

Study some performance indicators for sports swimming pools for the southern region of Iraq

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Abstract

The first chapter contains the introduction to the research and its importance through introducing strategic planning and its importance in sports marketing, the extent of application of marketing strategies to sports pools, and the role that managers, officials and advisors play in how the issue of sports marketing succeeds in the performance of sports pools in the southern region of Iraq. As for the research problem, it is difficult to apply marketing strategies to sports institutions in a scientific and properly planned manner. Therefore, it is self-evident to know how to apply the modern concept of strategic marketing planning for sports pools in addition to knowing the effect of applying this concept on the performance of sports swimming pools.

- 4- consultants and workers in the sports pools of the southern region in Iraq.

Force Research

- 1- There is a statistically significant correlation between strategic marketing planning and marketing performance indicators of managers, officials and consultants in the sports pools of the southern region in Iraq.

Fields of Research

The human field: managers, officials, consultants and workers in the sports pools of the southern region of Iraq (Basra - Maysan - Dhi Qar - Muthanna - Wasit.)

1. Temporal field: to be determined
2. Spatial domain: the 27 swimming pools in the southern region of Iraq

Theoretical studies and previous studies

This chapter included theoretical studies in which the researcher dealt with several topics, including the topic of planning and its importance in the field of mathematics and strategic planning in terms of its concept and benefits, how strategic planning appeared, its characteristics and elements, the stages that strategic planning goes through, its obstacles and sports marketing, its foundations, methods, characteristics and methods.

Introduction

Definition of Research:

The first chapter contains the introduction to the research and its importance through introducing strategic planning and its importance in sports marketing, the extent of application of marketing strategies to sports pools, and the role that managers, officials and advisors play in how the issue of sports marketing succeeds in the performance of sports pools in the southern region of Iraq. As for the research problem, it is difficult to apply marketing strategies to sports institutions in a scientific and properly planned manner. Therefore, it is self-evident to know how to apply the modern concept of strategic marketing planning for sports pools in addition to knowing the effect of applying this concept on the performance of sports swimming pools.

Research aims

- 1- Building and codifying the scale of strategic marketing planning for managers, officials, consultants and workers in sports pools for the southern region of Iraq.
- 2- Building and codifying the marketing performance index scale for managers, officials, consultants and workers in sports pools for the southern region of Iraq.
- 3- Knowing the relationship between strategic marketing planning and marketing performance indicators of managers, officials,

In light of the study that was reached, the researcher recommends the following:

- 1- Using the strategic marketing planning scale for managers, consultants and workers at the sports pools of the southern region in Iraq.
- 2- The use of the marketing performance indicators scale for managers, consultants and workers at the sports pools of the southern region in Iraq.
- 3- It is possible to conduct similar studies for sports institutions in this field, as it is a modern field on sports institutions in Iraq
- 4- Adopting the study to the official sports institutions in Iraq to benefit from it in the field of sports marketing.
- 5- Encouraging workers in sports pools to adopt modern concepts in the field of scientific research, especially in the field of sports marketing.

Definition of research

Introduction and the importance of the research

The study of performance indicators for sports pools is a new field of study, and until now it still lacks a real structure of knowledge when compared to other fields of study such as law, education, programs, curricula ... etc.

The evaluation process in every field of sports must be based on objective foundations in order to solve it on the best results. It must be compared with the experiences of others. Therefore, setting up a mechanism for working performance indicators for sports pools will necessarily lead us to real and honest ways for objective evaluation because advance planning and modern strategies have become Today, one of the pillars of the market in which countries and institutions invest in order to obtain many benefits, whether these benefits are at the level of material, cognitive or social attainment. Hence the problem of our research to reach the best evaluation strategy by studying some performance indicators for swimming pools and placing them in the hands of workers to prevent mistakes About investing in this area.

Research Problem:

The process of identifying performance indicators when evaluating any work is one of the most important problems facing workers in public and private fields, as

Previous studies: The previous studies included two studies related to marketing strategies and strategic planning aiming at how to use and process statistical data, as well as a comparison between those studies and the message.

Research methodology and field procedures

This research included research methodology and procedures, where the researcher used the survey method using the correlational method, and the researcher selected the sample in a random manner consisting of managers, officials and workers in the sports complexes of the southern region in Iraq, and whose number of workers in these swimming pools is (220) workers. The researcher built a questionnaire form for the two measures of strategic marketing planning and marketing performance indicators based on the opinions of experts and referees in the field of physical education and sports science. The scientific foundations were laid for them using the statistical program (SPSS).

In this chapter, the researcher presented and analyzed and discussed the two scales of the study.

