

# INVESTIGATING THE EFFECTIVE FACTORS ON THE ATTRACTION AND PARTICIPATION OF PHYSICALLY DISABLED PEOPLE TO SPORTS ACTIVITIES (WITH THE APPROACH OF DESIGNING SPORTS VENUES AND COMPLEXES TAILORED TO THE NEEDS OF THE DISABLED FROM THE PERSPECTIVE OF MANAGERS, COACHES AND ATHLETES)

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## Abstract

**Introduction:** Physical disability includes disorders of the nervous system and lesions and disabilities related to amputation or asymmetry of the limb and causes limitation of movement. On the other hand, exercise is one of the most essential ways for the disabled to spend their leisure time, which should be given much attention. A relatively small number of people with disabilities regularly participate in sports activities. The reasons for this non-participation include a range of individual, social and environmental factors that have been identified in numerous studies and reports. The aim of this study was to investigate the factors affecting the attraction and participation of physically disabled people in Iran to sports activities from the perspective of managers, coaches and athletes.

**Materials and Methods:** The research method was a mixed and consecutive exploratory design that first the qualitative stage and the thematic analysis method and then the quantitative stage was performed using the AHP technique. The statistical population included all physically and physically disabled people over 10 years of age, experts and officials of federations and sports delegations, as well as other organs related to the disabled. The sampling method was purposeful and accessible, sampling continued until theoretical saturation. The data collection tool was in-depth interview in the qualitative part and a researcher-made questionnaire from the qualitative data in the quantitative part. In order to analyze the interview data, the coding technique was used to reach the network of topics and in quantitative part was obtained by comparing the pairs of components, the rank of each component from the perspective of experts.

**Results:** The results showed that the most important components in the attraction and participation of the physically disabled, including advertising, facilities and equipment for attraction, financial support, comprehensive support and the role of federations were identified as six important components.

**Conclusion:** Extensive recommendations for attracting physically disabled people to exercise or become more physically active without a systematic framework and well-planned program to identify Key problem areas are likely to fail. Understanding the disorders and limitations of participation and

attraction of the physically disabled, in the context of individual-environmental factors, is the first step towards developing more accurate and appropriate programs that are more likely to succeed.

**Keywords:** Physically Handicapped, Absorption of Handicapped , Handicapped Participation, Theme Analysis.

## INTRODUCTION

Every year, a number of people in the world suffer from various movement disorders or physical disabilities for various reasons (1). Disabled people are one of the vulnerable social groups in society who need special attention due to their special physical condition and sensitive mental condition (2). A number of people with disabilities in society are physically disabled, Physically handicapped people include a large group of people with disabilities who suffer from various types of mobility limitations depending on the type of disability, from the simplest type of disability to the most advanced (3). Motor disabilities can be caused by disorders of the nervous system and spinal cord injuries (paralysis of one limb or one side of the body, paralysis of the arms and legs and cerebral palsy), disabilities related to amputation (upper limb, lower limb, both or part of them), as well as skeletal and bone abnormalities (4). Statistics from the international community show that people with disabilities make up a large percentage of the population in any society. According to the World Health Organization (2018), about 15% of the world's population has some form of disability, and between 110 and 190 million people over the age of 15 have serious mobility problems. According to the definition of this organization, a disabled person has a problem in the relationship between himself and the environment. According to the Welfare Organization (2019) in Iran, about one million and three hundred and fifty thousand disabled people are covered by welfare services, of which 42% are physically disabled (5). These people also need to enjoy the rights and benefits that others enjoy, but unfortunately most of them face problems that, although man-made, reduce the active presence of the physically disabled in their daily lives, which

This causes physical and mental problems in these people (1). Of course, these benefits are also great for young people with disabilities (6, 7). One of the most important public health tasks is to find ways to increase physical activity among people with disabilities and thus improve their overall health (8). But until the disabled are not accepted as active people at the community level, society can not understand their needs and try to meet those needs. Sport is one of the activities that can introduce the disabled to the society and express their current and future needs and situation. This segment of society needs to use the environment, and travel to social, recreational and sports places to be able to meet their daily needs. However, due to the unsuitable design of the stadiums, it is practically impossible for these people to engage in sports activities. Because the existence of proper design of the level of traffic, the quality of access to various places and centers, as well as the comprehensive design of the structure and architecture of stadiums, for the physically disabled to enhance their individual and social independence, is prior to any other service. Sports venues and facilities are designed for all people and in a way all people should use it and enjoy their natural right (1). According to Article 2 of the Comprehensive Law on the Protection of the Rights of Persons with Disabilities, which was approved by the members of the Islamic Consultative Assembly on May 5, 2004 and notified to the President of the Islamic Republic on May 26, 2004. In the design, production and construction of public buildings and places and passages and service equipment, all institutions and organizations, ministries and government companies and public and revolutionary organs are obliged to provide the necessary conditions and facilities for easy access and better use of the disabled like ordinary people. This article

