



## *The Role of Sport Management Strategies in Enhancing Women's Participation in Fitness Programs in Iraq*

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### **ABSTRACT**

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The research aims to examine the role of sports management strategies in enhancing women's participation in fitness programs in Iraq. Despite the many benefits offered by sports, women's participation in these programs remains limited due to several factors, most notably social and cultural challenges, lack of sports facilities for women, and economic burdens. Through this research, a descriptive-analytical approach was used to explore these factors and provide practical solutions that contribute to enhancing women's participation in sports activities.

The research indicates that there is a need to develop effective sports management strategies, such as providing safe and appropriate sports environments for women, allocating flexible times for sports activities, as well as community awareness about the importance of sport for women. The results of the research also showed that sports management strategies, such as allocating gyms for women and providing awareness programs, have contributed significantly to increasing participation in fitness programs in Baghdad. Furthermore, community support has played an important role in enabling women to overcome on cultural and societal constraints.

In conclusion, the research emphasizes the need to improve sports management strategies in specialized fitness centers in order to enhance women's participation in Iraq, which will contribute to enhancing their physical and mental health and improving their quality of life.

## Introduction

Sport is an essential part of the daily lives of many individuals around the world, as it is not only a way to improve physical fitness, but also contributes to the promotion of mental and social health. Despite the multiple benefits of sports, women's participation in sports activities, especially fitness programs, still faces many challenges in some societies, including Iraq (Karim, Al-Shammari, 2024, p. 16). Social and cultural challenges, as well as the lack of sports facilities for women, have a significant impact on their participation in sports.

In Iraq, women suffer from a lack of appropriate sports opportunities for them due to several factors, most notably social and cultural attitudes that limit the freedom to practice physical activities. Exercise by women may be considered unacceptable in some social settings, as women face social criticism and cultural pressures that may negatively affect their participation in sports activities. This societal outlook can lead to many women being reluctant to join fitness programs, limiting their opportunities in obtaining the health and psychological benefits offered by sports.

Iraq also suffers from a lack of women-friendly sports facilities, as many areas lack women's gyms or public spaces that provide a safe environment to participate in physical activities. This lack of facilities makes it difficult for women to exercise freely and without feeling any social or cultural restrictions. In addition, there can be a shortage of qualified female coaches who can lead women's sports programs, resulting in fewer opportunities to provide a sports environment Comfortable and safe for women.

On the other hand, many women face economic challenges that prevent them from joining sports clubs or fitness programs, as high financial costs are a major barrier to women's participation, especially from low-income families. These economic challenges make it difficult to provide adequate financial support to women who want to improve their physical fitness, leading to a decline in their participation in sports programs.

Despite these challenges, there is an urgent need to develop effective strategies aimed at improving the status of women in sport. These strategies should include creating a safe and supportive sports environment, providing diverse sports programs that suit different women's needs, as well as community awareness about the importance of sport for women. By achieving these goals, women's opportunities to engage in sports activities can be improved, enhancing their physical and mental health, and contributing to their social empowerment.

**The** main problem with the research is the lack of female participation in fitness programs in Iraq, despite the importance of sports and fitness in improving women's overall and mental health. Through my work as a fitness specialist and teacher at the university, the researcher has observed that many women in Iraqi society face significant difficulties in engaging in these programs (fitness programs in specialized fitness and bodybuilding centers). These difficulties are not limited to a lack of awareness of the importance of sport, but also to the social and cultural factors that restrict women's freedom to exercise. In addition, the lack of sports facilities for women, the lack of qualified female coaches, and economic factors that limit women's ability to afford to participate in sports activities are among the main barriers to women's enjoyment of physical fitness benefits.

According to the above proposition, we do not deny the existence of some women's sports programs, but they remain limited in terms of diversity and geographical coverage, which makes them difficult to access for many women in remote areas or social groups with limited incomes. These factors have a significant impact on women's health in general, especially in light of the difficult social and economic conditions that Iraq is going through. Studying the reasons that lead to the decline in women's participation in fitness programs, and working to provide practical solutions through comprehensive sports management strategies that support activating the role of women in this field.

Through the current research, which addresses some topics that may have an impact on women's participation in fitness programs, the researcher has some questions that she will answer through the results of this research:

1. What are the social and cultural challenges to women's participation in fitness programs in Iraq?
2. How does the lack of sports facilities for women affect their participation in physical activities?
3. What role do sports management strategies play in creating a safe and supportive sports environment for women?
4. To what extent do government policies contribute to promoting or reducing women's participation in sports and fitness in Iraq?

