SPORT TK: Revista Euroamericana de Ciencias del Deporte, vol. 8 n.º 2, 113-124
Recibido: Febrero 2019
Aceptado: Junio 2019
Murcia (España)
ISSN edición web (*http://revistas.um.es/sportk*): 2340-8812

Developing a social participation model in Iran's sports for all

Desarrollando un modelo de participación social en el deporte para todos en Irán

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Abstract: The present study aims to design a social participation model in Iran's sports for all. Based on the exploratory nature of the research subject, the study method was qualitative and a grounded theory strategy was carried out to design a social participation model in Iran's sports for all. Sampling was purposive and had a snowball method. The theoretical saturation was obtained after 27 deep and semi-structured interviews with knowledgeable experts, and then major categories were extracted after completing a coding process. Results of open coding revealed that 811 initial indicators and 184 final indicators determined causal, underlying and intervening conditions, strategies and consequences of social participation in Iran's sports for all. Final indicators were classified into 63 concepts and 28 categories in the axial coding, and finally identified categories resulting from selective coding explained a social participation model in Iran's sports for all.
Keywords: Sports, Sport for all, Social participation, Grounded theory.

Resumen: El objetivo del presente estudio es diseñar un modelo de participación social en el deporte para todos en Irán. Basándose en la naturaleza exploratoria del tema de investigación, el método de estudio fue cualitativo y se llevó a cabo una estrategia de teoría fundamentada para diseñar un modelo de participación social en el deporte para todos en Irán. El muestreo fue intencional y tuvo un método de bola de nieve. La saturación teórica se obtuvo después de 27 entrevistas semiestructuradas con expertos en la materia, y, a continuación, se extrajeron las categorías principales después de completar un proceso de codificación. Los resultados de la codificación abierta revelaron que 811 indicadores iniciales y 184 indicadores finales determinaron las condiciones y estrategias causales, subyacentes e intermedias de la participación social en el deporte para todos en Irán. Los indicadores finales se clasificaron en 63 conceptos y 28 categorías en la codificación axial y, finalmente, las categorías identificadas como resultado de la codificación selectiva explicaron un modelo de participación social en el deporte para todos en Irán.
Palabras clave: Deportes, Deporte para todos, Participación social, Teoría fundamentada.

Introduction

Social participation is a situation in which people consciously manifest contributory behavior towards the environmental, human, and emotional issues of their social life. In fact, participation is a kind of sense of solidarity and mental (cognitive) and objective (active) link between individuals and society (Fathi & Mirzapouri Valu Kola, 2016). Social participation policy in sports for all is a priority of any developing society in order to develop sports among different classes of society and take the advantage of it in order to compensate for the decrease in people's mobility and help to increase citizens' vitality and physical and mental health. In spite of several decades of sports for all policy, the opportunity to participate in sports is still unevenly distributed, and some deprived social groups have less access to the sport (Aparicio et al., 2016; García et al., 2016; Vandermeersche et al., 2012). The sport for all is a general term that can be used to describe a range of adopted policies by governments to promote and develop the active sports participation within society (Frawley et al., 2009). It is also a message to encourage citizens to do exercise and other physical activities, and a message to policymakers to use their positions to advance this goal and provide opportunities for the Social participation (Aman, 2009). The research on European health and sports centers indicates that the sport for all is the main goal of sport in Europe, and there has been a lot of effort at its growth and expansion. The universal sport for all was established to increase the participation of all social groups, provide pluralism in sport, strengthen championships, develop and improve health, and develop healthy and recreational exercises (Vandendriessche et al., 2012). Sports participation is not exclusively determined by individual-social factors (micro level), but underlying factors such as the availability of sports facilities and programs (macro level) can also play important roles in this regard, and in addition to micro level factors, the availability of swimming pools and parks is especially important for residents' sports activities (Wicker et al., 2012, 2013). The individuals' leisure sports participation is associated with their levels of local social capital, but not with the availability of parks and sports facilities. Furthermore, the local social capital and the availability of parks are interacting with leisure sports participation of adolescents living in an urban area. The availability of parks is important for leisure sports participation if it is along with higher levels of local social capital (Prins et al., 2012). The lack of social participation in adults is directly related to the

