

Designing a model for development of native and Local games and traditional sports using the grounded theory and fuzzy analytic hierarchy process

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ABSTRACT

Current study in terms of presenting a model is kind of developmental research and for exploiting specialist's point of view considering exploratory nature of research and modeling process has exploited of Qualitative survey method (that its main method is grounded theory of Strauss & Corbin). And fuzzy analytical hierarchy process. Statistical Society of this research contains all the heads and deputies of rural sport and local games boards, Senior Managers rural & nomad sport of Ministry of Sports, university Experienced Teachers in Activity and research in the field of local game and some of the Experienced Employees in federation. Data collection is done through an interview. Results of research Obtained from three stages of coding shows that main factors of development of traditional sports and local games Includes 5 main axes culture, Geographic features and tourism industry, Development of legal environment, Resource development and technology development which totally contains 27 different criteria. The results of fuzzy analytical hierarchy process Showed that Axis of geographic features had the highest weight (0/281) and Axis of Development of legal environment had the lowest weight (0/14). Of the total 27 Surveyed sub criteria, National and international registration of games sub criteria By weight(0/162) was the most important and keep up Intangible cultural Heritage Including languages, traditions, and games by weight(0.021) had the least importance from the specialists point of view in the research. From the results we can conclude that the most effective factors on Develop local native games are registration of games, paying attention to use of new technologies, Creating infrastructure and a special look at Produce content and Sustainable educational planning In line with the culturization and training of expert human resources.

Keywords: Development model, local game and traditional sports, Grounded theory and fuzzy analytical hierarchy process

Introduction

History represents the inner tendencies of humans towards physical activity. There have not been organized physical education programs in early communities or in the ancient culture of the east nations, but physical activity was an inseparable part of everyday life ^[1]. Sports and physical activity are an important issue in most developed countries and they

play key role in community of any country. Sport or exercise can be crucial in maintaining the health and well-being ^[2]. Given the characteristics of sports and physical activity, the game, played since old days, is definitely considered a good sport. The game is not an organized or serious activity, rather it is a freely selective, voluntary and enjoyable activity. Through playing a game, people test new skills, discover their imaginations and creativities, and improve relationships with other people in their lives ^[3]. The native and local sports of the country, as one of the dimensions of public sport, are one of the most important aspects which can help people achieve their goals. These sports have high qualities and other positive and valuable characteristics, which can be expanded and popularized owing to the adaptation to the artistic and cultural interests of the community. The native and local games as well as traditional sports have been designed as a main part of a culture of each nation based on the unique climatic and cultural conditions of each region. This alignment with geography and culture has

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been the key for their survival. Investigating and introducing these games and sports is important since it can provide the knowledge on the cultural heritages, it may include the opportunity to use them in today's lives and it would help people enjoy the pleasure and happiness resulting from these games. Although some native and local sports have gone beyond the domestic environments and have been welcomed by other countries and world's sports federations, as with other sports, these sports can be popularized in the form of public exercises within the country with the motto of sport for all. They can also cover all sectors of people at all ages in the community with the simple facilities given the diversity and proportionality of each region without any limitations^[4].

Recognizing Iranian culture and traditions is highly felt among youth and adolescents in today's modern societies. It is a rich culture ignored and forgotten owing to trivial issues. Playing traditional games might be boring today for young people, since they have no knowledge of these games. When speaking about the traditional games in the country, everyone might imagine a ground with a number of spectators who stand around the ground and watch the game. To fulfill nowadays' lack of mobility, low level of people's involvement in public sports and lack of playing many local and native games and traditional sports, this research was conducted to design a model for the development of local and native games and traditional sports from the perspective of sports managers and experts, especially those who are expert in native and local games and traditional sports. History suggests the inner tendencies of humans towards physical activity. There have not been organized physical educational programs in early communities or in the ancient culture of the east nations, but physical activity was an inseparable part of everyday life^[1]. Historical investigations suggest that sport and game are an inseparable part of human social life and various types of sports and games have been common based on the climatic and geographical conditions of each region.

