# Designing a Community Sports Planning Model in Iranian Metropolises Using Grounded Theory

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**ARTICLE INFO**

**ABSTRACT**

Health and well-being have become significant dimensions of urban sustainability, particularly in countries with rapid urbanization. Community sports affect the health and vitality of society's population. Although planning for city management has existed throughout history, an integrated structure of the role of sports in urban planning to improve the quality of life and health of citizens has not yet been defined. This study aims to present a community sports planning program in metropolitan areas of Iran. The research was qualitative, and was done using the grounded theory approach based on the systematic approach of Strauss and Corbin (1998). 13 participants were purposefully selected from experts in the field of public sports development for interviewing. The final model was based on 6 categories and 36 factors. Gender and infrastructure were the most contextual factors. Culture and underlying factors were given more attention than casual factors. Among intervening factors, media, monitoring, and evaluation got more emphasis. The categories of infrastructure and planning were mostly emphasized in the strategies section. While, in the model implementation consequences section, cultural and social consequences were mostly emphasized. Through a participatory approach to sports development, metropolitan municipalities can better understand the needs of their citizens. A bottom-up or company-centric approach allows organizers to reconstruct sports presentation models based on each metropolis.

## Introduction

Today with the expansion of urbanization, industrialization, and the increasing use of technology, human physical activity has decreased a lot, and the sedentary epidemic has increased, especially in urban communities. On the other hand, the average amount of calories consumed by humans has increased and the result of these two is the phenomenon of weight gain ( WHO, 2019).

Weight gain and obesity increased the prevalence of diabetes, cardiovascular disease, musculoskeletal problems, and some types of cancer including colon and breast cancer, and other health-related problems. Increased premature deaths (deaths under the age of 70), increased medical visits, and decreased quality of life are other examples of health-related problems. Obesity is preventable and the most significant interventions for weight loss are physical activity and improving nutrition ( WHO, 2019)

Regular physical activity is a protective and preventive factor for non-communicable diseases such as heart disease, stroke, and diabetes and is associated with improved mental health, delayed onset of dementia, and improved quality of life and health. Adults and the elderly are required to perform at least 150 minutes of intense 75-minute activity with intense intensity or a balanced combination of them per week and muscle strengthening activities (Ahmad Ali Asefi & Ghanbar Poor Nosrati, 2018).

The latest available estimates of physical activity levels for the 2010 Global Comparison show that worldwide, 23% of adults and 81% of teenagers (11 to 17 years old) do not follow the WHO's recommendations on physical activity for health (Sallis et al., 2016). Changing transportation patterns, use of technology, urbanization, and cultural values along with economic development can be factors in increasing the level of inactivity (Ding et al., 2016).

The level of physical activity is also associated with significant inequalities in opportunities in terms of gender and social and economic status within and between countries (Sallis et al., 2016). Girls, women, the elderly, people with chronic disabilities and illnesses, people with low economic status, and marginalized people often have less access to safe, convenient, and affordable spaces for physical activity ( WHO, 2019).

In 2000, the organization also reported an 88% prevalence of inactivity in the Iranian adult population (Rahimi, Khayamian, Ghahreman Tabrizi, & Sharifian, 2017). Iranian has a 53.5% rate of people over 15 years old who do not exercise, according to the latest report by the Statistics Center of Iran in (SCI) 2020. This is an increase of about 5% compared to the report of 2017 of SCI.

Community sports is very important in Iran and that this type of sport is in focal attention. one of the reasons for this importance is related to the basic role of this type of sports in the society (S. Moradi & Shabani, 2020). Community sports is a low-cost yet important activity that, in addition to providing significant social, cultural, and economic benefits, can act as a catalyst and inspiration for physical activity ( WHO, 2019).

Due to the ever-increasing growth of urban life, more than 70% of the world's population lives in urban centers. Cities have a special responsibility and opportunity to help increase the physical activity of citizens through the development of community sports (M. Moradi, Ahmadi, Honari, & Kalhor, 2019). In addition to large population and economic-political centrality, megacities also have a central position on a regional or national scale and usually have more facilities than other cities. There are all kinds of qualities in the urban network of metropolises, but the existence of urban growth and development along with population density has turned the way of planning in different urban areas into a big challenge for governments (Ramzaninejad, 2017). In the development programs of community sports, more importance can be given to big cities that have construction budgets, subways and special amenities. Sports facilities can be one of the most important solutions for this huge demand of leisure activities. It can be used as a model for other regions despite the centrality at the local and sometimes national level.

Numerous studies have been conducted on community sports and the factors that develop and inhibit the physical activity of citizens. Some of them are mentioned below. Factors that prevent people from participating in physical activities are lack of time, lack of motivation, lack of appropriate and accessible sports facilities, lack of awareness of the benefits of sports, and economic limitations of citizens (Parsajo, 2015; Rahimi et al., 2017). Managerial and structural factors, including lack of

trainers and professionals, also can play a significant role in inactivity of people (Chal Ashtari, 2016; Pour ranjbar, 2015; Tahzibi, 2015)

Ehsani et al., (2015) on their final model to three general behavioral factors (structural, individual, and interpersonal), managerial (human resources, financial, equipment, etc.), and contextual (cultural, social, economic, and …) have been mentioned asc influential factors in the development of community sports (Ehsani, Saffari, Amiri, & Kozechian, 2016).

