

A Survey on the Development of Athletics in Gilan Province

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Like any other system, sportsmanship requires strategic planning, in addition to being aware of the development path, it can achieve growth goals by preventing parallel work and waste of resources. Therefore, the purpose of this study is to investigate the status of development of athletics sport development in Gilan province. The research method was analytical-survey. The statistical population consisted of experts and experts in sport in the province of Gilan. Due to the nature of the research and the method of strategic analysis, the adequately qualified (80 people) were targeted and available the experts in the main section (questionnaire). In order to assess the validity of the research instrument (questionnaire), firstly, experts and experts of the scientific and executive sports were consulted for the content and formality evaluation. Then, reliability of the questionnaire was evaluated through Cronbach's alpha. Based on the internal and external strategic factors assessment matrix, the coordinates of the strategic position of the development of midfield sports are in the middle house (5), meaning that strategies must be developed to maintain stability. Based on the typical four-dimensional landscape model, the strategic location of the development of dual-player sports is located in the third house and in the ST area, meaning that competitive strategies are needed. Based on the SWOT analysis, a total of 17 strategies, including 4 SO strategies, 4 ST strategies, 5 WO strategies and 4 WT strategies, were developed for the development of athletics sport exercise in Gilan province. Regarding the strategic location of the Gilan-dominated sport in the region between stable and competitive (home 5 and ST house), sport management in this area with a conservative approach to crisis management and improvement of development indicators.

Keywords : sport of athletics, strategic management, SWOT analysis, development of sports