

## Commercial Sports Facilities in Big Cities: A Case Study

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### ABSTRACT

This study aims to explore the issues of commercial sports facilities in the metropolitan regions of Dhaka City and examine the determinants that influence their use and effectiveness. In densely populated urban areas such as Dhaka, there needs to be more academic research on the usage and issues with limited sports facilities. This research constitutes the initial attempt to identify the challenges key stakeholders face in commercial sports facilities located in Dhaka. The present investigation utilizes a qualitative case study approach, employing semi-structured interviews to collect data from a sample of seventeen individuals who demonstrate a strong inclination towards sports or have availed themselves of sports facilities situated within the geographic limits of Dhaka Metro. The study employed convenience and purposive sampling techniques for participant selection. It utilized inductive analysis for objectively analyzing the data, enabling the identification of themes and patterns without any predetermined theoretical frameworks being imposed on the data. ATLAS.ti is a software used in this study to analyze data thematically. The findings of this study contribute to an improved understanding of the perspectives held by key stakeholders regarding the operation of commercial sports facilities in urban areas with high population densities.

**Keywords:** commercial facilities; sports in Dhaka; urban development; thematic analysis

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## INTRODUCTION

Engagement in athletic activities generates a broad spectrum of advantages to individuals, and the wider society is widely acknowledged. On a global scale, governmental organisations expeditiously emphasise that engagement in sports and recreational activities yields benefits such as enhancing community health and wellness, fostering confidence and empowerment, promoting social integration and cohesion, reinforcing national and cultural identity, and mitigating criminal activity and vandalism. (Bloom et al., 2005; England, n.d.; Long & Sanderson, n.d.; Sport & Victoria, n.d.; VicHealth, n.d.). Greater Dhaka is a densely populated urban area with a staggering population of more than 22.4 million inhabitants, rendering it one of the most populated cities globally (Khatun et al., 2015). The area in question is commonly acknowledged as the most densely populated urban region, with a population density exceeding 23,234 individuals per square kilometre (Khatun et al., 2015, 2019).

Furthermore, in conjunction with the prevailing concerns regarding overpopulation, the city is distinguished by its rapid growth, continuous development, and status as a modern capital city in the Third World. Crowded cement-block



structures and narrow streets dominate the cityscape. The city has been adversely affected by a phenomenon known as "scattered development," wherein policymakers have historically neglected the need to prioritise the overall well-being of most residents (Bird & Venables, 2019). According to projections, Dhaka is anticipated to become one of the most populous urban areas globally by 2025, alongside other major cities such as Tokyo, Mexico City, Shanghai, Beijing, and New York City (McPherson, 2018). The accessibility of sports facilities for Dhaka's citizens is inadequate compared to the standards expected of a model municipality. Due to the burgeoning population and urbanisation, the absence of sports and recreational facilities in Dhaka has resulted in a detrimental effect on the quality of life of its inhabitants. This, in turn, has hurt the city's sustainable development goals and caused a decline in its overall livability index (Khatun et al., 2019). More research is needed on the utilisation and impact of privately owned commercial sports facilities in Dhaka. The lack of access to quality sports facilities may contribute to physical inactivity and health issues among residents, especially youth.

Therefore, there is a need to explore the current state of sports facilities in urban areas of Dhaka and identify potential strategies to leverage them for the betterment of the community. The research has identified a knowledge gap within the existing literature regarding utilising sports facilities within populated cities of developing countries.

Furthermore, previous investigations should have addressed highly populated urban areas. This relates to various unexamined aspects that have recently received research interest in alternative fields of study. (Grieve & Sherry, 2012; Jones & Evans, n.d.). More investigation is required to understand why densely populated cities like Dhaka do not leverage sports facilities. (Mason et al., 2018). The study seeks to fill the gaps mentioned above by answering the following three research questions:

1. RQ1. What recreational and professional value do commercial sports facilities contribute to densely populated cities like Dhaka?
2. RQ2. What improvements are required for the commercial sports facilities in Dhaka?
3. RQ3. How can privately owned sports facilities be more accessible and impactful towards the community in developing countries' populated cities?

