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Identifying Barriers of Entrepreneurship in Sports in the Perspective of Administrators and Experts of Sports and Youth Offices

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ABSTRACT

This study aims at identifying barriers of entrepreneurship in sports in the perspective of administrators and experts of Sports and Youth Offices in Hormozgan (in Iran). The statistical population included all the managers and experts in the Sports and Youth Offices in Hormozgan (in Iran) as 72 people. The sample size was also considered as 72 people due to the limitation of statistical population from 7 people did not cooperate and the number was reduced to 65 people. The sampling method is census sampling that the sample is equal to the population. Data collection tools include Barriers to Entrepreneurship Questionnaire made by Yadollahi Farsi in 2011. The questionnaire has 63 questions with 5-choice Likert scale (strongly agree as "5" to totally disagree as "1") that assesses the barriers to entrepreneurship in sport in 3 behavioral, structural and environmental dimensions and its reliability was obtained as 0.88 by Cronbach alpha coefficient. The results show that the control is of no means considered as a barrier to entrepreneurial behavior. Also, technical barriers are structural barriers to entrepreneurship in Sports and Youth Offices in Hormozgan (in Iran) and economic factors are as environmental barriers to entrepreneurship in Sports and Youth Offices in Hormozgan (in Iran).

Keywords: Entrepreneurship, Obstacles, Sports, Sports and Youth Offices.

INTRODUCTION

Sport is in a dynamic and constructive interaction as a large part of the economic, social and cultural entrepreneurship. Sports businesses, the growth of existing businesses and the use of sports events and sports services to solve social problems can be defined as the domain of sport entrepreneurship. Sports entrepreneurial activity can be based on innovations in sports technology, sport processes, sport equipment and accessories and fitness equipment, social sector development and innovation in organizing sports activities and sports affairs. Sports provide the basis for entrepreneurship development by creating demand for equipment and services and its appeal to create communities¹. Sports is known worldwide as the industry the most of products of which are sports, physical fitness, recreational or leisure-related activities equipment's and may be these are the activities, equipment's, services, places, or people that have equipped sports industry with a wide variety of products and customers. Therefore, it can be said that activities and sport business

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are copartners so that they develop each other and create the compatibility model that causes mutual development^{2,3}.

Entrepreneurship helps to develop sports through the creation of businesses in manufacturing sporting and athletic equipment and offering exercise services. Therefore, creating an effective program for entrepreneurship in sport helps to create lines of business and employment strategies for the community, especially graduates of physical education. Moreover, we should look for solutions to tackle unemployment and the lack of dynamism and entrepreneurship. Based on the results obtained by Luca et al.⁴ the indisputable importance of entrepreneurship for the economic development of a country poses many questions on the importance of personality traits, demographic characteristics of entrepreneurs, entrepreneurial traits, education and the relationship between the characteristics and entrepreneurial behavior for psychologists and educators that should be handled by subsequent studies. However, in the decade so far, one of the biggest challenges and one of the most important problems in human resources graduated in sports education is entrepreneurship and reducing unemployment. Sport entrepreneurship can play a very important and dominant role in the development of the country by playing an effective role in business development, employment, welfare and physical and mental health. In addition, entrepreneurship can be a tool for personal growth and solving social problems. So, entrepreneurs in the sports industry obviously needs a complex and responsive to changing conditions programming tailored to the needs of society⁵. Around 150 million people worldwide are widely participating in sports⁶. Extensive economic aspects of the sports industry have provided investment and entrepreneurship for this segment. However, the development of sport industry over the past five decades has not been a short-term phenomenon and is been attributed to different factors including: the increase in the number and diversity of sport magazines and commercial magazines, the increase in the sport-oriented goods and services for different sections of the markets; the increase in the investment and in sponsorship sports from the side of the business community, the increase in the amount of the contracts, the increase in goods' technology, services related to sports and education. There are many obstacles in entrepreneurship. Yadollahi Farsi et al⁷ in an article entitled as "Studying the barriers to entrepreneurship in the country's sport" have study barriers to entrepreneurship in sports in the view of administrators and sports experts and entrepreneurs. They have stated the 10 obstacles of sports entrepreneurship as: the amount of government's sport infrastructure investment, attention to the quality of goods and services, the amount of atmosphere encouragement and the genera atmosphere of the country to create and implement new ideas, the amount of competition in the market of manufacturing sport equipment and club owning, the number successful people who can be introduced as the sports entrepreneurship model, business infrastructures, entrepreneurship training programs in scientific centers, mass media efforts to promote the culture of entrepreneurship, considering the work as the value and the general welfare of society in the view of public.

