	Increasing the specialized marketing and sports economics agencies	N3	0.787	0.590	0.001
	Developing marketing strategic and operational plans in different levels of sports in the country	N4	0.560	0.578	0.001
	Making transparent financial and economic information of the sports organizations in the country's sports industry	N5	0.520	0.625	0.001
	Paying attention to appropriate and motivating communication principles with existing and potential sponsors	N6	0.574	0.636	0.001
	Planning according to the seasons in the country's sports competitions	N7	0.575	0.645	0.001
	Television broadcast of Iranian sporting events through international networks	N8	0.471	0.785	0.001
	Equipping the stadiums for holding the event s using a approach to achieving advertising goals	N9	0.760	0.618	0.001
government institutions	Creating real and strategic will for privatization in country sports	N10	0.553	0.846	0.001
	Removing obstacles (administrative, political, cultural and economic) of privatization in sports	N11	0.685	0.741	0.001

	Making efforts to privatize the governmental sports clubs	N12	0.413	0.770	0.001
	Non-interference of government in the affairs of the country's sports institutions	N13	0.489	0.708	0.001
	Development of the organized support institutions of fans in the sports industry	N14	0.779	0.6790	0.001
	Fostering a culture of treating foreign sports teams and tourists in a professional manner	N15	0.542	0.697	0.001
	Increasing attention and investment to growth and development of sport at the base levels	N16	0.533	0.925	0.001
	Development of professional sports clubs in the country	N17	0.792	0.626	0.001
	Formulation of comprehensive and binding rules for payment of media broadcast of sporting events	N18	0.774	0.620	0.001
Media	Fixing the monopoly of broadcasting organizations and trying to building private networks	N19	0.760	0.695	0.001
	Fixing filter and policies related to restrictions on the media in broadcasting sports events	N20	0.858	0.799	0.001
	Creating demand for purchase and competition of external cable networks for the sale of television broadcasting rights	N21	0.833	0.688	0.001
Fans	Creating reasonable procedures of pricing on sports goods and services	N22	0.727	0.614	0.001
	Providing a suitable context for the presence of all segments of society, especially women, in the sports events	N23	0.827	0.746	0.001
	Development of management and procedures appropriate to attract, retain and develop supporters	N24	0.891	0.655	0.001
	Facilitating between ministries related to sports infrastructures development	N25	0.746	0.685	0.001
Governmental Supports	Developing the vision ,macro goals and identified strategy by the government in the field of the development of sports industry	N26	0.691	0.722	0.001

	Supporting the country's management (government, hosting international events	macro parliament) for	N27	0.857	0.798	0.001
	Policy making and stable and effective investment by government for the development of sports industry		N28	0.794	0.684	0.001
	Creating privatization system of government clubs of governmental clubs and support of the new private clubs		N29	0.718	0.678	0.001
	Creating security measures in terms of hardware , software and human sources		N30	0.672	0.652	0.001
Security	Creating or making changes in the structure of the stadium and in using special groups such as the disabled, women		N31	0.885	0.682	0.001
	Creating security activities to prevent terrorist activities in international events		N32	0.828	0.710	0.001
	Security track and the road in revenue driven road holding sports events		N33	0.821	0.694	0.001
Sports fields	Achieving international positions of sports in different sports fields		N34	0.762	0.770	0.001
	Program targeted field of sport for obtaining hosting major international events		N35	0.758	0.789	0.001
	Paying attention, special investment in attractive , new fields		N36	0.643	0.847	0.001
	Determining the level of competitions according to the goals of different levels of sporting events		N37	0.729	0.630	0.001
	Development of holding different sports fields according to geographical areas and natural features such as mountains , roads and...		N38	0.811	0.631	0.001
	Considering Iran's geopolitical position in the Middle East		N39	0.497	0.814	0.001
Politics attributes	Adopting an appropriate approach against negative propaganda against the country, especially from the Persian Gulf countries		N40	0.701	0.924	0.001
	Strengthening the country's political relations with other countries, especially neighboring countries		N41	0.819	0.042	0.001
	Strengthening and developing political and sports relations with other countries		N42	0.776	0.825	0.001