Although there is little knowledge of the past, this limited knowledge reflects the attention of the people and community to sport, so that individual and collective games and sports have been the major factors contributing to the diversity of life and the happiness of the people. They have been popular and common since old days. The history of the Greeks and the Romans suggests that many of European citizens have paid special attention to the collective and group sports and games. The ancient city of Olympus initiates holding of Olympiads. Sports and games have been honored in the history and myths of other nations, including Iran. The tendency to sports and playing different games has priority owing to need for continuous health and well-being in the daily programs of different communities and sectors of people. In addition, some sports and games have different social impacts, so they have found a special organizational status in the administrative and executive organizations of different countries^[5]. Sport is considered as a value in communities due to meeting human and social needs. Thus, the conditions to gain such value should be provided for all people to make sports as a public activity for all

people, so that all people can enjoy the physical and mental well-being and the pleasure and vitality and entertainment provided by these sports. It is not possible only by studying the culture and traditions of people of communities. Local and native games and traditional sports can be expanded and popularized in community owing to adaptation to national and artistic interests of people^[5].

These sports can also cover all sectors of people at all ages in the community with the simple facilities and without any limitations^[6]. Native and local games and traditional sports as with local music and dances are signs of the cultural identity of a nation which unfortunately their social and cultural role in the modern world has been gradually diminished so that no trace of them is seen in many other regions^[7]. The traditional and local games of each region in the world are rooted in the culture and sociological and ethnographic attitudes of the people of that region. In other words, some of the cultural resources in the region are rooted in local and traditional games in that region. Traditional sports and local games are activities (motor-cognitive) derived from the history, culture and religion of a nation, which have been common since old days owing to specific existential philosophy with an ability to be used in the current and future age with a special educational nature so that the level of human cognition and behavioral abilities in all dimensions are developed and enhanced without any limitations in gender and age. It can even be implemented and organized with the possibility of social involvement and with respect to the cultural and moral values among men and women^[8]. In fact, it can be stated that in addition to classical sports, other activities, sports and games are held locally in different countries of the world. In many cases, they are welcome widely by nations. In Iran, this group of sports has become common under the title of native and local games and traditional sports played by different ethnicities and cultures. Owing to having diverse various races and ethnicities, Iran has a variety of traditions and customs. This diversity is very significant in sports, ethnical and racial games^[9].

In a book entitled "Child Rights in Childhood",^[10] referred to this point that these games have an educational aspect, and as part of the public culture of children, they are transferred from one generation to the next one, and sometimes, they lose their importance over time and be forgotten or undergo some changes or modifications.^[11] argued that local games and traditional and ethnical sports have emerged base on the geographical, climatic, historical, social, and cultural characteristics of each region and they have changed and transformed in accordance with the rituals, customs and traditions of the same region over time. Traditional and local games and sports are very diverse due to the cultural, physical and artistic interests of people. Some of the important characteristics of them are the simplicity of their playing at any time and place and lacking the need for expensive tools. The games are not only used as an intrinsic and psychological need, but as a psychological, physical and educational element in the social mechanism. Native and local games and traditional sports, as with other cultural phenomena, are transformed by

increasing developments in technology and social, economic and cultural changes, and lose their practical function. Traditional games and sports develop local and regional customs and strengthen national belongings. These games strengthen the roots and encourage inter-region exchanges regions and citizenship relationship. They also strengthen and maintain cultural identity with an emphasis on roots and traditions and ethnicities. Unfortunately, despite the very high ethnic and cultural diversity in Iran and diversity in local games and traditional sports, no plan has been set so far on specifying the goal for the identification, revitalization, development and promotion of local games and traditional sports and most of the activities have been performed in an unplanned manner.