The provision of sports facilities is crucial in promoting physical fitness, social engagement, and improving the general welfare of individuals. The inhabitants of Dhaka exhibit a heightened level of sports consciousness, evincing active engagement with international football/soccer and cricket tournaments. Dhaka has hosted numerous international contests and events in various sports, including cricket, football/soccer, hockey, basketball, tennis, badminton, judo, taekwondo, handball, volleyball, athletics, and swimming, catering to the interests of sports enthusiasts. The level of involvement in sports activities among the inhabitants of Dhaka is notably deficient. According to a recent study, 41% of adolescents residing in Dhaka city prefer sports (Shamsuzzaman et al., 2019). Furthermore, individuals who hold public-sector occupations, possess elevated income levels, and have attained higher levels of education demonstrate a greater inclination towards engaging in sporting activities. The study above revealed a notable disparity between genders regarding engagement in public sports, indicating that males exhibit a greater propensity towards participation in such activities than their female counterparts. Despite its significant population,

Bangladesh has yet earned a medal for the Olympics. In cities like Dhaka, where space is limited and access to open areas is scarce. Insufficient space and equipment for community sports facilities and a lack of correct health awareness among residents play a vital role in promoting physical activity and social cohesion. Furthermore, it can relieve stress in the form of sports or other physical activities after a chaotic and stressful day or week. As with any other government of a developing nation, the Dhaka municipality significantly relies on private sports facilities to meet the community's demands. However, there is a lack of research on the impact of these facilities on the community, which limits our understanding of their potential benefits and their ability to address the city's health and social challenges. Using sports as an instrument to produce larger societal benefits is not unusual and has been acknowledged for more than two decades (Coalter, n.d.; Gratton & Henry, n.d.). Throughout history, sport has been regarded as a supplementary element in the redevelopment process rather than an essential feature of regeneration approaches (Pack & Glyptis, n.d.). Moreover, it was widely perceived as a component of the wider scope of regeneration driven by culture (Bianchini, n.d.; Jones & Evans, n.d.). In recent years, there has been a significant exponential increase in the proportion of individuals engaging in physical activity during their leisure time as a means of promoting a healthy lifestyle (García González et al., n.d.). The rise in sports and physical activity can be explained by increased awareness regarding numerous advantages, a desire for wellness and convenience, and the admiration of physical appearance and aesthetics as primary principles (Reverter Masià & Barbany Cairó, n.d.). The recent increase in this trend highlights the dynamic nature of our society and the significance of globalization in the world of sports. Adults and older individuals have exhibited the most significant enhancements in their physical activity levels (Hellín et al., n.d.). Currently, there is an opportunity to offer sports facilities that facilitate physical activity for a wide range of individuals while catering to users' requirements in the sports industry (Martínez & Martínez, n.d.). Numerous studies have been carried out to comprehend the anticipations of prospective wealthy investors concerning the beneficial effects and expenses of cooperation in constructing public outdoor and indoor recreation centres in nations with advanced economies (Carmichael & McCole, 2014). Notwithstanding various challenges, such as inadequate infrastructure, limited resources, lack of funding, awareness of environmental factors, and conservative traditions, citizens in developing nations do not anticipate the availability of public sports and recreational spaces (Ngoka & Umeakuka, 2013). Bangladesh and its capital city, Dhaka, are not exempt from this phenomenon. Nevertheless, Community sports facilities are an important aspect of urban planning and significantly impact the well-being of Dhaka's residents. By providing an opportunity for physical activity, social interaction, and community engagement, these facilities contribute to a healthy and vibrant community. It is essential to understand the impact of community sports facilities on Dhaka's residents and ensure that they are accessible, well-maintained, and cater to the community's needs. Therefore, this current study was designed with three specific objectives. Initially, the objective is to examine how clients become aware of a sports facility and the elements that prompt them to register and impact their satisfaction with their subscriptions. Secondly, the objective is to determine the factors that motivate individuals to stay engaged in using a sports facility and how these factors impact their satisfaction regarding their achievements. Ultimately, the objective is to distinguish variations in motivations for getting started versus motivations for

continuing to play at a sports facility. This data may facilitate the identification of optimal strategies for both attracting and retaining clients within fitness centre programs (Rodríguez Cañamero et al., 2019)

