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## The determination of the related- based factors (customer-oriented and configuration) with sport Facilities Productivity

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### ABSTRACT

*The purpose of this research was to determine the relative factors (structural and Customer-oriented Parts) with Sport Facilities Productivity in Lorestan Province. The methodology was based on descriptive survey, which was led by field study. 55 managers of Lorestan province physical education, education, universities and military forces were participated in this study. The data collection tools of the research were the researcher made questionnaire of effective factors with sport facilities productivity. Data were analyzed by Freedman analysis of variance. The results showed that in structural part of sport facilities, getting development has the most priority. Also, in customer-oriented part, the factor of interaction of authorities, with society had the most priority. Since, sport and physical education were related to people; a successful manager is a person who has effective relation with people in and out of the organization.*

**Key words:** Productivity, Structural, Customer-oriented, Sport Facilities, Lorestan Province

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### INTRODUCTION

The basic of customer-oriented concept in the modern theories of management is considered as the most common orientations of the recent organizations and it has proved its successful efficiency in the field of performance recovery of many organizations [23]. Those managers who think of the competence field know that the process of customer-oriented basis is the world's competence framework and it can be so fruitful in productivity of organizations [3]. The customer satisfaction is the positive stimulant with organizational success in this regard. Today, the success or the lack of success of on organization depends on customer behavior [2]. The deep attention on the customer-oriented process is the secret success of sport industry [4]. With the appearance of competitive economy, the concepts of customer- oriented and customer satisfaction are considered as the effective elements of the organizations following the market regular basis issues and the lack of any related elements lead organizations to get out of the market field; Based on this, all sport organizations an sport locations must follow the related regulations to preserve their dynamics in the field of customer- oriented affairs. The productivity and vast application of these elements are increasingly growing in personal and social issues as well [12].

The historical observations show that an official documentary file in the field of productivity has been used for the first time in 1766. Generally, the productivity is defined as the external organization to the internal institution [10]. The productivity is the cultural attitude that the man sophisticatedly and consciously complete his/her activities to get the optimized available resources applicably [24]; it also is synonym with the concepts of extrovert, organizational, motivation, function assessment, organizational effectiveness, productivity, profit and job efficiency [17]. Today,

the optimization of productivity in sport is one of the most crucial elements of sport managers [13]. Sport and physical training in Iran is a new field that is followed traditionally yet; however, some new amendments have been carried out in this field, but reaching to this purpose takes much time to be applicable as well; the sport locations are not exceptional in terms of quantity and quality in compare to common standard approaches [5]. These sport locations are high-potential foundations for achieving sport activities and their qualities impact on the execution of exercises, tournaments (customer-orientation) and sport competitions; the establishment of sport locations needs high-effective planning's so that any failures should be carefully monitored and removed to prevent other wasteful energy and expenditure in this regard; moreover, any wrong planning or designing can lead to lose lots of customers bringing pessimistic prosperity for all athletes and their clients; then it endangers the health of a society in this regard [5]. The establishment of sport locations after the victory of Iranian revelation, particularly in the ninth administration and due to the frequent presidential state travelling, the process of sport locations constructions has been increasingly developed but unfortunately, in terms of configuration, safety, productivity, maintenance and customer-orientation, the related preparations have not been considered yet and these constructed locations cannot meet the sport needs of the country and Lorestan province because of the unsuitable usage of the related locations. The observation is that the province of Lorestan is confronting with the highest lack of sport locations and facilities due to the productivity deficiency; some of these shortages come from during the productivity; based on the sport productivity determination affairs, some approaches related to the planned and organized activities that the sport organizations can use them efficiently to recover all necessary programs in the present status [14]. Karghar (2004) considers the customer-orientation as an effective factor in the sport locations productivity [11]. Sayyari (1998) presents that the customer satisfaction and employers' interactive behaviors with audiences (customer-orientation) are the effective factors in the public relations of "water and treatment" department [8]. Lui bih Hwa (1997) presented that the lack of consciousness of sport locations and productivity may cause to the annoyance of students [20]. Olafson (1998) reported that the customer's satisfaction and participants in the given plannings are the most important determinant agents of the clubs productivity [22]. Sawyer and smith (1999) quoted from Theodorakis (2004) stated that the U.S sport locations lose about 40% of its own customers annually due to lack of customer-orientation affairs [25]. Fogel (2004) believes that the hygiene of sport locations, standard facilities can increase the efficiency of productivity [18]. In this regard, there are some researches carried out about the effective factors of sport locations productivity in the field of configurational issues as follows: Alexandra, Coson (2007) in a research stated that consultation to local and native residents is recommended to recover the status of sport locations and their productivity [15]. Jaguda (2008) considers the distance of sport locations and their accessibilities to the sport locations productivity as important factor in this regard [21]. Dan J Weber and Miarman (2009) stated that the universities need to invest in these sport locations to meet and provide the main purposes of the whole students and they never must raise the range of sport locations without any attentions to their expandable needs; but they should focus on their accessibility as possible resources of sport locations productivity [16]. Since a few researches have been done in the field of sport locations productivity, most researchers were about to response the following questions:

- 1- What factors do play important role in the productivity of sport locations mostly?
- 2- What factors are important in the field of customer-orientation and sport locations productivity?

