

The effect of media tourism and sports diplomacy on product brands

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Abstract

The purpose of this research is The effect of media tourism and sports diplomacy on product brands. This is a correlational study and the statistical population of this study is PhD students in sports in Iran. Based on Morgan's table, 150 Individuals were selected by random method. In order to achieve the research goals, a comprehensive list of sports indicators was prepared and adjusted and a researcher - made questionnaire was developed. The validity of the questionnaire was confirmed by 15 sports management professors and their reliability was in a preliminary study with 30 subjects and Cronbach's alpha was calculated to be 0.909 . Descriptive and inferential statistical methods such as exploratory factor analysis, and confirmatory factor analysis were used to analyze the data using SPSS and LISREL software. The results showed that the main variables have eight general dimensions of sport tourism, sport diplomacy, sports investment, sporting-cultural, sports exports, sports people-sports, sports achievements and media sports, and has a total of 50 indicators. According to the results of the research and the identified indicators, the proposed model is a suitable theoretical model for sport indicators affecting the brand of the country.

Keywords: Sports tourism, sports management, media, brand.

1. Introduction

A brand can represent the position of a product or company in the market and allow consumers to easily judge it and make the right choice (Akyildiz et al., 2018) . One of the essential characteristics of a brand is its value, which has a significant impact on creating differentiation in the brand, improving brand performance, and gaining a competitive advantage (Shamma et al., 2012) . Brand equity is built for the organization by the brand name. It is a multidimensional structure that includes attitudinal and behavioral aspects. Various studies have shown that real value is not in the product or service but actual and potential customers, and it is the brand that creates real value in the minds of customers (Keshtkar, 2015) . Corporate reputation has been around since the 1950s by marketing researchers. However, the exact definition of reputation is not yet provided by marketers. Reputation is defined in different ways based on other dimensions.

In economic settings, reputation is defined as a reflection of a company's past activities that affect the future performance of its stakeholders (Davis et al., 2013) . In strategic management, reputation is referred to as intangible, which is unimaginable and unique, and shapes stakeholders' feelings towards a company. In marketing science, reputation describes associates people attribute to a company that can attract customers,

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increase their loyalty, and strongly influence the buying and selling process. Put. Researchers have found that companies are paying more attention to their company reputation (Mishina et al., 2012). Some factors increase public awareness of companies' actions and their extensive coverage. The companies' growing need for interest groups, increasing companies' demand for word-of-mouth marketing, increasing the importance of consumers' personal experience of a company's services and products, Has caused the importance of reputation for companies to double compared to the past (Shamma, 2012).

A study of the researchers' findings shows that there is no accurate and appropriate model in sports, and this research has tried to address this shortcoming. The results of the above-mentioned researches and the views of experts have been used to gather the basic principles of the research subject. Since the need to pay attention to sports indicators affecting the country's brand is more visible than before, and on the other hand, in sports management, it is necessary to use valid information tools to collect comprehensive data, the researcher has decided. Is to provide a model of sports indicators affecting the country's brand in order to achieve the desired goals. Given the importance and essential role of sports in the promotion and development of the country, the present study intends to first answer these questions: What are the components and indicators of sports affecting the country's brand? Also, what is the optimal and executive model for the greater effectiveness of sports on the country's brand?

2. Literature Review

A brand is a term, a symbol or a name that aims to create a distinctive identity for a product or service of a seller in front of competitors. In fact, the word brand is derived from the Scandinavian word "brander" which means to burn. So that these signs are still used by ranchers to identify their animals. According to the theory of the American Marketing Association, a brand is: a name, phrase, symbol, design, or a combination of these. The goal is to identify the goods and services from a seller with a group of sellers and to distinguish them from each other in economic competition. is provided. With the expansion of the globalization of sports, competitiveness has become an important factor in the direction of marketing policies. One of the most important policies that every organization uses to identify its products and services from other competitors is the brand name. Determining the brand name is one of the important decisions in marketing strategies.