## LITERATURE REVIEW

This literature review focuses on the benefits and accessibility of sports facilities in densely populated urban cities like Dhaka, drawing from the following journal articles:

### ***Benefits of Sports Facilities***

1. Community Development and Urban Regeneration: This study points out the importance of community sports facilities in urban regeneration, with a particular emphasis on their capacity to promote social cohesion, enhance health outcomes, and reinforce local economic development (Davies, 2016).
2. Physical and Mental Health: Researchers conducted a systematic literature review on the benefits of outdoor sports for society, finding that participation in sports and physical activities can improve physical health, mental well-being, and social integration (Asefi & Ghanbarpour Nosrati, 2020; Eigenschenk et al., 2019).
3. Community Benefits: An analysis of the collective advantages associated with prominent athletic facilities was conducted, utilizing the Darebin International Sports Centre as a representative example. The results of their research indicate that the presence of such facilities can have a positive impact on social capital, community spirits, and economic progress (Grieve & Sherry, 2012).
4. Health Promotion and Social Responsibilities: Researchers explored the broader health promotion and social responsibilities of community sports clubs, arguing that these organizations can play a vital role in promoting physical activity, social cohesion, and community well-being (Robertson et al., 2019).

### ***Accessibility of Sports Facilities***

1. Perceived Quality: A case study was performed to examine the perceived quality of sports centres in the southern region of Spain. The study revealed that clients' satisfaction and continued enrollment at sports centres can be influenced by various factors, including facility cleanliness, staff professionalism, and equipment quality (Castillo-Rodriguez et al., 2019).
2. Innovation in Community Sport Organizations: The Study examined the nature of innovation in community sports organizations, suggesting that innovative practices can enhance the accessibility and attractiveness of sports facilities for diverse populations (Hoeber et al., 2015).
3. Sports Events and Community Development: The study examined the correlation between sporting events and the progress of the community, highlighting the significance of taking into account the viewpoints of its residents and the objectives of the community while strategizing and supervising sports infrastructure (Kaplanidou, 2021).
4. Client Enrollment and Retention: explored the factors influencing client enrollment and continued participation at sports centres, finding that aspects such as facility quality, service offerings, and perceived value can impact clients' decisions to join and remain at sports centres (Rodríguez Cañamero et al., 2019).

5. Athlete-Friendly Educational Institutes: A study presented a case study of an athlete-friendly university in Denmark, highlighting the importance of a holistic ecological approach to sport and study that considers factors such as academic flexibility, support services, and sports facilities (Henriksen et al., 2020).

Financial support and good management: A previous study has identified that the allocation of financial resources, effective management of donors, and the ability to attract sponsors are crucial factors in ensuring the maintenance of a robust commercial sports infrastructure within a favourable geographical location (Llagjevic-Govori et al., 2022). The need for robust and reliable infrastructure engenders a sense of insecurity among stakeholders, discouraging the effective use of the available facilities.