Asefi (2018) showed effective groups in institutionalizing community sports in Iran, including family, school, reference groups, friends and peers, mass media, government, and religion (A. A. Asefi, 2018). Eskandari and Ghafouri (2016) confirm the role of social networks in the development of community sports (Eskandari, 2016). The popularization of sport is based on the framework of supporting environmental factors, the positive intervention of managerial factors, bedding of resources, and finally behavioral factors (Savadi, Hemmatinejad, Gholizadeh, & GoharRostami, 2017). In addition, cultural, educational, and economic factors can affect the development of fundamental sports (SheibaniFahandari, 2011).

In recent years, research has been conducted on community sports in metropolitan areas, most of which have focused on the metropolis of Tehran. For example, we can refer to the research of AllahMoradi et al., (2020) that designed a model of community sports in the metropolis of Tehran. The results of this study showed that macro-policy, development-sector requirements, duties of the organization in charge of community sports, sports city, urban unit management, and finally the metropolitan environment of Tehran are the factors affecting community sports (Allahmoradi, Razavi, & Dousti, 2020). Media indicators including visual, audio, written, virtual, and artistic media are effective in the growth and development of attitude, culture, and institutionalization of community sports in the metropolis of Tehran. Production and broadcasting of TV and radio series and programs with the theme of community sports, the printing of sports press and academic sports books, creation of sports websites and blogs, and production of movies and theater performances with the theme of community sports can be programs particularly effective in this regard (M. Moradi et al., 2019). In the studies of Abbasi et al., (2021), they presented the strategies and consequences of health-oriented community sports in the metropolises of Iran. In this research, macro, meso, and micro level strategies and progress in the field of health and sustainable development were emphasized (Abbasi, Nazari, & Saffari, 2021).

The increase in urban population dictates that the city environment plays an increasingly important role in the sustainable development of physical activity. Active cities are a source of investment in the development of environmental, social, economic and human capital (Abbasi et al., 2021; Saffari & Latifi Fard, 2018). TAFISA, as an international organization of sport for all, launched a program called "Active Cities, Active Communities, Active Citizens" in 2012. It was organized with the support of the International Olympic Committee and the Healthy Cities Network of the World Health Organization (Saffari & Latifi Fard, 2018). Their vision statement is that in 2030, the world's cities will be basically active (TAFISA, 2022). The Policy Council of Active Cities of Iran, which is being followed by the Federation of Sports for all in recent years, in order to encourage mayors and city departments of large cities, evaluate their performance in five activities (walking, playing, sports, cycling and physical fitness) and the cities that have succeeded in obtaining the necessary criteria were awarded the title of active city.

Although planning has existed throughout history to manage cities, an integrated structure of the place of sports in urban planning to improve the quality of life and health of citizens has not yet been defined (Saberi, Bagheri, Khabiri, Yazdani, & Alidoust, 2017). In general, to carry out any planning for the development of community sports, it is necessary to identify the main effective factors and the relationships between them. In the next step, we need to identify resources and current conditions of any given society.

Several studies have been done in recent years on community sport in Iran. However they have methodological problems and mainly failed from investigating target population. On the other hand, duties of responsible bodies of sport for all are not clear and many organizations try to organize programs for developing community sport. Among organizations engaged in community sport, municipalities are in the first line of action. Municipalities are leading players through the wide range of related services they provide. This includes the departments of sports and recreation, events, parks

and open spaces, public health, education, urban planning, community safety, neighborhoods. Studies that focused on these organizations mainly have tried to prepare strategic plannings to help them to obey a classic method in organizing sport for all programs. A limited literature exist focusing on metropolitans. Therefore, the results of this study can provide useful information to citizens and officials of community sports, especially in metropolitan municipalities. The development of community sports in metropolitan areas provides a practical way to improve the general level of physical and mental health of citizens through effective planning. In light of the lack of a general plan for the development of community sports in Iranian metropolises and the importance of sports development in metropolitan areas, this study presents a plan for the development of community sports in Iranian metropolises.

## Methodology

This research was conducted using a qualitative approach based on the grounded theory approach. In general, there are three methods in the grounded theory approach: in this research, the systematic design in the grounded theory was used by Strauss & Corbin (1998). In this method, the data analysis steps are created by open, axial, and selective coding and the development of a logical paradigm or a visual representation of the theory. In the first step, open coding was performed. In a grounded theory, researchers examine initial forms of information classes about the phenomenon being studied. The second step was axial coding. Based on the grounded theory, a theorist selects a class of open codes, places it at the processing center (as an axial phenomenon), and then connects other classes to it. Other classes include causal conditions (factors affecting the main phenomenon), strategies (actions in response to the axial phenomenon), context and interventional conditions (specific and general situation factors affecting strategies), and outcomes (results of using strategies). This step involves designing a diagram that illustrates the relationship between causal conditions, strategies, context and interventions, and outcomes. The third step was selective encoding. In an axial coding model, a grounded theory theorist creates a theory about classifications. At the basic level, this theory provides an abstract explanation for the process under study (Creswell, 2012).