There is a fundamental belief in the field of country branding that if one country does not actively define and identify itself, others will do so in a negative and destructive way, mainly with the help of metaphors and myths (Papadopoulos, 2002). . If the country's brand is to have a wide reflection and a deep connection with the whole society, social procedures and phenomena related to the concept that sport is an important part of it should be considered and its results should be applied (Masoomzadeh, 2019). One of the most important researches in the field of the country's brand is Anholt's research, which presented the country's brand index in order to measure the image and reputation of the countries of the world. This index examines the status of national brands in six dimensions (tourism, exports, people, investment and migration, governance and culture and cultural heritage), which include culture and cultural heritage, including music, film, art, literature, as well as Exercise (Anholt and GMI, 2017). Dini also presented a conceptual model of the country's brand in a study that shows the multifaceted nature of the country's brand structure. In this model, sport is mentioned as one of the key components of a country's brand identity and as a means of transmitting a country's identity (Dinnie, 2018). For this reason, sport has become an increasingly important part of the country's brand; because many people's perceptions of a country, its people, and their abilities and values are shaped by how national teams compete in international competitions. Hong Kong gained a great deal of fame from reviving its famous rowing competitions, and there is no reason why other countries or territories could not revive or invent their own unique sport to reflect the characteristics of the place and life of its people (Athol, 2019). John and Lee also concluded that hosting international competitions such as the Olympic Games or the FIFA World Cup could have a significant impact on promoting and re-creating a global mentality for host countries (Jun & Lee, 2007). John's research concluded that international sporting events such as the World Cup and Korean sponsors of such events and the Olympic Games have had a positive effect on South Korea's image (Jun, 2016). Kim also showed in a study that a sporting event such as the Olympics strengthens the host country's economy and also promotes the host country's brand (Kim, 2011). Jimmy also showed in a study that the sport of Taekwondo, the traditional

martial arts in Korea, is one of the key factors in imagining Korea (Kim, 2011). The theory is that non-branded governments will have difficulty attracting foreign political and economic support. According to this theory, the image and reputation of any country will become an integral part of the latent and strategic values of that country. A strong and positive country brand acts as its competitive advantage in today's globalized economies (Olins, 2000). Countries and presenting a positive or negative image of them, the emptiness of how sports affect the field and conducting such studies in the field of branding as structural contexts to achieve a relevant strategy and planning seems necessary.

3. Methodology

The current research is considered to be one of the applied researches and tool development. The methodology was done quantitatively and using the questionnaire tool, and in terms of the method of collecting information, it is field and in terms of controlling the variables, it is non-experimental. The statistical population of this research was the sports science doctoral students of Iran. From the number of 280 doctoral candidates of physical education in public universities who were studying in 2020 and 2021 according to Morgan's table, 150 people were randomly selected and a questionnaire was created by the researcher, which was explained to the selected professors. This research was done between 2020 and 2021. One of the reasons why the researcher of his statistical community chose physical therapy doctoral students is because these people have more expertise in organizing sports events and a more complete understanding of sports tourism than other physical education courses, and during their studies, they are fully familiar with They have a variety of sports brands. This research was conducted to collect data after examining the answer sheets and the following findings were obtained. In the data analysis, in addition to calculating descriptive indices (including calculation of frequency distribution tables, percentages and calculation of central tendency and dispersion indices such as mean), inferential indices were calculated.

4. Findings

Table No. 1, first, Pearson's univariate correlation coefficients were calculated between the research variables, and then the significance of the calculated correlation coefficients was tested in the statistical community. Therefore, the t-test was used to test the significance of the correlation. According to the reported results, except for the two variables "Sports Exports" and "Sports Successes", the correlation coefficient between other research variables is significant at the 95% confidence level. The highest significant correlation was reported between the "cultural sports" variable and the "sports success" variable ($r = 0.76$) and the lowest significant correlation coefficient was between the "cultural sports" variable and the "sports exports" variable ($r = 0.17$). It has been reported. In general, it can be seen that the degree of correlation between the mentioned components is generally moderate and good.

Table 1. Correlation of variables and their significance

Dimensions	Sport tourism	Sports diplomacy	Sports investment	sporty-cultural	Sports exports	People-Sports	Sports success	Media sports
Sport tourism	1.00							
Sports diplomacy	0.60	1.00						
Sports investment	0.36	0.44	1.00					
sporty-cultural	0.62	0.73	0.37	1.00				
Sports exports	0.39	0.19	0.33	0.17	1.00			
People-Sports	0.64	0.64	0.32	0.72	0.25	1.00		
Sports success	0.59	0.64	0.29	0.76	0.07	0.75	1.00	
Media sports	0.41	0.41	0.57	0.41	0.48	0.48	0.34	1.00

In order to check the suitability of the data for factor analysis, KMO test was used, the value of which always fluctuates between 0 and 1. The results of Table 2 show that the significant number of KMO for all variables is more than 0.7, so it can be said that the data are suitable for factor analysis. The Bartlett test was also used to ensure the appropriateness of the data that the correlation matrix that underlies the analysis is not equal to zero in the population. The results of Table 2 show the assurance of sampling adequacy; because the significance number of Bartlett test is (sig <0.05).

