

Influencing Factors on the of Sports Business: United Nations Sustainable Development Goals Approach through Championship Sports

ABSTRACT

Purpose: Nowadays, Sports business development is considered a tool to facilitate sustainable development goals. The purpose of the research was to identify the factors affecting the development of championship sports and their role in facilitating the seventeen goals of sustainable development.

Methodology: The research was qualitative and based on an interpretive paradigm that was implemented with thematic analysis. Seventeen expert's sports from universities, the Ministry of Sports and Youth, and federations were subjected to in-depth interviews using a targeted method. Castleberry and Nolen's (2018) five-step model, including compiling, disassembling, reassembling, interpreting, and concluding, was used for analysis. The quality of the findings was confirmed by calculating the percentage of coding agreement, and confirming the codes by three participants in the interviews.

Finding: Challenges (infrastructural and physical, general, programmatic, Financial, economic & business, and attitudinal-cognitive); basic measures (manpower supply, talent acquisition, culture building, and education and research); Advanced measures (imitating successful countries, providing sustainable Financial, economic & business resources, environmental solutions, and creating a professional labor market) and supportive factors (human support and media support) were identified as the main and sub-themes of the study. The development of championship sports can have the biggest impact on facilitating the fourth goal (ensuring inclusive education of equal quality and promoting lifelong learning opportunities); Goal 16 (promoting peaceful and inclusive societies for all); and the first, second, eleventh, fourteenth, and fifteenth goals, according to a comparison of the findings with the sustainable development goals.

Originality: In order to move towards sustainability in elite-oriented sports in Iraq while breaking the vicious cycle that governs the current system, it is necessary to focus on the basic social process and basic and advanced stabilization measures to create a stable situation in the structure of elite-oriented sports in Iraq, which this stable system of elite sports will have positive internal and external functions.

Keywords: Economic; Infrastructural; Sport Business; Sustainable Development.

عوامل موثر بر تعالی کسب و کار ورزشی: رویکرد اهداف توسعه پایدار سازمان ملل از طریق

ورزش قهرمانی

چکیده

هدف: امروزه توسعه کسب و کار ورزشی ابزاری برای تسهیل اهداف توسعه پایدار محسوب می شود. هدف از این تحقیق شناسایی عوامل موثر بر توسعه ورزش قهرمانی و نقش آنها در تسهیل اهداف هفده گانه توسعه پایدار بود.

روش شناسی: پژوهش کیفی و مبتنی بر پارادایم تفسیری بود که با تحلیل موضوعی اجرا شد. هفده کارشناس ورزش از دانشگاه ها، وزارت ورزش و جوانان و فدراسیون ها با استفاده از روشی هدفمند مورد مصاحبه های عمیق قرار گرفتند. برای تجزیه و تحلیل از مدل پنج مرحله ای کاستلبری و نولن (۲۰۱۸) شامل تدوین، جداسازی، ترکیب مجدد، تفسیر و نتیجه گیری استفاده شد. کیفیت یافته ها با محاسبه درصد توافق کدگذاری، مقایسه و تایید کدها توسط سه شرکت کننده در مصاحبه تایید شد.

یافته ها: چالش ها (زیرساختی و فیزیکی، کلی، برنامه ای، مالی، اقتصادی و تجاری و نگرشی-شناختی)؛ اقدامات اساسی (تامین نیروی انسانی، استعدادیابی، فرهنگ سازی و آموزش و پژوهش)؛ اقدامات پیشرفته (تقلید از کشورهای موفق، ارائه منابع مالی، اقتصادی و تجاری پایدار، راه حل های زیست محیطی و ایجاد بازار کار حرفه ای) و عوامل حمایتی (حمایت انسانی و حمایت رسانه ای) به عنوان موضوعات اصلی و فرعی پژوهش شناسایی شدند. توسعه ورزش قهرمانی می تواند بیشترین تأثیر را در تسهیل هدف چهارم (تامین آموزش فراگیر با کیفیت برابر و ارتقای فرصت های یادگیری مادام العمر) داشته باشد. هدف ۱۶ (ترویج جوامع صلح آمیز و فراگیر برای همه)؛ و اهداف اول، دوم، یازدهم، چهاردهم و پانزدهم با توجه به مقایسه یافته ها با اهداف توسعه پایدار.

اصالت: توسعه پایدار از طرق ورزش قهرمانی با رفع چالش های موجود، اجرای اقدامات اساسی و پیشرفته و در نظر گرفتن عوامل حمایتی امکان پذیر خواهد بود، لذا پیشنهاد می گردد عوامل زیرساختی و فیزیکی، عمومی، برنامه ای، مالی، اقتصادی و تجاری و نگرشی-شناختی مورد توجه قرار گیرد.

واژه های کلیدی: اقتصادی؛ توسعه پایدار؛ زیرساختی؛ کسب و کار ورزشی.

1. Introduction

Sports business development refers to policies, processes and actions that are combined to create sports opportunities and experiences for all members of the society. This definition is linked with several other concepts such as public sports, sports participation, championship sports, professional sports, and elite sports (Ramzaninejad & Hejbari, 2017). Sherry, et al. (2024) relate sport development to a variety of sport experiences and introduce a very large and potentially complex field, which includes multiple areas such as policy making, excellence through sport, sport development, future models of sport delivery, and sport marketing. It is professional and sports participation. Elite sport versus mass participation in sport are the two dominant distinct approaches to sport development in different countries (Chapman & et, al 2024).

Sport encompasses so many dimensions of experience involving politics, gender, and class that this is a “resonant moment”, as sport seduces the modern world, for cultural historians. the economic (trade, foreign direct investment) and reputational (tourism, national perception, brand, influence) effects on a country for hosting a sporting ‘Mega-Event’ like the International Olympic Committee’s Olympic Games (Summer and Winter) and the Federation International de Football Association (FIFA) World Cup. these events have a positive correlation with key economic indicators in Exports (% of GDP), GDP Growth (annual %), and Domestic Currency Exchange Rate as well as indicators related to a country’s global appeal and influence as in tourism (# of arrivals), Nation Brand (Perception survey), Country Index (Societal survey), and Soft Power Index (Influence, finance survey), all else equal (Claire, 2024). Even in the three Scandinavian countries of Norway, Sweden and Denmark, which have the highest participation rate in public sports, public sports are considered less important than elite sports, and access to public sports is difficult for everyone due to the dominance of competitive sports over sports organizations. Skelly, 2011).