The research question of this research: "Which plans and activities have been made to develop, revive, and promote local games in Iran and which processes and mechanisms need to be designed, predicted and organized?", "What are the major and strategic factors which should be identified and considered?", "What are the training human resources in different dimensions and levels, promoting culture and providing information, infrastructure and other important issues in planning of the officials for the development of these games?", "What are the main priorities in this section?" In a research on the development of rural sports with an emphasis on local games, the locals using grounded theory, the results indicated that these games should be identified and revived first, and then, an accurate planning would be needed at the strategic and operational levels for the development of rural sports^[12]. In a research entitled "the ways to revive and promote the local games and traditional sports",^[13] investigated the most important positive and negative key factors in the development of local games. In a study entitled "traditional sports and local games as a new opportunity to achieve cultural heritage",^[14] concluded that globalization led to paying more attention and the general interest in the similarities and cultural effects of nations and provided several opportunities for the development of national and international sports in various dimensions through the development of local games.

^[15] reviewed more than 2000,000 research projects in Europe and called traditional sports as cultural heritages. He reported that these games and sports are known as cultural symbols (games as fruits of culture and history). All foods, behaviors, buildings, and languages are cultural heritages of mankind, and games and sports are ways for well-being and enjoying the most important cultural heritages of humans. The important questions of the present study are: What are the important factors in designing a model for the development of local game? What are the main components of the model of development of the local games? What items should be considered and introduced in order to provide a conceptual and applied model

for the development of local games? What is the weight and importance of each factor to rank them in the research model? The purpose of the current research was investigating the factors affecting the designing a model for the development of local games and traditional sports from the point of view of qualified and experienced people in the field of local games at the national level. Finally, this research aimed to use scientific and statistical methods to design a local model for the development of traditional sports taking into account all influential and intervening dimensions and factors. The main method used in this research was grounded theory and fuzzy analytic hierarchy process.

Methodology

The present research is developmental in terms of presenting a model. Due to using the viewpoint of experts given the exploratory nature of the research and the process of modeling, the grounded theory was used whose main method has been derived from Strauss and Corbin fundamental theory. The methodology of the current research was conducted through the qualitative method. Its data were analyzed using Maxqda11 software and fuzzy analytic hierarchy process. Examining the status of local games, the researchers investigated, identified, and coded the indicators and factors appropriate for the development and revitalization and promoting these games from the expert's point of view. The results were analyzed and classified using fuzzy AHP in order to design the model.

Results and Discussion

A total number of 19 samples, including experienced experts in the field of traditional sports and local games were included in this research. Their mean age was 42.8, indicating that they were middle-aged, and the age range of 35-39 years with 26.3% was reported as the highest age frequency. The youngest sample was 29 years old and the oldest sample was 61 years old. In addition, the highest of them had the master degree of education (n=7), followed by Ph.D. (6). The job and the organization of the samples' working place are important characteristics since matching them is important due to nature of study. The research samples were selected from rural sports local games board of provinces, prominent university professors with background of research in traditional sports and local games, and educated and experienced personnel of federations including the president, vice president and secretary of the federation.

Table 1. The sample of open and axial coding (culture and resources) of an interview (coded segments) in Maxqda

11							
Document	Code	Begin	End	Weight score	Segment	Autho	Documentary group
Interview 1 Jafari	Development of culture of traditional sports and human resources	2	2	0	Holding festivals	Purya Sohrabi	interviews
Interview 1 Jafari	Development of culture of traditional sports and human resources	3	3	0	competitions	Purya Sohrabi	interviews
Interview 1 Jafari	Development of culture of traditional sports and human resources	1	1	0	Making children and adolescents aware of enjoying local games	Purya Sohrabi	interviews
Interview 1 Jafari	Development of culture of traditional sports and human resources	7	7	0	Paying attention to culture and climate of each region for development	Purya Sohrabi	interviews
Interview 1 Jafari	Development of culture of traditional sports and human resources	6	6	0	raining the games in schools	Purya Sohrabi	interviews
Interview 1 Jafari	Development of culture of traditional sports and human resources	9	9	0	Training	Purya Sohrabi	interviews
Interview 1 Jafari	Development of culture of traditional sports and human resources	4	4	0	Training computer games related to local games	Purya Sohrabi	interviews
Interview 1 Jafari	Development of culture of traditional sports and human resources	5	5	0	Media and advertising work	Purya Sohrabi	interviews
Interview 1 Jafari	Development of culture of traditional sports and human resources	8	8	0	Publishing book and brochure about games	Purya Sohrabi	interviews

