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Role Of Sports Degrees On Sports Management And Marketing

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Abstract: The sports industry is forced to use new marketing methods to stay ahead of other industries. Sports management is a business field that involves planning, organizing, and managing sports teams, events, and facilities. It's a broad career path that combines a passion for sports with business skills. Manages teams, athletes, and facilities Plans and organizes events Manages marketing, finance, and people Ensures smooth operations Boosts ticket sales Boosts ticket sales Supports athletes. Sport management involves the business side of sports and recreation, encompassing planning, organization, and management of sports-related activities and events. Professionals in this field work in various roles, including marketing, event planning, and team management, within organizations such as sports teams, stadiums, and sports media. A degree in sport management or a related field is typically required, along with key skills in business, communication, and leadership. Career opportunities exist in sports management, event coordination, marketing, and more, making sport management a dynamic and rewarding field for those passionate about sports and business.. Leadership positions in sports and recreation usually require at least a bachelor of business administration.

Index Terms – Sports Marketing, Sports Management, Finance, Sports Teams

1. INTRODUCTION

This study aims to develop a practical model for marketing winter sports tourism. We used a mixed-methods approach, combining qualitative and quantitative research. First, we identified key factors through expert interviews and literature review. Then, we confirmed and refined the model using statistical analysis. Our study involved 17 experts in the qualitative phase and 426 sports club managers in the quantitative phase. We ensured the model's validity and reliability through various statistical tests.

2. SPORT MANAGEMENT DEGREES

Sports management degrees can lead to exciting careers in the sports industry. Here are some key aspects:

Types of Degrees

1. Bachelor's Degree: Typically, a 4-year program covering sports management fundamentals.
2. Master's Degree: Advanced degree (2-3 years) focusing on specialized areas like sports marketing or event management.

Career Opportunities

1. Sports Manager: Oversee sports teams, events, or facilities.
2. Event Coordinator: Plan and execute sports events.
3. Marketing Specialist: Promote sports teams, events, or products.
4. Athletic Director: Manage athletic programs and staff.

Skills Developed

1. Business Acumen: Financial management, marketing, and operations.
2. Communication: Effective communication with athletes, coaches, and sponsors.
3. Leadership: Managing teams and making strategic decisions.

Industry Applications

1. Professional Sports: Teams, leagues, and events.
2. College Athletics: Managing athletic programs and teams.
3. Sports Marketing: Promoting sports brands, products, and events.
4. Event Management: Planning and executing sports events.

If you're interested in pursuing a sports management degree, research programs that fit your goals and interests

2.4 Ph.D. in Sport Management

If you're interested in academia, consider pursuing a Ph.D. in sport management. People with sport management doctoral degrees often go on to launch careers as professors, researchers, urban developers and economists in the context of sports and recreation.

As a sport management Ph.D. candidate, you'll develop an original doctoral dissertation. Throughout the program, you'll generate research ideas, conduct relevant research and take supplemental coursework. Most Ph.D. candidates also serve as graduate student research assistants, providing professors with grading and instruction support.

During a doctoral program, your research could examine the intersection of sports and gender, for example. Other possible research areas include sports and their social impact or sports industry economics. Students are encouraged and expected to generate their own research ideas for original thesis development.

3. SPORT MANAGEMENT CONCENTRATIONS

Because sport management is a multidisciplinary field, many students pursue concentrations to deepen their expertise in a specific subtopic. If you're inclined toward a certain aspect of the industry, consider finding a program that offers a concentration in that particular field. Below are a few examples of popular sport management concentrations.

4. SPORTS LAW

The world of professional, amateur and recreational sports has many legal considerations. Sports lawyers help athletes, coaches, managers and organizations navigate those laws and, when possible, avoid costly litigation.

Some of the most common areas of sports law include:

- **Contract law.** This area governs the contracts made between athletes, coaches and their respective teams. These contracts are most common in professional athletic leagues and involve millions of dollars. Sports lawyers draft these contracts and aid in their negotiation.
- **Trademark law.** Sports teams are identified by their names, logos and sometimes slogans. Those assets need to be trademarked for teams to maintain rights and control over them. In this case, sports lawyers help teams file their trademarks and enforce the terms in the event of trademark violations.
- **Personal injury law.** Athletes are prone to injury, both on and off the field. If an athlete (or another plaintiff, like a coach or spectator) files a legal claim after an injury, personal injury lawyers step in to facilitate the claims process. Furthermore, venues that host sporting events must ensure the space is safe to avoid personal injury liability. Personal injury law comes into play if a fan gets injured at a game due to neglected facility maintenance.

