

عنوان مقاله:

Providing A Pattern for Promoting Cultural Levels in Football Fans in Iran Stadiums, Based on The Views of Experts

محل انتشار:

مجله رویکرد انسانی در مطالعات ورزشی، دوره 2، شماره 2 (سال: 1401)

تعداد صفحات اصل مقاله: 16

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خلاصه مقاله:

Football stadiums are the main infrastructures of this popular sport in the society. The purpose of this study is to provide a Pattern for cultural promotion in football fans in stadiums in Iran, which was done by qualitative research method and using grounded theory approach. Through snowball sampling and by conducting ۲۱ semi-structured interviews with university professors and experts in football and culture theoretical saturation was achieved. The results of data analysis in ۳ stages of open-coding, axial-coding and selective coding indicate ۲۸ categories that these findings are within the framework of the final model including: Hooliganism, behavioral factors, media, managerial challenges, infrastructural factors and Juridical and legal as causal factors; the nature of football, advocacy and government actions and policy making as context factors; Celebrities, social contexts, economic conditions, Trends and interest, cultural and social and technology as an intervener; manpower, education and training, media, cyberspace, structural strategies and Infrastructural strategies as appropriate ways to promote the level of culture in football fans in stadiums as strategies. According to the proposed pattern, promoting the cultural level of the spectators, marketing development, Exercise promotion, financial development, social progress, the growth of moral security and growth of behavioral security in Iran can be mentioned as positive consequences of promoting cultural levels in football fan in stadiums.

کلمات کلیدی:

Culture, Fan, Football, Stadium

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<https://civilica.com/doc/1473349>