Today, championship and professional sports in the world are a major part of the sports industry, which has had a great impact on the development of countries economic & business ally, socially and culturally (Rezaei et al., 2018). Championship sport is an organized competitive activity and its main focus is on skill-oriented physical activity, which is organized and held annually under the supervision of a governing body and its champion is determined after one season (Smith, 2014). High-level physical competition and annularity (Kwakli, 2021), established governance, uniform rules by well-known institutions such as FIFA and having a regular season (Boilat & Poli, 2014) are among the characteristics of championship sports. International championship sports also refer to competitive sports events and leagues in which national teams or clubs from several countries under the management of international federations participate in structured competitions to determine the world champion. In this type of competition, those national teams or clubs that have the highest achievements are designated as champions. Also, due to the presence of nations competing on the world stage, this type of sport competition has a certain geopolitical importance and cultural validity (Jiang & Whigham, 2024; Maguire, 2011). In general, championship sports is one of the vital coordinates for the development of modern nation-states, which is a part of the Sports business development process that is tied to the concept of championship Sports business development and training of elite athletes (Alizadeh et al., 2020). At the governance level, championship sports are often considered as a valuable resource that governments use to achieve a wide range of sporting and non-sporting goals. The logic of extensive investment by the government and related institutions in international championship and professional sports is based on the argument that success in this field will positively bring a wide range of desirable results, such as increasing social participation in sports and increasing international prestige (Haut and colleagues, 2017). Reviewing the link between the concepts of sustainable development and sports shows the connection of these two concepts under the headings of sports for

sustainable development and sustainable sports. Sport for sustainable development or sustainable development through sport refers to the deliberate use of sport to create a positive impact on public health, socialization of children, youth and adults, social inclusion of disadvantaged people, economic & business development of regions and states, and strengthening intercultural exchange and conflict resolution. In other words, sport has an increasing contribution to the realization of peace, respect, health, social education and empowerment of women and youth, which is why it plays an important role in sustainable development (Lairas and Pichi, 2011). In fact, the paradigm of sports for sustainable development has been highlighted since the adoption of the United Nations resolution in 2003 with the title "Sports; an outstanding and powerful tool for development in the international community". Subsequent efforts, such as the Declaration of the Conference on Sport and Development in Meglingen, Switzerland in 2003, as well as the designation of 2005 as the International Year of Sport and Physical Education by the United Nations, have raised awareness of sustainable development through sport as a philosophy that The basis of positive developments is to increase (Burnett, 2015).

Regarding the emergence of the second paradigm, i.e. sustainable sports; Escher (2020) states that the growing concern about sustainable development among researchers and practitioners who deal with sports has led to an increase in articles in which the terms sustainable development or sustainability and sports appear together. Also, over time, there are more subject areas in which these terms are combined and new terms emerge. One of these terms is sustainable development in sports, which was proposed by Lees and Tomanek (2020) as an emerging field of research. It can be said that the first paradigm, i.e. sports, is more known for sustainable development than the sustainable development of sports. In fact, the increasing awareness of the role and importance of sports in sustainable development has led to the implementation of several programs to advance the goals of sustainable development through sports. One of these programs is being carried out under the title of Sports for Sustainable Development with the cooperation and financing of the Erasmus+ program of the European Union. This program shows how sports can contribute to all 17 Sustainable Development Goals. Also, the said program is not specific to the European Union, and its partners include the European Youth Sports NGO, Japan's Kokushikan Educational Foundation, the Hungarian University of Physical Education, Senegal's Sports and Olympic Committee, and France's Sports and Citizenship Organization. According to the instructions of the aforementioned program, 17 sustainable development goals, also known as global goals, were approved by all UN member states in 2015. These new global goals are based on the achievements of the Millennium Development Goals, which seek to achieve a better and more sustainable future for everyone, in fact, the 17 goals mentioned seek to develop measures to face the major challenges that the world will face by 2030; The 17 Sustainable Development Goals are presented in Figure 1 (European Union, 2016).