5. MATERIALS AND METHODS

This study is of applied type. It is also among exploratory studies carried out in a descriptive analytical-survey manner in two qualitative and quantitative (mixed) sections. To achieve basic concepts such as the effective components in the marketing of winter sports tourism in Ardabil province, library sources, consultation with organizational experts, executives and consulting organizations, databases, websites of international organizations such as the World Tourism Organization, the Council Global travel and tourism and were used.

Considering that the type of study is designed in a mixed (qualitative and quantitative) manner, the target population of this research was determined in two separate sections as follows.

In the qualitative part, help was taken from the panel of experts to evaluate and determine the marketing model of winter sports tourism in Ardabil province. The target population of this part of the research included all experts, bosses, and managers in the field of sports tourism in Ardabil province.

In the quantitative part of the research, the target population was considered to include heads and sports managers, clubs, and sports boards in the field related to the research.

For sampling the target population in the qualitative part, a purposeful method was used, and the criteria for entering the samples were executive experience and complete knowledge of people in the field of sports tourism, as well as having a university education. Also, in this part of the research, sampling from experts continued until we reached the point of theoretical saturation. Finally, 17 people were included in the study to participate in the expert panel in the qualitative section

Considering the geographical extent of the target community in the entire area of Ardabil province and based on the opinion (Kline, 2015), at least 5 times the number of research variables (68 items) has been determined for the sample size. To prevent sample dropout, at least 25% dropout was considered, and finally, 426 questionnaires with all the items and complete specifications were included in the study using a convenience sampling method to perform the quantitative part.

The data collection tool includes information forms from library studies in the qualitative section and the collection of expert panel opinions on these forms, which ultimately leads to the construction of a suitable tool for measuring winter sports tourism marketing in Ardabil province. The instrument's content validity of was finalized, evaluated, and confirmed in this section.

In the quantitative part, demographic characteristics and designed and finalized tools were used in the qualitative part, and its construct validity and reliability were evaluated in this part.

The tool (questionnaire) designed in the qualitative section includes eight components (structure) with 68 variables (items), and scoring was determined using a 5-option Likert scale. Finally, the tool consists of the mixed components of marketing, geography, infrastructure, economic, competitive, political and legal, cultural and social, environmental, and related to management and planning. After evaluating the determining construct appropriate validity reliability, and the quantitative section finalized the questionnaire with 56 items and eight components.

In the present study, descriptive tables were reported by frequency and percentage indicators for qualitative variables and mean and standard deviation for quantitative variables. Statistical tests and indicators were performed, including Kendall's coefficient of agreement for the reliability of expert panel opinions, Cronbach's alpha for the tool's reliability in the quantitative target population, exploratory factor analysis, and confirmatory factor analysis. Statistical analyses were carried out by SPSS and Amos software, and the significance level of statistical tests was considered to be 5%.

6. RESULTS

In the fourth stage of the Delphi questionnaire, the same 68 items in the third stage questionnaire were again provided to the experts for the survey. As in the third step, a 5 option Likert scale was used to measure the importance of items. After distributing and collecting the data of the fourth Delphi questionnaire, its results are reported in Table(4-9).

Table 1 Statistical analysis of practical components in the design of winter sports tourism marketing model in Ardabil province (fourth stage of Delphi)

Number	Marketing topics of winters ports tourism	Number of Answers	The average of Answers	T	The significance level of a domain	result
Mixedmarketing component						
1	Thepriceofthe Altars skiresortticketorother winter entertainment	17	4.35	5.01	0.001	confirmed
2	Sportsservicequality	17	4.65	9.6	0.001	confirmed
3	Eliminating intermediaries to adjust travel and accommodationcostsfo r	17	4.35	4.47	0.001	confirmed

