



Strategic Analysis of the Development of Children's Physical Activity in Iran Based on the SWOT Technique

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Abstract

The current research aimed at the strategic analysis of the development of children's physical activity in Iran based on the SWOT technique. This research is applied in terms of purpose and mixed method (qualitative-quantitative). The statistical population of the research included professors of physical education who are knowledgeable about the field of children's physical activity, Provincial physical training assistants of education, heads of talent search committees of sports federations, managers and expert coaches of children's play and sports clubs, and members of the Children's Sports and Physical Activity Development Association of the Federation of Public Sports. In the qualitative section, participants were selected purposively until theoretical saturation was reached (n=19). In the quantitative section, all 265 people in the population were included (census). To collect data, a review of documents and literature was conducted. In the qualitative section, the Delphi method and strategic council meetings were used. Tools included researcher-made questionnaires, internal and external factor evaluation matrices, a strategic position matrix, and a SWOT matrix. According to the findings of the research, 10 strengths, 11 weaknesses, 13 opportunities, and 10 threats in the field of children's physical activity were identified and its strategic position was placed in the WT region. Also, 14 strategies were developed and solutions

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were set for each. It is suggested that the Federation of Public Sports use defensive strategies as the main guardian of children's physical activity development.

Extended Abstract

Introduction

Considering the importance of mobility and physical activity as one of the most basic needs of living beings, as well as the expansion of replacing humans with machines, the need for physical activity is strongly felt in different societies. It is clear that children are one of the age groups that are most at risk, as they are always growing, and their optimal and comprehensive development is very effective in their future lives. The results of studies in various countries, including Iran, indicate a lack of appropriate physical activity in children, and consequently, the spread of obesity, overweight, and lack of vitality among this group. Therefore, considering the high importance of children's mental and physical development and the role of sports and physical activity as an influential factor in the vitality and health of future generations, it can be said that planners can make appropriate decisions and remove obstacles with full awareness by strategically analyzing this area. Therefore, the researcher seeks to identify the SWOT points of the area of children's physical activity to present optimal strategies for its improvement and development by considering all cases.

Methods and Material

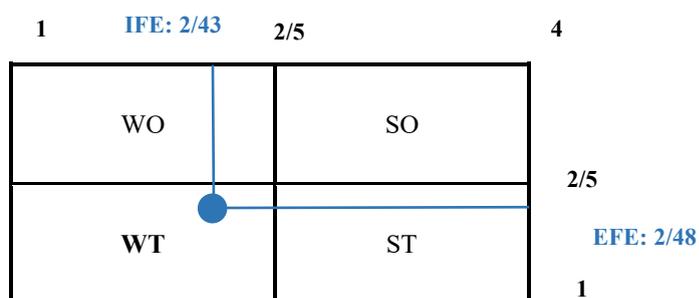
The present study was applied in terms of purpose and mixed in terms of research method. To collect data, documents, research background, expert opinions, and tools such as questionnaires, internal and external factor evaluation matrices, strategic positioning matrix, SWOT analysis matrix, holding strategic meetings, and the Delphi method were used in the qualitative part. The number of people in the statistical population in the quantitative part was 265 people who were selected by the total-count method and in the qualitative part 19 people who were selected by the purposeful method until a group consensus and included professors of physical education who are knowledgeable about the field of children's physical activity, Provincial physical training assistants of education, heads of talent search committees of sports federations, managers and expert coaches of children's play and sports clubs, and members of the Children's Sports and Physical Activity Development Association of the Federation of Public Sports.

Results and Discussion

The internal-external matrix was used to determine the strategic position. The results showed that the total score of the internal factors matrix was less than 2.5 (2.43). Also, the results of the external factors matrix were equal to 2.48, which is less than the base value of 2.5. In summary, the results of the three matrices of internal factors evaluation, external factors evaluation, and

internal-external matrix (strategic position determination) showed that the area of children's physical activity is strategically located in the WT area, which means that weaknesses prevail over strengths and the inability to use opportunities and repel possible threats, and it is better to adopt defensive strategies.

Figure 1. Internal and external factors evaluation matrix



Conclusion

In this study, which aimed to strategically analyze the development of children's physical activity using the SWOT technique, strengths (10 cases), weaknesses (11 cases), opportunities (13 cases), threats (10 cases), and strategies (14 cases) were identified and categorized. It can be concluded that those responsible for children's physical activity should pay special attention to issues such as optimizing human resources, expanding the scientific approach in the field of children's sports and physical activity, synergizing the performance of organizations involved in children's sports, activating the marketing department, developing public relations and media activities, applying the strategic management method and creating a control and evaluation system for the performance and safety of children's play and sports centers. Finally, it is suggested that the Children's Sports and Physical Activity Development Association of the Public Sports Federation review the developed solutions and prepare the ground for their implementation by holding meetings.

Keywords: children, physical activity, sports development, strategic plan, SWOT analysis