	More interaction between the Ministry of Foreign Affairs and the Ministry of Sports and Youth to consult with other countries to attend sports events in Iran	N43	0.818	0.753	0.001
	Making facilities and professional procedures for the awards ceremonies at international events	N44	0.496	0.686	0.001
	The use of human resources who are experts in sports industry	N45	0.758	0.756	0.001
Human resources	The use of volunteers to hold the sporting events	N46	0.630	0.680	0.001
	Benefit from the knowledge of experts in marketing to attract sponsors	N47	0.758	0.621	0.001
	Proper management of the sporting event process	N48	0.752	0.697	0.001
	Stability in the Management in particular different sports levels	N49	0.676	0.567	0.001
	Use of From expert and creative managers to generate income different sports levels	N50	0.848	0.617	0.001
	Benefitting from educational and knowledge synergies courses aimed to improve commercial knowledge level and Marketing Managers Sports Country	N51	0.775	0.628	0.001
	Establishment of special measures the human resource clubs for professional clubs and Assessment Club information	N52	0.690	0.676	0.001
(a	Strengthening determination of government and Follow for	N53	0.562	0.745	0.001
Facility development	Development of hosting major events between/international leagues such as	N54	0.787	0.704	0.001
	The formulation of a comprehensive plan for infrastructures such as hotels and transport and problems related to ATM and money transfers for foreign teams and tourists	N55	0.919	0.628	0.001
	Building luxury sports clubs in the host city For the presence of more spectators	N56	0.812	0.672	0.001
Legal attributes	Specified Become Nature Legal Real Club of Professional of Country	N57	0.818	0.690	0.001
	Fixing legal problems to create an authorized betting system in the country's sports industry	N58	0.679	0.814	0.001

		Resolving many problems in the legal system of professional contracts of professional players and coaches	N59	0.866	0.651	0.001
		Solving legal problems and establishment of copyright laws in the legal system of the sports industry	N60	0.745	0.688	0.001
		Pursuing sports managers about the legitimate rights of the sports industry	N61	0.513	0.685	0.001
		Paying attention to topics related to the main indicators of sports economics in graduate dissertations of universities	N62	0.756	0.746	0.001
Scientific	and	Little attention of researchers in other fields of science (other than sports management) to sports economics	N63	0.711	0.838	0.001
research		Increasing cooperation between researchers in the field of sports management with other related fields such as economics, financial management, marketing, etc. in the form of joint research projects	N64	0.819	0.692	0.001
		Our organized relationship between football industry institutions and domestic and foreign research centers	N65	0.694	0.722	0.001
		Utilizing the opinions of academic academics in holding all sporting events	N66	0.827	0.762	0.001
		Using the opinions of sports professors and reducing the distance between the sports industry and universities	N67	0.734	0.744	0.001

According to the results, the mean obtained in all factors was above average. Therefore, the structural equation method using Smart PLS software was used to confirm the structure of the questionnaire. This method is based on the variance of variables and was preferred to covariance-based methods such as LISREL and Amos due to the need for a relatively large number of samples (228). The model derived from the research on the path coefficients is shown in Figure 2. Also, Figure 2 shows the model in the significant mode of coefficients (t-value). In fact, this model tests all measurement equations (factor loading) and standard coefficients using the t-statistic. Given that the model was tested at 95% confidence level, a value higher than 1.96 was accepted, which wasn't true for all components. According to the results extracted from Figure 1, all items had an acceptable factor loading (0.4 to 0.6) or a desirable factor (more than 0.6).