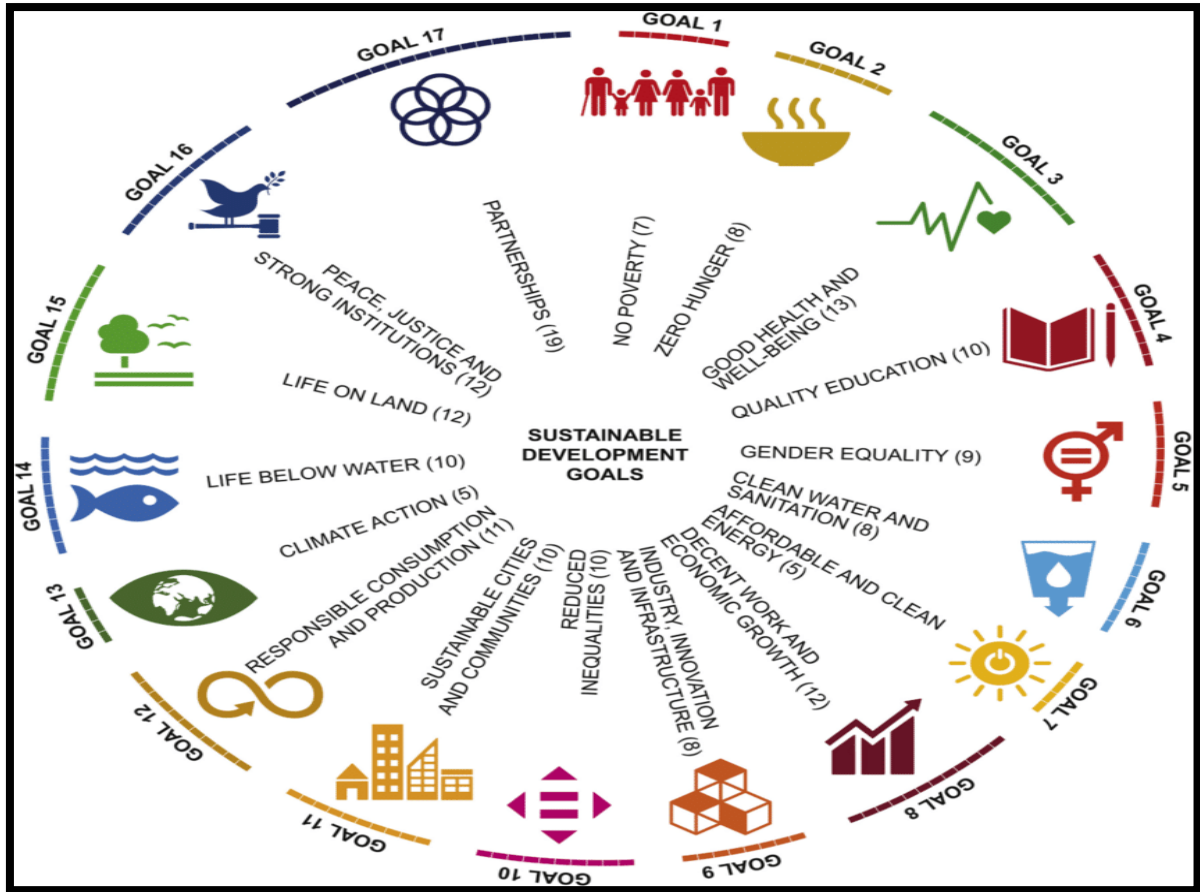


Figure 1. 17 goals of sustainable development (Lafont-Torio, & et al. 2024).

considering the importance of sports discourse for sustainable development; Researchers have tried to conceptualize the relationship between economic development and sustainable development (Goal 8). For example, Traill and McCullough (2020) showed that participating in sports campaigns can contribute to environmental sustainability and promote sustainable attitudes and behaviors. Orr et al. (2020), showed that interventions such as venue tours, green teams, and living labs that use sports to teach environmental issues would be beneficial for learning about environmental sustainability. General qualitative research (2020) showed that sports can play an important role in promoting environmental sustainability through the development of concepts of the importance of cost savings, the importance of political and Financial, economic & business support from the government, and the development of facilities. Ghorbani and Safari Jafarlou (2021) showed in a qualitative study of foundation data that the development of sports and physical education in Iran can contribute to the sustainable development of society through the four dimensions of social development, cultural development, political development and economic & business development. In the review study by Chong et al. (2022), sports were also introduced as a cost-effective tool to achieve gender equality and empower women and girls, but based on the review of research, it was determined that the efforts made in this field so far have been at the micro level and the effects of sports It has not reached the level of macro development of societies. It is clear that most of the research in this field has focused on environmentally sustainable development, or that the concept of sport development in general and not championship sport development has been considered.

Sherry et al. (2016) state that multiple factors influence the development trajectory of elite sports and the success of athletes or Olympic teams increasingly depends on the performance capacity of the national system and its effectiveness in utilizing all relevant factors, although in some countries there are other more fundamental needs and resources are not in favor of elite sports. It also emphasizes that in Iraq it is not possible to invest in sports policies to improve the development of high performance sports. If we examine the history of Iraqi championship sports, the development of sports has been mainly based on result orientation. Newer approaches to development through

exercise are inconsistent. Iraq's best performance in the Asian Games during the 8 periods of participation is the 10th rank in the 1978 Asian Games in Bangkok, and the average rank of the country's sports contingent during these periods is 22. Iraq's performance in the Olympic Games has been much weaker and during its 15 participation in the Summer Olympics, it has won only one bronze medal in the weightlifting field in the 1960 Rome Olympic Games, 64 years ago. Also, until 2000, Iraqi female athletes did not participate in any of the Olympic Games, and after that, the participation of Iraqi female athletes in these games was very limited (IOC web). This situation shows that championship sport is not developed in Iraq, and there is not enough knowledge about the effective factors for its development. So that the search of Iraq's information sources in the database of Iraqi academic publications also indicates the severe limitation of scientific research in the field of championship Sports business development, factors affecting it and sustainable development through sports. The few researches related to sports in this country or parts of it also show several challenges, Ibrahim et al.'s (2022) research on the instrumental use and exercise of party power in sports, the fluidity of the structure and management of sports, and the promotion of sports in a tasteful way and disregard for The capacities of sports are mentioned as the challenges of sports in the Kurdistan region of Iraq.

Considering the importance of sports discourse for sustainable development, which has been recognized by international organizations and institutions such as the United Nations and the International Olympic Committee, and at least in the last two decades, efforts have been made to achieve sustainable development through sports. It is necessary for different countries to develop the development path. It seems that championship sports aligned with the dimensions of sustainable development of societies so that the effects of sports development not only lead to favorable results in international competitions, but also ensure the comprehensive development of different societies. In the meantime, Iraq, as one of the countries in the Middle East region, despite having sufficient wealth, as well as having a significant geographical area and population (about 46 million people), which can provide many sports talents. So far, he has not been very successful in the field of championship sports in terms of performance.

The prevailing situation in Iraq's sports and the lack of favorable results in international competitions according to the statistics and figures mentioned above and the lack of recognition of the factors affecting the development of championship sports make it impossible to have any hopes and expectations from the Iraqi championship sports system in order to facilitate the goals of sustainable development in the society. Iraq had a situation that requires serious attention to this category and makes it necessary to carry out research. Therefore, based on what was said, some questions are raised that what are the factors affecting the development of championship sports in Iraq? And to what extent can the development of championship sports in Iraq facilitate the seventeen goals of sustainable development?

2. Methodology

Based on the onion model of research (Saunders et al., 2019), the current research was based on interpretive paradigm, inductive reasoning, and qualitative research based on thematic analysis. The time horizon of the research was cross-sectional, and in terms of data collection, it was based on semi-structured in-depth interviews. Participants in the research; Iraq's sports experts included selected members of the Ministry of Sports and Youth, Iraqi National Olympic Committee, presidents of federations, selected Iraqi athletes with executive experience and prominent professors from Iraqi universities who were selected by a purposeful method of judgment, and by conducting 17 saturation point interviews an opinion was obtained. Data analysis was performed with Castleberry and Nolen's (2018) five-step model, which includes compiling (editing or transcribing), separating, reassembling, interpreting, and concluding. Codings were performed manually and were formed based on the visual and conceptual similarities of sub- and main themes. The quality control of codings was confirmed by coding four interviews by the second coder and calculating the coding agreement percentage, which shows the intra-subject agreement between two different coders (Table 1).