The statistical population of this study was experts in the field of urban sports in Iran's metropolises. It included faculty members of universities and managers of municipal sports organizations in metropolises.Who were selected using purposive sampling by the snowball method. The criteria for selecting the participants was to have executive or research records in the field of community sports. Sample size in qualitative research is synonymous with the completion of data or the saturation of data. By the 12th interview, the data had reached theoretical saturation: however, 13 participants were interviewed for more clarity. Characteristics of the participants in this study are listed in Tables 1.

**Table 1**. Personal characteristics of the interviewees

| Field | | Education | | position | | Total |
|---|---|---|---|---|---|---|
| Other | Sport management | Master | PhD | Faculty | Manager | |
| 2 | 11 | 1 | 12 | 6 | 7 | 13 |
| • 15.38 | %84.62 | %7.70 | %92.30 | %46.15 | %53.85 | r 100 |

The data collection tool in this research was based on a semi-structured interview. The initial communication with the interviewees was done through e-mail, which contained an invitation to cooperate, research objectives and general research questions. Due to the fact that the time of the interviews coincided with the spread of the Corona virus, except for 3 cases that were face-to-face, the other interviews were conducted in person and through phone calls. Interviews began with generic and simple questions and then moved into more detailed ones. In order to increase participation and cooperation from the people studied, they were informed beforehand when the appropriate time would be. All interviews were recorded with the consent of the participants and data analysis was carried out immediately after each interview. The duration of data collection was thirteen months,

interviews started in December 2019 and ended in January 2020: each interview lasted from 40 to 90 minutes based on the willingness of the interviewee.

Credibility, transferability, and dependability were used to assess validity and reliability. Credibility was increased in this study by using the methods of various analysts. In the process of interviewing and analyzing the data, two PhD students in sports management who were aware of the research subject were assisted. In addition, the research findings were shared with 5 participants and their additional comments were applied.

In this study, the reliability criteria of data reliability and research methods (Charmaz, 2014; Flick, 2018) were considered, and systematic comparisons between data from multiple sources were recorded with accurate reporting and detailed data were analyzed. The percentage of agreement formula was also used to ensure the reliability of the present study. To do this, a research colleague was asked to participate in the research. The researchers then coded three interviews with a research colleague. The agreement between the coders was 84%. Given that the reliability rate is more than 60%, the reliability of the coders was confirmed (Stemler, 2004). It can be claimed that the reliability of the current interview analysis is appropriate.

## Results

The overall purpose of the present study is to explain and design the community sports planning model in Iranian metropolises. As shown in table 1, the data obtained from the interviews were identified in the form of 36 categories and 173 open codes (items). Among the six dimensions of the paradigm model, causal factors (6 categories and 32 items); Context factors (8 categories and 41 items); Intervening factors (9 categories and 42 items); Strategies (8 categories of 32 items), and the consequences of the implementation of community sports planning strategies in the metropolises of Iran (5 categories and 26 items) were included.

**Table 2.a** Key points from open coding

|  | Causal factors | Context factors | Intervening factors | Strategies | consequences |
|---|---|---|---|---|---|
| **Categories** | 6 | 8 | 9 | 8 | 5 |
| **Open codes (items)** | 32 | 41 | 42 | 32 | 26 |

**Analysis of Research interviews**

As the first question, the causal factors of community sports planning in Iranian metropolises was raised. As can be seen in Table 3, from the analysis of qualitative data, 32 sub-categories were obtained, which were divided into 6 main categories: individual, cultural, managerial, financial, health, and underlying factors.

**Table 3.** Causal factors of community sports planning in Iranian metropolises

| Main categories | Concepts | Participants | |
|---|---|---|---|
| | | **Faculties** | **Managers** |
| **Individual** | Low citizen participation in sports | F1-F2-F3-F6 | M3-M4-M7 |
| | Citizen's desire for health | F3-F4-F5 | M1-M5 |
| | Citizen's desire for prosperity | F3 | |
| | Citizen's desire to use leisure time | F1 | M3-M4-M5 |
| | Have more free time | F2 | |
| | Citizen's sociality | F4 | M4-M6-M7 |
| **Cultural** | Lack of daily exercise habits | F1-F3-F6 | M3-M7 |
| | Increase citizen participation | F4-F5 | M1-M2-M5 |
| | Create a good citizen | | M7 |
| | Create social vitality | F4-F5 | M2-M5 |
| | Improve urban and country image | F2 | |
| | Social and cultural development | F4-F6 | |
| | Educate people | F6 | M1 |
| **Managerial** | Confusion of community sports managers | F4-F6 | M2-M3-M7 |
| | Lack of regular and codified program | F2-F4-F6 | M3 |
| | Multiplicity of organizations and managers | F2-F6 | M2-M3 |
| | The gap between the executors and the top managers | | M5-M7 |
| | The desire of the government and parliament to develop community sports | F1-F5 | |
| | The need for politicians to develop sports | F1 | M6 |
| **Financial** | Need to increase the country's GDP | F1 | |
| | Economic growth | F1-F4 | |
| | Supporting sports manufacturers | F5 | M6 |
| **Health** | Increase in diseases due to inactivity | F3-F5 | M5 |
| | Increase in overweight and obesity | F4-F5 | M1-M5 |
| | Need to reduce treatment costs | F3 | M5 |
| | Increasing skeletal abnormalities in citizens | F3 | |
| | Existing psychological pressures | | M1-M3 |
| **Underlying** | Existence of sports talents | | M6 |
| | Development of sports venues and spaces | F6 | |
| | The need for organizational survival | | M5 |
| | Need to create job satisfaction and employee survival | | M7 |
| | Existence of equipment and places required for sports | | M7 |

As the second question, the context factors of community sports planning in Iranian metropolises were raised. From the analysis of qualitative data, Table 4 reveals 41 subcategories that were subdivided into 8 major categories: individual, women's sports, economic, structural, human resources, infrastructure, management, and fields Support.