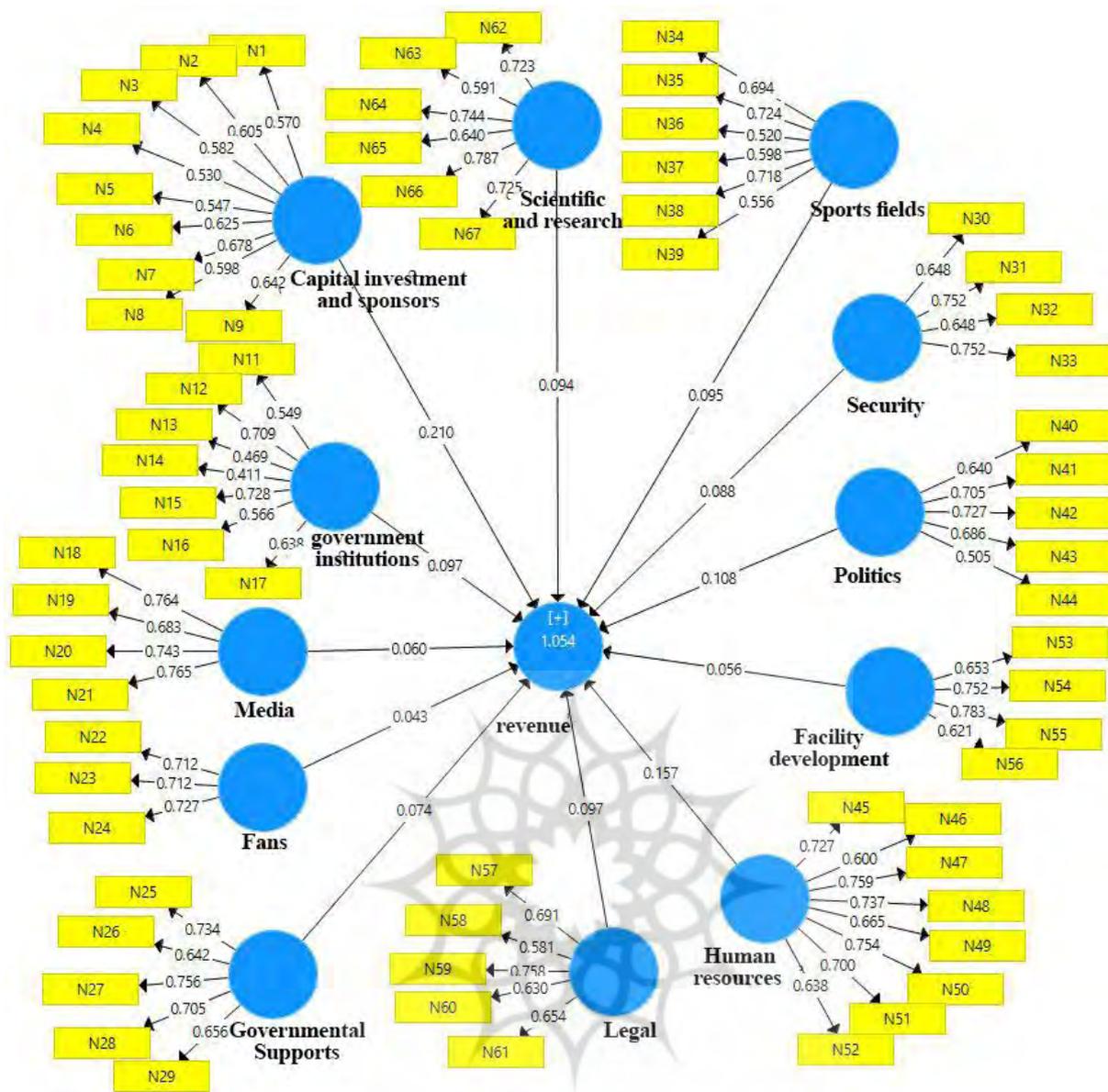


Figure 1. Path Coefficients of Research Model

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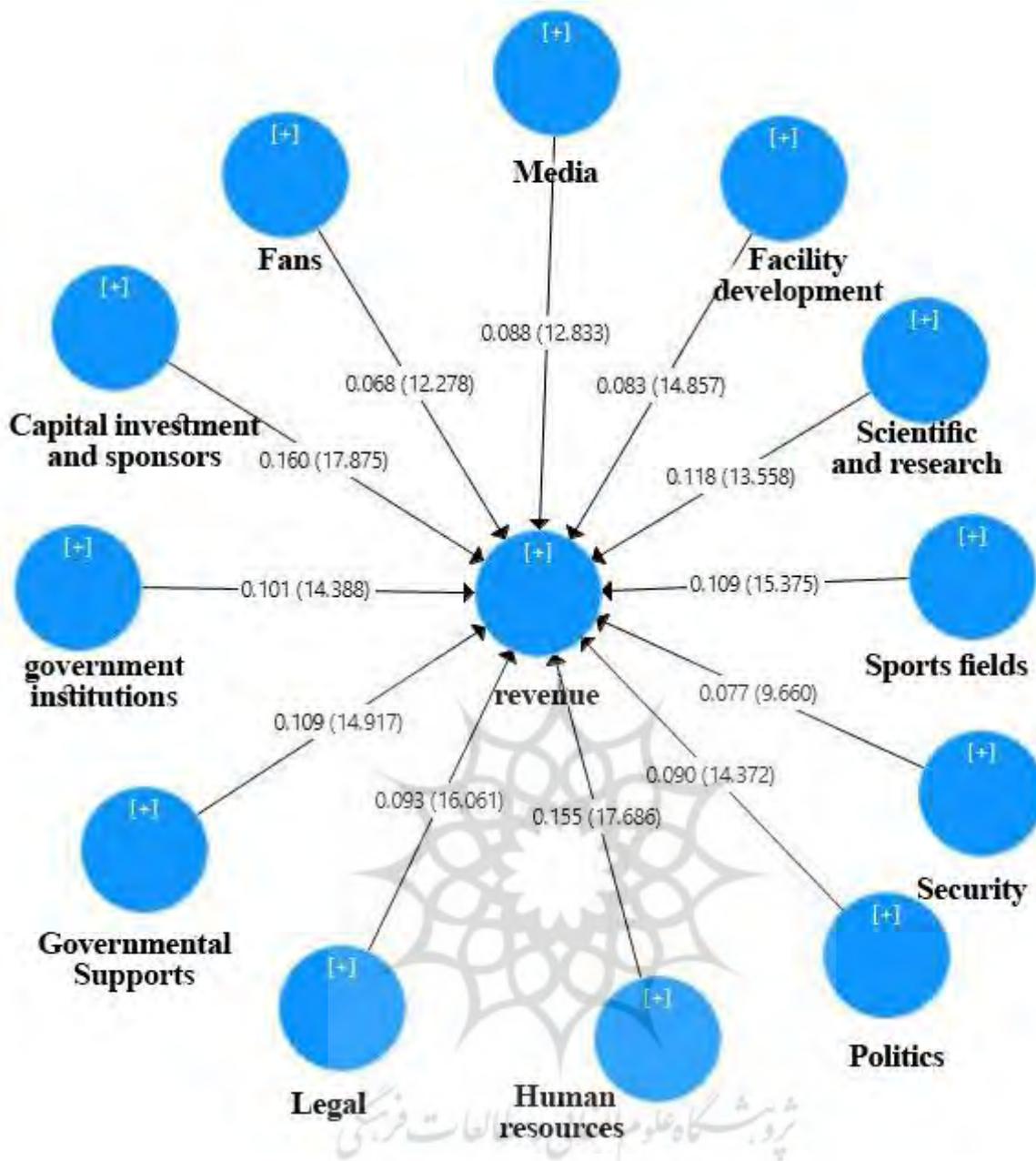


Figure 2. T-value of The Research Model

Model Testing

Two methods of Reliability of General Observable Variables and Composite reliability were used to test the reliability of the model. Given that the data related to the path coefficients is shown in Figure 1 and the significance of each of them is shown in the form of t-number and confirmed, its repetition in the form of a table was avoided. The following table, shows composite reliability-related.

Table 4. Reliability Coefficients of Research Variables

Variable	Composite reliability	Cronbach's alpha	Shared values
Sponsors	0.840	0.840	0.274
Governmental institutions	0.752	0.754	0.246
Media	0.828	0.829	0.416
Fans	0.760	0.760	0.346
Governmental Support	0.827	0.826	0.383
Security	0.794	0.795	0.364
Politics	0.789	0.778	0.332
Human resources	0.884	0.883	0.416
Facility development	0.797	0.791	0.371
Sport fields	0.804	0.801	0.318
Legal	0.798	0.796	0.334
Scientific and research	0.858	0.854	0.404

In the case of composite reliability and Cronbach's alpha, values higher than 0.7 indicate the internal consistency of the measurement model.