of the law has four notes that are dedicated to the adaptation of buildings and urban spaces for the access and benefit of the disabled, and According to this principle, municipalities are required to Do not grant permits to buildings and public places and passages that do not comply with specialized standards for the disabled (9). Pursuant to Article 8 of the Executive Regulations, Article 2 of the Comprehensive Law on the Protection of the Rights of Persons with Disabilities, an adaptation headquarters was established in the Welfare Organization to follow up and make the necessary arrangements for adaptation. Therefore, sports facilities for the disabled and the provision of appropriate sports equipment should be designed so that people with disabilities can operate freely and safely in sports facilities, including clubs, and While maintaining individual independence, enjoy the facilities available in special clubs for the disabled (10). Considering that part of the active forces in our society are people with physical disabilities who have been able to prove their competencies in the service of the country in various fields (11). Therefore, according to the principle of equality of opportunity and equality, everyone has the right to play an effective role in society according to their potential and abilities. On the other hand, standardization in sports clubs for the disabled; Considers the application of precise principles in the design of sports facilities and sports facilities and equipment for the disabled and their easy and useful use of sports equipment (11, 12). On the other hand, exercise is one of the most essential ways for the disabled to spend their leisure time, which should be given much attention. Exercise is important as a method of motor therapy for all people with disabilities, because healthy people meet their mobility needs to some extent through daily activities, but people with disabilities often suffer from normal inactivity. Therefore, it is very likely that due to sedentary lifestyle, they will gradually lose the function of the healthy part of their limb and that limb will also be damaged. However, it is not enough to encourage them to exercise by stating the useful points of exercise, but space and facilities should be provided for them so that

they can easily do their favorite sport. Unfortunately, in most countries, a small number of disabled people exercise regularly. We can say that one of the main reasons for this is the lack of suitable and special sports facilities for the disabled, and eliminating these shortcomings can help motivate people with disabilities to exercise. Be. By building suitable and sufficient sports facilities throughout the country, and on the other hand, increasing the level of safety of these facilities and observing all modern engineering principles in the world by modeling standard and well-known sports facilities, those involved can Provide sufficient conditions and motivation for the disabled to do sports activitie (13). Unfortunately, the participation of people with disabilities in sports is weak all over the world. One of the limitations in the participation of people with disabilities in sports activities are social factors. By changing the attitude of people in the community by using strategies such as increasing the awareness of others about the needs of people with disabilities in sports, Awareness of family and education and other educational centers, respect for the rights of people with disabilities, creating a sense of responsibility towards people with disabilities, Creating belief in the effectiveness of sports in the target community, changing society's view of people with disabilities, social responsibility towards people with disabilities, improving society's attitude towards people with disabilities, motivating people with disabilities and directing public opinion towards sports for people with disabilities and reducing cultural poverty. And improved the community's attitude towards the disabled (14). On the other hand, in addition to the social restrictions on the participation of the disabled in sports, one of the main reasons for the low participation of the disabled in sports can be considered the lack of suitable sports facilities and facilities for the disabled and eliminating these shortcomings can help motivate sports People with disabilities. By modeling standard and well-known sports facilities, stakeholders can build appropriate, safe and sufficient sports facilities throughout the country, thereby encouraging people with disabilities to engage in sports activities, And provide them with the

conditions to participate in sports competitions (13). Some research on sports for the disabled shows that the quality of sports facilities is one of the barriers and problems for these people to participate in sports activities. The aim of Wickman & Torége (2021) was to Opportunity structures in sports for people with disabilities in Sweden. by examining how national, regional and local policies formulate and thus access to sports infrastructure for people with disabilities. The results of this study showed that while almost everyone is a member of a sports club at some point in their lives, a relatively small number of people with disabilities regularly participate in sports. This shows that there is inequality in the opportunity to pursue, or access, sports, Barriers that people with disabilities face include many social areas, including family life, social participation, contact with welfare organizations, school, work, and at least sports. Even if their right to life in society is based on a similar principle to others in the UN Convention on the Rights of Persons with Disabilities, they face discrimination and are not given equal opportunities to participate fully in society (15).

Declerck et al. (2021) examined Barriers to development and expansion of adaptive physical activity and sports for individuals with a physical disability in sports clubs and centres. The results showed that a large number of clubs and sports centers, despite the lack of special sports programs and adaptive physical activity, accommodate people with physical disabilities. On the other hand, financial resources were another limiting factor identified in this study. The researchers stated that the available infrastructure and access to appropriate equipment require significant financial resources that this lack of facilities and its incompatibility with the needs of the disabled can be an obstacle to the participation of the disabled in sports activities (16).

Devine (2016) believes that not only is access to and provision of sports facilities and equipment important, but also people with disabilities should be able to use these facilities and in practice have the optimal use of these facilities and infrastructure facilities. In other words, physical activity in leisure time

develops and increases when sports facilities and equipment are available and also disabled people can use them for exercise and physical activity (17).

Wicker & Breuer (2014) examined the role and place of clubs and sports venues in the participation of people with disabilities in sports and showed that most clubs that provide sports for the disabled were not specifically designed for this purpose, And this is the factor that prevents the attraction of the disabled to sports (18).

The purpose of Rahmani and Sabouti (2017) research was to investigate the role of proper design of sports complexes in increasing the level of social interactions of the physically-disabled and increasing their social role in society. Based on the results of the present study, it can be said that currently a person with a disability can not easily use the facilities of sports venues and complexes without the support and assistance of another person. People with disabilities face many problems in order to use sports facilities, from the moment they leave home to the moment they use sports facilities, so they prefer to stay at home, and this causes them mental and psychological crises. The general results of this study showed that the design and standardization of sports venues and complexes on social interactions of the physically-disabled in Tehran is directly related to a coefficient of determination of 0.85 (19).

Limuchi et al. (2017) investigated the factors affecting the participation of people with disabilities in sports activities. Based on the findings of these researchers, a total of 16 factors were identified on the participation of people with disabilities in sports, which were obtained in a subset of 6 main categories. These categories include; Managerial thinking and planning, coordination and inter-organizational communication, infrastructure development, media and press, human resource development and culture and education were categorized. According to the research findings, it seems that paying attention to the above factors will expand the participation of people with disabilities in sports (14).