**Table 4**. Context factors of community sports planning in Iranian metropolises

| Main categories | Concepts | Participants | |
|---|---|---|---|
| | | **Faculties** | **Managers** |
| **Individual** | Citizens' sports goal, needs and expectations | F5 | |
| | Citizens' level of social skills | F4 | |
| | The level of interest and sports spirit of the citizens | F5 | M3 |
| | Sports culture in families | | M1 |
| | The level of physical and skill abilities of citizens | | M6 |
| | Citizens' sports knowledge | F3 | |
| **Women's sport** | The degree of public acceptance of women's sports | F5 | |
| | The part of women in the country's sports budget | | M2-M6 |
| | The position of women in managerial sports positions | F4 | M2 |

| Category | Sub-category | F | M |
|---|---|---|---|
| **Economical** | Sports per capita in metropolises | F2 | M5-M4-M7 |
| | Income of neighborhoods | | M4 |
| | Organizational creativity to attract capital | F1 | |
| | Pricing of sports services based on perceived value | F2 | M5 |
| | Inflation rate | | M4-M7 |
| | Charitable support | | M6 |
| | The cost and investment of families in sports | F5-F3 | |
| | Cost of sports equipment | | M5-M7 |
| **Structural** | The position of community sports in the priorities of the Ministry of Sports and Youth | | M1 |
| | The country's policies in the development of sports justice in all parts of the country | F4-F6 | M2-M3 |
| | Community values towards sports activities | F4 | |
| | Municipal sports structure | F2 | M1-M3-M7 |
| | Local culture differences | F1-F3-F4 | |
| | Differences between different sections of society | F6 | |
| | Comprehensive plans for the development of sports in the country | F3 | |
| **Human resources** | Quantity of human resources | | M2 |
| | Presence of expert managers in the organization | F4-F5 | |
| | Skill of sport development partitioners | | M1-M5 |
| **Infrastructure** | Quantity and quality of sports venues | | M4 |
| | Safety and security of sports venues | | M7 |
| | Area ecology | F6 | |
| | Existence of sports infrastructure for the disabled | F1-F4 | |
| | The beauty and attractiveness of sports spaces (design, color, architecture) | | M1-M2 |
| | Status of natural spaces (mountains, forests, rivers) | F4-F6 | |
| | Proper distribution of equipment and sports facilities in metropolis | | M3 |
| **Managerial** | Attitudes of the managers of the ministry and the managers of the municipal sports organization towards community sports | | M5 |
| | Manager s' level of knowledg about community sports | | M1 |
| | Thought and philosophy of community sports planners | F5 | |
| **Supportive** | Donors and supporters of community sports | | M4-M7 |
| | The level of support of non-sports organizations for community sports | F1 | |
| | Support from the Ministry of Sports and Youth | F2-F6 | |
| | The extent of national and urban media support for citizens' sports activities | F3-F5 | M1-M3 |

The third question was about the intervening factors of community sports planning in Iranian metropolises. As can be seen in Table 5, from the analysis of qualitative data, 42 sub-categories were obtained, which were divided into 9 main categories: media, event, organization, persuasion, validation, urban, citizen, and force. Human, regulatory, and evaluation factors were analyzed. These cases were summarized in the concept of "interfering factors of community sports planning in Iranian metropolises".

**Table 5**. Intervening factors of community sports planning in Iranian metropolises

| Main categories | Concepts | Participants | |
|---|---|---|---|
| | | Faculties | Managers |
| Media | Cooperation of community sports organizations with radio and television | F2-F3 | M2 |
| | Media coverage of recreational competitions and community sports activities | | M7 |
| | Advertising support and media opportunities | F5 | M1 |
| | The rapid growth of social networks and information technology | F4-F5 | M3 |
| | Multiple sports publications | F6 | |
| Event | Multiplicity of recreational sports programs of citizen | | M2-M5 |
| | Quality of sports' events | F2-F4 | M1-M3-M7 |
| | Variety of events and competitions | F1-F4 | M1-M3 |
| Organizational | The extent of the relationship between municipalities and all stakeholders in community sports | F4-F5 | M4 |
| | Organizational Culture | F3 | |
| | Organizational thinking | F3 | |
| | The level of cooperation of the municipal sports organization with NGO's | F5 | M1 |
| | Commitment of managers to the program | | M2 |
| | Inconsistency between organizations | F3 | M7 |
| | Failure to perform organizational tasks by some organizations | | M1-M4 |
| | Lack of proper cooperation between organizations in charge of community sports | | |
| | Extent of municipal cooperation with relevant local organizations (such as sports clubs) | F3-F5 | M6 |
| Encouraging | Encouragement programs | F1 | M2-M3 |
| | Prices and subsidies for services | F1 | M3 |
| | Effort and support of program owners | | M3-M5 |
| | Support of city authorities | F2 | |
| | City weather | F5 | |
| | Introducing special days in the year called " community Sports Day" | | M4 |
| | Acquisitions of sports goods and equipment for active citizens | F2 | M3 |
| Endorsement | Symbolic presence of famous athletes in community sports programs | | |
| | Validation of interested media | F3 | |
| | Sports validation by managers and officials of the country | F3 | |
| Urban | Expansion of marginalization | | M2-M6 |
| | Changes in the day and night population of a metropolis | | M6 |
| | Lack of urban infrastructure | F2 | |
| | Lack of urban culture | | M1 |
| | air pollution | F3-F5 | M2-M3 |
| | Expansion of apartment living | F2 | |
| Citizen | Psychological problems of people | F2 | |
| | Physical condition of citizens | | M7 |
| | Economic situation of citizens | F1 | |
| Human resources | Existence of expert managers in community sports planning | | M1-M2 |
| | Presence of sports elites in the operational levels of the municipal sports organization | F2 | |
| | Multiple specialized sports coaches | F5 | M5 |
| | Existing evaluation and control system | F3 | |