As seen, the first section column (document) has inserted the name and number of the person being interviewed, the second section (code) has inserted the main axis of coding, the third and fourth sections (Begin, End) have inserted the number and code ranks in the software, the fifth section (weight scores) has inserted the weight of each code, the sixth section has inserted the strategy to achieve the index and the main axial code from the interviewee's point of view(segment), the seventh section (author) has inserted the name of author or researcher, the eighth section (Creation date) has inserted the date of insertion of the code in system and the file name in the system has been inserted in the final section (Documentary group).

It should be noted that a total of about 50 interviews were conducted at the end with detailed analyses and the use of the views of experienced and qualified experts of the Federation. The frequencies and ranks were also obtained from the analyses and coding. Among 50 20-minute interviews in the open coding step, 375 open codes and 27 axes and 5 main indicators in the 19 final samples were selected in the selective coding. The mean number of codes per interview was 10 codes, the standard deviations of codes was 5.7 and 100% of the codes specified were used in the design of the model and the presentation of the solutions. In the axial and selective coding steps, researcher, advisers and supervisors of the research guide linked the sub-categories around one single axis with the aim of displaying the association of the concepts. For example, all sub-categories of essay writing, holding training and justification workshops, holding scientific and specialized conferences, publishing books and holding training courses were linked

around the resource development axis. Finally, in the selective coding step, all codes and concepts were analyzed and their common lines were identified with the aim of constructing a main category covering all the emerging issues.

Table 2. 5 Main axes and 27 final sub-criteria in selective coding of the research

Row	Culture
	Land preparation of local and native games
	Ethnicity, Ethnology and Ecology
	Religious and national myths and symbols
	Strengthening and preserving religions, beliefs and values preserving intangible cultural heritage (language, traditions, local games)
	National and international registration of games
	Advertising and media
	Geographic features and tourism industry
	Equal access to an appropriate place for native and local games
	Making spaces appropriate for local and native games
	Emphasis on the development of tourism and creating social context, genealogy and ecology
	Development of environmental beds
	Development of legal environment
	Creating appropriate and updated organizational structure
	Creation of specialized workgroups consisting of relevant organizations
	he system for accurately monitoring and evaluation and control of activities
	Coordinating the activities of various organizations
	Developing a legal framework to develop local and native games

Development of NGOs

- Creation of job opportunities for activities related to games
- Development of resources
 - Training specialized human resources
- Training local games at the community level
- Development of scientific and educational content and headlines (schools and universities)
- Development of research, seminars, and scientific conferences
- Development of financial resources, charities and sponsors

Development of infrastructure facilities

- Technology development

Using modern technologies (internet, applications , ...)

- Animations, and computer games and films

Table 3. Fuzzy spectrum and corresponding verbal expressions

code	Verbal expressions	Fuzzy number
1	Completely equal preference	(1,1,1)
2	almost equal preference	(0.5,1,1.5)
3	Low preference	(1,1.5,2)
4	high preference	(1.5,2,2.5)
5	Very high preference	(2,2.5,3)
6	Completely high preference	(2.5,3,3.5)

The following tables showed the mean views of experts. In the last column of these tables the summar of elements of the rows were indicated. This calculation process was performed for all axes and their sub-criteria relative to the goal which is presented below.