According to the findings of numerous studies, a relatively small number of people with disabilities participate in sports regularly. The reasons for this inequality include a range of individual, social and environmental factors that have been identified in numerous studies and reports. For example, among sports participants, there are few opportunities for access to physical activity, and as a result, the chance to build self-confidence and attract people with disabilities to sports and physical activity is limited (15). This phenomenon has also been highlighted in several international studies on disability sports (20). This structural inequality is evident at the level of recreation as well as at the level of championship sports, because people with disabilities usually have fewer opportunities to participate in organized sports than non-people with disabilities (15). The main sporting opportunities for people with disabilities are low. (21). Numerous studies have identified barriers to the participation of children and youth with disabilities in organized sports, including individual, social and environmental barriers, as well as barriers at the policy level (7). Other barriers may be that not all sports clubs accept children and adolescents with disabilities. Leaders lack adequate training. Parents fear that their children will be hurt or ridiculed, and availability is limited. There may also be financial barriers to participation (7).

In recent years, most countries in the world have realized the importance of suitable space and environment for the movement of people with disabilities. As a result, they have adopted principles in their designs to increase the participation of people with disabilities in all aspects of life, including participation in sports activities. In fact, the goal is to design barrier-free environments for people with disabilities so that they can go wherever they want with independence and without the need for help. On the other hand, people with physical disabilities who have to use wheelchairs, crutches and other assistive devices, can move around as easily as other people and can easily use the available space and facilities. Therefore, in designing the existing spaces, measures should be taken to remove obstacles

and provide an environment for better and freer use of these people (22).

According to the issues raised, one of the most important places used by the disabled is sports clubs and having suitable sports facilities. Due to the increasing number of disabled people due to the industrialization of societies and also the increase in population, which consequently increases the population of disabled people and also the variety of different sports and also the special need of disabled people to do more physical activity, the need for special clubs Disabled seems necessary. Therefore, due to the presence of people with physical and mobility disabilities as a member of society, the necessary measures should be taken in the planning, design and construction of sports facilities and spaces, So that these people can easily and without any problems use all the spaces, facilities and sports equipment for the comprehensive development of personality dimensions. It should be noted that sports facilities, equipment and spaces should be designed in such a way that in addition to the permanently disabled, it is also easily accessible and usable for people with temporary disabilities for any reason, and on the other hand, the conditions for all Individuals of different communities and strata in these places should be taken seriously (13). In view of the above, new and easier methods should be designed and invented for the disabled so that these people can do sports activities more easily. Therefore, the purpose of this study is to investigate the factors affecting the attraction and participation of physically disabled people in Iran to sports activities with the approach of designing sports venues and complexes tailored to the needs of the disabled, from the perspective of athletes, managers and coaches. by Using Brown and Clark thematic analysis, the researcher examined the main indicators in the field of attraction and participation of the physically disabled in sports activities.

## materials and methods

The present study, according to the main purpose of the research and the issues raised, in terms of applied purpose, was in terms of mixed methodology (qualitative-quantitative) that first the qualitative method and then the quantitative method was implemented. The research method was qualitative, thematic analysis and quantitative ranking method (AHP). The sampling method was qualitative, purposeful and available, and the number of samples was determined according to the researcher's theoretical saturation and 14 people were interviewed. In scientific sources, 12 to 18 interviews are considered sufficient to achieve theoretical saturation (23). The data collection method of this study consisted of several stages. In the qualitative stage, data were collected through semi-structured interviews with the physically and physically disabled, experts and officials of federations and sports boards, as well as other translators related to the disabled, including welfare. According to the theoretical basis of qualitative research, data analysis and coding were performed at the same time as the interview, so that the analysis

of each interview with the previous findings was used as an interview guide and a criterion for selecting subsequent samples. In the qualitative phase to identify research components, data coding was continued until the selective coding stage.

In this way, first the basic codes and then the organizer coding and then compiling the report were done. Nvivo10 software was used to analyze the interview data. In the second stage of the research (quantitative part), the researcher-made questionnaire was made from the heart of the qualitative phase and returned to the most knowledgeable and in other words the most expert samples of the qualitative part to prioritize the components. This stage of the research was analyzed through Expert choice software.

## findings

Demographic characteristics and frequency distribution of experts and specialists present in the research are presented in Table 1.

Table 1. Demographic characteristics and frequency distribution of research samples

education	Abundance	Average research or management background per year	Expertise
Diploma and post-diploma	8	18	Sport Managment
Masters	3	18	Economy
Master and PhD	4	19	Entrepreneurship activists

### Qualitative part

After the interview, the data from the interviews were coded by thematic analysis method during three stages of creating basic concepts, subtopics and themes. In the first stage of coding, the researcher tries to identify the implications of the collected data by reviewing it.

The purpose of creating the basic concepts is to break down the collected data set into the

smallest possible conceptual components, which are given in Tables 1 to 4 below.

\* References in tables means the number of codes in each text of the interview (for example, if the code has source 1, ie it is mentioned in an interview text) and \*\*references means the number of repetitions of each code for (for example, if references are one Code is two, that is, the code is mentioned twice in that interview.