Table 2. Bartlett and Kaiser Meyer and Oaklyn (KMO) test results

Row	Variable	Results KMO	Bartlett sphere results		
			Squared	Degrees of freedom	You have meaning
1	Sport tourism	0.763	551.967	36	0.000
2	Sports diplomacy	0.645	297.190	21	0.000
3	Sports investment	0.639	364.197	28	0.000
4	sporty-cultural	0.856	778.331	45	0.000
5	Sports exports	0.766	19.631	1	0.000
6	People - Sports	0.753	78.667	3	0.000
7	Sports success	0.763	716.127	21	0.000
8	Media sports	0.753	118.653	6	0.000

The results of confirmatory factor analysis of each of the research variables were obtained by LISREL software separately for each variable, the results of which are shown in Table 3. It should be noted that in order to reduce the variables and consider them as a variable, the resulting factor load must be greater than 0.3.

Table 3. Parameters of confirmatory factor analysis of the first order of sports indicators affecting the country's brand

Factor	Question number	Question	β	T**	Multiple correlation squares
Sport tourism	1	Holding tourist tours	0.30	3.68	0.28
	2	The beauty and cleanliness of sports venues	0.74	10.32	0.65
	3	Order in sports venues	0.95	14.77	0.79
	4	Presence of foreign sports reporters	0.78	11.04	0.72
	5	Proper welfare service infrastructure	0.74	10.27	0.69
	6	Visiting historical and cultural places	0.51	6.50	0.45
	7	Visit the natural and climatic environment	0.58	7.48	0.36
	8	Visit modern buildings	0.63	7.86	0.52
	9	Possibility of camping for foreign teams in the country	0.46	5.74	0.24
Sports diplomacy	10	Hosting international sporting events	0.84	6.12	0.73
	11	Participation of sports teams in international competitions	0.94	8.24	0.79
	12	Sports interactions with renowned countries	0.70	10.53	0.69
	13	Holding friendly matches with the best teams in the world	0.46	11.63	0.32
	14	Acquisition of international sports management seats	0.94	6.82	0.56
	15	Holding sports equipment exhibitions	0.92	5.54	0.88
	16	Hosting world-class refereeing and coaching classes	0.35	5.54	0.32

Sports Investment	17	Establishment of international sports schools	0.31	9.12	0.28
	18	Attract global brand sponsors	0.38	9.91	0.32
	19	Selling sports club stocks on the stock exchange	0.69	12.39	0.49
	20	Assignment of sports venues and facilities on the stock exchange	0.79	7.81	0.76
	21	Encourage and facilitate the activities of transnational corporations	0.68	10.24	0.54
	22	Reducing foreign sports debts	0.87	10.69	0.83
	23	Ensuring foreign investment security	0.42	7.28	0.32
	24	Establish branches of large commercial enterprises	0.47	12.73	0.41
Cultural sports	25	Observe ethical issues and play fair	0.92	12.41	0.82
	26	Respect for human rights and care for it	0.88	11.54	0.75
	27	Respect the competitor	0.83	10.39	0.69
	28	Respect for the referee and the rules	0.85	10.85	0.78
	29	Do not doping players	0.77	9.29	0.65
	30	Lack of time by players	0.87	11.09	0.63
	31	No harassment by players	0.57	6.10	0.54
	32	Fair judgment of Iranian referees at the international level	0.74	9.06	0.72
	33	Observance of moral issues by spectators	0.79	9.56	0.61
	34	Observance of ethical issues by players	0.76	8.83	0.64
Sports exports	35	Production and export of quality sports goods	0.83	9.75	0.78
	36	Establishment of international sports schools	0.74	9.05	0.69
Popular sports	37	Earn international titles	0.75	9.25	0.67
	38	Involvement of players in philanthropy	0.63	8.58	0.49
	39	Proper hospitality and hospitality	0.87	10.90	0.81
Sports success	40	Increasing the number of medals won in international competitions	0.75	10.24	0.63
	41	Quality of medals received in international competitions	0.63	8.12	0.56
	42	The presence of legionnaires in prestigious world leagues	0.87	12.96	0.78
	43	Presence of the country's coaches in prestigious world leagues	0.82	11.88	0.69
	44	Successful judging of judges in prestigious competitions	0.85	12.40	0.58
	45	The country's position in the ranking of Olympic and Paralympic medals	0.88	13.18	0.72
	46	Earn top rankings in world competitions	0.81	11.61	0.76
Media sports	47	Activity of international news networks	0.76	9.06	0.65
	48	The influence of sports media in the world	0.97	12.84	0.79
	49	Coverage of sports news by international media	0.54	6.56	0.45
	50	Creativity in live broadcast competitions	0.46	5.52	0.42