**The research aims to:**

1. Building a Scale of Sport Management Strategies in Enhancing Women's Participation in Fitness Programs in Iraq.
2. Building a measure of women's participation in fitness programs in Iraq.

3. Identify the reality of sports management strategies and the reality of women's participation in fitness programs in Iraq.
4. To identify the contribution of sports management strategies to enhancing women's participation in fitness programs in Iraq.

### **Search Procedures**

Research Methodology: The researcher adopted the methodology Descriptive-analytical. It extrapounds the phenomenon, and relies on gathering information and facts, then comparing, analyzing and interpreting them, to reach acceptable corrections (حنا و عبد الرحمن، 1990، صفحة 163).

### **Research Sample**

The sample of the current research consists of participants in (Specialized Centers for Physical Fitness and Bodybuilding), which is the name officially approved by the Iraqi National Federation for Bodybuilding and Fitness. The researcher reviewed the Iraqi National Federation for Bodybuilding and Fitness to ask about the number of halls officially approved in the federation within the capital, Baghdad, and the researcher was provided with the number of approved halls for the year (2025) to be approved in the research.

**The sample was divided into:**

#### **Survey Sample (Survey Experiment Sample for the two scales):**

The field procedures are determined by experimenting with the two scales exploratorically only, and no statistical treatments are performed for their data by applying the two scales, as (10) participants were randomly selected for their procedures.

#### **Construction sample (sample statistical analysis of the two scales):**

"In the design of measurement tools in limited populations, we often resort to increasing the number of building samples to be larger than the sample application of these tools, so that we can measure smaller samples when applied in subsequent research, or to measure other samples in research related to the phenomena of these same tools to avoid measurement errors (Walker, G; p29).

The field procedures are the application of methodological steps aimed at developing a specialized scale for each of the two studied phenomena, and conducting the necessary statistical treatments to analyze the data in accordance with the scientific foundations and standards followed in accepting the measurement tools, the sample

members were selected randomly after determining the appropriate number for them by distributing them proportionately within the research community in the capital Baghdad to reach the number of participants (175), as shown in Table (1).

### **Application Sample (Sample Application of the Two Main Scales):**

The two scales were used on the members of the target sample in this research according to systematic procedures aimed at reaching solutions to the problem at hand and achieving the objectives of the study, as the number of them reached (115) participants, as shown in Table (1).

Table (1)

Total	Samples			t
	Key Experience		Exploratory Experiment	
	Applicatio	Constructio		
300	115	175	10	Numbe

### **Measuring Instruments**

In order to answer the research questions, the two measurement tools will be built, and this construction requires focusing on two things. The first is the study of the two phenomena studied, and the second is the specificity of the target sample of the participants of specialized centers for fitness and bodybuilding. The researcher, through her review of many academic studies that dealt with these two phenomena, noted a lack of measurement tools according to the researcher's knowledge, but she did not find anything that fits or approaches the specificity of this research with regard to the target sample.

### **Drafting paragraphs of measurement tools**

As a first step, the researcher formulated a set of phrases belonging to each of the research scales, as it formulated (20) items for the scale of sports management strategies followed by the authorities responsible for sports (the Ministry of Youth and Sports, the Iraqi National Olympic Committee, the Iraqi National Federation for Bodybuilding and Fitness, the administrations of specialized centers for fitness and bodybuilding, civil society organizations), and (20) paragraphs for the scale of women's participation in fitness programs, and the researcher developed the five-point key to answer the paragraphs (agreed Absolutely, Agree, Neutral, Disagree, Disagree, Totally Disagree), and in a positive direction only and as shown in Table (2).

Table (2)

I don't totally agree	I don't agree	Neutral	agree	I totally agree	
1	2	3	4	5	Weight

### Authenticity of measurement tools

#### Content Authenticity for Measurement Tools

The researcher reviewed the content of measurement tools based on scientific sources and research, focusing on the variables of sports management strategies in enhancing women's participation in fitness programs. The scientific sources adopted in the formulation of the paragraphs of the measurement tools were also identified.

#### The apparent honesty of measurement instruments

The researcher was keen to verify the validity of the paragraphs apparently and to ensure that they are accurately represented to measure the variable for which they were developed. This was done by presenting the paragraphs of the 20-item Sport Management Strategies Measurement Tool , and the paragraphs of the 20-item Measurement Tool for Women's Participation in Fitness Programs . Table 3: Apparent validity of the paragraphs of the measurement tools.