| Control and assessment | Periodic evaluation of sports facilities and equipment | | M2 |
| | Norms for measuring and evaluating the physical activity of citizens | F3 | |

The fourth question was about effective strategies for planning community sports in Iranian metropolises. In Table 6, from the analysis of qualitative data, 32 subcategories were determined, within 8 main categories of infrastructure, event, manpower, planning, control, cultural, communication, and financial strategies.

**Table 6**. Strategies of community sports planning in Iranian metropolises

| Main categories | Concepts | Participants | |
| | | Faculties | Managers |
| --- | --- | --- | --- |
| **Infrastructure** | Development of community sports stations in parks | F1-F5 | M1 |
| | Improve the safety and security of places and equipment | | M1-M3 |
| | Separation of community and championship sports spaces | F2 | |
| | Quantitative and qualitative development of sports infrastructure | F1-F5 | M1-M3 |
| **Event** | Holding sports competitions in different disciplines for all age and gender groups | F4 | M1-M2 |
| | Holding competitions and family sports programs | F4-F5 | M1-M7 |
| | Holding sports-recreational conferences | F5 | M5-M7 |
| **Human Resources** | Use of specialized experts in organizations in charge of community sports | F2 | |
| | Increase the knowledge of executives | F2-F5 | |
| | Training and upgrading the knowledge of those involved in the field of community sports, including coaches | | M2 |
| | Employment expert managers | | M1 |
| **Planning** | Planning for everyone to have access to spaces and sports venues | F4-F5 | |
| | Set short-term and long-term plans for sports development | F1-F6 | M2 |
| | Establishment of a strategic council with the presence of partner organizations in the field of community sports | F2-F6 | M2-M3 |
| | Forming sports associations of neighborhoods | F2 | |
| **Control** | Continuous evaluation of officials of sports venues and events | F3 | |
| | Utilization of continuous evaluation system | | M3 |
| | Provide ongoing feedback to individuals | F3 | M2 |
| **Cultural** | Informing sports culture among the people | F1-F6 | M3-M7 |
| | Creating a comprehensive and integrated online information system | F3 | M1 |
| | Use of urban and national media | F5-F6 | M3 |
| | Officials emphasize doing civic sports | F3 | M7 |
| | Possibility of women in sports | F5 | M2-M6 |
| | Create sports symbols in the city | F2 | |
| **Communicational** | Cooperation with sports NGOs | F5 | M1 |
| | Cooperation and use of the potential of private clubs in th | F3- | M |
| | Interaction between the municipal sports organization other sports departments | F3- | M |
| | Attract the cooperation of people, municipalities and othe organizations | F | M |
| **Financial** | Increase community sports budget | | M2-M |
| | Provide efficient and targeted incentives to the private se easy and cheap access to community sports | F2- | |
| | Budget separation of community and championship sp | F5- | |
| | Provide subsidies for the acquisition of sports equipm | F | M5- |

The fourth question was about effective strategies for planning community sports in Iranian metropolises. In Table 6, from the analysis of qualitative data, 32 subcategories were determined, within 8 main categories of infrastructure, event, manpower, planning, control, cultural, communication, and financial strategies.

The fifth question was about the consequences for planning community sports in Iranian metropolises. In Table 7, from the analysis of qualitative data, 26 sub-categories were determined, within 5 main categories of psychological, social, physical and sports, cultural, educational and training consequences.