This chapter includes the conclusions and recommendations presented by the researcher and reached through the study, namely- :

- 1- Achieving the building and codification of the strategic marketing planning scale for managers and consultants in swimming pools for the southern region of Iraq.
- 2- Achieving the construction and codification of the marketing performance indicators measure for managers and consultants in swimming pools for the southern region of Iraq.
- 3- The existence of a correlation between strategic marketing planning and marketing performance indicators for managers and consultants for swimming pools in the southern region of Iraq.
- 4- Managers, officials and consultants of sports pools for the southern region of Iraq have sufficient experience in the fields of (strategic marketing planning), services strategy, pricing strategy and promotion strategy.
- 5- Managers, officials and consultants of sports pools for the southern region of Iraq have some experience in the fields of (marketing performance indicators), financial scope, customer satisfaction, and market share.

The researcher believes, based on what has been mentioned from the previous definitions, that marketing performance demonstrates the ability of institutions to succeed or fail through the financial and human capabilities and capabilities they offer in the shadow of the changes that take place in this world through rapid developments. It is required to develop all its capabilities and respond. For all the environmental influences and satisfying the desires requested by the customer, in addition to that, studying the conditions enjoyed by the competitors.

Indicators of measuring marketing performance

Measuring marketing performance is one of the important activities in the field of evaluating marketing strategies, which represents comparing results with predetermined standards and analyzing deviations, if any, so that the necessary corrections can be made through it.

Therefore, organizations seek to work effectively in the environment in which they work, and this can only be achieved by following up the marketing performance and identifying the positive and negative aspects in it to support and support the positive aspects and correct the negative aspects in marketing performance and this requires continuous measurement of it, but this measurement process is complicated because it is I faced important challenges represented by the variation in the interpretation of the concept and the multiplicity of its dimensions, in addition to the lack of agreement of researchers and writers on fixed and specific standards that explain all aspects of the marketing performance of the organization.

Researchers and writers have differed in determining the indicators of marketing performance in their studies and according to their different views. Some of them see that the indicators of performance measurement are (sales volume, new customers and profits) as well as (customer satisfaction, customer loyalty, return on investment, and market share) in addition to the marketing performance indicators are (customer satisfaction, sales growth, responsibility, social, mental standing, market share, efficiency, effectiveness and profitability).

The importance of marketing performance

well as for the sports field, especially in the field of investment in sports pools because it is difficult to choose goals, define them, choose scientific methods and achieve them, and develop plans to implement this project or That without knowing the indicators by which the evaluation will be carried out. Hence, the idea emerged for the problem of our research, this in ((studying some performance indicators for sports swimming pools in the southern region in Iraq)) to be the subject of our research.

Research Objectives:

The research aims to:

- 1- Identifying some performance indicators for the sports swimming pools in the southern region of Iraq.
- 2- Building a measure for the marketing performance indicator for employees, managers, officials and consultants in the swimming pools of the southern region.

Research fields:

- 1- The human field: workers, managers, officials and advisors in the swimming pools of the southern region in Iraq.
- 2- The temporal domain: for the period from 2/2/2020 until 3/15/2021
- 3- Spatial domain: The 27 swimming pools in the southern region of Iraq

Theoretical and previous studies:

Concept of Marketing Performance

1. Marketing Effectiveness:

It is the ability to achieve goals in the form of increasing the volume of sales and market share and achieving the desired growth of the organization, as the marketing effectiveness is equal to the results achieved by dividing the ruled goals.

2. Marketing Efficiency:

It is to achieve the optimal relationship between inputs and outputs on the basis of achieving the largest possible amount of output and the lowest possible amount of inputs, as the marketing efficiency is equal to the results achieved by dividing the resources used.

First- The Descriptive Approach: which is defined as “one of the forms of organized scientific analysis and interpretation to describe a specific phenomenon or problem and quantify it by means of collecting data and codified information about the phenomenon or problem, classifying it, analyzing it and subjecting it to careful study.

Second- The type of descriptive study in the correlational method: “It is that approach that is based on studying the causal relationship between variables that are in a normal situation in which members of the research sample practice their jobs or a specific experience or are in the situation they want to study.

Research community and sample:

The researcher identified his research community represented by workers, managers, officials and consultants in the sports swimming pools in the southern region of Iraq, which numbered (27) swimming pools from five governorates (Maysan - Wasit - Basra - Dhi Qar - Muthanna), while the number of workers, officials, managers and consultants reached (220). As for the research sample, which is a part of the community, it is selected according to special rules in order to properly represent the community, as (150) between a manager, an official and a worker were chosen to represent the research sample, with a percentage of representation (68.18)% of the original community. The number of samples from each governorate, and by a random method, individuals were determined from each sample as in Table (1).