**Table 1.** Empirical Literature Review

No	Year	Title	Method	Reference
1	2011	Community benefits of major sport facilities: The Darebin International Sports Centre	Method type: Case study investigation. Stakeholder interviews: In-depth semi-structured interviews with licensee staff and executive volunteers. Instrument: Pre-arranged, semi-structured interviews & Intercept interviews	(Grieve & Sherry, 2012)
2	2016	An Exploration of the Sport Club President's Experience	Method type: Case Study. Size Pop: 11. Instrument: 30 minutes semi structured interview	(Flosdorf et al., 2016)
3	2016	A wider role for sport: community sports hubs and urban regeneration	Method type: Case study investigation	(Davies, 2016)
4	2015	The nature of innovation in community sport organizations	Method type: Case study investigation Size Pop: 42 presidents of sports organizations. Instrument: The semi-structured telephone interviews. Software Name: Atlas.ti	(Hoeber et al., 2015)
5	2019	Why do clients enroll and continue? at sports centers?	Method type: Quantitative research Instrument: A specially developed 16-item questionnaire	(Rodríguez Cañamero et al., 2019)
6	2018	Community sports clubs: are they only about. playing sport, or do they have broader health. promotion and social responsibilities?	Method type: Delphi method. Size Pop: 33 sport management academics and 23 national sport organization managers. Instrument: Likert scale and open-ended questions	(Robertson et al., 2019)
7	2019	Benefits of Outdoor Sports for Society. Systematic Literature Review and Reflections on Evidence	Method SLR. Study identified 17,560 articles 133 articles were selected with relevant data extracted from standardized forms.	(Eigenschenk et al., 2019)
8	2019	Perceived Quality in Sports Centers in Southern Spain: A Case Study	Instrument: a questionnaire called Evaluation of Perceived Quality in Sports Services. Software: SPSS	(Castillo-Rodriguez et al., 2019)
9	2019	A holistic ecological approach to sport and	Method type: Case study investigation Instrument: the study takes a case study approach and a real-time perspective	(Henriksen et al., 2020)



study: The case of an athlete friendly university in Denmark and uses multiple sources of data (interviews, observations, and documents).

10	2022	The Managing of Sport Centre: A Case Study	Method: Case Study, SWOT analysis	(Llagjevic-Govori et al., 2022)
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## RESEARCH METHODOLOGY

The chosen methodology for this study is a qualitative nature. The research implemented semi-structured interviews as a primary data collection method, focusing on a sample size of 58 individuals who have utilised commercial sports facilities in Dhaka. These participants were selected from a total of 6 distinct indoor and outdoor sports facilities located within the boundaries of Dhaka City. During the interviews, it was observed that the final few interviews resulted in similar outcomes and reached saturation. The maximum allowable number of participants was limited to 54.

**Table 2.** Demographic profiles of interviewees

SL	Gender	Age	Occupation	Frequency of usage of Sports facilities (per week)	Area of living (Inside Dhaka)
1	Male	14	Student	twice	Bashundhara R/A
2	Male	17	Student	3-4 times	Banani
3	Male	21	Student	thrice	Bashundhara R/A
4	Male	23	Student	3-4 times	Uttara
5	Male	13	Student	once	Bashundhara R/A
6	Male	16	Student	twice	Bashundhara R/A
7	Male	25	Private Job	twice	Badda
8	Male	32	Business	once	Baridhara
9	Male	12	Student	once	Bashundhara R/A
10	Male	14	Student	twice	Bashundhara R/A
11	Male	16	Student	3-4 times	Bashundhara R/A
12	Male	28	Public Job	twice	Mirpur
13	Female	26	Student	once	Bashundhara R/A
14	Female	28	Public Job	once	Bashundhara R/A
15	Female	14	Student	once	Mirpur
16	Female	21	Student	twice	Bashundhara R/A
17	Female	18	Student	once	Mirpur
18	Male	18	Student	twice	Mirpur
19	Female	19	Student	3-4 times	Bashundhara R/A
20	Male	27	Private Job	thrice	Mirpur
21	Male	27	Private Job	3-4 times	Mirpur
22	Female	27	Private Job	once	Bashundhara R/A
23	Female	22	Student	twice	Mirpur
24	Male	26	Private Job	twice	Bashundhara R/A
25	Female	26	Private Job	once	Bashundhara R/A
26	Male	22	Student	once	Mirpur
27	Male	22	Student	twice	Mirpur
29	Male	22	Student	3-4 times	Mirpur
30	Male	28	Business	3-4 times	Gulshan