Hierarchical modeling results using Chang Method. Steps 1, 2, 3, and 4: The following verbal expressions were used to perform the paired comparisons:

Table 4. The mean pairwise comparison relative to goal

goal	culture	Geographical features and tourism industry	Development of legal environment	Development of resources	Development of technology	sum	Normalized
culture	(1,1,1)	(0.5,1,1.5)	(0.5,1,1.5)	(1,1,1)	(1,1,1)	(4,5,6)	(0.115,0.189,0.288)
Geographical features and tourism industry	(0.667,1,2)	(1,1,1)	(1.5,2,2.5)	(1.5,2,2.5)	(0.667,1,2)	(5.334,7,10)	(0.153,0.264,0.481)
Development of legal environment	(0.667,1,2)	(0.4,0.5,0.667)	(1,1,1)	(0.5,0.667,1)	(0.5,0.667,1)	(3.067,3.834,5.667)	(0.088,0.145,0.272)
Development of resource	(1,1,1)	(0.4,0.5,0.667)	(1,1.5,2)	(1,1,1)	(0.5,0.667,1)	(3.9,4.667,5.667)	(0.112,0.176,0.272)
Development of technology	(1,1,1)	(0.5,1,1.5)	(1,1.5,2)	(1,1.5,2)	(1,1,1)	(4.5,6,7.5)	(0.129,0.226,0.361)
sum						(20.801,26.501,34.834)	
				CR ^m = 0.018	CR ^g = 0.045		

Table 5. Calculating the priority degree of sub-criteria of level 2 relative to the goal

goal	culture	Geographical features and tourism industry	Development of legal environment	Development of resources	Development of technology	Final degree	Normalized weights
culture	–	0.642	1	1	0.808	0.642	0.18
Geographical features and tourism industry	1	–	1	1	1	1	0.281
Development of legal environment	0.782	0.5	–	0.836	0.637	0.5	0.14
Development of resources	0.926	0.575	1	–	0.74	0.575	0.161
Development of technology	1	0.846	1	1	–	0.846	0.237
Sum						3.563	1

Based on the table above, the priorities of level-2 criteria relative to the goal included:

- 1- Geographical features and tourism industry
- 2- Technology development

- 3- Culture
- 4- Development of resources
- 5- Development of legal environment

Table 6. Mean pair comparisons relative to the culture

culture	Preserving intangible cultural heritage	National and international registration of games	Religious and national myths and symbols	Strengthening and preserving rituals and beliefs	Land preparation of local games	Ethnicity and genealogy	Festivals and competition	Advertising and media	sum	Normalized
Preserving intangible cultural heritage	(1,1,1)	(0.667, 1,2)	(0.667, 1,2)	(0.667, 1,2)	(0.5, 0.667, 1)	(0.5, 0.667, 1)	(0.667, 1,2)	(1,1,1)	(5.668, 7.334, 12)	(0.059, 0.106, 0.239)
National and international registration of games	(0.5,1, 1.5)	(1,1,1)	(0.5,1, 1.5)	(0.5,1, 1.5)	(0.5, 1, 1.5)	(0.5,1, 1.5)	(1,1.5, 2)	(0.5, 1, 1.5)	(5,8.5, 12)	(0.052, 0.123, 0.239)
Religious and national myths and symbols	(0.5,1, 1.5)	(0.667, 1,2)	(1,1,1)	(0.5, 0.667, 1)	(0.5, 0.667, 1)	(0.5, 0.667, 1)	(0.4, 0.5, 0.667)	(0.4, 0.5, 0.667)	(4.467, 6.001, 8.834)	(0.046, 0.087, 0.176)
Strengthening and preserving rituals and beliefs	(0.5,1, 1.5)	(0.667, 1,2)	(1,1.5, 2)	(1,1,1)	(0.4, 0.5, 0.667)	(0.4, 0.5, 0.667)	(0.5, 0.667, 1)	(0.5, 0.667, 1)	(4.967, 6.834, 9.834)	(0.051, 0.099, 0.195)
Land preparation of local games	(1,1.5, 2)	(0.667, 1,2)	(1,1.5, 2)	(1.5, 2, 2.5)	(1,1,1)	(0.5, 0.667, 1)	(0.5, 0.667, 1)	(0.4, 0.5, 0.667)	(6.567, 8.834, 12.167)	(0.068, 0.127, 0.242)
Ethnicity and genealogy	(1,1.5, 2)	(0.667, 1,2)	(1,1.5, 2)	(1.5, 2, 2.5)	(1, 1.5, 2)	(1,1,1)	(0.4, 0.5, 0.667)	(0.4, 0.5, 0.667)	(6.967, 9.5, 12.834)	(0.072, 0.137, 0.255)
Festivals and competition	(0.5,1, 1.5)	(0.5, 0.667, 1)	(1.5,2, 2.5)	(1, 1.5, 2)	(1,1.5, 2)	(1.5, 2, 2.5)	(1,1,1)	(0.5, 0.667, 1)	(7.5, 10.334, 13.5)	(0.078, 0.149, 0.268)
Advertising and media	(1,1,1)	(0.667, 1,2)	(1.5,2, 2.5)	(1, 1.5, 2)	(1.5, 2, 2.5)	(1.5, 2, 2.5)	(1,1.5, 2)	(1,1,1)	(9.167, 12, 15.5)	(0.095, 0.173, 0.308)
Sum									(50.303, 69.337, 96.669)	

