

Analysis of Gilleh mardi (Gilani wrestling) by swot method

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Gilan, sports have been formed alongside people's lives. The variety of jobs and occupations in farms, rice fields and forests has led to the formation of various activities in these areas. The wrestling is also a native sport of Gilani people. The purpose of this research is to analyze the strengths, weaknesses, opportunities and threats of Gilleh mardi (Gilani wrestling) in Gilan. The research method is descriptive and practical. The statistical community of the study consists of athletes, former athletes, coaches & wrestling specialists and other enthusiasts of Gilani wrestling, that included 159 people. The sample number was 113 the Morgan table and the coaches, wrestlers and other opinions have been used. In this regard, for measuring tool, a questionnaire was used. Validity and reliability of the questionnaire were confirmed by consensus of experts and Cronbach's Alpha ($\alpha = 0.932$) induction test. These factors were studied and extracted in the first step by studying literature and background. In the next step, the factors of strength and weakness, opportunity and threat were ranked by Friedman test. The findings showed that unity and empathy between the authorities and the villagers in advancing the goals of Gilleh mardi (Gilani wrestling) are the strengths, and national attitude of the sports officials, and the formulation of community programs in the defined time range and its step by step implementation are the weaknesses. The government's appropriate view of updating sports locations, spaces and equipment combined with state of the art technology is of important opportunities that can be a strong support for the development of this traditional sport, as well the involvement of the state managerial system in sports was recognized as threats of Gilleh mardi (Gilani wrestling) sport

Keywords : wrestling Gilleh mardi (Gilani wrestling), strengths and weaknesses, opportunities and threats

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