Mainly, we encounter obstacles and difficulties in the fields of entrepreneurship and innovation in the sports section of the country the custodian of which is the Youth and Sports Ministry despite the high potentials. Although many different plans and programs are implemented in this Ministry in order to increase entrepreneurship and innovation in sports for more services to people, not much success is achieved. In Iran, sport science expertise are developing and evolving as well as other sciences. Therefore, the creation of suitable grounds for entrepreneurial activities in this sector is strongly felt. The purpose of this study was to identify barriers to entrepreneurship in the perspective of administrators and experts in the sports in Sports and Youth Offices in Hormozgan (in Iran).

METHODOLOGY

The research is descriptive survey in terms of data collection. This study was conducted as a field study. The statistical population included all the managers and experts in the Sports and Youth Offices in Hormozgan as 72 people. The sample size was also considered as 72 people due to the limitation of statistical population from 7 people did not cooperate and the number was reduced to 65 people.

Questionnaire of Barriers to Entrepreneurship was used made by Yadollahi Farsi⁷. The questionnaire assesses the barriers to entrepreneurship in sport in 3 behavioral, structural and environmental dimensions in two parts of personal characteristics (age, sex, education, work experience) and 63 questions with 5-choice Likert scale.

Yadollahi Farsi⁷ determined the reliability of the questionnaire completed by 30 sport entrepreneurs and calculated Cronbach's alpha coefficient for the questionnaire as 0.87, which shows the high reliability of the questionnaire. Foroughi⁸ has reported the reliability of the questionnaire as 0.83 and Gholami⁹ have mentioned the reliability as 0.89. In this study, the reliability of the questionnaire was obtained as 0.88 by Cronbach's alpha.

In this study, both descriptive and inferential statistics were used to analyze the results of the questionnaire. Descriptive statistics such as frequency, frequency percentage and bar charts were used to test hypotheses to evaluate the proposed model. In the first stage, the measurement model and in the second stage, the structural part of the model were estimated based on the results of the first stage and second stage using Structural Equation Modeling (SEM).

RESULTS

In the first stage, the measurement model and in the second stage, the structural part of the model were estimated based on the results of the first stage and second stage using Structural Equation Modeling (SEM).

Figure. Pattern of barriers to entrepreneurship in the present study

Table 1. The goodness of fit indices of the model

Goodness of fit indices	X ²	df	X ² /df	NPAP	GFI	AGFI	IFI	TLI	CFI	NFI	RMSEA
The proposed model	139.45	99	1.40	37	0.813	0.743	0.867	0.826	0.857	0.653	0.08

Due to the amount of fitting indices, the final model (edited model) and the border of the acceptable values mentioned above, it can be said that the presented model in this research is acceptable.

Table 2. The structural models of paths and standard coefficients in the final model

Path	β	P
Behavioral obstacles $\longrightarrow$ control	0.285	0.112
Structural obstacles $\longrightarrow$ technology	0.774	0.001
Environmental obstacles $\longrightarrow$ economic	0.769	0.001

The results of testing the above model show that the regression coefficient of the effects of behavioral of obstacles is equal to 0.285 and since P value (significance) is equal to 0.112 which is above the level of significance $\alpha = 0.05$. So, in this level, the null hypothesis is not rejected and therefore it can be said that behavioral barriers will not be significantly affected by control. But, the results on the impact of structural barriers by technology are equal to 0.744 and the P value (significance) is equal to 0.001 and lower than the significance level of $\alpha = 0.05$, it can be said that structural obstacles are affected positively and significantly. environmental barriers are affected by economic obstacles as equal to 0.769 and since P value (significance) is equal to 0.001 which is lower than the level of significance $\alpha = 0.05$, Therefore, at this level the null hypothesis is rejected and thus it can be said that environmental barriers are affected by economic barriers positively and significantly.