CR^m =0.034 CR^s =0.1

Table 7. calculating the degree of preference of level 3 sub-criteria relative to culture

culture	Preserving intangible cultural heritage	National and international registration of games	Religious and national myths and symbols	Strengthening and preserving rituals and beliefs	Land preparation of local games	Ethnicity and genealogy	Festivals and competition	Advertising and media	final degree	Normalized weights
Preserving intangible cultural heritage	–	0.917	1	1	0.887	0.842	0.788	0.681	0.681	0.115
National and international registration of games	1	–	1	1	0.973	0.92	0.859	0.74	0.74	0.125
Religious and national myths and symbols	0.859	0.775	–	0.912	0.725	0.672	0.611	0.483	0.483	0.081
Strengthening and preserving rituals and beliefs	0.95	0.857	1	–	0.816	0.762	0.7	0.575	0.575	0.097
Land preparation of local games	1	1	1	1	–	0.946	0.884	0.763	0.763	0.129
Ethnicity and genealogy	1	1	1	1	1	–	0.937	0.816	0.816	0.138
Festivals and competition	1	1	1	1	1	1	–	0.878	0.878	0.148
Advertising and media	1	1	1	1	1	1	1	–	1	0.168
Sum									5.937	1

Based on the results of above table, the level-3 sub-criteria priorities relative to the culture included:

1. Advertising and media
2. Holding festivals and competitions

3. Ethnicity and genealogy
4. Preparing the land for local games
5. National and international registration of games
6. Preserving intangible cultural heritages
7. Strengthening and preserving rituals and beliefs
8. Religious and national myths and symbols

Calculation of the final weight of criteria, sub-criteria, options:

Table 8. Matrix of final weights of criteria relative to the goal

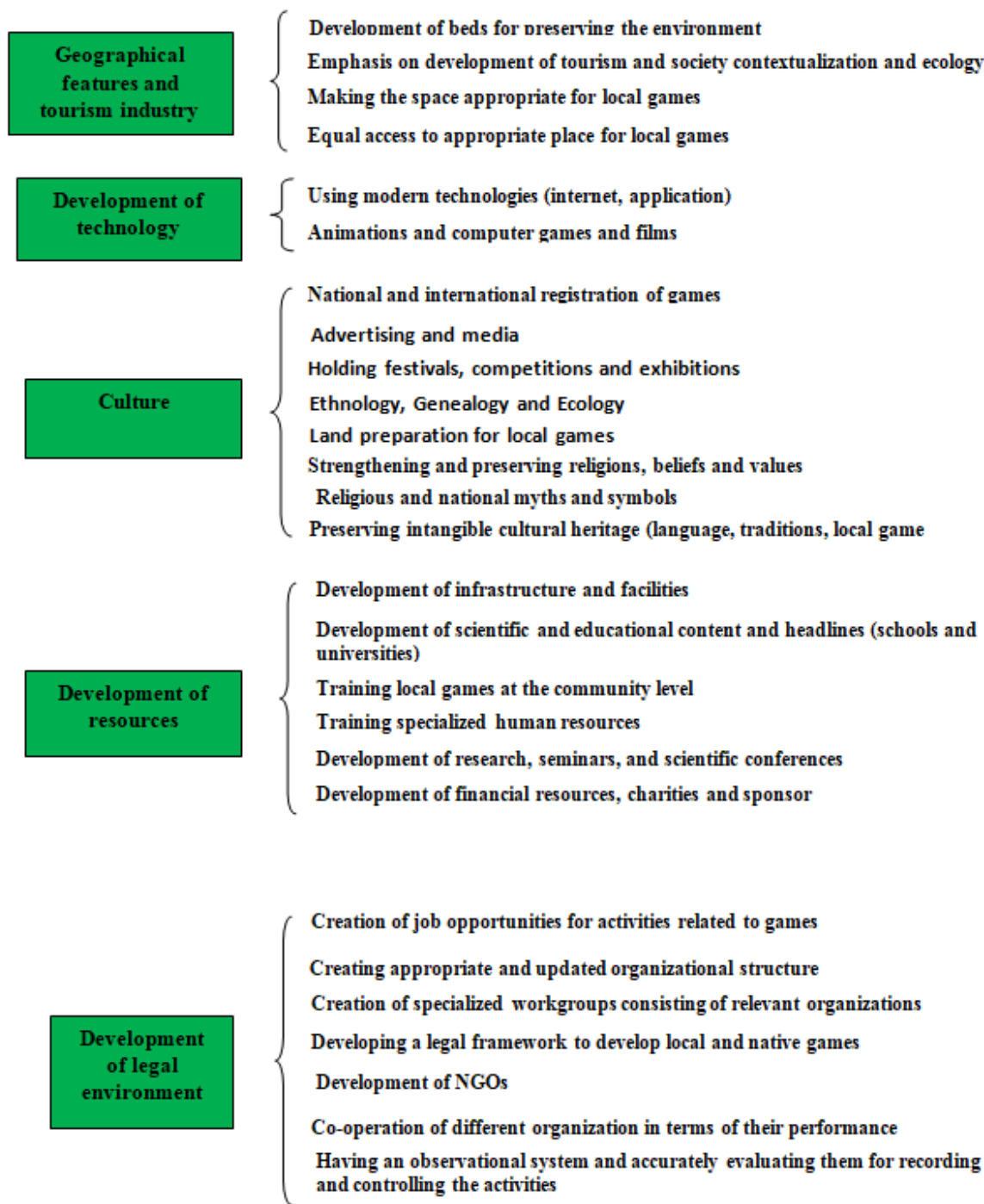
Component	final weights of components
Culture	0.18
Geographical features and tourism industry	0.281
Development of legal environment	0.14
Development of resources	0.161
Development of technology	0.237

Table 9. Matrix of final weight of sub-criteria relative to the goal

Component	final weight of components
Preserving intangible cultural heritage	0.021
Animations, and computer games and films	0.022
Religious and national myths and symbols	0.015
Strengthening and preserving rituals and beliefs	0.017
Land preparation of local games	0.023
Ethnicity and genealogy	0.025
Festivals and competition	0.027
Advertising and media	0.03
Equal access to an appropriate place for native and local games	0.07
Making spaces appropriate for local and native games	0.07
Emphasis on the development of tourism and creating social context, genealogy and ecology	0.07