31	Male	27	Business	3-4 times	Gulshan
32	Male	25	Private Job	3-4 times	Gulshan
33	Male	27	Private Job	3-4 times	Gulshan
34	Male	25	Business	once	Gulshan
35	Male	26	Business	twice	Gulshan
36	Male	26	Private Job	3-4 times	Gulshan
37	Male	26	Business	Twice	Gulshan
38	Female	21	Student	3-4 times	Gulshan
39	Female	16	Student	3-4 times	Banani
40	Male	21	Student	Twice	Banani
41	Male	18	Student	3-4 times	Banani
42	Female	15	Student	3-4 times	Gulshan
43	Female	15	Student	3-4 times	Gulshan
44	Male	21	Student	3-4 times	Gulshan
45	Female	22	Student	Twice	Gulshan
46	Female	23	Student	3-4 times	Gulshan
47	Male	27	Business	Twice	Baily Road
48	Male	31	Business	Twice	Banasree
49	Male	31	Business	Twice	Uttara
50	Male	28	Business	once	Banasree
51	Male	35	Business	Twice	Banasree
52	Male	27	Business	Twice	Banasree
53	Male	27	Business	once	Uttara
54	Male	33	Business	Twice	Uttara
55	Female	24	Business	3-4 times	Bashundhara R/A
56	Female	24	Business	3-4 times	Bashundhara R/A
57	Male	22	Student	once	Uttara
58	Male	22	Student	once	Uttara

Note(s): After the 54th interview session, the last four interviews also reflect the same outputs. Therefore, it might come towards saturation point. So, the number of respondents was restricted to only 58

Table 3: Demographic characteristics of interviewees

Demographic characteristics	Frequency
Gender	
Male	36
Female	22
Occupation	
Student	21
Job	26
Business	11
Age	
11-15 years	4
16-20 years	6
21-25 years	11
26-30 years	22
31-35 years	13
Frequency of usage	
Once in a week	9
Twice a week	14
3-4 times in a week	35

The selection of participants was conducted via convenience and purposive sampling. Potential participants require a personal interest in sports or have used sports facilities within the boundaries of Dhaka City. The study used semi-structured interviews as a data collection method, wherein a predetermined set of questions was utilised to interview each participant. The interview mode was determined by the participant's preference, either in person or through an online video conferencing tool. The data collection process used audio recordings to record the interviews, which subsequently were transcribed for analysis using the otter.ai application. The data collected were subjected to content analysis utilising an inductive approach. This thematic analysis approach enables researchers to investigate the viewpoints and encounters of participants without imposing any presumptions or theories onto the collected data (Brett et al., 2018; Song et al., 2021).

The methodology allows for identifying emerging themes and patterns not initially anticipated during the research, thereby creating a more comprehensive understanding of the phenomenon. The adoption of the thematic analysis approach for the analysis of interview data acknowledges the significance of researcher subjectivity as a valuable resource and emphasises the contextual nature of meaning (Braun & Clarke, 2021; Terry et al., 2017). Previous research has employed a thematic approach for analysing interview data associated with sports-related matters (Rizatha & Rahadi, 2022). The transcribed interviews shall undergo a thorough review process to identify any noticeable themes and patterns that may arise from the data. The data analysis was conducted through a systematic approach involving a series of steps: getting familiar with the data, creating preliminary codes, identifying patterns, examining themes, defining and naming themes, and presenting the findings in a comprehensive report. The ATLAS.ti software was utilised to generate the preliminary codes and themes. The ATLAS.ti software facilitates the organisation, management, and visualisation of data in qualitative research. This study concerns the processing of extensive textual data in diverse formats, including but not limited to Word, rich text, and PDF. The data includes a range of types, such as text-based responses to non-structured questionnaires, transcriptions of interviews, observation reports, documents, letters, journalistic or literary text, as well as audio recordings of interviews, meetings, music, and other sources. The data includes images, such as photos, drawings, paintings, and other visual media, as well as videos, semi-experimental research footage, films, television reports, and other sources. (Walter & Bach, 2009).