Table 1. Calculation of the reliability of two coders in the interview stage.

Interview number	Total number of codes	Number of agreements	Number of disagreements	Inter-coder reliability
1	29	13	3	89.65
5	26	11	4	84.61
8	23	9	5	78.26
13	21	8	5	76.19

$$\text{Coding agreement percentage} = 100 \times \frac{2 \times \text{Number of agreements}}{\text{Number of Total Codes}}$$

Considering that the interviews were taken and transcribed in Arabic. For coding, all transcriptions were translated into Farsi, then coded by a skilled researcher in the qualitative research method. The main researcher coded the Arabic transcriptions in Arabic, the final codes were the result of a comparative review of Persian and Arabic codes and ensuring the same meaning based on the interviews. Finally, the codes created in Arabic language were provided to 3 participants in the research and were approved by them.

3. Results

In this research, 17 experts were interviewed; Fourteen people were men and three were women. Doctorate in physical education (5 people), master's degree in physical education (5 people), master's degree in management (2 people), master's degree in economic & business (1 person), bachelor's degree in physical education (3 people), and bachelor's degree in management (1 person). All people had sports experience at the national level, and their average executive experience was 17.65 years, which shows the suitability of the interviewees.

Table 2. Findings related to the challenges of Iraq's championship sports.

Row	Final Codes	Sub-Themes	Main -Themes
1	Old infrastructure	Physical infrastructure	Challenges
2	Unbalanced distribution of sports facilities		
3	Dilapidated places		
4	Severe lack of facilities and standard camps		
5	Lack of physical infrastructure to the extent needed in all regions		
6	Lack of individual equipment for athletes	General	
7	Security challenges of the country		
8	Political challenges of the country		
9	Disruption of concentration of athletes due to the general problems of the country		
10	The non-priority of sports in the general sense for policymakers	Planning	
11	Absence of long-term plans and plans for champion breeding		
12	Lack of awareness of officials and managers about Sports business development mechanisms		
13	Lack of managerial ability of managers to properly manage and guide the development of sports	Financial, economic & business & economic & business problems of Sports business development, especially championship sports	
14	The lack of scientific growth of Iraqi teachers in line with global trends		
15	The existence of Financial, economic & business and administrative corruption in the sports structure		
16	Lack of proper training camps		
17	The process of selecting talented people is not oriented		
18	Lack of support for players after a training camp and competition		
19	Dominance of friendly and kinship relationships in sports instead of meritorious selection		
20	The cost of achieving success in championship sports		
21	Lack of sustainable Financial, economic & business for the development of sports		
22	The lack of geographical balance in the distribution of sports budgets		
23	Employment of athletes in other jobs due to Financial, economic & business & economic & business problems	Financial, economic & business & economic & business problems of athletes, especially in the early years of Sports business development	
24	Financial, economic & business & economic & business problems of Sports business development, especially championship sports		
25	Severe Financial, economic & business & economic & business problems of athletes, especially in the early years of Sports business development		
26	Financial, economic & business & economic & business problems of athletes in other stages of life		
27	Not having a source of income in individual athletes		
28	Lack of Financial, economic & business & economic & business support for athletes	Attitudinal-	
29	Lack of professional life perspective for athletes		
29	Lack of awareness of the potential educational capacity of sports		

30	Lack of awareness of the exemplary role of national athletes	cognitive
31	Lack of awareness about the ability of sports for social marketing	
32	Ignorance of policymakers about the economic & business functions of championship sports	
33	Ignorance of policymakers about the international functions of championship sports in improving the image of the country	
34	Ignorance of policymakers about the functions of championship sports in establishing social order	

Several themes were created through coding and analysis. The first category of codes was named as challenges, which refers to the current challenges facing Iraqi championship sports and its development. These challenges were categorized into five infrastructural sub-themes - physical, public, programmatic, Financial, economic & business, and attitudinal-cognitive (Table 2).

Table 3. Findings related to the basic measures for the development of Iraqi championship sports.

Row	Final Codes	Sub-Themes	Main -Thems
1	Hiring experienced foreign coaches	Supply Human Resources	basic measures
2	Training of sports managers who are proficient in specialized knowledge		
3	Use of external consultants		
4	Expert manpower, especially managers, trainers, and technical supervisors		
5	Trying to transform current athletes into capable and influential managers and coaches		
6	Continuous talent search from all climates and geographical regions of the country	talent search	
7	Focus on priority sports disciplines	Cultivation	
8	Focus on ecological interest		
9	Compiling a comprehensive talent search program based on local indicators of different regions of the country		
10	Trying to turn gifted talents into a complete athlete		
11	Spreading the culture of championship sports by including the names of former sports champions in the textbooks of different grades	Education and research	
12	Attracting the attention of personalities and reference people to support the development of sports		
13	Conducting cultural and social studies in order to connect sports successes with the sense of national identity as much as possible		
14	Turning success in championship sports into a public demand of citizens		
15	Turning sports into a cultural and social norm		
16	Trying to confirm the successes of men's championship sports as a background for the development of women's sports		
17	Serious attention to women's sports		
18	Trying to popularize championship sports and succeed in it		
19	Changing the opinion of decision-makers regarding the importance of championship sports		
20	Development of recreational and uplifting games based on sports disciplines to be performed in schools, neighborhoods, etc.		
21	Conducting research to present indigenous theories of the country's Sports business development	Education and research	
22	Studying the history of Iraqi Sports business developments to improve future planning		
23	Investigating the experiences of managers, supervisors, coaches and players in previous success periods in different disciplines		
24	Explaining the relationship between sports and sustainable development programs		
25	Establishing sports academies in selected disciplines		
26	Continuous training for athletes during sports		

Next themes made; Factors in the development of sports in Iraq were championships, which included several sections; The development factors of championship sports included basic measures, advanced measures and supporting factors. The basic measures included human resources provision, talent acquisition, culture building, and education and research (Table 3).