**Table (3)**

**Shows the results of the agreement on the apparent truthfulness of the paragraphs of the two scales**

Women's participation in fitness programs						Sports Management Strategies					
Percentage of agreement	Number of Agreers	t	Percentage of agreement	Number of Agreers	t	Percentage of agreement	Number of Agreers	t	Percentage of Agreement	Number of Agreers	t
100%	15	1 1	93.3%	14	1	100%	15	1 1	100%	15	1
100%	15	1 2	93.3%	14	2	100%	15	1 2	93.3%	14	2
93.3%	14	1 3	80%	12	3	100%	15	1 3	100%	15	3
93.3%	14	1 4	86.6%	13	4	100%	15	1 4	93.3%	14	4
100%	15	1 5	93.3%	14	5	100%	15	1 5	86.6%	13	5

93.3%	14	$\frac{1}{6}$	93.3%	14	$\frac{6}{6}$	93.3%	14	$\frac{1}{6}$	80%	12	6
86.6%	13	$\frac{1}{7}$	100%	15	$\frac{7}{7}$	93.3%	14	$\frac{1}{7}$	80%	12	7
80%	12	$\frac{1}{8}$	100%	15	$\frac{8}{8}$	93.3%	14	$\frac{1}{8}$	86.6%	13	8
80%	12	$\frac{1}{9}$	100%	15	$\frac{9}{9}$	80%	12	$\frac{1}{9}$	93.3%	14	9
100%	15	$\frac{2}{0}$	93.3%	14	$\frac{1}{0}$	86.6%	13	$\frac{2}{0}$	93.3%	14	$\frac{1}{0}$

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All paragraphs of the Sport Management Strategies Measurement Tool showed their apparent validity of 100% for all paragraphs, with a slight discrepancy in the evaluation between the paragraphs, where the agreement percentages ranged between 86.6% and 100%. As for the tool to measure women's participation in fitness programs, all paragraphs were ostensibly valid with an agreement ratio of 80% to 100%, on the other hand, the alternatives of the answer proposed by the researcher had a 100% agreement ratio among experts.

### **Exploratory experiment of measurement tools**

The suitability of the measurement tools for the research samples was tested, in addition to the challenges that the researcher may face when applying them, as well as the time that the respondent may need to answer the paragraphs of each of the two scales. The researcher applied the tools to the study sample in the study, through the sample of the exploratory experiment that the researcher randomly selected from the research sample, the number of sample members reached 10 participants, as shown in Table (1).

### **Application of measurement tools to the statistical analysis sample**

In order to ensure that the tools conform to the conditions for preparing the construction of scientific standards, the researcher applied the tool for measuring sports management strategies in its initial form, which consists of 20 items, and the tool for measuring women's participation in physical fitness programs in its initial form, which consists of 20 paragraphs, on the statistical analysis sample, which reached 175 participants in the specialized centers for fitness and bodybuilding in Baghdad on 5/11/2024.. She then verified the validity of the paragraphs for both tools through the validity of internal consistency, as well as the consistency of the two tools.

### **Validity of the internal consistency of measurement instruments**



The consistency of each of the paragraphs of the two research tools with the overall score of the instrument it represents, which is the means that achieves the validity of the internal consistency of the paragraphs of the two measurement tools, as shown in Table (4)

Table (4)

Women's participation in fitness programs				Sports Management Strategies			
Consistency	(Sig)	(t) Paragraph and the total grade	t	Consistency	(Sig)	(t) Paragraph and the total grade	t
Consistent	0.000	0.652	1	Consistent	0.000	0.552	1
Consistent	0.000	0.739	2	Consistent	0.000	0.679	2
Consistent	0.000	0.951	3	Consistent	0.000	0.631	3
Consistent	0.000	0.852	4	Consistent	0.000	0.553	4
Consistent	0.000	0.651	5	Consistent	0.000	0.811	5
Consistent	0.000	0.753	6	Consistent	0.000	0.563	6
Consistent	0.000	0.637	7	Consistent	0.000	0.597	7
Consistent	0.000	0.755	8	Consistent	0.000	0.624	8
Consistent	0.000	0.896	9	Consistent	0.000	0.719	9
Consistent	0.000	0.685	10	Consistent	0.000	0.603	10
Consistent	0.000	0.829	11	Consistent	0.000	0.594	11
Consistent	0.000	0.588	12	Consistent	0.000	0.591	12
Consistent	0.000	0.863	13	Consistent	0.000	0.593	13
Consistent	0.000	0.625	14	Consistent	0.000	0.632	14
Consistent	0.000	0.615	15	Consistent	0.000	0.539	15
Consistent	0.000	0.795	16	Consistent	0.000	0.654	16
Consistent	0.000	0.582	17	Consistent	0.000	0.632	17
Consistent	0.000	0.551	18	Consistent	0.000	0.523	18
Consistent	0.000	0.552	19	Consistent	0.000	0.655	19
Consistent	0.000	0.632	20	Consistent	0.000	0.641	20