**Table 7**. Consequence factors of community sports planning in Iranian metropolises

| Main categories | Concepts | Participants | |
|---|---|---|---|
| | | **Managers** | **Faculties** |
| **Psychological** | The flourishing of sports talents | | M6 |
| | Increase morale and life expectancy | F1-F4 | M2 |
| | Reduce fatigue and have a cheerful mood | F3 | |
| | Increasing the quality of life and mental health of the community | F1-F5 | M6 |
| | Creating a positive feeling and interest in doing sports | F4 | |
| | Promote a positive feeling of group membership | F4 | M5-M6 |
| **Social** | Improving the spirit of friendship and the sense of groups of citizens | F1 | |
| | Increase social belonging | | |
| | Improving social communication | F4-F6 | M1 |
| | Development of sociability | F1 | M1 |
| **Physical and sport** | Reduce health care costs | F3 | M5 |
| | Reduce disease | F5 | M5 |
| | Having a fit | F4-F5 | M1 |
| | Reducing motor poverty | F5 | |
| | Creating a culture of active living | F3 | M1-M3 |
| | Learning how to perform sports activities correctly | F5 | |
| **Cultural** | Development of acculturation | F3 | M1 |
| | Create a good citizen | | M7 |
| | Creating an urban culture | | M5 |
| | Creating a culture of active living | F1 | |
| | Learn the law of orbit | | M1-M3 |
| | Learn to respect the rights of others | F3 | |
| | Learn discipline | F1-F5 | |
| **Educational** | Increase physical knowledge | F3-F5 | |
| | Increase nutritional knowledge | | M1-M5 |
| | Increase public health knowledge | F3 | |

Question 6: What is the proposed model of community sports planning in Iranian metropolises? In open and axial coding, a paradigm model of community sports planning in Iranian metropolises was created, which includes causal factors, contextual, intervening, strategies, and consequences. Figure 1 shows the theoretical model of community sports planning in Iranian metropolises according to the paradigm dimensions.
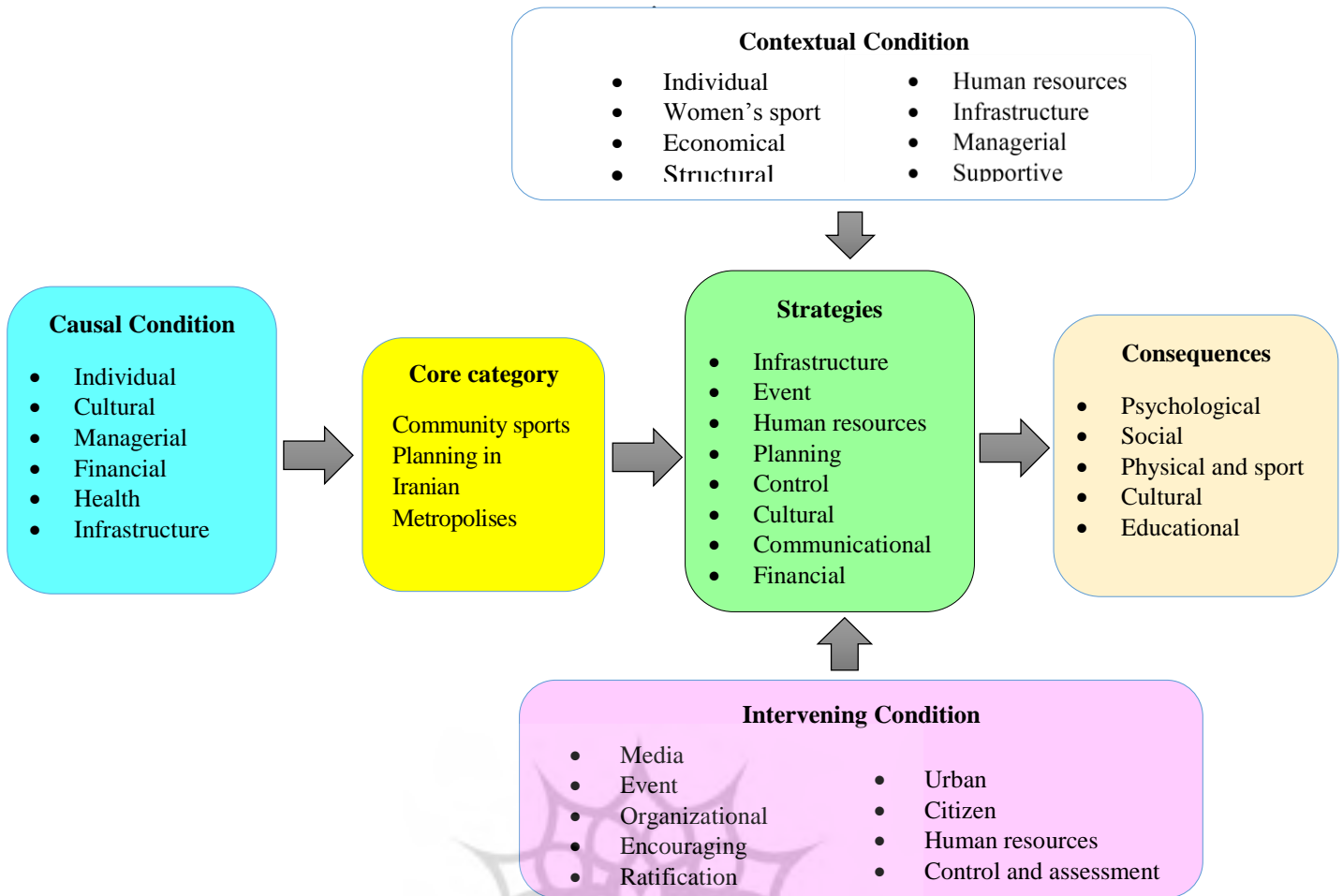
**Figure 1.** Final research model

## Discussion and Conclusion

The present research was conducted with the aim of providing a model for community sports planning in Iranian metropolises. The contributions of this research include scientific and executive application. The role of this research is a scientific aspect that makes practitioners pay attention to the research in the field of metropolises due to the increase in the population of cities. The executive aspect of this research helps that city officials, including members of metropolitan councils and mayors, benefit from the results of this research for planning community sports.