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incidence of illnesses, but high levels of social participation in adults affect their health in their lives. Various factors affect participation in sport and physical activity (Qin and Barbour, 2015). Participation levels in sport and physical activity increase with developing the socioeconomic status and decrease with reducing the access to sports facilities (Eime et al. 2015). Studies also indicate that addressing basic levels of sports is accompanied by a sense of participation and motivation for action leading to the development of sports and the increase of social health, health promotion and active behavior (Weiler et al., 2014). There are accurate and definitive statistics on the rate of participation in sports for all in Iran due to different approaches to the level and method of addressing physical activities, but all existing figures indicate an inadequate level of participation; and sport officials also emphasize that the sports for all will develop as long as it will come as a part of lifestyle along with doing everyday activities (Arabnarmi et al., 2017). According to the statistics of the participants in the sport for all. The general state of sport in Iran is very unfavorable to the leading sporting countries such as Finland, the Netherlands, and Germany (Saffari et al., 2015).

Researchers have presented various models of the public tendency to sports for all, and each of them has portrayed the public tendency to sports. A great number of introduced models for the development of sports point out the social participation in sport for all and connect it to health and well-being goals of society, for instance the model of Savadi et al (2017). There is not any model that can portray the public social participation in sport for all. Therefore, it is necessary to develop a model, which can provide the infrastructure for the public social participation in sports for all in Iran, and thus the researchers of this study sought to design a public social participation model in Iran's sports for all.

Methods

The main research question was answered using the grounded theory (GT) and a method by Strauss and Corbin. Their method develops theories based on the data. The collected data for describing processes include a variety of qualitative data including observations, conversations, interviews, government documents, and researchers' personal reflections (Creswell, 2005).

Instruments and procedures

At the first stage of the study, a preliminary list of predictive indices of the main components was identified through the research background of a collection of disk data. The preliminary list was considered as interview questions and a primary tool for data collection. The interview guide was then designed and the researcher sent elite the interview guide before interviewing them. Subsequently, semi-structured and in-depth qualitative interviews were conducted with elites who were aware of the research subject. It is worth noting that data of interviews were collected by taking notes and using the voice recorder. Because of ethical issues, the researcher was allowed by interviewees before recording any interview. Duration of interviews was different and locations of interviews were agreed by the interviewer and the researcher. Providing a grounded theory needs synchronous and sequential data collection and analysis. Five essential, but not necessarily successive, stages were used in processing findings: selection of participants; data collection; management of findings; analysis of findings; and provision of executive strategies. According to the theoretical sampling of this method, data was collected in a way to be useful in generating a theory. A final model was formulated during the continuous process of collecting, analyzing and categorizing data through interviews based on relationships of underlying factors. It is worth noting that researchers conducted these interviews in order to identify existing challenges, action strategies, and find categories and issues concerning the development of sports for all through social participation. In theoretical sampling, the data collection and analysis are measures that are heavily interdependent and should be alternately performed because a simultaneous analysis directs the data sampling.

Participants

The present research used the purposive sampling and snowball methods theoretical sampling method, and sampling was continued until the data saturation resulting in 27 qualitative interviews. The statistical population consisted of sport for all experts in three fields of science, performance, and sports. These experts included faculty members of sports management (6 subjects), managers and experts from the department of sport for all in the Ministry of Sport and Youth; the Sport for all Federation (10 subjects), and Iran's *Sport for p*ioneers (11 subjects).

Statistical analysis

Coding was openly and axially done in the present study. In an open coding, the researcher reviewed the collected data and sought to identify its hidden concepts. The axial coding aimed to determine the relationship of created categories at the open coding stage, and thus the central phenomenon was identified and causal conditions and resulting strategies were interpreted. Since the human and behavioral science theories can be modified over time, qualitative researchers use other terms such as Credibility, Transferability, and Dependability instead of validity and reliability. Credibility means being real. Pitney & Parker (2009), suggested methods for increasing the research credibility including multiple sources; multiple ana-

lysts; and multiple methods. The transferability of research results indicates the generalizability of results to other similar groups and environments. Although this is beyond the qualitative researcher's ability, this part of research validity can be partially achieved by extracting and providing maximum data (to a possible extent). The present study sought to implement this suggestion by repetitive review of interviews and the maximum and non-repetitive extraction of content. Dependability of research results can be achieved when other researchers can clearly follow a research path and measures by a researcher.

