
The reality of strategic planning in sports clubs in Diwaniyah Governorate

Zahrta Riyad, Dr. Khalid Aswad layikh

College of Physical Education and Sports Sciences, AL- Muthanna University, Iraq

Abstract: The research aimed to identify the reality of strategic planning in sports clubs. The research community included members of the administrative bodies of sports clubs in Diwaniyah Governorate, who numbered (117) and were chosen by the researchers in an intentional manner. The research sample was divided into the exploratory sample and its number reached (17) members, and the preparation and application sample reached (100) members, and the researcher used scientific foundations in preparing the scale, including validity (discriminatory ability and internal consistency) and reliability (half splits and Cronbach's alpha). The researchers concluded that strategic planning requires relying on scientific methods that are an effective tool to help members carry out successful and correct planning. The researchers recommended providing all the supplies, tools and material aspects that members need in the strategic planning process through the Ministry of Youth and Sports and governmental and non-governmental institutions

Keyword: Strategic Planning, Sport Club.

Introduction

Administrative processes receive great attention in all organizations. The success of the organization in achieving its mission and goals depends on the efficiency of administrative performance. The increasing interest in the efficiency and effectiveness of management has contributed to the emergence of new administrative concepts that require review and credibility of stable concepts and practices for long periods and the emergence of indicators that cast shadows on their suitability for organizations. Contemporary. Strategic planning has become the ideal solution for many sports institutions for their survival and continuity, especially after the increasing trend towards greater openness and globalization in this field locally and globally. Based on this, sports federations have become seriously practicing strategic planning and an urgent necessity in order to do their work better by focusing their energies and ensuring that all their employees are moving towards the same goals, in addition to evaluating and modifying the direction of sports federations in response to environmental changes so that they can increase their capabilities. Competitiveness and developing its performance.

Strategic planning, as a practical method for managing sports clubs, is considered responsible for improving performance and ensuring effective dealing with the basic components of the work environment in the current era, as it expresses a process based on a realistic and deep understanding of what is going on in the club environment and an attempt to identify the opportunities and risks that it entails, and among these are Importance: The researchers studied the reality of strategic planning in sports clubs

Research problem

Sports clubs are witnessing many challenges in the environment in which they operate as a result of the rapid and profound development the world is witnessing in many areas, whether related to their internal and external environment. Considering that sports clubs are the backbone of sports, the number of clubs has increased and local and international competitions and tournaments have increased, which requires the clubs to have strategic plans to ensure their continuity and know the extent of their effectiveness. Therefore, adopting strategic planning has become a basic and vital necessity, and from this standpoint, the researchers decided to study the reality of strategic planning in sports clubs.

Research aims

Preparing a standard for strategic planning in sports clubs
Identify the reality of strategic planning in sports clubs

Research areas

The human field: members of the administrative bodies of sports clubs
Time range: 9-10-2023 to 11-10-2023
Spatial area: Sports club headquarters

Research methodology and field procedures:

Research Methodology

The researchers relied on the descriptive method in the survey style because it suits the nature of the research problem.

Research population and sample:

The research community was determined from the sports clubs in Diwaniyah Governorate, which numbered (13) clubs. The research sample was chosen intentionally from all members of the sports clubs, as the total research sample reached (117) members.

The research sample:

First: Construction and application sample: It included (100) members

Second: The exploratory sample: It included (17) members

Research tools and means of collecting information

“These are the researcher’s tools through which he can collect data and solve the problem to achieve the research objectives. Therefore, the researchers used the following tools and methods:

(Sources and references. Questionnaire form. International Information Network (Internet)

Assistant work team.