Table (4) shows that all paragraphs of the Sport Management Strategies Measurement Tool were internally consistent with the overall score of the tool, and the tool for measuring women's participation in fitness programs all showed internal consistency



with the overall score of the tool, which kept the number of paragraphs in the two tools unchanged.

### **Stability Coefficients of Measurement Instruments**

The researcher used Cronbach's alpha method to detect the stability of both the sports management strategies measurement tool and the tool to measure women's participation in fitness programs, based on the responses of the statistical analysis sample whose number of forms reached 175. The sports management strategies measurement tool showed a stability coefficient of 0.845, while the tool measuring women's participation in fitness programs showed a stability coefficient of 0.911. This indicates that both tools have high stability coefficients.

### **Measurement instruments in their final form**

The researcher made sure that the tool for measuring sports management strategies and the tool for measuring women's participation in fitness programs in specialized centers were in accordance with the scientific specifications for preparing the measures. The tool for measuring sports management strategies was stable at 20 items, and the tool for measuring women's participation in fitness programs was stable at 20 items. The answer to both tools included five-point answers, which are: (I agree. Totally, I agree, neutral, I don't agree, I don't agree completely), which bears weights: (5, 4, 3, 2, 1). Thus, the first goal was achieved by reaching the final form of the tool for measuring sports management strategies and the tool for measuring women's participation in fitness programs.

### **End-app experience**

The researcher applied the tool to measure sports management strategies, which reached 20 paragraphs, and the tool to measure women's participation in physical fitness programs, which reached 20 paragraphs, on a sample of 115 participants, on 1/2/2025.

### **View and discuss results**

The researcher presents the results of the responses of the application sample members to the scales of sports management strategies and women's participation in physical fitness programs, starting from the total score of the scale. The results showed that the high value of the arithmetic mean indicates a higher degree of acceptance of sports management strategies and women's participation in fitness programs. This is also evident in Tables (5) and (6). Thus, the second goal was achieved.

Table (5)

Shows the statistical parameters of the Sport Management Strategies Scale in comparison with the value of the hypothetical mean of the scale

Significance	Grade (SIG)	(v) Calculated	medium Difference Between the Two Mediums	Standard deviation	Arithmetic mean	The hypothetical medium	Total Grade	Number of paragraphs	Scale Name
D	0.000	5.362	9.51	48.807	69.51	60	100	20	Sports Management Strategies

Unit of measurement (degree)  $n = 115$  degrees of freedom (114) the level of significance (0.05) D where (Sig) > (0.05)

Sports management strategies are one of the main factors that contribute to enhancing women's participation in fitness programs in Iraq, especially in the capital, Baghdad. Through the results of the study, the researcher believes that there is a significant positive impact of these strategies in changing the prevailing perception towards women's sports, especially in specialized fitness and bodybuilding centers.

At the outset, the researcher points out that the temporal and spatial allocation of participation in these programs has a significant impact on facilitating women's participation. In Iraqi society, especially in Baghdad, social and family customs are a major constraint to women's participation in sports activities (Maleh, Abbas, p. 440). By allocating flexible times (such as evenings or weekends) and organizing programs in comfortable and safe places, specialized fitness centers have been able to attract more women. In Baghdad, where these centers are located Notably, providing a conducive sports environment – such as allocating women-only gyms – has played a role in removing psychosocial barriers that may prevent women from playing sports.