Results

Research findings were obtained using the simultaneous analysis of coding process during and after interviews. At the open coding stage, data related to the studied phenomenon was carefully investigated, named and categorized, and examined for similarities and differences; and questions were raised about the phenomenon. Results of implementing and coding interviews indicated that 811 primary indicators and 184 final indicators could be effective in the field of social participation in Iran's sports for all. The axial coding process took place at the post-coding process. During the axial coding process, the researcher used analytical tools including questions, and constant and theoretical comparison of categories, sub-categories and their characteristics that appeared in open coding to develop relationships of categories and subcategories. Therefore, the final indicators classified into 63 categories of which 28 categories emerged as shown in Tables 1 to 6.

Table 1. Results of axial coding of causal conditions of social participation in Iran's sports for all.

General category	Sub-categories	Concepts	Indicators
Causal conditions	Sports as the health creator	Physical and mental health	• Social need for physical and mental health • Social need for happiness
		Lack of movement	• The growth of urbanization and the public- movement • The increase of social welfare
	Infrastructure development	Infrastructure development	• Development of sport for all facilities and infrastructures • Development of sport for all fields • Easy access to sport for all • Development of sport for all centers
		Developing sport for all institutions	• The existence of various sport for all organizations • Governmental support • The policy need for sports
		Sport for all privatization	• Creating employment through sport for all • Decentralization by the government • The private sector involvement in sport for all
		Geographic and weather conditions	• Weather conditions and seasons
	Social needs	Developing social awareness	• Increasing social awareness • The growth of science in sports for all • Mass media
		New social needs	• Sport for all as a social phenomenon • New public demands for sports for all • Escape from the championship and professional sports • New social needs
		Social communications	• The public trust • Establishing social communication
	Sports a sacred activity	Sport for all a transcendental matter	• Suggestions for reference groups • Sport as a teaching tool
		The desire for human excellence and values	• Public admission of sports for all • Expectations of different social classes
	Features sports for all	Public entry to sport for all	• Volunteering in the sport for all • Public monitoring of sport for all • General decision making for sport for all • Social need for participation
		Demographic characteristics of individuals	• Personal characteristics • Familial characteristics • Individuals' residential status

Table 2. Results of axial coding of underlying conditions for social participation in sports for all.

General category	Sub-categories	Concepts	Indicators
Underlying conditions	Structural factors	Developing the infrastructure and equipment	• Infrastructure and equipment development • Easy access to sport places
		Developing sport for all institutions	• Development of sport for all institutions • Development of non-governmental institutions • Development of sport for all fields • Public admission of sport for all
	Managerial factors	The public presence in the sport for all decision making and monitoring	• Provision of public monitoring conditions for sport for all • Provision of decision-making conditions for people about sport for all • Development of social participation
		Planning for different regions and ethnicities	• Individuals' demographic differences • Geographic and weather conditions
	Human factors	Developing social awareness	• Increasing public knowledge and awareness • Developing the sport science • Teaching society members • New social problems • Individuals' attention to their health
		Developing social welfare	• Improving the public social welfare • Lifestyle changes of most people • New needs of society members • Individuals' personality characteristics
		Improving social justice and trust	• The existence of people-people and people-officials trust • Development of citizenship rights and social justice • Attention to ethical and cultural dimensions of sport
		Developing Social Communication	• Development of Social Communication • Individuals' residential status
	Economic factors	Private sector participation	• Private sector participation • Economic development by sports for all
	Environmental complexity	Developing the advertising and information	• Development of the media • Development of advertising in sports for all
		Creating favorable legal conditions	• Instructions, programs, and rules • Favorable opinions of reference groups • Political, and social conditions of Iran

Table 3. Results of axial coding of intervening conditions for the social participation in Iran's sports for all.