As can be seen in Table 4, all the indicators are reported to be very desirable and the model is very relative to the data, which indicates that the items are consistent with the theoretical structure and all the questions and the factor. The mentioned issues can be integrated in the questionnaire of sports indicators affecting the country's brand.

Table 4. Fit indicators of confirmatory factor analysis of sports indicators affecting the country's brand

Index name	df/(χ^2)	RMSEA	NFI	NNFI	CFI	GFI	AGF
Value quality	1.90	0.072	0.91	0.90	0.94	0.94	0.92

Considering the conceptual and managerial logic and consulting with experts, the names and the final model for these sub-categories are presented.

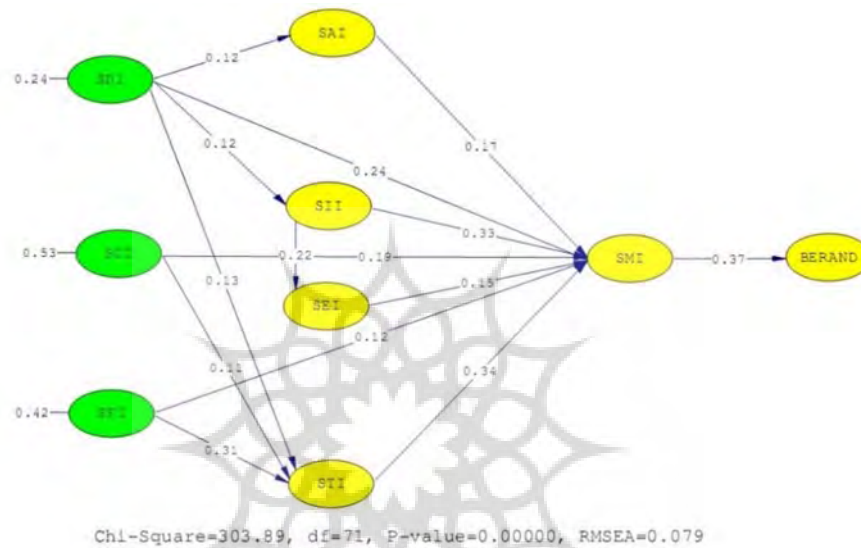


Figure 1. Model of structural equations of sports indicators affecting the country's brand

According to the conceptual model, predictor variables (sports tourism indicators, sports diplomacy indicators, sports-investment indicators, sports-cultural indicators, sports export indicators, sports-people indicators, success indicators Sports, media sports indicators) directly and indirectly affect the criterion variable (country brand). The table below shows the amount of these coefficients.

Table 5. Coefficient and significance of direct, indirect effects of all predictor variables on criterion variable

Variable forward	Criterion variable	Type of effect	β	T**
Sports diplomacy	Sports success	direct	0.12	3.45
		direct	0.12	3.61
		direct	0.13	6.85
	Media sports	direct	0.24	7.65
		Indirect (through sporting success)	0.02	3.12
		Indirect (through sports investment)	0.04	3.65
		Indirect (via sports exports)	0.004	5.25
	Total		0.654	8.65