Steps to prepare the scale and field procedures

The aim of building the scale

The preparation of the (Marketing Performance Indicators) scale is one of the most important steps, the first of which is that it allows the person in charge of the scale design to access the main approaches and ideas that will be based on in his design. (1) The aim of preparing the scale is to study the marketing performance indicators of workers, supervisors, technicians and investors in the field of Sports pools.

Determining the fields of scale:

To determine the fields of the two scales, the researcher reviewed the literature, scientific references, previous sources and studies, and internet sources related to the science of public administration and sports administration and some measures, and sought the

Marketing performance is very important, as it is directly related to achieving the institution's goals, which are to increase the market share, increase the profits achieved, achieve customer satisfaction and raise its efficiency to the required level. Also, the developments in the world due to the astonishing revolution in the world of communications and the hegemony of the World Trade Organization, which began to draw the features of the current global economic system, and this reality made international organizations face a large competitive movement with no room for small organizations in them, which makes them seek to improve their marketing performance and build a mental standing among their customers. Seeking to gain adequate market share. In addition, the marketing performance shows its importance through the following three dimensions:

- 1- The theoretical dimension represented by the contents and the cognitive connotations, whether direct or implicit.
- 2- The experimental dimension through the use of studies and research.
- 3- The administrative dimension by applying the methods related to the evaluation of the marketing performance results.

In addition, there are a set of indicators to measure marketing performance, namely:

- 1- Financial: (sales volume, turnover, profit contribution).
- 2- The competition or the market as a whole (market share, price, promotion share).
- 3- Consumer thoughts and feelings: (awareness and attitudes, satisfaction, commitment).
- 4- Consumer behavior: (number of consumers, consumer loyalty, consumer satisfaction, brokerage).

Research methodology and field procedures

Research methodology

The approach means following certain logical steps in dealing with problems or phenomena and addressing scientific issues in order to reach the discovery of the truth. This means that each research has a special approach to solve its problem, and accordingly the researcher used two methods of scientific research in order to suit the nature of the problem:

form was presented to a group of experts and specialists, totaling 19 experts.

Presenting and analyzing the results of the marketing performance index and its fields

Table (13) shows the value of the arithmetic means, the standard deviations, and the value of (T) between the arithmetic means and the hypothetical mean of the marketing performance indicator scale and its fields for the research sample.

Statistical significance	Indication level	T value	Hypothesized mean	standard deviation	Arithmetic mean	Number of paragraphs	Variables	No
moral	0.000	33.666	93	7.814	124.46	31	Index scale	
moral	0.000	12.692	30	5.386	38.18	10	Marketing performance	1
moral	0.000	19.377	30	4.398	40.19	10	Financial performance	2
moral	0.000	26.548	33	4.124	46.09	11	Marketing share	3

Table (13) shows the results

Conclusions

- 1- In light of the results of the study, the researcher reached the following conclusions
- 2- Reaching out to build and standardize the strategic marketing planning scale for managers and consultants in swimming pools for the southern region of Iraq
- 3- Managers, officials and consultants of sports pools for the southern region of Iraq have some experience in the field of (marketing performance indicators), financial measure, customer satisfaction, and market share.

Recommendations:

- 1- Using the marketing performance indicators measure for managers, consultants, and workers in the sports pools of the southern region in Iraq.
- 2- It is possible to conduct similar studies for sports institutions in this field as it is a modern field on sports institutions in Iraq
- 3- Adopting the study at the official sports institutions in Iraq to benefit from it in the field of sports marketing.
- 4- Encouraging workers in sports pools to adopt modern concepts in the field of scientific research, especially in the field of sports marketing

The measure of the marketing performance index

The value of the arithmetic mean reached (124.46) and a standard deviation (7.814), as the value of (t) reached (33.666) at the level of significance (0.000), which is smaller than the error rate (0.05), and this indicates the existence of significant differences in the measure of the marketing performance index if the results reached His fields are as follows:

The arithmetic mean of the financial performance scale is (38.18) and a standard deviation (5.386), as the value of (t) (12.692) at the level of significance (0.000) is smaller than the error rate (0.05) and this indicates the presence of significant differences in the scale and what confirms this is The value of the arithmetic mean was greater than the value of the hypothetical mean (30). As for the value of the arithmetic mean of the customer satisfaction scale, it reached (40.19) and a standard deviation (4.398), as the value of (t) was (19.377) at the level of significance (0.000) which is smaller than the error rate (0.05) and this indicates the presence of significant differences in the scale and so on. This confirms that the value of the arithmetic mean was greater than the value of the hypothetical mean (30). As for the value of the arithmetic mean for the scale of the marketing share, it reached (46.09) with a standard deviation (4.124), as the value of (t) reached (26.548) at the level of significance (0.000). It is smaller than the error rate (0.05), and this indicates the existence of significant differences in the scale, and what confirms this is that the value of the arithmetic mean was greater than the value of the hypothetical mean (33).

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