General category	Sub-categories	Concepts	Indicators
Intervening conditions	Underlying conditions	Sports equipment and facilities	• Low access to sport for all facilities • Undesirable status of hardware equipment of sport for all
		Participants	• Holding sports competitions • Individuals' residential status • Individuals' different demographic characteristics
	Macro environment conditions	Economic status	• Individuals' unfavorable economic status • Vulnerable classes • Marketing problems in sport for all
		Cultural and social status	• Cultural and social issues of sport • Uncertainty about the status of social participation in Iran • Social Harm • Trust between individuals and organizations • Cross-sectional individual participation • New social demands
		Legal and political status	• The attitude of reference groups • Legal support of sports for all • Involvement of police in sports • Inadequate governmental support
	Organizational conditions	Managerial Status	• Low productivity of sports organizations • The absence of a comprehensive sport for all program • The poor performance of sport management • The lack of public monitoring and decision making in sports for all • Lack of correct and adequate information and statistics • Media function • The lack of clear organizational status of sports for all in organizations
		Academic and educational status	• The lack of a comprehensive definition of related terms • Social public knowledge • Improving the academic status of sport for all • Poordomesticresearch
	Environmental conditions	Health status	• Environmental problems • The prevalence of low-mobility diseases • Wellness and health features
		Environmental and geographical factors	• Climatic, geographical and demographic variations • The existence of different cultures and ethnicities • Environmental opportunities in Iran • Geographical and climatic conditions • Sport tourism

Table 4. Results of axial coding of social participation in Iran's sports for all.

General category	Sub-categories	Concepts	Indicators
Main phenomenon	Creating the manpower value	Comprehensive sport for all management process	• The process of assigning executive affairs of sports for all to the public • The process of public participation in the control and supervision of sports for all • The process of strategic sport for planning • The process of sport for all decision-making • Improving the efficiency of sports institutions • The process of the participant management system
		Comprehensive education and research process	• The coherent general education process • Advertising and professional information process • Development of sport for all science • Active lifestyle process
	Maintenance, development, and efficiency of organizations and sports centers	The process of development and maintenance of facilities	• The process of development and maintenance of facilities • The process of public access to sports for all places and equipment
		The process of sports privatization	• The process of sport for all privatization • The process of sport for all marketing • The process of sport for all tourism development
		The process of organizing sports for all	• The process of creating popular centers • The process of developing local and indigenous sports in different regions • The process of creating attractiveness in sports for all • The process of organizing people in delegations and centers
	Developing macros processes of sport for all	Macro sport for all processes	• Improving the national political situation • The process of improving cultural and social issues • Improving the economic status of society
		Facilitating legal processes	• Facilitating legal processes
	Developing participation in social affairs	The process of developing social communication	• Developing social communication • Creating social value for participants
		The process of improving social trust	• Raising social trust

Table 5. Results in of axial coding of social participation strategies and measures in Iran's sports for all.

General category	Sub-categories	Concepts	Indicators
Strategies and measures	Structural development	Developing and equipping sport for all places	• Developing and equipping sport for all clubs • Developing sport for all centers
		Developing sport for all fields	• Developing sport for all in different geographical and climatic conditions • Developing indigenous, rural and nomadic games
	Development of macro sectors	Sports economics	• Sport for all privatization • Improving the sport for all economy • Financial support and governmental subsidies
		Legal support of sport for all	• Support from family and the development of citizenship rights • Legal support of sport for all • Politics' role in sports for all
		Improving cultural and social issues of sports for all	• Improving cultural and social issues of sports for all
	Development of Integrated management andplanning	Planning	• Strategic sport for planning • Sport for all customer management system
		Comprehensive sport for all management	• Assigning the management of sport for all centers to the public • Comprehensive management of sport for all organizations • Sport for all control and evaluation system
	Accessible, attractive and motivational sport for all places	The importance of exercise and individual health	• Availability of sport for all clubs • Developing public health
		Sports for all in attractive places	• Holding purposive festivals and conferences • Attractive and motivational sport for all places
	Social awareness development	Developing public awareness	• Development of education and research on sports for all • The media development
	Developing cultural and social participation	Improving social interactions among people	• Social communication development • Improving social trust and justice
		Conducting voluntary public affairs	• Developing public participation in sport for all centers • Conductingvoluntary affairs by people

Table 6. Results of axial coding of social participation consequences in sports for all.