Table 4. Findings related to advanced measures for development of championship sports.

Row	Final Codes	Sub-Themes	Main - Themes
1	Setting up preparatory camps in different countries of the style	Benchmarking from successful countries	advanced measures
2	Setting up preparatory camps in Iraq's neighboring countries, especially Iran		
3	Modeling the sports structure of successful Muslim countries such as Iran, Qatar, etc. in the field of championship sports		
4	Modeling the training and preparation processes of athletes in Muslim countries such as Iran	Providing stable Financial, economic & business	
5	Connecting Iraqi clubs with clubs in Arab countries to use facilities with lower costs in sports camps		
6	Providing legal grounds for the entry of the private and commercial sector into sports		
7	Alignment as much as possible with international sports organizations to obtain their Financial, economic & business & economic & business support		
8	Theorizing the link between Sports business development and social development in order to receive international aid		
9	Creating a sense of social responsibility in commercial companies to support championship sports		
10	Providing Financial, economic & business resources from neighboring countries, especially Arab countries		
11	Allocation of a part of tax revenues for the development of sports		
12	Diversification of the budgetary resources of championship sports		
13	Paying attention to the economic & business aspects of sports to earn money		
14	Compiling the necessary mechanisms to diversify the income sources of athletes	Environmental solutions	
15	Compilation of rules of income sources for athletes		
16	Paying attention to the concepts of sustainable development in sports programs		
17	Conducting studies for the compatibility of sports facilities and facilities with environmental indicators in different regions		
18	Designing new sports facilities based on environmental standards		
19	Adapting the existing sports facilities and facilities to the climatic conditions of each region		
20	Optimal consumption of different forms of energy and water in sports halls and places		
21	Training professional legionnaires to enter the professional sports market of richer Arab countries		
22	Helping Iraqi athletes enter rich Arab clubs as professional athletes		

The advanced measures included taking examples from successful countries, providing sustainable Financial, economic & business, environmental solutions, and creating a professional job market for athletes (Table 4).

Table 5. Findings related to supporting factors for the development of championship sports.

Row	Final Codes	Sub-Themes	Main -Themes
1	Creating continuous Spiritual support mechanisms for athletes	Humanitarian support	to supporting factors
2	Supporting the university education of athletes		
3	Sufficient support from Coach & trainers		
4	Supporting talented athletes after the identification stage	Media support	
5	Financial, economic & business support for athletes		
6	Constant monitoring And supporting of talented athletes to peak performance		
7	Not abandoning athletes after sports career		
8	More attention to sports and Sports business development in mass media		
9	Creating independent and specialized sports media		
10	Increasing the share of sports programs in different media		

Support factors also included two categories of human support and media support (Table 5).

Table 6. Seventeen goals of sustainable development.

Target	Concept
1	Eradicate poverty in all its forms
2	eradicating hunger, achieving food security and improving nutrition and promoting sustainable agriculture
3	Ensuring healthy living and promoting well-being for all in all age groups
4	Ensuring inclusive education of equal quality and promoting lifelong learning opportunities for all

5	Achieving gender equality and empowering all women and girls
6	Ensuring the availability and sustainable management of water and sanitation facilities for all
7	Ensuring access to cheap, reliable, sustainable and modern energy for all
8	Promoting sustainable and inclusive economic & business growth, full and productive employment for all
9	Creating flexible infrastructure, promoting sustainable and inclusive industrialization and promoting innovation
10	Reducing inequality within countries and between them
11	Making cities and places of human habitation safe and stable and making them resistant against accidents in a comprehensive manner
12	Ensuring sustainable consumption and production patterns
13	Urgent action to deal with climate change and its impacts
14	Conservation and sustainable use of oceans, seas and marine resources for sustainable development
15	Protecting, restoring and promoting the sustainable use of terrestrial ecosystems
16	Promoting peaceful and inclusive societies for sustainable development, facilitating access to justice for all and building responsive, effective and inclusive institutions
17	Strengthening the tools necessary to implement and renew global cooperation for sustainable development

By clarifying the current challenges of championship sports in Iraq and the factors affecting the development of championship sports in this country; At this stage, the researchers re-examined the texts of the interviews and the produced codes keeping in mind the seventeen goals of sustainable development (Table 6), in order to determine to what extent the development of championship sports in Iraq can achieve the development goals by comparing the constructed concepts, for play a stable role, table 7 shows the comparison.

Table 7. development factors of Iraq's championship sports with the seventeen goals of sustainable development.

Facilitator of sustainable development goals	Sub-theme	main theme
The fourth goal of sustainable development (quality education and learning opportunities for all)	Infrastructural and physical	
The fifth goal of sustainable development (gender equality and empowerment of women and girls)		
The ninth goal of sustainable development (sustainable innovation and flexibility)		
The tenth goal of sustainable development (reducing inequality within the country)		
The third goal of sustainable development (ensuring well-being for all groups)	General	
The 16th goal of sustainable development (promote peaceful societies and facilitate access to justice for all)		
The fourth goal of sustainable development (quality education and learning opportunities for all)	Planning	Solving challenges
The eighth goal of sustainable development (sustainable and inclusive economic & business growth)		
The tenth goal of sustainable development (reducing inequality within the country)		
The 16th goal of sustainable development (promote peaceful societies and facilitate access to justice for all)	Financial, economic & business	
The eighth goal of sustainable development (sustainable and inclusive economic & business growth)		
The third goal of sustainable development (ensuring well-being for all groups)	Attitudinal-cognitive	
The fourth goal of sustainable development (quality education and learning opportunities for all)		
The fifth goal of sustainable development (gender equality and empowerment of women and girls)		
The tenth goal of sustainable development (reducing inequality within the country)		
The 16th goal of sustainable development (promote peaceful societies and facilitate access to justice for all)	Supply Human Resources	Basic measures
The fourth goal of sustainable development (quality education and learning opportunities for all)		
The 17th goal of sustainable development (global participation and cooperation for sustainable development)	talent search	
The third goal of sustainable development (ensuring well-being for all groups)		
The fourth goal of sustainable development (quality education and learning opportunities for all)		
The tenth goal of sustainable development (reducing inequality within the country)		
The fifth goal of sustainable development (gender equality and empowerment of women and girls)		
The 16th goal of sustainable development (promote peaceful societies and facilitate access to justice for all)	Cultivation	
The third goal of sustainable development (ensuring well-being for all groups)		