Table 2. Basic concepts of special clubs for the disabled

name	References *	References**
Sports complex for the disabled	1	2
Convenient space	1	1
Convenient service	1	1
The right investment	1	1
Multi-purpose hall for the Board of the Disabled and Veterans	1	1
Handling	1	1
Authorities support	1	1
Spectator Place	1	1
Advertising	1	2
transportation	1	1
Special sports facilities and equipment for the disabled	1	1
Facilities and suitable space at their disposal	1	1

Table 3. Basic concepts of Authorities support

name	References *	References**
Camp expenses	1	1
Requires support for all devices	2	2
Need for education and culture building	1	1
Adaptation of sports halls for the disabled	1	1
Talent identification plan	1	1
Respect for equal rights	1	1
Free provision of sports facilities	1	1
Families support	1	1
Welfare	2	2
Organization Supports		
Support of the authorities in recent years	1	1
Support of the authorities	1	1
Financial support	1	1
National media support	1	1
Supported by federation officials	2	2
Support by Economical businesses	1	1
Sponsors support	1	1
Support	5	7
Preservation Self spirit	1	1
Empowerment of	2	2

name	References *	References**
the disabled		
supply Initial costs	1	1
Preparing the environment for the use of people with physical disabilities and the disabled	3	3

Table 4. Primary concepts of facilities

name	References *	References**
Not having a good efficient coach	1	1
Lack of transportation service	7	11
Lack of health services for the disabled	6	9
No dressing room	5	7
Not having a parking	3	3
Not having a different discipline	1	2
Not having cooling equipment	1	1
Not having coach	1	1
Lack of hygiene	4	6
Not having dedicated club	5	10
There was no motivation	2	2
Not having safety	1	1
Not having facilities	11	38
Material	3	4

<b>problem</b>		
Lack of sports equipment	5	9
Lack of sports space for the disabled	5	8
Unkindness of welfare officials	1	2
Lack of support in time of injury of the disabled	1	1
not doing support	2	3
The negligence of the authorities	5	9
Inattention to the disabled	5	7
Ignoring the spirit of the disabled	1	2
Symbolic and symbolic programs	1	1
Non-standard land	1	1

Table 5. Primary concepts of coaches

<b>name</b>	<b>References *</b>	<b>References**</b>
Lack of an expert trainer	6	7
Not having a coach	4	4
Lack of sufficient knowledge	2	3
Low number of coaches	2	2
Instructor's emotional connection with students	7	17
Not having commiserationTo the disabled	1	2

The second step in the thematic analysis method is to create subtopics for each research question. The purpose of this stage is to establish a relationship between the classes produced in the Primary concepts stage. In the sub-theme creation phase, The code generated in the previous step, in a new way And were rewritten with the aim of making connections between the codes. sub-themes lead to the creation of classes, and All similar codes were placed in their own group.

Table 6. Sub-theme of club impact

<b>name</b>	<b>References *</b>	<b>References**</b>
Suitable service for the disabled	2	3
Care and support	1	1
Efficient and extensive advertising	1	1
Creating special facilities for the disabled	4	5

Table 7. Sub-theme of Support of the authorities

<b>name</b>	<b>References *</b>	<b>References**</b>
Support	9	20
Training and costs	2	3
Auxiliary measures	4	9

Table 8. Sub-theme of Facilities

<b>name</b>	<b>References *</b>	<b>References**</b>
Not having facilities	12	99
Difficulties	8	17
Lack of support from officials	7	23

Table 8. Sub-theme of coaches

<b>name</b>	<b>References *</b>	<b>References**</b>
Lack of coach and Lack of specialized knowledge of coaches	7	16
Coach bond and emotional connection with the disabled	7	19



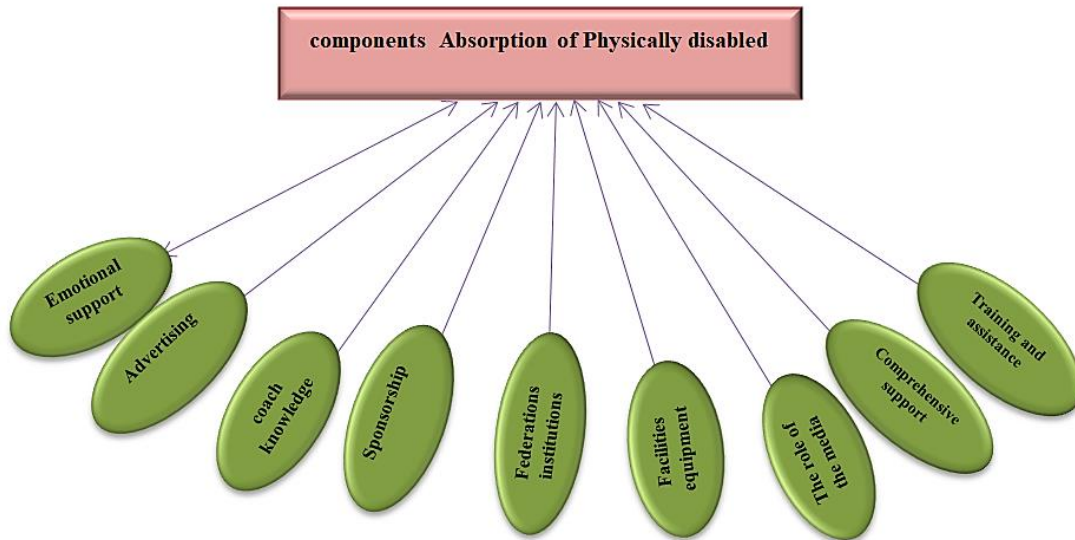


figure 1. Extractive Themes Network

Calculate the weight of the criteria

In this section, the weight and rank of the criteria are calculated using the AHP method. For more accurate results, the calculations are performed both in Excel and in Expert Choice software, which are given below. The list of criteria is given below.

1. Training and Assistance (C1)
2. Support (C2)
3. Deficiencies (C3)
4. Federations and Institutions (C4)
5. Coach Knowledge (C5)
6. Communication skills (C6)

7. Emotional support (C7)
8. Sponsorship and Advertising (C8)
9. The role of the media (C9)
10. Comprehensive support (C10)
11. Facilities and equipment for absorption (C11)
12. Advertising (C12)

Formation of pairwise comparisons

In the first part, a pairwise comparison between 12 criteria based on the range 1 to 9 was performed by 10 experts, then the comparisons were merged with the geometric mean method, which is shown in Table 9.