General category	Sub-categories	Concepts	Indicators
Consequences	The consequence of an active lifestyle	Promoting people's quality of life	• The public health • The public mental and social health • Raising the public quality of life
		Developing social awareness	• Rising the social awareness • Comprehensive development of the mass media • Improving the status of education and training
	The consequence of comprehensive management of Iran's sport for all	Developing sport for all organizations	• Development of sport for all centers and institutions • Improving the quality of sport fields • Development of sport for all facilities and equipment
		Principle management of sport in the country	• Principled management of sport • Development of the sport for all statistics and information system
		Promoting the status of native and local games	• Organizing and developing festivals and conferences • Identifying and developing native and local games
	Promotion of social capital	Promoting social capital	• Improving cultural and social issues of sports for all • Development of the public political participation • Increasing the social capital of society
		Improving public participation	• Increasing social trust and justice • Increasing social communication • Better follow up of social affairs
	Development of law in the society Consequences of the public sport for all	Developing law in the society	• Development of law in the society • Proper urban management • The principled policy of the government in sports for all
		Governmental decentralization in the sport sector	• Development of privatization in the society • Development of sport tourism • Sport for all entrepreneurship and marketing
		Sports for all by people	• Public monitoring of sport for all performance • The direction of sport for all by the public • Development of volunteering culture in the society

Selective coding continues the axial coding at a higher and more abstract level. This stage describes the formation and linking of each category with other groups. At this stage, the researcher appears in the role of an author acting according to categories, coding entries, theoretical notes, networks, and diagrams. Selective coding orientation is towards integrating different obtained categories in a macro-theoretical plan (Jones & Nobel, 2007). Finally, a theoretical model was developed by finding the final relationships of obtained categories from the axial coding (Figure 1). After developing a model, the final model was given to experts, who knew both sports for all and the qualitative method, in order to increase its validity. These experts were asked to comment on the final model formulation process. Most of them confirmed the model, and some had corrective comments that were applied during the reciprocating process.