Scale preparation procedures:

Determine the scale areas:

For the purpose of determining the areas of the scale, the researchers reviewed the literature, sources, scientific references, previous studies, and Internet sources related to the science of public administration, sports management, strategic planning, and some standards and the use of

For the purpose of achieving the objectives of the research, and in order to determine the validity of the fields of strategic planning in sports clubs, the researcher designed a questionnaire for the purpose of identifying the valid fields. The form included (10) fields, which were presented to a group of experts and specialists, with a total of (13) experts, as their names are shown. (Appendix 1) After collecting the questionnaire, it was found that (the field of vision, the field of strategic thinking, the field of organizational structure, the field of communication, the field of management and financial resources, and the field of evaluation) are the fields that contribute to the study. The calculated value of (K2) for these fields was greater than its tabulated value of (3.84) at a degree of freedom (1) and a significance level of (0.05).

Preparing the initial formula for the scale

In preparing the initial version of the scale, the two researchers relied on a group of previous and theoretical studies. Thus, the number of items in its initial form reached (36) proposed items representing the areas of the scale, for each field (6) statements. The scale was presented in its initial form to a group of arbitrators with experience and expertise in the field. Administration: In order to identify the validity of the items of the scale and their suitability for measurement, and after all the data and transcribing them, the researcher used the (K2) test to identify the valid items from others. The results showed the validity of all the statements. The weight was given to the items as in the table below.

Answer alternatives	always	mostly	sometimes	Scarcely	never
the weight	5	4	3	2	1

Table (1) shows the method of correcting the scale items

Exploratory experiment

After the scale was ready for application, the two researchers conducted the exploratory experiment before the final application of the research at an appropriate time on a sample consisting of (17) members on the date (9/25/2023).

Scale correction

Extracting discriminatory ability: The scores were divided into two groups of scores, one of which represents the individuals who obtained the highest scores, and the second represents the individuals who obtained the lowest scores, and each group represents a percentage (50%) of the sample. It became clear from the results of the analysis that all items of the scale are distinct.

Internal consistency coefficient:

The correlation coefficient of the item score with the total scale score

To find the validity of internal consistency, the simple Pearson correlation coefficient formula was used between the item score and the total score for the questionnaire and for all its fields, and all statements were distinct.

Scale stability

First: the halve division method.

The scale was divided into two parts. The first includes the scores for the odd-numbered items, and the second includes the scores for the even-numbered items (18 statements in each part. The simple Pearson correlation coefficient was calculated, which for the scale reached (0.84). However, this value represents a reliability coefficient. Half of the test, so the reliability coefficient value must be corrected in order for the test to be valid as a whole. Therefore, the two researchers used the Spearman-Brown equation in order to correct the correlation coefficient, and thus the reliability of the scale became (0.88).

Second: Cronbach’s alpha coefficient

The reliability coefficient reached (0.79), which is a good, acceptable and reliable reliability coefficient.

Final application of the scale

After completing all the requirements and procedures for preparing the scale, the scale became ready for application and consisted of (36) items distributed over six areas. The researchers applied the scale in its final form to the application sample, which numbered (100) members for the period from (10/20/2023 - 11/10/2023).

Statistical methods: The researchers used the Statistical Portfolio for the Social Sciences (SPSS).

Presentation, analysis and discussion of the results:

Presenting the results reached by the researcher by extracting, analyzing and discussing statistics, which included the following:

Presentation of the results of the strategic planning for the measure as a whole:

No	Paragraphs	Weighted mean	Percentage weight	Rank
1	The field of future vision	4.90	45.75	Fourth
2	The field of strategic thinking	7.80	46.9	First
3	The field of organizational structure	4.60	45.74	Fifth
4	The field of communication	7.20	45.98	Third
5	The field of financial management and finance	4.40	44.15	VI
6	Evaluation field	7.50	46.49	Second

Table (2) shows the weighted means and percentage weights for the domains of the scale as a whole. For the purpose of knowing which fields ranked first among the fields, the weighted mean and percentage weight were calculated for all fields, as Table (2) shows:

The second field (the field of strategic thinking) came in first place with a weighted mean of (7.80) and a percentage weight of (46.90), and in second place was the sixth field (the field of evaluation) with a weighted mean of (7.50) and a percentage weight of (46.49), and the third rank went to the field The fourth place is (the field of communication) with a weighted mean of (7.20) and a percentage weight of (45.98). The fourth place was for the first field that stipulates (the field of future vision), where its weighted mean was (4.90) and a percentage weight of (45.75). The fifth place was for the field of (organizational structure). With a weighted mean (4.60) and a percentage weight of (45.74), while the fifth field (Financial Management and Finance) came in last place with a weighted mean (4.40) and a percentage weight of (44.15).