Variable forward	Criterion variable	Type of effect	β	T**
	Country brand	Indirect (through sporting success)	0.007	3.45
		Indirect (via media sports)	0.089	6.65
		Indirect (through investment and media sports)	0.015	4.71
		Indirect (through investment and export and media sports)	0.001	3.26
		Total	0.112	6.83
	Sport Tourism	direct	0.11	2.89
		direct	0.19	3.74
Cultural sports	Media sports	Indirect (via sports tourism)	0.37	2.26
		Total	0.337	4.58
	Country brand	Indirect (via media sports)	0.07	3.12
		Indirect (via tourism and media sports)	0.014	2.89
		Total	0.084	6.52
Popular sports	Sport Tourism	direct	0.31	4.87
	Media sports	direct	0.12	8.56
	Country brand	Indirect (via media sports)	0.044	4.65
		Indirect (via tourism and media sports)	0.039	4.36
		Total	0.513	8.65
Sports success	Media sports	direct	0.17	6.65
	Country brand	Indirect (via media sports)	0.063	5.63
		Total	0.233	7.52
Sports Investment	Media sports	direct	0.33	6.54
	Country brand	Indirect (via media sports)	0.12	4.65
		Total	0.45	7.49
Sports exports	Media sports	direct	0.15	6.96
	Country brand	Indirect (via media sports)	0.055	4.31
		Total	0.568	7.58
Sport Tourism	Media sports	direct	0.34	6.53
	Country brand	Indirect (via media sports)	0.126	4.63
		Total	0.466	8.69
Sports media	Country brand	direct	0.37	7.89

5. Discussion and Conclusion

The effect of media tourism and sports diplomacy on product brands. In recent decades, the issue of branding in tourism has become very important. The highly competitive markets of today's world require tourist destinations to create an identity. Uniqueness has become more necessary, in a way that other countries do not. They can attract tourists despite the natural attractions, cultural and historical heritage be successful. In the meantime, countries have been successful in attracting tourists who have developed their own tourism brand based on their existing potentials and talents. There have been short-term and long-term programs. A country's reputation has a direct and measurable impact on various aspects of its relationship with other countries and plays a key role in its economic, social, political and cultural development. The country's reputation does not

only help consumers make millions of daily purchases, It also influences larger decisions, for example, governments decide on foreign investment; International sports, entertainment and talent competitions decide which country or city will host their next event; Even governments choose their allies in times of international conflict (Athol, 2019). Dinnie (2008) mentions sports as key components of national identity and a tool to achieve the country's brand. Also in the field of national brand, "country" is equivalent to the brand umbrella and sports as a supporting brand and a subset of the country's brand. Maydand (Dinnie, 2018). In our age of global connectivity, branding can play an important role in helping developing countries or even superpowers to implement sustainable development programs, helping the country's brand to sustainable development Can be achieved by creating a positive image of a country that is responsible for environmental issues, and despite the fact that The concept of the country's brand is of particular importance, but the community of researchers and human resource users have not provided the same definition and the issue of sports indicators affecting the country's brand has not been studied so far. The findings of the present study indicated that the data of this research have a good fit with the factor structure and theoretical foundation of the research in the developed model, and this indicates that the questions are in line with the theoretical structures of the research. In other words, the model used, It is a suitable model in sports indicators affecting the country's brand and factor loads with the ability to explain the country (nation) brand variable in 8 categories including sports diplomacy, sports culture, sports people, sports success, sports investment, sports exports, sports tourism and sports media Were divided and all direct relationships between model variables were significant. The results of the present study in the field of sports tourism are consistent with the results of research by Anheld (2014), Dinnie (2008), Grip Esrood et al. (2017) and Rojas (2013). According to the results of research, 9 factors in the field of sports tourism affecting the country's brand, including order in sports venues, holding friendly and national sports competitions, the existence of appropriate service and welfare infrastructure in the country for foreign sports tourists, beauty and cleanliness in sports venues Hold friendly and national sports competitions and be effective. As one of the unique countries in the world in terms of climate and also due to its cultural, ancient, religious, medical and natural attractions, Iran can become a destination with high potential for the development of sports tourism.