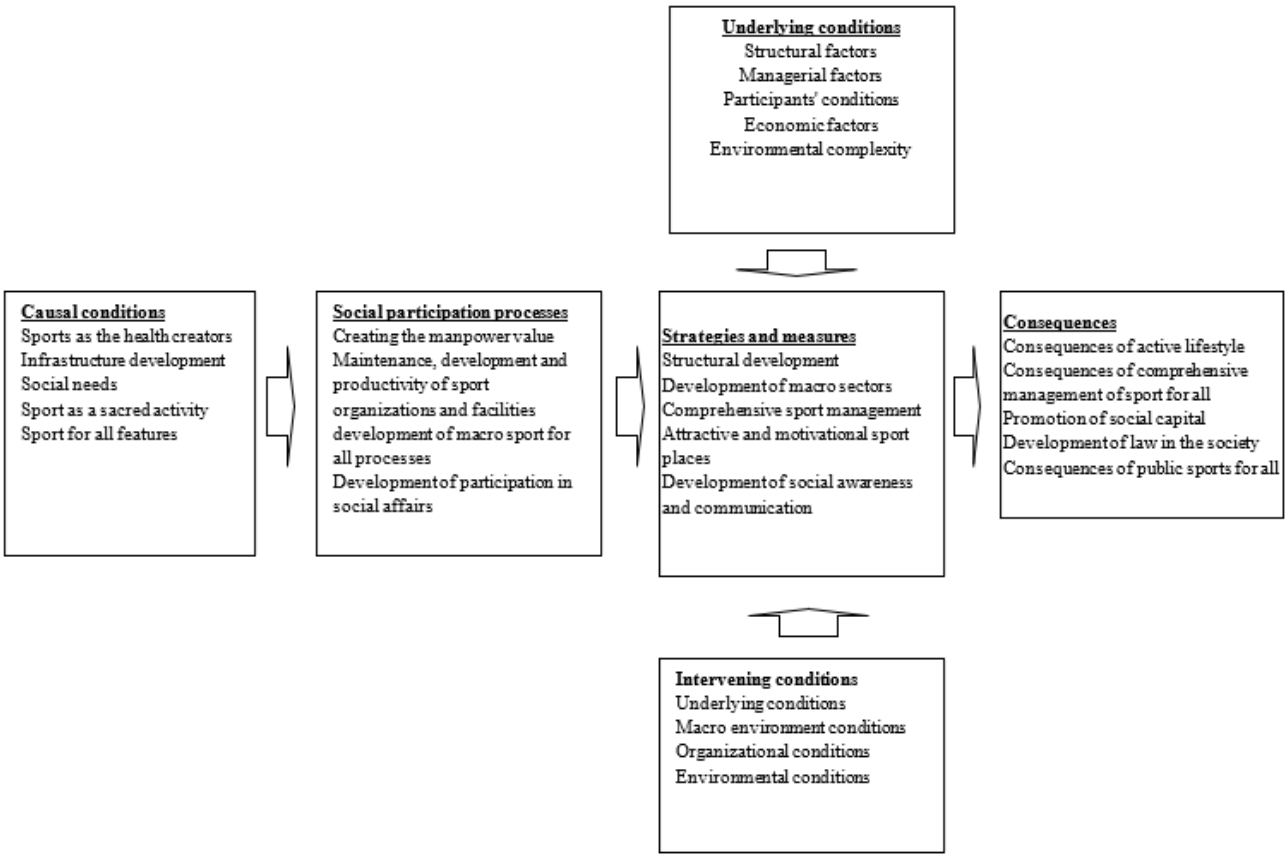

Figure 1. Paradigm model of the phenomenon of social participation in Iran's sports for all.

Discussion

The sport has been a social reality in all human societies and has been developing quickly. Because of the public opinion acceptance, the role of sports emphasized on providing physical and mental health and social functioning. The present research aimed to design social participation in Iran's sports for all. According to research findings, these factors were summarized and analyzed at three coding stages leading to the extraction of a model in the research. According to open coding findings in the analysis of qualitative interviews, 811 indicators related to factors and fields of social participation were identified in Iran's sports for all. According to the analysis of these factors, indicators were classified according to the conceptual proximity and 184 final indicators were identified. In the further analysis of findings, related and closely related concepts were combined and finally, 63 concepts and 28 main categories were formulated.

Causal conditions refer to events that lead to the emergence or development of social participation in Iran's sports for all and include the following categories: Sport as a health creator; infrastructure development; social needs; sport as a sacred affair; and sport for all features. Changing the public lifestyles from inactive to active lifestyles is the most important aim of developing sports for all. New scientific findings on roles of sports for all in the physical and mental health and suggestion of doing exercise and mobility by physical and mental health authorities have attracted the public attention to sports for all. In this regard, Wicker et al. (2012) and Meghan et al. (2016), indicated that the social participation and especially participation in physical activity were closely related to the social health and well-being. This was consistent with the findings of the present research. Furthermore, the development of infrastructural and social factors and intrinsic roles of sports for all are categories that attract the public attention and cause their tendency and participation in sports for all. In this regard, Eime et al. (2015), found that the sports participation was not exclusively determined by individual-social factors (micro level), but underlying factors such as the availability of sports facilities and programs (macro level) could also play important roles in this field.

Social participation takes place in desired fields for the development of sports for all including a set of conditions and places in which strategies for development of social partici-

pation occur in Iran's sports for all. These strategies include categories namely human factors, structural factors, managerial factors, environmental complexity, and economic factors. The development of participants in sports for all in terms of leisure time, gender, education, nationality, citizenship, and psychosocial- social well-being are the most important developmental pillars in the development of sports for all. In a research by Hallmann et al. (2016), the development of human factors plays a decisive role in Social participation. Furthermore, the public attention to their physical and mental health and its importance are among important fields for Social participation in sports for all. Findings of research by Meghan et al. (2016), Floud et al. (2016), and Qin et al. (2015), on the close relationship between social participation and particularly participation in physical activities with the public health and well-being, were consistent with findings of the present research. In addition, Savadi et al. (2017), also found that socio-cultural factors had positive relationships with citizens' rates of a tendency towards sports for all; and the social environment was the most important environmental component.