Table 9. pairwise comparison of strategies

	Training and Assistance	Support	Deficiencies	Federations and Institutions	Coach Knowledge	Communication skills	Emotional support	Sponsorship and Advertising	The role of the media	Comprehensive support	Facilities and equipment for absorption	Advertising
Training and Assistance	1	0.211	0.308	0.283	0.768	1.282	1.002	0.254	0.501	0.225	0.516	1.007
Support	4.739	1	2.107	2.43	2.561	2.021	0.933	1.374	2.031	2.042	0.626	0.907
Deficiencies	3.247	0.475	1	0.643	0.977	0.414	0.269	0.371	0.426	0.243	0.168	0.15
Federations	3.53	0.412	1.55	1	3.34	3.03	0.97	0.60	0.96	0.64	0.248	0.21

<b>and Institutions</b>	4		5		5	4	2	5		9		7
<b>Coach Knowledge</b>	1.30 2	0.391	1.02 4	0.29 9	1	1.61 9	0.91 1	0.31 4	0.83 6	0.70 6	0.175	0.22
<b>Communication skills</b>	0.78 0	0.495	2.41 5	0.33 0	0.61 8	1	0.40 9	0.19 6	0.32 9	0.35 5	0.186	0.12 8
<b>Emotional support</b>	0.99 8	1.072	3.71 7	1.02 9	1.09 8	2.44 5	1	0.19 5	0.36 4	0.47 4	0.271	0.23 3
<b>Sponsorship and Advertising</b>	3.93 7	0.728	2.69 5	1.65 3	3.18 5	5.10 2	5.12 8	1	3.25 1	3.98 7	0.957	0.94 6
<b>The role of the media</b>	1.99 6	0.492	2.34 7	1.04 2	1.19 6	3.04 0	2.74 7	0.30 8	1	1	0.297	1.00 7
<b>Comprehensive support</b>	4.44 4	0.490	4.11 5	1.54 1	1.41 6	2.81 7	2.11 0	0.25 1	1	1	0.229	0.90 7
<b>Facilities and equipment for absorption</b>	1.93 8	1.597	5.95 2	4.03 2	5.71 4	5.37 6	3.69 0	1.04 5	3.36 7	4.36 7	1	0.15
<b>Advertising</b>	0.99 3	1.103	6.66 7	4.60 8	4.54 5	7.81 3	4.29 2	1.05 7	6.53 6	4.42 5	1.229	0.21 7

Normalization of the pairwise comparison matrix

To normalize pairwise comparisons, we divide each value by the sum of its column values. The normalized matrix is given in Table 10.

Table 10: Normal comparisons

	<b>Training and Assistance</b>	<b>Support</b>	<b>Deficiencies</b>	<b>Federations and Institutions</b>	<b>Coach Knowledge</b>	<b>Communication skills</b>	<b>Emotional support</b>	<b>Sponsorship and Advertising</b>	<b>The role of the media</b>	<b>Comprehensive support</b>	<b>Facilities and equipment for absorption</b>	<b>Advertising</b>
<b>Training and Assistance</b>	0.035	0.025	0.009	0.015	0.029	0.036	0.043	0.036	0.024	0.012	0.087	0.168
<b>Support</b>	0.164	0.118	0.062	0.129	0.097	0.056	0.040	0.197	0.099	0.105	0.106	0.151
<b>Deficiencies</b>	0.112	0.056	0.029	0.034	0.037	0.012	0.011	0.053	0.021	0.012	0.028	0.025
<b>Federations and Institutions</b>	0.122	0.049	0.046	0.053	0.127	0.084	0.041	0.087	0.047	0.033	0.042	0.036
<b>Coach Knowledge</b>	0.045	0.046	0.030	0.016	0.038	0.045	0.039	0.045	0.041	0.036	0.030	0.037
<b>Communication skills</b>	0.027	0.058	0.071	0.017	0.023	0.028	0.017	0.028	0.016	0.018	0.032	0.021
<b>Emotional support</b>	0.035	0.127	0.110	0.054	0.042	0.068	0.043	0.028	0.018	0.024	0.046	0.039
<b>Sponsorship and Advertising</b>	0.136	0.086	0.080	0.088	0.121	0.142	0.219	0.143	0.158	0.205	0.162	0.158
<b>The role of the media</b>	0.069	0.058	0.069	0.055	0.045	0.085	0.117	0.044	0.049	0.051	0.050	0.025
<b>Comprehensive support</b>	0.154	0.058	0.121	0.082	0.054	0.078	0.090	0.036	0.049	0.051	0.039	0.038
<b>Facilities and equipment for absorption</b>	0.067	0.189	0.176	0.213	0.216	0.149	0.157	0.150	0.163	0.224	0.169	0.136
<b>Advertising</b>	0.034	0.130	0.197	0.244	0.172	0.217	0.183	0.152	0.317	0.227	0.208	0.167

Calculate the weight

To calculate the weight, it is enough to take the arithmetic mean from the data in Table 10 as a row. The results are given in Table 11 to determine the weight of the criteria.