Discussion and conclusion

According to the findings of this study, twelve factors are effective on revenue generation of hosting sports in Iran, these factors include investment and sponsors, governmental sponsors, media, supporters, government agencies, security, sports, politics, human resources, development of sports facilities, legal and legal and scientific and research. The results were consistent with part of the results of Ilahi (2008), Roham et al. (2013) and Keshavarz et al. (2015), Liu (2015), Akhundnejad (2018), Pradisataporn et al. (2011). Effective Resources on revenue generation of sponsorship investment, where sponsorship is an element of marketing communication and is defined as follows: providing resources by an organization or company (sponsor) directly for a sponsor (such as a sports team, sports personality, sports event, etc.), so that return on investment and desired benefits for the organization or company can be done through sponsored activities,. Therefore, according to the results, investment and support of sponsors can be increased by increasing the development of private ownership in companies to cooperate with the country's sports industry and increasing the reputation of teams and stadiums in attracting sponsors for clubs as well as increasing specialized marketing agencies and Sports economics and implementation of strategic and operational marketing plans at different levels of the country's sports and planning in accordance with the seasons in the country's sports competitions and equipping stadiums with venues with the approach of achieving advertising goals. Supports and governmental institutions are other effective factors on the revenue generation of hosting competitions in Iran. In the sports industry, different public and private organizations are working, so that some have the nature of sports and others have entered it from outside the sports field. Firms, industrial and tourism enterprises have established extensive relationships with sporting events in the marketing of their goods and services, and has achieved a special place in the world economic market in this field. Though, according to the results, the privatization of the country's sports are influenced by creating a real and strategic will for privatization in the country's sports, privatization of the country's government clubs and removal of obstacles (executive, political, cultural and economic) and the development of organized support institutions in the sports industry and strengthening the culture of professional treatment of foreign sports teams and tourists, the development of the professional club management system in the country's sports and the absence of

excessive government interference have a significant effect on the management of the country's sports institutions, as well as investing on the growth and development of players at the base levels. The media is another effective factor in this study. The media is the most important and effective instrument for transmitting information and knowledge in the realization of the communication process. According to the results, it is necessary to formulate comprehensive and enforceable laws to pay for media broadcasting of sporting events. Also, Iran's state-run radio and television organization[†] should be removed from monopoly and efforts should be made to create private networks, in addition to removing the filter and policies related to media restrictions on broadcasting sports matches, and finally, necessary measures should be taken to sell broadcasting rights. TV by creating purchase demand and competition of foreign cable networks. The role of fans is considered as another effective factor on the revenue generation of hosting sporting events. Fans are considered as one of the main pillars and the most important capital of the sports industry. In the absence of fans, the sports industry is like a soulless industry. So that their absence causes the bankruptcy of clubs and the unattractiveness of matches. Thus, it is essential to pay special attention to fans due to this facts which fans are the main customers of sporting events. So that, the number of spectators and fans is considered as one of the conditions for the hosting of world competitions by the International Olympic Committee and world federations to countries. Higher levels of loyalty establish a strong relationship between an increased possibilities of attending the event again. There is a relationship between loyalty and a positive attitude towards the event and cost-effectiveness. Loyal spectators are less sensitive to the lack of services provided (Akhoondnejad, 2018). In addition to the fact that spectators earn a lot of money for competitions and professional clubs, by buying tickets for matches in a direct way, they have a major share in revenue generation by attracting sponsors and selling broadcasting rights and ancillary services in an indirect way. However, according to the results, having a logical procedure is necessary for proper and reasonable pricing on sports products and services, and the presence of all segments of society, especially women must be provided, and finally development of management and having appropriate procedures to attract, retain and develop fans are some of the things that make Iranian sporting events profitable. Security is another effective factor in hosting sporting events that plays a key role in hosting competitions. According to the results (Kargar et al, 2016), the process of disciplinary management of sporting events includes sports management and planning steps, policies and disciplinary measures, stadium management system, estimates, traffic control and inter-organizational interactions and partnerships. Also, the results of this study were consistent with the results reported by (Pradisathaporn et al, 2011). Thus, measures should be taken in terms of hardware, software and human resources, the structure of the stadium should be changed in order to use certain groups such as the disabled and women and security in order to prevent tourist activities in international events. As a final point, paying attention to road safety generates revenue by holding road-based sporting events. One of the factors effecting the development of income generation of sports events in Iran is the attractiveness of sports fields and the special features of some sports. According to the results of this study, earning international places should be established in different sports and a targeted plan of different sports should be developed to host international events (Qayami Rad & Moharramzadeh, 2007). Special investments should be made in attractive, luxurious and new fields. Furthermore, the levels should be determined according to the goal pursued by different levels of sporting events, therefore Iran can generate revenue due to its geopolitical location in the Middle East, the development of sports in each region suitable for geographical areas and natural facilities such as mountains, roads. Organizing sporting events is effective. Places and facilities of stadiums and sports complexes is another effective factor on the development of revenue generation. The construction of stadiums as well as the renovation of sports venues has developed in Iran. The results of this study show that, the government and parliament should pursue to create and optimize the infrastructure and facilities needed for sports in the country to develop the hosting important international events, including world leagues, Asian leagues and Asian and world championships in the country, as well as to solve hosting problems and a comprehensive plan should be developed for