The researcher believes that strategic planning is one of the important and basic elements that work to ensure the club’s continuity in performing its role in a way that achieves the desired

goals, as strategic planning is of great importance in sports clubs, and it helps to confront various environmental conditions and changes (economic, social, technological).) and preparation for it, and strategic planning works to achieve the best achievements through the knowledge of the working administrators of the sports club's trends for a relatively long period. It helps the administration in directing the efforts of all employees in the right direction and enhances the feeling of responsibility and integration, as strategic planning works to advance the comprehensive and integrated administrative work in the clubs. Sports.

Planning works to confront the challenges of the future, because it depends on a future vision through formulating the union's mission, analyzing the internal environment to analyze the strengths and weaknesses, and analyzing the external environment to determine the available opportunities and potential threats to identify strategic alternatives and choose the best ones to achieve the success of the organization

Strategic planning is an essential element of management, and it is considered the stage of thinking that precedes the implementation of any work, because strategic planning is a series of decisions related to the future to achieve the established goals, as strategic planning links the union with its surrounding environment in a way that guarantees its success in achieving its mission, and to achieve that. It must examine and evaluate the environment with the aim of knowing the current and potential change in the social, economic and political fields. It requires knowledge of the environment with modern and contemporary methods in the field of strategic planning and knowledge of methods for examining the organisation's mission, objectives and programmes, as well as knowledge of the elements of effectiveness that drive its mission and efficiency.

The importance of strategic planning lies in the organization's ability to improve alignment between the Union and its external and internal environment, identify potential opportunities and threats in the future, create alignment in internal and external communications, and provide good inputs for administrative decisions, as well as its role in the oversight and guidance process in the Union.

Conclusions and recommendations

Conclusions

1. Strategic planning requires relying on scientific methods that are an effective tool to help members carry out successful and correct planning.
2. Continuous and serious follow-up works to avoid shortcomings that occur and address errors promptly.
3. Strategic planning plays an essential role in the success of the work of sports clubs and determining the requirements for their implementation
4. The club president has a major role in the union by directing and directing subordinates to the right path through the directives he dictates to them.

Recommendations

1. The need to provide direct opportunities for members of sports clubs to gain knowledge and work to adopt strategic planning in sports clubs.
2. Work to develop the level of members by ensuring participation in qualification courses.
3. Working on reviewing studies and sources related to strategic planning in sports clubs.
4. Providing all the supplies, tools and material aspects that members need in the strategic planning process through the Ministry of Youth and Sports and governmental and non-governmental institutions.
5. Benefit from the expertise of specialists in the field of strategic planning, such as experts who are always directly informed of the mechanism of work development and keeping pace with it.

References

1. Wajih Mahjoub. Scientific research methods and approaches. Baghdad . Dar al-Hikma . 1993, p. 179.
2. Catamaran. Ahmed Atallah. Strategic planning concepts, theories and applied cases. 1st edition. Al-Majdalawi Publishing House, Alexandria. 1996. p. 46.
3. Hussein Mukhtar: Requirements for applying strategic planning in Omani higher education institutions. A working paper presented to the regional symposium: "Human Resources Management and Requirements for Upgrading Higher Education Institutions in the Gulf Cooperation Council Countries," held during the period 13-15 March 2007, College of Education. Salalah 2007. p. 268.

4. Kargar, Javad, Parnell, John A. (1996) Strategic Planning Emphasis and Planning Satisfaction in small firms: An Empirical Investigation, *Journal of Business Strategies*, Vol.
5. H. A. Kanber and M. E. Alkhalidy, "Google scholar and the scientific originality of the professor," *Iraqi Journal of Information Technology*, vol. 8, no. 2, pp. 22–45, 2018. (in Arabic).