CONCLUSION

Technology is of external obvious variables forming internal latent variable of structural barriers. The barriers of technology are as the structural barrier to entrepreneurship in Sports and Youth Offices in Hormozgan (in Iran). So, the limitations caused by the deficiency in the existing technology and cumbersome regulations and insufficient education are of barriers to entrepreneurship in the sports delegations of the province. In this regard, it can be said that administrative bureaucracy and unnecessary regulations and imposed internal and external pressures on the budget programmers have caused many limitations on the way of reaching the simplest economic objectives.

Such an environment leads to frustration and even loss of entrepreneurs who could not find a place to express their ideas and see them got stocked in the bureaucracy and unhealthy relationships of decision-making organizations. That's why they become a part of the immobile community in such conditions and restrictions. The results of this research are in the line of research results of Moghimi¹⁰ who points out to structural barriers as the obstacles of entrepreneurship in Iran and the results of Yadollahi Farsi et al⁷ who mansions the lack of scientific programs as the problem and the results of Rezaei¹¹ who has mentioned the entry of non-sports and non-expert people into sport management, shortage of expert manpower in entrepreneurship in the province of Mazandaran and lack of adequate infrastructure of business and sports as the structural barriers to the development of entrepreneurship in Mazandaran province sport.

The results of testing the above model show that the regression coefficient of the effects of environmental obstacles is lower than the level of significance $\alpha = 0.05$. So, in this level, the null

hypothesis is rejected and therefore it can be said that environmental barriers will be significantly and positively affected by environmental barriers. The results of this research are in the line of research results of Moghimi¹⁰ who points out to environmental barriers as the obstacles of entrepreneurship in Iran and the results of Gholami⁹ who has stated obstacle such as the governments investment in the sports infrastructure, the amount of competition in the sport market, attention to the quality of goods and services, the amount of atmosphere encouragement and the general atmosphere of the country to create and implement new ideas, and sport business infrastructures and the results of Kiakajuri and Fazeli vesari¹² showed that environmental barriers include the lack of competition, lack of permission for policy-making and investment and missions by managers, the numerous interest groups and public accountability, lack of mechanization training centers, socio-cultural obstacles, traditional definition of success, the possibility of the continuation of organization's activities despite the inefficiency and frequent changes in short periods of management.

In other words, economic factors are of external obvious variables forming latent external environmental barriers variable. The environmental and economic factors are as environmental barriers to entrepreneurship in Sports and Youth Offices in Hormozgan (in Iran). So, entrepreneurship requires strategic planning and tendencies with regard to economic, social and political approaches. The development of entrepreneurship is affected by countless sets of variables.

A set of these variables includes many of the predicted models which are based on the character characteristics of entrepreneurs or widespread approaches including infrastructure variables in order to develop entrepreneurship. In fact, the general policy focuses on the important infrastructure planning such as providing governmental support and business supportive services. Among the important factors in entrepreneurship that can develop this process include social infrastructure, research and development, quality of human resources and quality of management (Welch, 2008). The economic effect of sporting events can be defined as a network of change in the economy. This change is due to an activity which involves performance, development and the use of sports facilities and services which are given to generate public income, employment opportunities and tax income (Lee, 2001). So, hosting sporting events can economically benefit a country by creating wealth, employment and opportunities for global markets. In fact, major sporting events are another important form of globalization and have strong economic, political and cultural importance for the host nation. These events include professional services, events, goods and equipment that significantly contribute to the economy of the country.

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