The results of the present study in the field of sports diplomacy are consistent with the results of the research of Anheld (2017), Kowalski (2016) and Rojas-Méndez (2013). Sports in international competitions, holding friendly matches with the best teams in the world, etc. are effective. Regarding the index of hosting international events, the results of the present study are similar to the results of research by Heslop (2019), Anheld (2017), Flork and Inesch (2021) and Xing and Chalip (2016). Sports diplomacy has emerged alongside the public diplomacy of countries to pay special attention to the position of sports, sports teams and athletes in conveying the message of one nation to other nations. In addition, in the international system, where countries seek to increase their power, wealth, status and prestige, sport is an appropriate and accessible tool to achieve these goals. The financial gains and advances of major events in host cities are among the resources that sports organizations and even governments are diligently pursuing (Deknop, 2009). Each of the major sporting events, such as the Olympics, the World Cup, and continental competitions such as the Asian Games, are five or four stars in quality, indicating the importance of the major sporting events industry in the world. In some cases, even the company Sports teams in international competitions will increase a country's brand (Preuss, 2004). According to the above, using the country with appropriate sports diplomacy and in parallel with the mentioned indicators will help to promote the image and brand of the country and the realization of this important component with proper planning and attention of policy makers in sports The country will not be realized. The results of the present study in the field of sports investment are consistent with the results of research by Anheld (2014), Kalamova (2017) and Rojas-Méndez (2013), Guaranteeing the security of foreign investment, establishing branches of large commercial enterprises, etc. are effective.

Planning on these attractions and directing sports tourists to these attractions is very useful and prevents wasting time, capital, budget and resources and human and material facilities, and creates a competitive advantage for our country against rival countries. (Rahbari, 2017). Basically, a country needs to have an important strategy and planning in the tourism sector in order to acquire a brand, competitive identity and a

proper image of itself (Anholt, 2017). In this regard, it is suggested that national managers pay special attention to this important issue and develop Necessary for the presence of tourists with satisfaction, in addition to attracting more sports tourists to provide the ground for further introduction of the country and ultimately present a positive image that will lead to a stronger brand of the country.

Although branding is not a new topic for societies and countries with the aim of attracting foreign direct investment, but due to the effects of globalization, this issue has attracted a lot of growth and attention. To attract foreign direct investment, It is necessary to brand the country in such a way as to make it a suitable place for investment (Vicente, 2013). From this perspective, branding is an important tool and the image of a country is one of the prerequisites and necessities for investment and entry into export markets (Domeisen, 2003). In the cultural-sports dimension and its impact on the country's brand, the results of this research are in line with the results of Barisic (2014), Goodjanson (2015), Anheld (2014) and Rojas-Méndez (2013). In this dimension, 10 indicators such as respect for rights Humanity and diligence in the country's sports, observance of ethical issues and fair play by athletes at the international level, respect for the referee and regulations by players and team staff, etc. were identified that can affect the country's brand. The role of culture in the promotion of a country is often considered an important issue, and looking at the presentation and introduction of culture as a requirement is nothing but not understanding its power to exchange the true spirit and essence of a country.

In fact, culture plays an essential role in the process of enriching a country's reputation and guiding public acceptance towards a more complete and enduring understanding of the country and its values. The information culture is lighter for the national image than for brands, even if it is slower. Culture also includes sport Sport, like art, music, architecture and film, is part of the culture and cultural heritage of a society. In the mind of the consumer, culture acts in many different ways as a metaphor of personality, and through its cultural organization, people infer a great deal of information about the inner qualities of a nation, and in this regard sport equals power. , Courage, physical strength, agility, will, team spirit, pride, fair play, etc. (Athol, 2019). The identified indicators in the cultural-sports dimension of this research can be effective in introducing the rich culture of the country at the national and international level through sports and provide a positive image of our country.

The sports export dimension is one of the dimensions affecting the country's brand that was identified in this study and is consistent with the results of research by Anheld (2014), Dinnie (2008) and Rojas-Méndez (2013). In this dimension, two factors of production and export of quality sports goods and the establishment of international sports schools affect the country's brand. Knowing where a product is made increases or decreases the likelihood of buying it, and a country's image and brand can play a major role in developing its exports, and brand-based exports are the most powerful way to create and Preservation of national prestige (Masoomzadeh, 2019). Therefore, considering the position and importance of branding and branding in international and transnational markets and creating competitive power due to branding, as well as the role of developing sports exports in the country's brand, unfortunately we have done very little in branding and branding, especially for sports goods. And perhaps it is better to accept that nothing has been done and that a national and comprehensive determination is necessary to be as strong as possible in international markets (Abbasi & Iranmanesh, 2020).