The fourth goal of sustainable development (quality education and learning opportunities for all)		
The fifth goal of sustainable development (gender equality and empowerment of women and girls)		
The tenth goal of sustainable development (reducing inequality within the country)		
The 16th goal of sustainable development (promote peaceful societies and facilitate access to justice for all)		
The fourth goal of sustainable development (quality education and learning opportunities for all)	Education and research	
The 16th goal of sustainable development (promote peaceful societies and facilitate access to justice for all)		
The 17th goal of sustainable development (global participation and cooperation for sustainable development)	Benchmarking from successful countries	Advanced actions
The eighth goal of sustainable development (sustainable and inclusive economic & business growth)	Providing stable Financial, economic & business resources	
The ninth goal of sustainable development (sustainable innovation and flexibility)		
The 16th goal of sustainable development (promote peaceful societies and facilitate access to justice for all)		
The 17th goal of sustainable development (global participation and cooperation for sustainable development)		
The sixth goal of sustainable development (sustainable management of water resources)	Environmental solutions	
The seventh goal of sustainable development (sustainable energy)		
The twelfth goal of sustainable development (sustainable consumption and production patterns)		
The thirteenth goal of sustainable development (combating climate change)		
The eighth goal of sustainable development (sustainable and inclusive economic & business growth)	Creating a professional labor market	
The 17th goal of sustainable development (global participation and cooperation for sustainable development)		
The fourth goal of sustainable development (quality education and learning opportunities for all)	Humanitarian support	Supporting factors
The fourth goal of sustainable development (quality education and learning opportunities for all)	Media support	
The 16th goal of sustainable development (promote peaceful societies and facilitate access to justice for all)		

Based on table (7), it can be said that the actions taken in the direction of developing championship sports in Iraq, if implemented correctly and with sustainability considerations in mind, can facilitate various goals, for example, talent search, which should be done consistently and comprehensively from all parts of the country based on local indicators. It can be the third goal of sustainable development (ensuring prosperity for all groups), the fourth goal of sustainable development (quality education and learning opportunities for all), the fifth goal of sustainable development (gender equality and empowerment of women and girls), the tenth goal of sustainable development (reducing inequality in within the country), and facilitate the 16th goal of sustainable development (facilitating the achievement of justice for all).

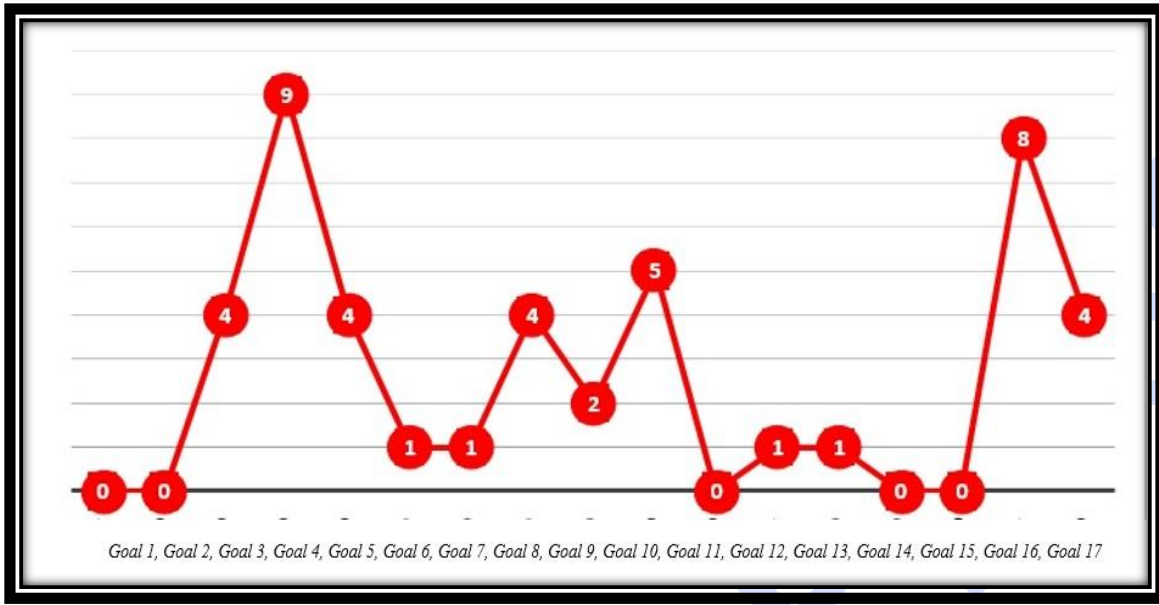


Figure 2. Frequency of repetition of sustainable development goals in terms of overlap.

Figure No. 2 also shows the frequency of overlapping measures and factors for the development of Iraq's championship sports with the seventeen goals of sustainable development, as an example of the series of measures taken to develop championship sports and even achieve development in this field, it is very likely that the first goal of sustainable development, which is to destroy poverty in all its forms and the second goal of eradicating hunger, facilitating the achievement of food security and improving nutrition and promoting sustainable agriculture, on the opposite point of the fourth goal of sustainable development (quality education and learning opportunities for all) with the greatest frequency under the direct influence of many One of the measures to develop the sport will be the championship. That is, improving physical infrastructure, solving programmatic problems, raising attitudinal-cognitive awareness, providing human resources, talent acquisition, culture building, education and research, human support, and media support can all lead to high-quality education and learning opportunities for all, or provoke On the other hand, taking examples from successful countries can directly facilitate the 17th goal of sustainable development, that is, global participation and cooperation for sustainable development.

4. Discussion & Conclusion

The first part of the findings was the number of 32 final codes with the title of current challenges of Iraq's championship sports system in the form of infrastructural and physical categories (5 codes), general (3 codes), programmatic (8 codes), Financial, economic & business (9 codes), and attitudinal categories. Cognitive (7 codes) were categorized. These challenges are very important and must be solved first for the development of championship sports. Public challenges are related to political, security and attitudinal issues. Cognitive challenges are also related to policymakers' awareness of the various functions of championship sports as well as the capacities of championship sports, which is deeper and the ignorance of policymakers can fuel other deficiencies and problems.