Awareness of the importance of physical fitness plays a pivotal role in promoting women's participation in Baghdad (Mohammed, Nazal, 2025, p. 369). As the results of the study showed, women's groups who were exposed to ongoing awareness campaigns about the benefits of sport on women's health were more willing to participate. It was

important for the researcher to note that in Iraqi society, especially in Baghdad, there is a lack of awareness about the importance of sport not only from a physical point of view but also from a psychological and social point of view. That should be ongoing and targeted at different age groups, can bring about a fundamental change in behaviors towards participating in fitness programs.

Through the results of the study, the researcher believes that specialized training for those in charge of managing specialized fitness centers is crucial. The presence of trained trainers to deal with women's special needs, both physically and psychologically, can contribute to increasing the participation rate (Hamid, Ibrahim, 2012, p. 1). Regularly. In Baghdad, where the presence of experienced female trainers is rare, the researcher believes that it is important to improve this point to better meet the needs of women.

Finally, the researcher notes that community support is a key element in promoting women's participation in sports programs. In Baghdad, women may sometimes face societal resistance when it comes to practicing sports in public or mixed spaces. Therefore, family and community support plays a significant role in removing these restrictions. By building supportive social networks around women participating, such as women's sports groups or community encouragement programs, sports management can promote the sustainability of women's participation In physical activities (Al-Dulaimi, Aswad, 2012, p. 1).

In conclusion, the researcher believes that integrated sports management strategies – which include allocating places and times, providing ongoing awareness, training trainers to deal with women's needs, and enhancing community support – are key in enhancing women's participation in fitness programs in Iraq. In Baghdad in particular, these strategies can make a significant impact in enabling women to exercise sustainably, contributing to improving their quality of life and social and psychological well-being.

Table (6)

Shows the statistical parameters of the scale of women's participation in fitness programs in comparison with the value of the hypothetical mean of the scale

Significance	Grade (SI G)	(v) Calculated	medium Difference Between	Standard deviation	Arithmetic mean	The hypothetical medium	Total Grade	Number of paragraphs	Scale Name
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			en the Two Mediu ms						
$\Delta$	0.000	4.416	8.8	27.03 9	68.8	60	100	20	Women 's partici pation in fitness progra ms

Unit of measurement (degree)  $n = 115$  degrees of freedom (114) the level of significance (0.05)  $D$  where (Sig) > (0.05)

The results of the study indicate that there is a marked shift in women's participation in fitness programs in Iraq, especially in the capital, Baghdad. The researcher believes that this participation has started to grow positively as a result of several factors, most notably the sports management strategies that have been adopted in specialized fitness and bodybuilding centers. However, there are still some challenges that need to be addressed to promote this participation more broadly.

Initially, the researcher believes that there has been a marked increase in participation in fitness programs by women in Baghdad, thanks to the improvement in the socio-economic situation in some areas, as well as the cultural changes that the city is witnessing. However, despite this increase, some women are still reluctant to participate due to social barriers that may include cultural pressures, which limit women's freedom to engage in physical activities in public or mixed spaces. Consequently, the provision of spaces for women within Sports centers in Baghdad have been vital in fostering this participation. Centers that dedicated gyms or programs only to women allowed women to participate without feeling afraid or embarrassed (Laqreidi, Khair, 2022).

Through the results of the study, the researcher believes that community awareness plays a prominent role in increasing the percentage of women's participation in physical fitness programs. The more awareness campaigns about the importance of sports and its health and psychological benefits, the more women are willing to engage in these programs (Rabeh, Burzama, 2022, p. 143). In Baghdad, where awareness is gradually increasing, it was found that women who participated in these awareness campaigns showed a greater desire to participate. It promotes women's health and the importance

of sport in their daily lives, which promotes community acceptance of women's participation in sports activities.

In terms of community support, the researcher points out that the role of the family and the local community has had a significant impact in promoting women's participation in these programs. In Baghdad, where family and community influence is an important factor in personal decision-making, the presence of family support has been crucial in encouraging women to engage in physical activities. Women who received support from their families were more able to commit to participating in fitness programs, as family support helped in Overcoming some cultural and social restrictions (Al-Mutairi, Waslallah, 2021, p. 310).

As for psychological challenges, the results showed that some women in Baghdad still have difficulty overcoming anxiety and social pressure when participating in physical activities. The researcher believes that having a supportive and safe environment can help overcome these negative emotions. Centers that provide a non-competitive environment and emphasize the psychological and social benefits of sport provide more space for women to develop self-confidence, which is critical to increasing women's participation in these activities (Mohammed, Nazal, 2024, p. 432).