The results of the present study in the sports-popular dimension are consistent with the results of the research of Anheld (2014), Rojas-Méndez (2013) and Nourbani (2015). Internationally, the participation of sports players and celebrities in charitable and public affairs at home and abroad, and the appropriate hospitality and hospitality of sports tourists affect the country's brand. When any citizen can become an ambassador for their country or city, one can really expect a change to happen.

The director of the Interbrand Institute considers the people to be the most important element in branding the country, not the places (Masoomzadeh, 2019). Have their own country (Gilmore, 2019). Therefore, according to the rich culture of our country, all the people of our society, including sports celebrities and other people, can be representatives of influencing the promotion of the country's brand by transmitting the original concepts of Iranian culture. The results of the present study in the field of media sports are consistent with the results of the

research of Florek and Inche (2011), Vincent (2010) and Nie (2013). The sports media in the world, the coverage of the country's sports news by the international media, and innovation and creativity in the live broadcast of competitions from inside the country to other countries were effective on the country's brand. In the contemporary world, the media are inextricably linked to society. Therefore, in shaping public opinion, providing the grounds for stability and socio-political balance and criticizing and evaluating the policies of those in charge in various fields, including sports, have a major role. Sports media can play an important role in advancing national goals if they operate on the basis of a national approach and a pre-defined task. Anholt believes that a media analysis of a country's brands provides us with more accurate information about their brand because countries' reputation and imagery are more related to the coverage and coverage of the media they receive. Accordingly, there is an index called East-West Country Brand Perception (EWNBP) that ranks countries based on how they are portrayed and perceived at the international media level. Following the success of the 2013 Athens Olympics in Greece, Michael Payne, Director of Marketing at the International Olympic Committee at the Athens Games, blamed media reports and images of the Olympics for reviving the Greek brand. Therefore, sports media, including press, radio and television, to play a better role, must have sufficient economic and financial resources and trained personnel specialized in various sports to be able to provide professional analysis and research and provide a way. Executive actions and proposals, pave the way for the promotion of the country's brand level and thus, by strengthening and consolidating national pride and solidarity, facilitate the achievement of national goals and interests.

In terms of sports success, 7 indicators such as increasing the number of medals won in international competitions, the quality of medals received in international competitions, the country's position in the ranking of Olympic and Paralympic medals, etc. are among the factors. The impact on the country's brand has been confirmed, which is consistent with the results of research by Grix (2014), Haut (2016) and Kobierecki & Strożek (2017). Success in sports can increase international prestige and promote a country's brand to Brought along. In today's world, powerful countries use their sporting victories and successes to promote their country's brand, and weaker countries try to be seen more internationally through such successes. It has been hypothesized that the number of medals won in the Olympics can be an indicator of a country's brand promotion (Kobierecki & Strożek, 2017). Therefore, by increasing sports success in the identified indicators and using them, we should seize the opportunity and take the necessary advantage to present a strong and positive image of the country to witness the growth of our country's brand.

In the final conclusion, it can be stated that the presented model with 8 dimensions of sports tourism, sports export, popular sports, sports achievements, media sports, cultural sports, sports diplomacy and sports investment, is a suitable theoretical model. It is effective for sports indicators on the country's brand. Therefore, it can be used in trying to develop the country's brand through sports. Also according to the topics mentioned, The goal of branding a country is to promote and improve the image and reputation of that country, which can be achieved only through written and applicable actions and strategies (Dinnie, 2018) and the creation of a brand from one country to policies and policies. (Anholt, 2016) and the country's actions include national policy, decisions and careful planning of officials and organizations in the fields of politics, economics, science and technology, sports and culture (Florek, 2005).

It is suggested to use the identified dimensions and indicators of this research as criteria for sports planning in order to promote the country's reputation and brand, as well as proper hosting of sports competitions at the international level, media development Domestic and international sports such as the effective use of relevant websites, the use of popular coaches and referees in international competitions, the provision of special services to sports tourists in the field of sports tourism, increasing the quality of national teams and A club in order to create a positive image of the country, provide suitable conditions for foreign investment in the country's sports, build and equip modern and quality sports venues, and finally formulate, implement and monitor sports planning in order to Creating a positive sports image of the country can turn Iran into a brand in the name of its name.

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