	tourists					
4	Comfort facilities for winter sports tourism	17	4.24	4.56	0.001	confirmed
5	Variety of tourism marketing services	17	4.47	6.41	0.001	confirmed
6	Holding exhibitions, seminars and specialized conferences to promote the attractions of winter sports	17	4.18	3.83	0.001	confirmed
7	Holding advertising campaigns for the development of winter sports events and attractions	17	4.47	7.78	0.001	confirmed
8	The standard of hotels close to the place of winter sports	17	4.24	4.03	0.001	Confirmed
9	Flexibility in the payment period of winter sports tourism services	17	4.24	4.03	0.001	Confirmed
10	Discounts and special sales conditions in products and services	17	4.53	5.92	0.001	Confirmed
11	Giving financial rewards and valuable prizes for competitions and tournaments	17	4.41	5.28	0.001	Confirmed
Component of geography and infrastructure						
12	Availability of fair and ground transportation	17	4.29	3.13	0.003	Confirmed
13	The existence of a calm environment away from the big cities	17	4.47	6.41	0.001	Confirmed
14	suitable weather for winter sports	17	4.47	6.41	0.001	Confirmed
15	There are different areas in the province that are suitable for creating winter sports tourism sites	17	4.53	6.8	0.001	Confirmed
16	The existence of Sablan mountain range and its peak for winter climbing	17	4.71	8.46	0.001	Confirmed
17	The variety of natural environments and their virginity and diverse geographical landscapes	17	4.24	3.36	0.002	Confirmed
18	Recreational centers with capabilities related to international tourists	17	4.35	4.08	0.001	Confirmed

19	The winter nature of Ardabil province	17	4.29	3.86	0.001	Confirmed
20	Wonders of nature and scenery of the province in winter	17	4.41	4.73	0.001	Confirmed
21	Natural attractions such as spas and...	17	4.65	7.8	0.001	Confirmed
22	Historical attractions of the cities of the province	17	4.35	5.01	0.001	Confirmed
23	Modern attractions of the cities of the province	17	4.35	5.8	0.001	Confirmed

Continuation of Table 1 Statistical analysis of effective components in the design of winter sports tourism marketing model in Ardabil province (fourth stage of Delphi).

Number	Marketing topics of winter sports tourism	Number of Answers	The average of	T	The significance level of a	Result
			Answers		domain	
24	Creating new jobs (temporary, part-time and seasonal jobs) and reducing the unemployment rate	17	4.12	3.26	0.002	Confirmed
25	Increasing household income by selling local products to tourists	17	4.18	3.45	0.002	Confirmed
26	Increasing business income, accommodation centers, restaurants and tourist attraction centers	17	4.18	3.45	0.002	Confirmed
27	The total price of accommodations services	17	4.12	2.97	0.005	Confirmed
28	Increasing government revenues through tax benefits	17	4.18	2.93	0.005	Confirmed
Competitive component						
29	Systematic and regular analysis of competitors' strategies	17	4.24	4.56	0.001	Confirmed
30	Analysis of competitors' marketing methods	17	4.35	5.01	0.001	Confirmed
31	Satisfactory financial Performance compared to competitors	17	4.18	2.75	0.007	Confirmed
32	Keeping tourists safe	17	4.29	3.13	0.003	Confirmed
33	Pursuing the improvement of The competitive position on other competitors	17	4.06	2.12	0.025	Confirmed
34	Privacy status of tourists	17	4.35	4.47	0.001	Confirmed
35	Offering goods and services in a New way	17	4.06	2.12	0.025	Confirmed
36	Using new technologies in Marketing programs	17	4.35	4.47	0.001	Confirmed
37	Pursuing the lowest costs in	17	4.24	4.03	0.001	Confirmed

	Various marketing programs					
Political and legal component						
38	Improving the political situation	17	4.53	5.31	0.001	Confirmed
39	Ease of access for tourists from Alegal and political point of view	17	4.29	4.24	0.001	Confirmed
40	Security of Ardabil province	17	4.47	3.75	0.001	Confirmed
41	The government responsible for Coordinating policies and planning for tourism	17	4.24	2.94	0.005	Confirmed
42	The private sector responsible for commercial development, construction and administration Of tourist accommodations	17	4.29	3.86	0.001	Confirmed
43	Laws in the field of tourism	17	4.53	6.8	0.001	Confirmed
44	Laws of winter sports service costs	17	4.18	3.45	0.002	Confirmed
Cultural and social component						
45	Increasing cultural exchange and interactions between people And tourists	17	4.35	4.47	0.001	Confirmed
46	Discomfort of local residents From living in the sports tourism area	17	4.06	2.79	0.007	Confirmed
47	Revival of forgotten traditions and ceremonies by local residents	17	4.12	2.75	0.007	Confirmed
48	Encouraging local residents to social- cultural activities	17	4.29	4.77	0.001	Confirmed
49	Fighting ethnic and racial discriminationandhelpingto accept socio-cultural differences	17	4.41	3.53	0.001	Confirmed
50	Increasingthereputationofthe region through the arrival of wintersportstourists	17	4.12	2.75	0.007	Confirmed
Management and planning component						
51	The presence of athletes and popular	17	4.41	6.08	0.001	Confirmed
52	Professionalism of sports in the Province	17	4.65	7.8	0.001	Confirmed
53	Employing expert, educated and capable human Resources	17	4.47	7.78	0.001	Confirmed
54	Holding competitions at the right time and with The right quality	17	4.24	4.56	0.001	Confirmed