### Causal condition

Sports in metropolitan areas not only increase the physical and mental health of citizens but also increase social correlation and a sense of belonging to society, play a significant role in group actions to improve the urban environment, and generally promote Quality of life (Allahmoradi et al., 2020). The community sports planning model includes effective factors and strategies for the development of community sports in the metropolises of Iran. The model is based on the duties of municipalities within metropolises.

   The spread of Coronavirus and the restrictions it has created have led to an increase in inactivity. The National Statistics Center reports that over 53% of Iranian households (15 years and older) lack sports participation, compared to 48.9% in 1396. The average amount of exercise per day is 29 minutes. Despite the general statistics of the worrying level of physical activity in Iran, the physical activity of the Iranian people in different provinces is different. This should be considered in metropolitan planning.

The provinces of Sistan and Baluchestan, Yazd, and Bushehr are the least active provinces in the country. Kohkiluyeh and Boyer-Ahmad, South Khorasan, Khorasan Razavi, Zanjan, and Kurdistan are in a good state of physical activity and the other provinces are in an unfavorable condition.

Vafaie Moghaddam et al., (2019) in a study entitled "Analysis of factors in the development of community sports based on the data theory of the foundation mentioned community sports as a daily habit as one of the causal factors in the development of community sports (Vafaei Moghaddam, Farzan, Razavi, & Afshari, 2019). Health factors and components of the prevalence of overweight and obesity are an increasingly significant challenge. 56% of the total population are overweight, and 63% of Iranian women are overweight. Lifestyle changes in the direction of a sedentary lifestyle and reduced physical activity, especially in urban environments can be one of the factors affecting obesity and growing overweight in communities. According to the socio-ecological model, items such as social environment conditions, how streets are designed, and access to sports facilities affect the level of physical activity and obesity of citizens (Hoekman, Breedveld, & Kraaykamp, 2017).

## Context condition

Studies show that the cultural issues of cities, the way that society and managers view women's sports, as well as the male-dominated culture, and the number of infrastructure possibilities and investments in the development of women's sports places in different metropolises are different and should be considered (Mohammadi Gilani, 2017; Rezae Kamarposhti, 2017). The country's sports per capita is the length of a "step" and there is one sports place for every four thousand people in the population. The quantity and quality of existing sports infrastructure are significant for the general public and certain groups, including the disabled, as well as the safety and dispersion status, and should be considered as contextual categories in community sports planning (Chal Ashtari, 2016; Ehsani et al., 2016; Mirzaei Kalar, 2016; Rahimi et al., 2017) Citizens and community sports are cross-sectoral issues and many stakeholders should play a role in their development.

By designing a coherent and comprehensive structure, integrated policy-making, and division of tasks among stakeholders, coordination, and synergy between agencies can be increased in this regard (Ghafouri, 2019). Organizations have different social structures. According to Leavii't Diamond model, organizations, despite the same goals, facilities, and human resources, have different social structures that originate from the relationships between organizational elements such as individuals, positions, organizational units, the degree of compliance of each other, management style and ... (Keen, 1981). Therefore, planning should be done in accordance with the social structure of the organizations in charge of the development of community sports in various metropolises. Ehsani et al., (2015) in his model of community sports development has pointed to the importance of the structural factor (Ehsani et al., 2016).

## Condition intervening

The positive intervention of local media and their different functions and positions in metropolises are identified as intervening factors that should be considered in community sports planning. The study of Moradi et al., (2019) supports this finding and considers the role of media in the growth and development of popular sports culture (M. Moradi et al., 2019). Urban factors in metropolitan areas, including climatic and natural factors, ethnicities, populations, interests, and social and cultural characteristics of people are important in planning the development of community sports (Shen, Cheng, Huang, & Zeng, 2020).

Evaluating the effectiveness of community sports programs shows which programs have been successful in achieving the goals of developing community sports in metropolitan areas. However, the goals of the program must be clear and achievable. An evaluation and control system with the right tools and methods is needed to measure the achievement of program goals after planning (Keshkar, 2016 ). Unfortunately, there are still no accurate and defensible statistics on the physical activity status of Iranians and the extent of their participation in community sports programs. The basis for collecting statistical data is unclear and therefore it is not possible to monitor programs and implementation measures. Currently, the most influential indicator in the field of community sports is the "number of actions taken", for example, holding the number of festivals or sports conferences is a criterion for evaluating the performance of the institutions in charge of community sports. This

index is based on measures and there is no criterion for measuring the consequences and ultimately their impact (M. Moradi, shaji, R & sori, R, 2019)

**Strategies**

The results of some studies are in line with the strategies obtained from this study. Strategies for the development of sport for all in the research of Ehsani et al., (2015) were, human resources, financial and infrastructure factors as management factors and cultural and social factors have been expressed (Ehsani et al., 2016). The results of Asefi's research (2018), and the mass media and religious institutions are consistent with the results of this research (A. A.  Asefi, 2018). Eskandari and Ghafouri (2016) confirm the role of social networks in the development of community sports (Eskandari, 2016).