On the other hand, the importance of attitudinal-cognitive challenges can be interpreted by referring to Edgar Schein's organizational culture model; The Cheyenne culture model includes three levels, respectively, the basic level, i.e. basic assumptions and presuppositions; The second level is the core values and the third level is the set of behavioral patterns. According to this model, behavioral patterns are based on basic assumptions and presuppositions, these presuppositions are basically unconscious and hidden. This model emphasizes that in order to change behavioral patterns, their presuppositions and assumptions must first be changed (Mascarenhas & et al, 2024). Based on this, it is possible to realize the

higher importance of attitudinal-cognitive issues in the development of sports, which should first change the attitudes and cognitive assumptions of the Iraqi society's macro policy makers towards sports and championship sports, in this case, we can hope for subsequent positive changes. Some researches in Iran have also pointed out the obstacles to the development of sports or sustainable development through sports; Ghorbani et al. (2020) introduce cognitive-cognitive barriers including educational weakness, weakness in specialization and insufficient knowledge of sports capacities, which are similar to attitudinal-cognitive challenges. Infrastructural weakness and economic and commercial problems are another group of obstacles in the mentioned research, which is one of the challenges of Iraqi championship sports.

The next main theme, entitled basic actions, was one of the factors for the development of championship sports in Iraq, with final codes in the form of human resources provision, talent acquisition, culture building, and education and research. Providing human resources indicates the acceptance of the importance of specialized human resources in the development of championship sports, talent search refers to the logical and scientific processes of talent search. cultural development is related to the acceptance of the culture of championship sports, and education and research also emphasize the dominance of scientific theories for the development of championship sports. On the other hand, the importance of cultural variables in the development of championship sports should not be considered less than the impact of economic & business variables, so that in the research of Melai et al. (2018), cultural development (sports culture) had the greatest effect on the development of championship sports.

The next main theme was the advanced actions of the development factors of championship sports with 21 final codes, which are in the form of sub-themes of following successful countries (5 codes), providing sustainable Financial, economic & business resources (9 codes), environmental solutions (5 codes) and creating a professional labor market. For athletes (2 codes) were categorized. These sub-themes were called advanced because they are fundamentally different from the basic actions, the basic actions were more necessary for the development of championship sports, but the advanced actions will lead the status of championship sports to higher levels and the driver of positive changes will be more sustainable. Taking examples from successful countries refers to using the experiences of more successful countries in championship sports, and in this regard, one should pay attention to the similarities of the model. Providing stable Financial, economic & business resources refers to diversifying and stabilizing the resources needed for championship sports, which makes success in this field more stable. The need to pay attention to the stabilization of Financial, economic & business resources has also been emphasized in other researches; Mohammad Amini and colleagues (2021) in the sustainable development of women's sports in Iran mentions the sustainability of women's sports resources, which makes it easier to reach the goals of sustainable development. Environmental solutions are related to adapting current places and facilities to environmental indicators, as well as designing new places in accordance with environmental standards, and optimal consumption of different types of energy and water is also considered. Kelly (2020) also emphasized the importance of saving as a driver of environmental sustainability in hockey in Ontario, Canada. Although research has emphasized the aspects of globalization, professionalization of sports and the movement of athletes as professional labor forces between different countries (Agregaard and Riba, 2014), but the creation of a professional labor market for athletes in this research is one of the most unique themes. This concept refers to training professional legionnaires to enter the professional sports market in richer Arab countries and helping Iraqi athletes enter Arab clubs. Iraqi athletes can earn a lot of money and grow professionally by participating in Arab leagues. Obviously, by returning and playing in their national teams in Iraq, these athletes can achieve success in championship sports.

Support factors represent humanitarian support and media support, essential for the development of championship sports in Iraq. These factors are called support because they do not play a central role in the development of a championship sport, but they facilitate the successful development of a championship sport. Supporting athletes, looking after their well-being and balancing different aspects of their lives is very important in all parts of the world. In the research conducted by Dolsten et al. (2021) in the Swedish sports community, there was a need to support the sustainable development factors of elite sports. Research by Mohd et al. (2021) also emphasizes the positive role of the media in the development of

professional sports, that the presence of the media can be effective on socialization, the dynamics of development and globalization, and the globalization of sports.

Based on the codes and themes that appeared in the research, a series of measures should be taken at different levels in order to develop championship sports in Iraq. Since the challenges in the form of infrastructural-physical, general, programmatic, Financial, economic & business, and attitudinal-cognitive themes were the first concepts developed in the research, these issues should be resolved first. Solving general and attitudinal-cognitive problems requires the national will of the Iraqi government institutions, including the Iraqi parliament, the Iraqi federal government, and the autonomous provincial governments. It seems that the operational solution is to strengthen the legal environment of Iraqi sports in the direction of synergy of development elements. Also, considering the number of political parties in Iraq, most of which have representatives in the Iraqi parliament, the cooperation and joint efforts of these parties are necessary to reach a common vision for the development of sports. This common vision will cause sufficient support for sports organizations, headed by the Iraqi Ministry of Sports and Youth, so that this ministry can take steps towards solving the infrastructural-physical, programmatic, and Financial, economic & business challenges. On the other hand, the series of basic measures of providing human resources and finding talent requires the cooperation of different sports federations with the Ministry of Sports and Youth of Iraq. In this regard, talented fields should be determined based on various feasibility studies and the required human resources should be trained and recruited for them. Also, the specific talent search program for each field should be implemented, in which the federations related to the executive arm of the delegations related to the autonomous regions of Iraq will play an important role. In addition to the role of the Ministry of Sports and Youth and various federations, the capacity of the Ministry of Higher Education and Scientific Research in the field of education and research, as well as the Iraqi Ministry of Education and the media can be used in culture building in the series of cultural building measures as well as education and research. Also, in the Iraqi government structure, there are some special ministers, such as the Minister of National Reconciliation, and the Minister of Nomads and Tribes, whose capacity can be used to build culture and reach a common vision for the development of sports. Finally, the Iraqi National Olympic Committee should play a much more prominent role in the advanced actions of following successful countries, providing sustainable Financial, economic & business resources, environmental solutions, and creating a professional labor market. The reason for this prominent role is the inherent alignment of the National Olympic Committee of each country with the International Olympic Committee, and because the International Olympic Committee was one of the first organizations to coordinate with the United Nations in the fields of sustainable development and environmental categories, it is possible to move towards sustainability in Financial, economic & business fields. And considered the environment as one of the important and inevitable duties of the National Olympic Committees of every country, including Iraq. In the field of creating a professional job market for athletes, the Iraqi National Olympic Committee can provide fields for solving the problems of Iraqi athletes and their professional growth and development by cooperating and synergizing with different federations and also professional clubs.