## **MATERIALS AND METHODS**

The present research is a descriptive-survey study which is done as a filed. The statistical community of the study is including all managers and vice-presidents of physical training department and educational institutes, medical sciences colleges, payam-e-nour, Islamic Azad University of Lorestan, Khorramabad, and Broujerd and also physical training of military forces (the army, police and Sepah revolutionary forces) of Lorestan by the number of 55 people. To gather the related data required to test the questions of the research, an authentic questionnaire related to the sport locations productivity including 53 questions in the field of likert five optional range (very low, low, moferate, high, veryhigh) was used; the contextual reliability of the questionnaire was confirmed by the professors of sport management; the authenticity coefficient of the questionnaire was governed by using cronbach d= 0.92; the analysis of data was also obtained by using Friedman variance analysis, in this regard.

### **Methodology**

The assessment and analysis of data was carried out in two parts: the first part including the description of related variables subjected to personal background: age, gender, education level, education major, sport background.

The second part is subjected to the test of research question.

The description of personal background:

\* The results of gender showed that from 52 physical training managers under study in Lorestan province, 51 managers (98.1%) male and one (1.9%) was female.

\* The results of age showed that, the mean age of physical training managers in Lorestan province 39.96 year-old ranging from 27-59 year-old.

\* The results of the subjects' educational level indicated that from 52 managers in Lorestan province, 2 ones (3.8%) were diploma, 12 ones (23.1%) AD, 28 (53.8%) B.A and 10 ones (19.2%) had M.A and higher education degrees.

The results of educational major showed that of 52 physical training manager in Lorestan province, 42 ones (80.8%) had physical training degree and 10 ones (19.2%) had other majors certificate.

The results of physical training managers employment antecedent in Lorestan province showed that the highest degree of work among physical training managers was subjected to 11-15 years with distribution 16 (30.8%) and 0-5 years as the lowest with distribution 1 (1.9%).

The result of sport background among physical training managers in Lorestan province indicated that the mean sport background was 21.12 years with 10 years sport background and 34 years as the maximum degree in this regard.

## RESULTS

**Table 1. The ranking of subcategory of configurational part in Lorestan sport locations**

No	Factor	Mean rank
1	Development of future facilities and effective use of sport locations	8.16
2	Safety considerations in construction and productivity of sport locations	7.50
3	Matchement (flexibility for different applications)	6.42
4	Matchment of sport locations with users requirements	6.39
5	Wealth and facilities (parking, buffet)	5.62
6	Suitable distance of sport complexes from air- pollution	5.36
7	Logical relationship between neighbor facilities	5.34
8	Geographical areas and compatibility	5.16
9	Equipped with sport facilities for championship sports, educational, public and recreational	4.96
10	Easy accessibility to sport locations	6.22
11	The history of sport locations	4.87

As shown in table (1), the development of sport locations (the development of future facilities and effective usage of sport locations) is considered as the highest ranking in terms of Lorestan managers perspective: then, the safety considerations in the field of construction and productivity of sport locations were evolved. The history of sport locations among the related-factors was ranked in the last category in terms of managers; of course, it is not showing the in significance of the factor at all.

**Table 2. Difference of the related- factors with the productivity in configurational part of sport locations together.**

Statistics	Results
Number	52
Square	64.879
Degree of freedom	10
Sig level	P<0.01

As shown in table (2), there is a significant difference between the related-factors with the productivity in configuration part and significance level P<0.01.

**Table 3. The ranking of customer-orientation subcategory in sport locations**

No	Factor	Mean rank
1	The interactive relationship between sport locations and activity place	5.71
2	Consideration of behavior and manner issues	5.69
3	Used hours of sport locations	5.57
4	Attention to individual's gender	5.51
5	Matching to the economical level of activity	5.40
6	Attention to age of participants	4.73
7	Public training in terms of using sport location	4.59
8	Advertisement in the field of sport locations usage	4.44
9	Type of using sport locations (championship, educational, treatment and recreational)	3.36

As shown in table 3, in the field of customer-orientation, the highest degree of significance exists in terms of physical-training managers including: the existence of bilateral relationship and interaction of sport location management with the place of activity, consideration of moral issues but the lowers significance is subjection to the type of sport location application (champion ship, education, treatment and entertainment).