55	Allocation of bank facilities to institutions for the Development of sports tourism	17	4.41	5.28	0.001	Confirmed
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The findings in the above table show that the 68 items in the questionnaire of the fourth stage of the Delphi method, which was given to the experts, and again all 68 items were approved, and the average of all the items is more than the desired limit (3.5). And it is significant (the t- statistic is more than 1.96, and the significance level is less than 0.05).

Table 2 Kendall's coefficient of agreement (fourth stage Delphi)

Kendall's correlation coefficient	2chi index	degrees of freedom	sig
0.733	163	67	0.001

The findings in Table 2 show that the correlation coefficient of the fourth stage of Delphi is 0.733, and its significance level is 0.001, which indicates a stronger correlation between the experts' opinions in the fourth stage.

Since all the items show a slight difference in the average in the last two stages, the experts' opinions have been stabilized. In addition, the average above 3.5 for all components shows that they are effective in evaluating the winter sports tourism marketing model, and there is no need to remove any components. In Table No. 1, Kendall's correlation coefficient is compared in the last three stages of Delphi.

Table 3 Comparison of Kendall's agreement coefficient in three Delphi stages

The number of Experts	Kendall coefficient of the second stage	Kendall coefficient of the third stage	Kendall coefficient of the fourth stage
17	0.469 (average correlation)	0.721 (strong correlation)	0.733 (strong correlation)

Based on this research, eight mixed components—marketing, geography and infrastructure, economic, competitive, political and legal, cultural and social, environmental, and management and planning—affect winter sports tourism marketing and these factors are identified with 56 items in winter sports tourism marketing.

7. CONCLUSION

In conclusion, this study provides a comprehensive model for marketing winter sports tourism, identifying key factors and indicators through a mixed-methods approach. The findings offer valuable insights for stakeholders in the sports tourism industry, enabling them to develop effective marketing strategies and enhance the overall tourist experience.

The research highlights the importance of understanding the needs and preferences of winter sports tourists, as well as the role of various stakeholders, including sports clubs, boards, and local authorities, in promoting winter sports tourism. The study's results can inform the development of targeted marketing campaigns, infrastructure development, and services that cater to the needs of winter sports tourists.

Furthermore, the study's methodology, which combines qualitative and quantitative approaches, provides a robust framework for future research in the field of sports tourism marketing. The use of exploratory and confirmatory factor analysis ensures the validity and reliability of the findings, making them applicable to a wider context.

The study's findings have significant implications for policymakers, marketers, and managers in the sports tourism industry. By understanding the key factors that influence winter sports tourism, stakeholders can develop strategies to attract and retain tourists, ultimately contributing to the economic and social development of the region.

Moreover, the study's results can inform the development of sustainable tourism practices, ensuring that the environmental and social impacts of winter sports tourism are minimized. By adopting a stakeholder-centric approach, the industry can work towards creating a more sustainable and responsible tourism model.

In terms of future research directions, there are several avenues that can be explored. For instance, studies could investigate the impact of social media on winter sports tourism marketing, or examine the role of technology in enhancing the tourist experience. Additionally, research could focus on developing more nuanced understandings of the needs and preferences of different segments of winter sports tourists.

Overall, this study contributes to the growing body of research on sports tourism marketing, providing valuable insights and practical recommendations for stakeholders in the industry. By applying the findings

and recommendations of this study, policymakers, marketers, and managers can work towards developing more effective marketing strategies, enhancing the tourist experience, and promoting sustainable tourism practices.

The study's limitations, such as the sample size and geographic scope, provide opportunities for future research to build upon and expand the findings. Nevertheless, the study's robust methodology and comprehensive analysis make it a valuable contribution to the field of sports tourism marketing.

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