Table 11: Weight and rank of Criteria

	Weight	Rank
<b>Training and Assistance</b>	0.043	9
<b>Support</b>	0.110	4
<b>Deficiencies</b>	0.036	11
<b>Federations and Institutions</b>	0.064	6

<b>Coach Knowledge</b>	0.037	10
<b>Communication skills</b>	0.030	12
<b>Emotional support</b>	0.053	8
<b>Sponsorship and Advertising</b>	0.141	3
<b>The role of the media</b>	0.060	7
<b>Comprehensive support</b>	0.071	5
<b>Facilities and equipment for absorption</b>	0.168	2
<b>Advertising</b>	0.187	1

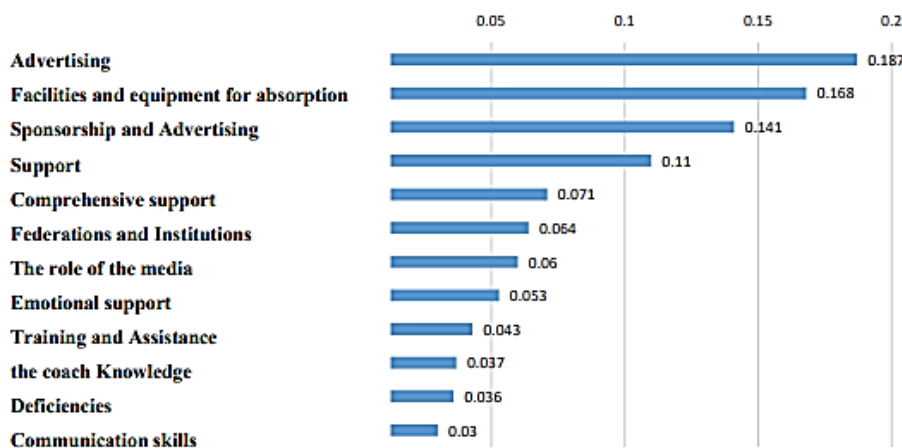


Figure 1: Weight And Priority of criteria

Incompatibility rates of pairwise comparisons

The incompatibility rate is calculated to check the accuracy of completing the comparisons. The incompatibility rate calculations are based

on Equations 1 and 2, which are given in Table 12. The results show that the incompatibility rate (RI) is equal to 0.092 and because it is less than 0.1, it shows the acceptable compatibility of this pairwise comparison.

Table 12. Incompatibility rate of pairwise comparisons in the micro state

	$\lambda$	$\lambda_{max}$	I.I	R.I.I	incompatibility rate (RI)
<b>C1</b>	13.242	13.546	0.141	1.53	0.092
<b>C2</b>	13.473				
<b>C3</b>	13.454				
<b>C4</b>	13.383				
<b>C5</b>	13.520				
<b>C6</b>	13.353				
<b>C7</b>	13.274				
<b>C8</b>	13.794				
<b>C9</b>	13.766				
<b>C10</b>	13.959				
<b>C11</b>	13.594				

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C12 13.739

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Validate results with software

To check the validity of the results, Expert Choice software has been used. First, pairwise comparisons are entered into the software, then the weight of the criteria is calculated, which is shown in Figure 2. Based on this, the weight of the criteria is completely in line with the weight

calculated in Excel. The slight difference between the weights is due to the different weight calculation algorithm. Because in Excel the arithmetic mean algorithm is used and in the software the special vector algorithm is used to calculate the weight, but the ranks are always the same.

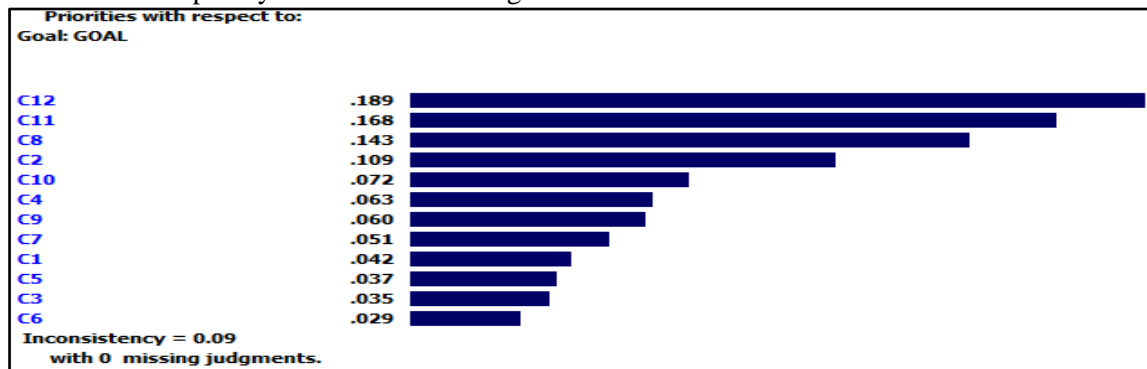


Figure 2: Criteria weight output from Expert Choice software

## Discussion and conclusion

In the face of the challenges of a sedentary and inactive lifestyle, today much attention has been paid to physical activities in the physiological and psychological dimensions associated with regular participation in physical activity, and evidence shows that participation in sports and physical activity improves fitness. It is associated with health, improving bone health, reducing body fat, and reducing depressive symptoms (24). Achieving and maintaining health is no less important for people with disabilities than other people in society, and it is even more challenging. In recent years, the health and well-being needs of people with disabilities have been increasingly considered in line with public health (25).

The aim of this study was to identify and rank the effective factors in attracting physically disabled people to sports activities. According to the analysis performed to obtain the most important components of the research, the researcher obtained many codes. And after refinement and integration, the original codes were identified, And in the quantitative stage, the extraction components were classified.

Based on the results of Jeong (2015) research, Currently, only three percent of people with physical disabilities are involved in sports for the disabled. Despite these very low statistics, about 50% of people with physical disabilities stated that they were interested in getting the opportunity to exercise consistently; Therefore, it is very important to look for this major gap in the discussion of sports for the disabled How to increase the Absorption and participation of these people in sports (26).