According to other research findings, the popularization of sport occurs through the support of environmental factors, the positive intervention of managerial factors, the establishment of resources, and finally, the development of behavioral factors (Savadi et al., 2017).

In addition, Sheibani (2011) has reported 5 cultural, educational, economic, managerial, and social factors as effective factors in the development of community sports (SheibaniFahandari, 2011). Soltani and Rostampour (2019) have stated that the mass media, sports organizations and institutions, officials and sports planners, and cultural issues have a significant role in developing public participation (Soltani, 2019). Heidari et al., (2017) consider media, the development of places, facilities and equipment, education and awareness, and financial and human resources as ways to attract people to community sports (Heidari, Saberi, & Kargar, 2018).

The results of the research of Ahangari et al., (2018) showed that the strategy of establishing sports stations in neighborhoods and all public thoroughfares was the first priority of planning (Ahangari, Ghayebzadeh, & Hajinejad, 2017). According to Green (2007), the most important factor influencing the development of community sports is the promotion and internalization of benefits through the participants (Green, 2007).

**Consequence**

The most prominent social consequences of sports include social cohesion, social trust, health dimension, educational and moral dimension, enthusiasm, social relations, social identity, and reduction of social harm (Karimi, Abbasi, & EYDI, 2019; Mohebi, 2019). Entertainment, recreation, and outdoor adventure promote personality development and learning (Lekies, Yost, & Rode, 2015). In addition to a positive effect on physical health, exercise is also effective in promoting mental health. It also provides the basis for better expression of talents and thereby improves the indicators of self-confidence, self-esteem, sociability, and social adjustment. Finally, people can overcome physical, mental, psychological, and social problems through exercise (Alavi, AHMADI, & Zar, 2017). As social functions of sports, we can mention the expansion of the network of social relations and the acquisition of social rewards (Mohammadi, 2016).With proper planning of community sports for all age groups and considering men and women, as well as empowerment groups such as the elderly and the mentally and physically ill, the social and health consequences of the development of community sports in metropolitan areas can be exploited.

**Conclusion**

Municipalities and the Ministry of Sports and Youth, as the main custodians of sport for all, play an important role in the development of sports (Ghafouri, 2019). A comprehensive road map and system with a strategic approach should be used to develop community sports in metropolitan areas. This roadmap and system should utilize the potential of all executive bodies in this field, such as the Ministry of education, the Ministry of sports and youth, Federations, Sports organizations, and the Islamic Republic of Iran Broadcasting to support sustainable development of citizen sport.

The model presented in this study can be used to develop community sports in all metropolises of Iran. It is worth noting that the proposed model is designed without regard to the geographical, ethnic, political, cultural, and economic diversity of each metropolis. Therefore, the researcher suggests that the model of citizen sport for Iranian metropolises should first be adapted to the political, ethnic, cultural, social, economic, and sports requirements of each metropolis in local committees, and finally its results transferred to the relevant executive bodies and legislators.

One of the limitations of this research is the researcher's lack of access to documents and files related to community sports and difficulty in accessing and scheduling interviews with research samples (due to quarantine conditions and social distance). Additionally, despite constant follow-ups and frequent contact with the researcher, it was not possible to conduct interviews with some officials who could have assisted in better understanding the various aspects of the research subject, due to their work commitments, a general disregard for research and academic affairs, and breaking promises.

The research suggestions for the development of community sports and physical activity in metropolitan areas can be summarized in the following:

**1)** Creating more opportunities for community sports programs at the level of parks and other natural environments, as well as in recreation centers, private and public workplaces, schools, and mosques to support the participation in physical activity of all people with different abilities.

**2)** Strengthen the integration of urban planning and transportation policies to improve the level of services provided by the civic sports infrastructure, including hiking and cycling trails, and other forms of mobility (including wheelchairs, scooters, and skates) and the use of public transportation. For better access to sports infrastructure in metropolitan areas.

**3)** Implementing civic sports initiatives at the city level and in residential towns to further engage all stakeholders and optimize a combination of metropolitan policy approaches in different environments focusing on community participation and comprehensive physical activity development.

**4)** Strengthen, develop and implement programs and services in various social environments to increase participation and increase opportunities for physical activity in inactive groups such as girls, women, the elderly, indigenous communities, and vulnerable or marginalized populations in metropolitan areas.

**5)** Strengthen policy and government frameworks at the national and local levels to support the implementation of civic sports development measures in metropolitan areas, including multi-sectoral participation, guidelines, recommendations, and action plans for all ages.

**6)** Strengthening data systems and capabilities at the national and local levels, implementing and strengthening systems for evaluating the effectiveness of community sports executive programs in metropolitan areas and their impact on increasing physical activity and reducing sedentary lifestyles.

**7)** The mass media, especially the regional media, must play their role in the development of community sports. Supporting cultural-sports promotion programs is crucial to raising awareness at the national and local levels by targeting key audiences, including policymakers, the private sector, city managers, and the community.

**8)** Based on the benefits of transferring experiences and spreading successful programs of metropolises, a global council of metropolises is proposed.

**9)** In order to study attitudes, types of activities, and approaches to community sports planning in metropolises of different countries, researchers are encouraged to conduct comparative studies according to the trend of globalization and homogeneity of physical activity.

## Acknowledgments

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