Mediating or intervening conditions in social participation development strategies in Iran's sports for all include categories namely macro environment conditions; organizational conditions; infrastructural conditions; and environmental conditions. Methods of managing, transferring or responding to the social participation phenomenon in Iran's sports for all managers' strategies including categories namely the development of macro sectors; comprehensive sports management; development of social awareness and communication; structural development; and attractive and motivational sports environment. Macro environment conditions include the development of political, legal, economic, cultural and social infrastructures, and it can be concluded that macro social and political dimensions, which are applied from top to bottom in social system classes, have the greatest environmental impact on sports for all. Therefore, conditions leading to politicians' positive attitude about sports for all along with reduced costs of participation in sports programs and an increase in attention to cultural issues of society underlie the development of sports for all. According to Ramzaninejad & Hozhabri (2017), the macro planning of Iran emphasizes sport development as the cultural development leading to the consideration of sports as pillars of cultural development. Furthermore, Savadi et al. (2017), found that social, political, economic and cultural dimensions explained the environment and were the most important dimensions in developing sports for all in Hormozgan province. This was consistent with the findings of the present research. Nevertheless, the development of the sports economy is a sector of the macro environment. The development of economic factors can be an important strategy for developing social participation in sports for all. The level of income generating by sports for all is a main factor in the sport economy; and sport for all officials need to find suitable solutions to problems of the sport for all economy in order to provide necessary bases for investment and participation of private sector in sports for all leading to their development in all aspects.

According to research findings, the implementation of strategies for developing the public social participation in Iran's sports for all consequences including the comprehensive management of sports for all; public sports for all; active lifestyles; promotion of social capital; and the development of law in the society. The sport and physical education issue as a widespread and complex matter requires efficient management at various levels. The social participation in sports for all leads to the development of dynamic and knowledge-based nongovernmental sports organizations which are directly and indirectly managed, directed, and controlled by the public as their main decision-makers. Safania (2014), identified the issue of development of the provision of sports facilities, easily accessible to the athlete and which are with an affordable price, an increase of the resources and funds for improving the programs of the Sport for all is the strategies of public sports development in Mazandaran. This finding was consistent with the results of the present research.

Hong Kong's sport for all promotion model is based on components namely the education, service and participants and emphasizes the role of government as well as the participation of nongovernmental organizations (Hong Kong Community Sports Committee, 2009). Components of this model are consistent with the findings of the present research, but their orders are different. The proposed research model emphasizes the priority of participants and their overall promotion to develop social participation in sports for all. Socio-economic model of participation in sports by Van Tuyckom (2011), considered cultural, social and national economic conditions as the outermost layer, and then the physical and social environment as determinants of individual participation in sports. This finding was inconsistent with results of the present study in terms of the impact of social environment on the individual participation in sports because the proposed model of this research considered the social environment as the most important index in the tendency to participate in sports for all.

Conclusion

Therefore, the attention to the environmental complexity in providing social participation fields in Iran's sports for all requires development in various dimensions. Development on the basis of any definition, interpretation or view ultimately indicates a unifying concept for achieving satisfaction, prosperity, justice, freedom, and economic, social and cultural

dynamism. Therefore, the development of mass media tools, which lead to the development of social communications and thus the improvement of social participation in people, can be used as a potential for developing social participation in all social areas including sports for all. *Sport for all* authorities are suggested providing infrastructures and bases for the private sector investment and participation in sports for all by finding appropriate strategies, as well as providing bases for the social participation in management, organization, supervision and control of sports for all in a variety of dimensions in order to maximize the social participation in sports for all.

Applicable remarks

- ✓ Training for participation in teamwork from elementary school.
- ✓ Development of communication and social trust in society by the state.
- ✓ Development of community sports centers in the neighborhoods and regions of the country, in mosques, parks, cultural centers, health centers, ...
- ✓ Manage community sports clubs for local people
- ✓ Public sports in Iran will become a citizen's right and become a social demand for people from the government.

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