Wicker and Breuer (2014) examined the role and place of clubs and sports venues in the participation of people with disabilities in sports and showed that most clubs that provide sports for the disabled were not specifically designed for this purpose, and This is a factor that prevents the attraction of people with disabilities in sports (18). Jaarsma et al. (2014) in their research identified barriers related to facilities and equipment as one of the important barriers to physical activity of the disabled (27). According to Devine (2016), not only is access to sports facilities and equipment important, but also people with disabilities should be able to use these facilities and in practice have optimal use of these facilities and infrastructure facilities. In other words, physical activity during leisure time develops

and increases when sports facilities and equipment are available and people with disabilities can use them for exercise and physical activity (17). Yazisiglou et al. (2012) in a study of people with disabilities who participated in physical activity and exercise programs, They found that these disabled people had higher quality of life and satisfaction than passive disabled people and had a high percentage of self-confidence in personal life affairs (28). In addition, a study of people with physical disabilities showed that problems at the level, transportation, access to information, quality of supervision and supervision, and compatibility of sports facilities were among the most important obstacles. They also found that family support is an important factor in attracting and involving people with disabilities in sports and their life satisfaction. These studies confirm that family support is one of the important pillars of the tendency of people with disabilities to participate in sports and engage in health-related activities. According to the researchers, to improve people's participation in sports programs, the positive aspects of sports such as entertainment, health and social contact should be emphasized. The results of sports participation of healthy people without disabilities showed that lack of sufficient time, lack of motivation and difficulty in accessing sports facilities were the most important barriers to attracting people with physical disabilities. Ashrafi et al. (2013) in their research have pointed out that financial problems are the first obstacle to the presence of people with disabilities in sports activities (29). However, in some other studies, in terms of ranking, the financial barrier is in the second and later ranks and has not been the most important barrier; For example, Kiani et al. (2012) and Rashid Lamir et al. (2015) reported the financial barrier as the second barrier to participation (30, 31). One of the extractive components was the role of the media in attracting people with physical disabilities. The role of the media and communication industries is vital in drawing global attention to sport and social justice, disrupting traditional perceptions, and fostering meaningful new communication methods. At present, sports for

the disabled have a small presence in the country's media and have been somehow ignored. Among radio and television programs, the share of sports for the disabled is very small. Sports Pages Most sports magazines are mostly stocked with sports-related news, reports, and interviews of healthy people attending events large and small, And news related to sports for the disabled has a small percentage. Among the activities that the media and the press can do to increase the participation of people with disabilities in sports is information through the production of appropriate content, Widespread television broadcast of sports events for the disabled, The attention of the print media and the increase of public awareness is through the mass media. In their research, McPherson et al. (2016) stated that images used in the media can teach, inform, and challenge common stereotypes of disability. Changing the paradigm in representing disability requires special attention in the field of Paralympic sports communication (32). Since 1964, the Paralympic Games have become a unique scenario for supporting athletes with disabilities. In other words, it is the only point of display for sports for the disabled (33). It has also become a significant tool for citizen participation, social inclusion and sustainability (34). However, seeing the achievements of Paralympic athletes is still not comparable to the coverage and attention of athletes without disabilities. In this regard, the content analysis of 32 news items presented in daily news programs showed the common frameworks in the media representation of para-sports athletes. According to the results of a study conducted by Rees (2019) by highlighting and optimally portraying the dominant media coverage of national athletes, the absolute prominence of the Spanish Paralympics and their achievements in various sports in the stories broadcast by the program Daily news items were identified (35). This media narrative was consistent with Karen De Pau's (1997) proposition of (not) seeing disability, Which highlights athletic performance as the main condition of the athlete, although disability is a minor difference (36). Research findings by Richardson et al. (2019) on coverage of the

Paralympic Games confirm this framework. Information by the media should be in the geographical area of the country and in the hours of viewing and the presence of many audiences and with the volume of the program to fit the population of veterans and the disabled and its feedback has been examined and Finally, by eliminating the existing problems, they should prepare complete and codified programs with the aim of attracting this group to sports and considering the health of the people of the society (37).

According to the results of Wilhite and Shank (2009), the availability of recreational-competitive sports programs for people with disabilities can be a very strong factor in the pursuit and participation of sports and the positive interaction that results from participation in sports. , Expands the interaction between disabled and non-disabled people and also creates more interaction between people with disabilities. Ultimately, this will create a logical balance between the use of virtual social networks and participation in recreational sports activities (38). Taliaferro and Hammond (2016) in their research stated that difficulty in accessing information and poor information is one of the major barriers for people with disabilities to engage in physical activity. However, in other studies, the media barrier has not been addressed as one of the important barriers or has been less addressed (39).

Today, with the proliferation of audio-visual media as well as new media such as blogs, websites and news agencies, more attention is expected to be paid to sports for the disabled. And news and information about sports for the disabled at the community level, more reflected. Unfortunately, most sports news and information is about healthy people, especially at major world and Olympic events. And less attention is paid to the disabled; Therefore, it seems that the media, and especially the sports media, should consider this important segment of society as a high priority in order to fulfill their mission and social responsibilities. Obstacles faced by people with physical disabilities in the Iranian athlete community include many social areas, including family

life, emotional and comprehensive support, social participation, school, work, and sports. Even if their right to life in society is enshrined on a similar basis to others in the United Nations Convention on the Rights of Persons with Disabilities, they face discrimination and inequality in all situations And they are not given the same opportunities for full participation in society (40). Also, the lack of support from family, friends and acquaintances and negative attitudes at the community level are among the negative components affecting this area. According to Devine (2016), social aspects are one of the important factors in the participation of people with disabilities in physical activities and are related to social interactions with friends, teachers, staff and other participants. Sports organizations should be committed to providing appropriate training and guidance to staff and individuals in the field to provide appropriate methods, techniques and social aspects for participation (17).

