



Woman in Development and Politics

Designing a Strategic Plan for the Championship Sport Development of Women in North Khorasan Province

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ABSTRACT

Introduction

Sports have emerged as a significant societal concern in recent times, and their influence on women's society is undeniable. Sociologists, psychologists, physicians, and others place an emphasis on women participating in athletics due to the fact that women are the main pillar of society and the family unit, and a healthy family has a healthy mother. In different societies, the establishment of appropriate facilities for women's sports is regarded as a critical and domestic concern. Furthermore, the global standing of women in society is gauged by their participation or lack thereof in athletic endeavors. Championship sports are a critical component of women's sports, and advocate for their advancement and promotion can contribute to societal progress and betterment. In fact, the importance of champion sports advancement in a broader context, and women's sports advancement specifically, given the considerable potential for women to win medals and invigorate society, demonstrates the necessity of undertaking this study. In addition, it appears imperative to establish objectives for an analysis of the status of women participating in championship sports in the province of North Khorasan and to develop approaches and remedies to surmount the forthcoming obstacles and challenges. North Khorasan province has a significant capacity to introduce national champion female athletes to the country as a result of, on the one hand, its diversified cultural and climatic conditions and, on the other, its youthful administrative structure. Hence, given the significance of strategic planning in the advancement of championship sports, it appears more imperative than ever to prioritize this significance in the development of women's championship sports in North Khorasan province.

Methodology

The current research is a descriptive survey in nature, utilized for its intended purpose, and employs a mixed-methods approach to data collection, incorporating both quantitative and qualitative methods. The statistical population comprises individuals occupying positions of authority, such as managers, deputies, experts (specifically, university professors specializing in sports science, coaches, and female champion athletes from North Khorasan province), sport and youth general directorates from Bojnord county, sports committees and clubs in North Khorasan province. In the qualitative portion, the statistical sample comprised fourteen members of the statistical community. In this section, the sampling strategy was deliberate and founded on knowledge, expertise, and experience regarding women's championship sports in the province of North Khorasan. The 23 individuals comprising the statistical sample in the quantitative portion were deliberately selected. In the qualitative phase, data were gathered through a combination of semi-structured exploratory interviews and a SWOT analysis session involving a subset of the statistical sample. This process aimed to identify variables and address inquiries and concerns that emerged from the review of relevant literature. The present study employed descriptive methods to analyze demographic variables and utilized the comprehensive framework for developing a model strategy (SWOT) to identify strengths, weaknesses, opportunities and threats. In order to prioritize strategies, the ANP method and Super Decisions2 software were ultimately implemented.

Results

The research findings regarding the evolution of women's championship sports identified the following: nine strengths, sixteen weaknesses, eleven opportunities, thirteen threats, and a total of 17 strategies. These strategies, in order of aggressive, competitive, conservative and defensive, include: the development of indigenous and local sports, appropriate to women's championship sports and using the sports capacity of female athletes with different ethnicities in the province and using the potential of the geographical location of the province; developing the cooperation of the General Administration of Sports and Youth with educational centers including universities and schools of the province and using the capacities available in those departments with a focus on the development of basic sports; strengthening the pursuit of perfection and idealism of the women of the province in obtaining national and international honors and successes; strengthening and investing in active and medal-winning sports for women in the province; development of support and guidance programs in the growth path of female athletes from beginner to advanced; paying special attention to the issue of holding appropriate and regular preparation camps throughout the year, sending women to national competitions, holding joint camps with champions from other provinces, and providing proper supplies and support to the teams; quantitative and qualitative development and support of active sports clubs in women's championship sports and the use of expert human resources in these clubs; creating an information system, raising the level of awareness and promoting the culture of women's championship sports at the community and provincial level with the cooperation of audio, video, written media and social networks of the province and other organizations and introducing sports role models; designing and building sports venues, halls and recreational-sports parks and upgrading infrastructure, equipment and special sports facilities for women with cultural, social and climatic conditions; holding sports leagues and holding sports festivals at the province level with the aim of developing women's championship sports; creating women's championship sports bases in the province and using the existing capacity of professors, coaches, referees, and volunteers in these centers; targeted development of competitions and creation of necessary conditions for receiving and hosting women's championship sports events at the provincial level; designing and establishing a comprehensive talent search system in order to identify, attract and nurture talented women in championship sports; increasing and clarifying the share of women's championship sports of the province from the credit, legal and management facilities of the province's sports; diversifying the province's sports income sources and using the available opportunities and capacities to attract financial sponsors; the existence of a modern and efficient educational system for the training and development of trainers from elementary to advanced levels in women's sports; and acquiring seats and positions in federations and national teams by the managers and coaches of the province. Based on the cumulative score of strategies devised within this segment, it is possible to assert that the competitive strategic position holds the preeminent position.

Conclusion

Compiling guidance and support programs for the progression of novice to advanced female athletes, investing in and fortifying active and medal-winning sports for women in the province, and placing particular emphasis on organizing suitable and recurring training camps throughout the year, sending women to national competitions, conducting joint camps with champions from other provinces, and providing assistance are among the most significant strategies uncovered through research. It is judicious for provincial sports administrators and stewards to give particular consideration to the strategies derived from this study in order to advance women's championship sports in the province.

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