Development of beds for protection of environment	0.07
The system for accurately monitoring and evaluation and control of activities	0.018
Coordinating the activities of various organizations	0.02
Developing a legal framework to develop local and native games	0.021
Development of NGOs	0.018
Creation of specialized workgroups consisting of relevant organizations	0.02
Creation of appropriate and updated organizational structure	0.021
Creation of job opportunities for activities related to games	0.022
Development of financial resources, charities, and sponsors	0.023
Development of research, seminars, and scientific conferences	0.024
Training local games at the community level	0.029
Training specialized human resources	0.029
Development of scientific and educational content and headlines (schools and universities)	0.029
Development of infrastructure and facilities	0.029
Using modern technologies (internet, applications ...)	0.075
National and international registration of games	0.162

Based on the above table, it is clear that the national and international registration indicator had the highest priority and religious and national myths and symbols indicator had the lowest priority.



Final model of research for development of local and native games and traditional sport

Discussion

The model is a series of findings which a researcher adopts following the perception of the subject and its related phenomena. Thus, making a model involves the researcher's correct perception of the subject investigation to identify the relationship between the important and effective factors to realize the goal in that particular subject by full recognizing of it. Managers use the model as a software tool and process which has coordinated management capacity to analyze and simplify the complex relationships among various factors in order to improve decision making and planning. An appropriate model for the revitalization and promotion of the native and local sports is a model which is based on the findings of the current research with regard to important and effective factors in

planning for the development of native and local sports. The analysis of qualitative data based on the grounded theory of using the qualitative data analysis software showed that the development model of improving the native and local games and traditional sports had 5 main axes and 27 sub-criteria for each of the 5 axes. The indicators of geographic features and the tourism industry, technology development, culture development, resources development and the development of the legal environment, respectively, ranked the highest in the model. In this regard, the national and international registration of games, providing appropriate place for playing the local games, emphasizing on tourism development and paying attention to the environment protection, along with the production of content and the development of educational resources, respectively, obtained the highest priorities among

the main criteria of the model. In addition to the indicator of national and international registration of games with mutual interaction of Cultural Heritage and UNESCO, the officials should know that there are many capacities in schools and universities and the use of these capacities can lead to the development of local and native games, especially in long-term.

The training and education of physical educational teachers in schools with regard to different types and playing native and local games, considering compulsory or optional units' courses of physical education under the title of "sporting games" (owing to non-acceptance of terms such as local and traditional in the young age group of people), as well as the designing theoretical and practical courses of such games in physical education faculties are the most important strategies approved in this research for the promotion of native and local sports which can result in theoretical and scientific developments along with learning. The media, especially those with a greater number of audiences, can play an essential role in educating and it can provide information with regard to the forgotten and outdated native and local sports. Given accessibility of media such as television, radio, Internet and the press in all parts of Iran, this leverage can be used to revitalize the outdated sports.^[16] also believed that the media played a major role in promoting, enhancing and revitalizing native and local sports in each province.^[17] also proposed that the media group focused part of their sports programs for the expansion of local and native sports culture, since it will be the factor of mobility and transformation of the media. Publishing the books and journals has also close relationship with media. Burgures argued that the results of research, experiments and exchanges in the area of traditional games and sports should be developed compiled as a comprehensive encyclopedia of traditional sports and games. The publishing of PhD dissertations, papers, and research projects are among the priorities of this area. In addition, publishing papers on traditional games and sports and related areas through the Internet sites and websites of online way are just some of these cases^[15]. All facilities and advantages of the modern community should be used as far as possible. The use of websites by educational institutions, sports organizations and associations through the use of virtual space will enable them to organize and exchange information and experiences in this area. In addition, they are recommended to promote the culture of traditional games and sports through the use of audio and visual products.

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