**Table 4. the difference of the related-factors with the productivity in terms of customers-orientation with sport location together.**

Statistics	Results
Number	52
Square K	46.33
Degree of freedom	8
Sig level	P<0.01

As shown in table 4, there is a significant difference between the related-factors with productivity in terms of sport location customer-orientation in Lorestan province with significant level P<0.01.

## DISCUSSION AND CONCLUSION

In terms of sport location configurational part, the under-study community in Lorestan province, the development of sport locations (the development of future facilities and long use of sport locations) had the highest ranking but the history of sport location was stood in the lowest degree. The physical-training managers Lorestan province considered the development of sport locations and facilities as well as the effective and long life use of these locations as the important factors in the field of productivity optimization; hence, the sport locations should be developed according to the evolutionary changes and achievements; this, of course prevents any anti-social issues as well. This factor has been also considered as a navigator system of physical-training development in the sport of the country to determine weak points and lower standard [9]. Aravelson (1995) in his studies in the field of sport locations development and innovation stated that due to the high expenditures of possessing a new complex, the development of sport locations is an ideal and logical choice; thus, the committee of planning must get the basics of future necessary needs to be able to construct sport complexes; this is matched to the results of the research [1]. Also, the results of the research is matched to Weber and Miarman's researches (2009) but no matched to the research results of Alizadeg et al (2004) [10, 16]; this mismatchment can be due to the periodical difference of the researches together, the used tools to test the productivity and the different statistical community and the external limitations of the research. Although the history of the sport locations was obtained by the Friedman variance analysis in the last ranking among the related- factors with productivity in terms of configuration, but it does not relate to the insignificance of the factor in sport location productivity; therefore, it is suggested that it is necessary to recognize all changes in the field of environmental changes to be stable with new and innovative responses or reactions to any forms of sport locations in this regard. Thus, these sport complexes should be come along with the latest changes developed because people never welcome the historical and traditional sport locations and the maintenance expenditures of the related locations are not profitable economically. Aravelson (1995) states that the development of sport locations must be along with evolutionary changes; if not, they will be dis appeared suddenly [2]. The organization of management and planning of the country (2001) considered the patterns of project selections and the history of sport locations as the effective factors of constructing rankings I the field of sport locations and complexes [6]. Although the experts of the research have little authentic in the field of sport locations history as an essential factor of productivity optimization; hence, it is recommended to fulfill many researches on the different dimensions of the related factor in terms of optimizing sport locations productivity and if matched, there can be constructed some indices to measure the effects of the factor, in terms of customer-orientation, the sport locations of Lorestan province, the existence of interactive relationship and sport complexes management with the activity place and consideration of behavior affairs to audiences were in the highest ranking but the type of sport location application (championship, education, treatment and entertainment) were stood in the lowest ranking of the study. The bilateral connection and interactive management of sport locations along with the activity place to consider the process of customer-orientation have been divided in to two groups:

1- Pre-construction of sport complexes, 2- the process of productivity

The traditional method of designing, the construction and establishment of sport complexes and safety recreational centers have made each organization to plan and design independently similar works and without their arrangements in this regard; this separation and disorganization have caused similar locations and complexes constructed in an area without the care of an organization's requirement.

Unfortunately, it the process of planning and traditional construction, the high attention of the officials is based on the numbers and statistics what number of locations should be constructed without any attention to the requirements of the users, city and community; thus, in order to get new approaches, no way to participate in the field of public

construction in this field. The participation of selected agents, managers, representatives and other related organizations, students and college students can be considered as the regular basis of planning shared affairs to provide an area's needs as possible. The consequence of the participation is that each agent gives the related comments supporting the whole participants' requirements finally and this attracts all officials as well. Alexander (2007) in a research has suggested a five-method for recovering the status of sport locations which the second method is subjected to the consultation of the activity place [1]. In this regard, Sadjedi (2004) believes that since the sport and physical activity is belonged to the public process, a manager is success whose relationship is stronger to other internal and external connections of an organization [7]. Although the experts of the research have little confidence in the type of using sport locations (championship, education, treatment and recreation) as important factors of sport locations productivity, the same topic has been defined in the navigator system of sport development of the country for twenty years considering purposes for the four main elements of education- sport, public-sport, recreational- sport and professional and championship-sport [9]. Aravelson (1995) in a study by the title of "periodical planning for sport locations", presents that the equal accessibility basics in all educational, championship and recreational groups must be designed as physical activity along with histories and periods equally divided into different groups [2]. The result of the research in the field of customer-orientation is matched to the results of Karghar (2004) by the title of effective determinant on sport location productivity and its modeling ranking [11]. According to the findings, to increase the productivity of Lorestan province sport locations, it is suggested to all managers and officials to make interactive relationships with their activity environments; also, they are suggested to consider the related constructions of multi-purpose sport locations for the long life applications.

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