[†] Iran's state-run radio and television organization is officially known in Persian as Seda va Sima-ye Jomhuri-ye Eslami-e Iran.

facilities such as hotels and transportation, sports infrastructure, ATM problems, money transfer-related issues for foreign tourists. Politics is another effective factor on the revenue generation of competitions. A review of the research background shows that nowadays a strong relationship between politics and sports and athletes enter the political arena for different reasons and politicians enter the field of sports with different motives. Although studies have been conducted in this field, Iran has passed ups and downs from a political point of view that has a significant effect on the motivation of people to enter various fields. Thus, according to the results reported by Jalali Farahani (2014), Asghari (2013) which are consistent with the results of this study, adopting the right approach against negative propaganda against the country, especially from the Persian Gulf countries, and strengthening the country's political relations with other countries, especially neighboring countries, as well as, promoting political and sports relations with other countries and further interaction between the Ministry of Foreign Affairs and the Ministry increase sports and youth to consult with other countries to attend Iranian sporting events, also increase the value of the national currency will be increased, and finally professional arrangements and ceremonies for awards ceremonies at international events. Human resource management is considered as another effective factor in the development of revenue generation for hosting sporting events, which uses comprehensive strategies and approaches to manage the employment of people in the organization. Paying attention to attracting new players and retaining effective team players is necessary to have capable players (Williams et al, 2016). There are a limited number of people who have the necessary expertise both scientifically and practically in the field of sports, and this issue is more tangible in smaller provinces. Benefiting from sports marketing students and attracting them to sports teams and nurturing them to create capable people in this field can be considered as a revenue-generating program. Thus, it can be said that human resource managers are responsible for improving productivity in the organization by emphasizing sociability, pre-service training, in-service training and the growth of human resources. As mentioned earlier, the specialized manpower in the country's sports industry and the trained volunteers of physical education and other fields should be used to hold sports events and marketing experts, especially experienced sports marketers to attract sponsors and management stability is necessary the country needs. In order to improve the process of holding sporting events, it is also necessary to use professional and creative business managers with the aim of generating income in different levels of sports at different levels of sports in the country to provide the necessary measures to generate revenue for sporting events by establishing special human resources criteria for professional clubs and evaluation of clubs. Also, legal factors are considered as one of the effective factors on the development of revenue generation in hosting sporting events. According to the results of the studies conducted on financial and economic barriers, "lack of transparency in the financial information of Iranian sports clubs" is the most important obstacle. Abzia et al. (2020), Elahi (2008), Seyed Ameri (2009), Rezaei (2011) and Hyun Beyk (2011) during their study mentioned this factor and concluded that there is transparency in and financial managerial information sports institutions attracts more capital in sports by attracting sponsors. In this regard, the challenges were posed to the Qatar Football Federation and FIFA in discussing allegations that bribes to host Qatar in the 2022 World Cup and there were also reports of workers' rights violations during the construction of World Cup stadiums in Qatar. Thus, the results of this study show that, the problems of the authorized betting system in the country's sports industry should be solved and some measures should be taken in the legal system of professional contracts of players and professional coaches and copyright laws should be established in the legal system of the country's sports industry, and sports managers should pursue the sports industry in terms of legitimate rights. The scientific and research factor us considered as the last effective factor. The results of the present study show that sports managers should pay attention to issues related to the main indicators of sports economics in graduate dissertations of universities and researchers in the field of sports management with other related fields such as economics, financial management, marketing and should collaborate in the form of joint research projects and organized relationship should be established between sports industry institutions and domestic and foreign research centers and also they should benefit from the opinions of academic academics in holding all sports events and use the opinions of sports professors and reduce the

distance between the sports industry from universities and scientific centers. Finally, as the results show, and given that financial support is essential for sporting event organizers to strengthen infrastructure, discover and nurture talent, and have a strong presence in domestic and international competition, it is recommended that government agencies take necessary measures to meet their financial needs by principled planning by developing various revenue-generating factors including security, facilities, legal, government support, media, sports, investment, politics, scientific and research, human resources.

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