In conclusion, the researcher emphasizes that women's participation in fitness programs in Baghdad has seen a marked improvement, but more strategies are needed to reinforce this trend in the long term. By improving community awareness, providing appropriate sports environments, and supporting families and the local community, women's participation in these programs can be further enhanced. Providing specialized programmes for Iraqi society, which take into account women's cultural specificities, will also contribute to the development of their participation in physical activities on a larger scale.

In order to achieve the third objective and to identify the contribution rates of sports management strategies in enhancing women's participation in fitness programs in Iraq through the results of the matrix presented in Table (7), the values of the simple correlation coefficients (Pearson) between the two scales were all statistically significant, and they were in the direct direction. In order to clarify the results of the simple linear regression coefficient, the contribution percentage, and standard error to estimate the role of the relationship between the results of the two scales with their total scores, the researcher presents the following: In Table (7).

Table (7)

Shows correlation results, linear regression, contribution ratio, and standard error

Standard Error of Grading	Percentage of Contribution	Linear regression coefficient <sup>2</sup> (R) (Determination Factor)	Simple correlation coefficient (R)	Affected Scale	Influential Metric
6.319	0.943	0.943	0.911	Women's participation in fitness programs	Sports Management Strategies

N = 115

In order to examine the quality of the linear regression model matching, the researcher presents the results of the good match in Table (8).

Table (8)

Test (F) to check the quality of the linear regression model matching

Significance	Grade (SIG)	Calculated Value (F)	Average Squares	The two degrees of freedom	Total Squares	Contrast	Affected Scale	Influential Metric
D	0.000	3119.019	153179.966	1	153179.966	Regression	Women's participation in fitness programs	Sports Management Strategies
			39.934	113	8186.233	Errors		

\* Significance level (0.05) n = 115 value (F) function if the value of the score (Sig) is > (0.05)

The results of Table (8) show that the value (F) of the Linear Regression Model Adjustment Quality Examination was a statistical function. In order to identify the

effect of this relationship, the researcher presents the values of the estimates of fixed limit, slope (effect) and their standard errors, in addition to their real and significant significance, as shown in Table (9).

Table (9)

Shows the values of the fixed limit and slope (impact) estimates

<b>Morale</b>	<b>Grade (SIG)</b>	<b>Value (t) Calculated</b>	<b>Standard Error</b>	<b>Beta <math>\beta</math></b>	<b>Variables</b>	<b>Affected</b>
<b>Moral</b>	<b>0.000</b>	<b>8.635</b>	<b>1.623</b>	<b>13.117</b>	<b>Fixed limit</b>	<b>Sports Management Strategies</b>
<b>Moral</b>	<b>0.000</b>	<b>53.846</b>	<b>0.01</b>	<b>0.437</b>	<b>Women's participation in fitness programs</b>	

**Significance level (0.05) N = 115 ( t) value if the score of (Sig) is > (0.05)**

The results of Table (9) show that the calculated effect value was statistically significant, which allows inferring the numerical values of the scale of women's participation in fitness programs based on the numerical values of the Sport Management Strategies Scale. This regression model illustrates the direct effect of the role to be reached in this research. The researcher attributes this to the fact that the more sports management strategies, the higher the level of women's participation in fitness programs.

The researcher believes that sports management strategies play a crucial role in enhancing women's participation in these programs, especially in Iraqi society, where cultural and social barriers are major challenges.

In Baghdad, especially in specialized fitness and bodybuilding centers, it was observed that these strategies significantly contributed to enhancing women's participation. According to the results of the study, management strategies that included allocating women-only gyms and providing flexible times, were pivotal factors that encouraged women to engage in physical activities. These allocations were necessary in the context of Iraqi society, where women may have difficulty exercising in mixed spaces due to social restrictions.

In addition , the researcher emphasizes that the direct effect between sports



management strategies and women's participation in fitness programs is due to the intensification of community awareness about the benefits of sports. In Baghdad, where some women still face hesitation about participating in physical activities, awareness campaigns are contributing to breaking psychological and cultural barriers. Sports management strategies that focus on creating a supportive and safe environment for women in these centers are key to encouraging them to continue practicing sports (Al-Azazi, Saeed, 2024, p. 503).

In conclusion, the researcher believes that improving sports management strategies in specialized fitness centers in Baghdad is a key element in enhancing women's participation, and that this approach will benefit Iraqi society in promoting women's health and changing social perceptions about women's sports.

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