Darcy et al. (2017) also conducted a study entitled Enabling inclusive sport participation: Effects of disability and support needs on constraints to sport participation. The findings of this study showed that the type of disability and the level of support needs cause fundamental changes in the limitations of participation and non-participation. In other words, the level of disability is the most important factor in the participation of people with disabilities in sports (41). Richardson et al. (2017) In their research, they found that four issues affect the attraction of people with physical disabilities to sports, including: 1) experience of improving health, 2) perceived conflict between stadium values and disability, 3) the impact of previous club identity, and 4) Experiences of psycho-emotional disability (37). The managers of the federation need a well-written plan in order to implement the desired goals and to promote the sport of the physically disabled. On the other hand, the priority of sports for the disabled for other organizations (such as welfare, education, Ministry of Sports and Youth, municipality) is an important aspect that has been neglected. Managers can provide the ground for attracting

the disabled in sports by developing indigenous and local sports. In this regard, one of the influential factors is the codified planning of the federation and institutions. Strategic planning is a process to equip the resources of the organization and unite its efforts to achieve long-term mission and goals, given the internal and external facilities and constraints of the organization. Organizations can do better this way; React more appropriately to your environment. Strategic plans for the disabled have been reported in part or in part. For example, in the strategic plan of the International Paralympic Committee (2018-2015), items such as empowering athletes to achieve a transcendent and inspiring world; Consolidation of the Paralympic Games as a top sporting event; Fostering and excelling sports with a social and global approach through the Paralympic Games; Empowering athletes and supporting the development of sports; Increase and improve equal opportunities for athletes to improve the Paralympic level; Increase access to sports at all levels to the elite level is considered. Strategies of the goals of the Veterans and Disabled Federation of the country in the form of issues such as youthfulness and launching and activating various sports with special attention to priority disciplines; Special attention has been paid to education, research and scientificization of sports. In this regard, Armandnia et al. (2017) found in their research that the championship sport of veterans and the disabled of the Islamic Republic of Iran has 7 strengths and 8 weaknesses and faces 8 opportunities and 8 threats. Accordingly, 9 strategies, including three strategies, including the development of human resource development with a core education approach, diversity and new technologies, equipping and financial support, utilizing external support to develop infrastructure and improving benefits. Locations, equipment and processes were developed for it. Therefore, these delegations and federations should try to maintain these strengths and use their effects for other components of their strategic plan (42). Coach knowledge was one of the components obtained in the present study, which shows that it is one of the important factors in attracting

people with physical and motor disabilities, and in today's world, which has made great progress in terms of training science and technical issues. , Instructor's knowledge is recognized as an influential component. This finding is based on the results of Armandnia et al. (2017) On the level of technical and theoretical knowledge of coaches; And also with the results of research by Rahimi Sogandi et al. (1397) In cases such as the lack of a system for identifying and cultivating sports talents and the lack of comprehensive vision and programs for the development of sports for veterans and the disabled is consonant(42). In this regard, according to Aghajani , Majidi , Askari Kachosenki (2013) examined the role of the country's sports media in promoting sports in the community of veterans and the disabled, The results showed that the media has an important role in guiding, inclining and attracting veterans and the disabled to sports. This should be done first by broadcasting news and programs related to the sports of veterans and the disabled through mass and popular media such as radio and especially television, in Full of audience Time and its continuation, and the implementation of a special program in During the week and at appropriate times and also It should also be done through the publication of a specialized monthly and its distribution throughout the country, and serious attention should be paid to it in order to find its audience. By changing the attitude of people in society using methods such as increasing awareness of others about the needs of people with disabilities in sports, family awareness and education and other educational centers, respect for the rights of people with disabilities, creating a sense of responsibility towards people with disabilities, creating belief The effect of sport on the target community, changing the community's attitude towards the disability of individuals, can improve social responsibility towards society's attitude towards the disabled (43).

Gaps in every field, from performance to individual-environmental context factors, can lead to reduced participation. At some point in life, relatively few people with disabilities participate in regular exercise. This indicates

that there is inequality in the opportunity to pursue or access sports, which studies show is due to a range of factors at the individual, social and environmental levels. As a result, we need to consider adapting physical activity for people with disabilities to adapting and standardizing physical activity for all people. Because the variety of reasons for people to do sports, their different backgrounds and their uniqueness, all require this, and it is a kind of need of all societies with regard to the remarkable progress of the present age. Such an approach will lead to more people with physical disabilities exercising during their lifetime, which will benefit everyone, both individually and socially, and given the percentage of people with disabilities in terms of character enhancement. Personality traits can be very important and significant. Extensive recommendations for engaging in physical activity for the physically challenged, or for becoming more physically active without a systematic and well-planned framework for identifying key problem areas, are likely to fail. Understanding the disorders, activity limitations, and participation constraints, in the context of individual-environmental factors, is the first step toward developing more accurate and appropriate programs that are more likely to succeed. Based on the issues raised and the findings obtained, it is suggested that a study be conducted in the field of the role of social networks and new media in attracting and developing sports for the physically challenged and providing a structural model in this field. As a native model that is effective from the qualitative findings obtained in the development of sports for the physically disabled. Also, according to the findings, it is suggested that the effect of emotional, social and cultural support on the attraction and participation of the physically disabled be done.

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