Therefore, it is a flexible, applicable and useful tool that works in different formats and adjusts to data, objectives and research strategy. The utilisation of ATLAS.ti facilitates the automation of the analysis process by digitising the research files. The utilisation of this tool aids in the implementation of the research methodology and supports comprehensive data analysis, allowing for the identification of multiple data points concurrently. (Walter & Bach, 2009). ATLAS.ti can result in time efficiency because it accelerates data analysis. Additionally, it facilitates the production of comprehensive analyses while minimising the risk of data loss and ensuring the incorporation of dependable data. (Teixeira & Becker, 2001). Researchers must maintain a constant state of diligence, directing their attention towards the subject of investigation while encouraging a spirit of innovation. (Teixeira & Becker, 2001). The investigation was committed to ethical principles and protocols for conducting research that involves human participants. Before conducting the interviews, all participants



were required to provide informed consent. The study ensured the preservation of confidentiality and anonymity of the participants. This study was limited to a small sample size. It may not represent the larger population of individuals interested in sports or who have used sports facilities in Dhaka City. The present study offers significant insights into the perspectives and experiences of individuals who have utilised sports facilities in Dhaka City. This research attempt has the potential to make a valuable contribution to the existing body of literature on the utilisation of sports facilities in urban areas and serve as a useful reference point for future studies on this topic. Subsequently, the interview records were converted to text using the otter.ai application, and a thematic analysis was performed for interview data interpretation.

## RESULTS AND DISCUSSION

Three primary themes were identified based on the collected responses and subsequent data analysis. These themes include the advantages of sports facilities, the potential effects on the community, and strategies for enhancing accessibility. The analysis of interviews conducted with individuals interested in sports within Dhaka city has revealed known patterns that hold importance for utilizing sports facilities in urban areas such as Dhaka. The study conducted a qualitative analysis of interview responses using the thematic analysis research methodology. Each theme is discussed separately below.

1. *Benefits of sports facilities:* Many interviewees acknowledged the potential of sports facilities. The interview responses led to our first theme, i.e., the benefits of sports facilities. The interview responses highlighted three major benefits: physical, mental, and social. Most interviewees reflected on staying fit and healthy for better productivity and stability. From the analysis, we highlighted that most of the interviewees chose sports as a way to stay fit among the other alternatives. "It helps me to improve my skills. It helps me to stay fit, healthy and active. The positivity from practising sports plays a big role in self-development and socializing."-an interviewee's reply about the benefits of sports facilities. Another interviewee said on the same topic- "Um, definitely, because like our mental and physical health, both are very important. A student needs to study hard, but they need to take care of their physical health as well. So if you're not physically fit, sometimes you get stressed and depressed like me. Being a sporty person like me, working out and stuff helps me be good mentally and physically." Social benefits have also emerged in the interview sessions, like developing communication skills, enhancing gender equality, encouraging and building interest towards sports, etc. Another interviewee's view towards social benefits of sports facilities: "While being a female, it is very hard to get a group of females who are elevated enough to do sports and they do it in a routine and they come to the club every single day. If you see other sports groups, there are fewer females than males. However, sports facilities are emphasizing female participation. They are encouraging and facilitating females as much as males, and it is helping to build up a community of sports enthusiasts." Another interviewee stated, "It makes me introduce more people. Improving communication skills, character, and energy helps me be active."
2. *Impacts on the community:* After analyzing the interviews, most interviewees agreed that sports facilities positively impact the community. It helps to motivate,

build positivity, and create an opportunity to introduce new people, and it helps to build up a strong community, which is very impactful for the youth. "People who remain alone from the teenager, especially this newer generation. They are used to drugs, cigarettes and alcohol. But having these sports facilities, you can make new friends. You can have good communication with each other. You can have new opponents, and you can have a new life."-according to an interviewee. "If you're an introvert, it does help a lot because, as you got to in business field right now, you got to build yourself up and be unique and like sports club do help you know more people and open about talking to people and stuff."- Thoughts shared by an interviewee.