Also, providing human resources requires high-quality education and providing learning opportunities for everyone, which represents the fourth goal of sustainable development. Searching for talent from different parts of Iraq and paying attention to the talents of different groups and minorities can facilitate the third goal of sustainable development (ensuring prosperity for all groups), the fourth goal of sustainable development (quality education and learning opportunities for all), the fifth goal of sustainable development (equality gender and empowerment of women and girls), the tenth goal of sustainable development (reducing inequality within the country), and the sixteenth goal of sustainable development (facilitating the achievement of justice for all). Cultivation is also by spreading the culture of sports among different groups of Iraqi citizens and promoting the culture of sports among them to achieve the third goal of sustainable development (ensuring welfare for all groups), the fourth goal of sustainable development (quality education and learning opportunities for all), the fifth goal of sustainable development (gender equality and empowerment of women and girls), the tenth goal of sustainable development (reducing inequality within the country), and the sixteenth goal of sustainable development (facilitating the

achievement of justice for all). Education and research will also help the fourth goal of sustainable development (quality education and learning opportunities for all) and the sixteenth goal of sustainable development (facilitating the achievement of justice for all) by expanding educational opportunities. In the section of advanced measures, taking examples from successful countries, considering the expansion of international interactions at least at the regional level, can help the 17th goal of sustainable development (global participation and cooperation for sustainable development). This claim is based on the fact that regional sports cooperation can be considered a way to develop sports and develop peace, which is consistent with the goals of sustainable development.

Providing sustainable Financial, economic & business resources, considering the diversification of the Financial, economic & business resources needed for sports and also providing a part of Financial, economic & business resources from abroad, can contribute to the 8th goal (sustainable and inclusive economic & business growth), the 9th goal (sustainable innovation and flexibility), the 16th goal (facilitation) achieving justice for all) and even the 17th goal of sustainable development (global participation and cooperation for sustainable development). Environmental solutions can also help the sixth goal (sustainable management of water resources), the seventh goal (sustainable energy), the twelfth goal (sustainable consumption and production patterns), and even the thirteenth goal of sustainable development (combating climate change). Finally, creating a professional job market for athletes can improve their living conditions by developing the Financial, economic & business resources of athletes and generating income for them, and even lead to the entry of capital by athletes into other sectors, which is compatible with the eighth goal of sustainable development (sustainable and inclusive economic & business growth). In terms of supporting factors, humanitarian support will help the fourth goal of sustainable development (quality education and learning opportunity for all) and the media support factor will also help the fourth and sixteenth goal, which is to facilitate the achievement of justice for all. Of course, what is certain; The full mechanism of influencing the development of championship sports on the goals of sustainable development is not well known even in foreign research, and the emphasis of the United Nations and the National Olympic Committee is on the role of sports in general in sustainable development. Even in the documents of the European Union's Erasmus+ Sports Program for Sustainable Development, sports are emphasized in a general sense and at different levels, and variables such as affordability, flexibility, popularity, and educational potential have been introduced among the influencing factors of sports on sustainable development. It is obvious that among the above four factors, the popularity and social cultural effects of championship sports are significant, and if championship sports are developed on the basis of central justice and the participation of all groups of the Iraqi society, it will be able to help the sustainable development of the Iraqi society. Also, the educational potential of championship sports and events related to it can be a useful basis for the dissemination of sustainable development goals, especially goals such as the third goal (ensuring healthy life and promoting well-being for all in all age groups), the fourth goal (ensuring inclusive education of equal quality and promoting learning opportunities) lifelong for all), the fifth goal (achieving gender equality and empowering all women and girls), and the twelfth goal (ensuring sustainable consumption and production patterns), in simpler words, by taking advantage of the educational potential hidden in championship sports, the necessary training can be provided to presented to the general public and by informing, facilitated the achievement of sustainable development goals.

In general, according to the findings, the challenges of the current legal environment of sports in Iraq should be solved and measures should be taken at the basic and advanced levels, taking into account human and media factors for the development of championship sports. With the entry of the fragile forces of the vicious cycle of the elite-oriented sports system in Iraq and the implementation of other actions and stages of the basic social process, now the Iraqi elite-oriented sports system has reached a new state. A situation in which a different composition of the structural elements of elite-oriented sports prevails. The new system has reached stability and will have different functions in two categories. It covers elements within an elite-oriented sport system and includes sustainability in sport performance, sport development and athlete development. Stability in sports performance is perhaps the most logical and expected consequences of sustainable sports development in Iraq, winning medals in international competitions and

also improving the ranking in a sustainable way (that is, maintaining the desired result over time) is the most obvious possible result. In general, a stable system of elite-oriented sports can provide the development of sports in different parts of Iraq. On the contrary, extra-systemic functions refer to elements that are outside the elite sports system and include the improvement of the international image, and social consequences. Improving sports results will increase bargaining power in international forums, and this will expand sports and even political relations, and in general, the international image of Iraq will improve. Finally, success in elite-oriented sports in a sustainable way, that is, with a justice-oriented approach and by using the sports talents of all regions of Iraq, can lead to the improvement of social capital, the development of citizens' resilience, help to ensure stability and increase the perception of justice, which are all important social consequences. A sustainable system is elite-oriented sport. The limitations of coordinating and arranging meetings with the interviewees, the lack of studies related to the institutionalization of the field of championship sports in Iraq, the extent of hidden factors in the field of championship sports in Iraq, the non-cooperation of some of the people who were scheduled to be interviewed.

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