3. *Ways to improve accessibility*: The interview responses led to our third theme, i.e. ways to improve accessibility. Sports organizations must thoroughly research to identify their client base, mode of interaction and intensity. Management must select the right social media mix to enhance potential client engagement frequency and reach. Also, every area should have sports facilities to increase accessibility and meet the current demand. Through the interview session, it was clear that there needed to be more public sports facilities where everyone's access could be ensured. Some key points came out through the interview sessions. According to the statements of the interviewees, "Well, um, if we have a sports club nearby with different facilities, for instance, a place with different sports like football/soccer, tennis, handball, cricket, like all the sports facilities are located in the same place. So if you like two sports at a time, it's very hard for you to access it. At the same time, the changes that I would like to make is I'm promoted more so that more females go to clubs like this."- An interviewee. Another interviewee thinks digitalized promotions can also improve accessibility by letting them know about the facilities - "Promoting sports facilities in social media? As well as advertising those in television had increasing access to sports facilities in this new populated cities".

Three key findings emerged from the study of interviews with sports-minded individuals across the city of Dhaka. First, the advantages of sporting facilities were acknowledged, including their positive effects on the body, the mind, and society. For productivity and stability, interviewees emphasized the need to maintain good health, and many cited sports as a favoured option. Second, sporting facilities benefit the neighbourhood by inspiring people, promoting positivism, and providing socialising opportunities. They were thought to have an especially positive influence on young people, combating problems like drug addiction. Last but not least, it was determined that increasing accessibility should be a top priority. To that end, proposals were made for effective study, efficient social media use, and the requirement for athletic facilities in every community.

## RECOMMENDATIONS

Based on the research conducted on leveraging sports facilities in densely populated cities, the following recommendations can be made:

1. *Improve Accessibility*: Enhancing accessibility to sports facilities is crucial in densely populated cities. This can be achieved by increasing the number of sports facilities in various areas to meet the demand and ensuring they are easily accessible to all

community members. Additionally, digitalized promotions and social media and television advertising can raise awareness and reach a wider audience.

2. **Enhance Community Engagement:** Sports facilities should focus on fostering community engagement and building a strong community. This can be achieved by organizing community events, tournaments, and programs that encourage participation from diverse groups. Emphasizing inclusivity and creating a welcoming environment for people of all backgrounds and genders can help build a sense of belonging and social cohesion within the community.
3. **Promote the Benefits of Sports Facilities:** Raise awareness about the benefits of sports facilities to encourage more individuals to participate. Highlight the physical, mental, and social benefits of engaging in sports. This can be done through educational campaigns, workshops, and collaborations with schools, colleges, and community organizations.
4. **Collaborate with Government and NGOs:** Collaborate with government agencies and non-governmental organizations (NGOs) to secure support and funding for developing and maintaining sports facilities. Engage in partnerships that can help leverage resources, expertise, and community networks to enhance the accessibility and impact of sports facilities in densely populated cities.
5. **Conduct Further Research:** As this study has identified certain limitations, future research should address these gaps and expand the scope of inquiry. This includes exploring the factors influencing individuals' decisions to engage in physical activity, analyzing data from different age groups and occupational backgrounds, and considering multiple cities and regions to enhance the generalizability of the findings.

By implementing these recommendations, urban cities like Dhaka can leverage sports facilities to promote physical activity, improve community well-being, and address health and social challenges. It is important to continuously evaluate and adapt strategies to ensure the effectiveness and sustainability of sports facilities in densely populated areas.

## LIMITATIONS

The study offers valuable insights into strategies for enhancing the accessibility of such facilities and promoting greater community engagement. Additionally, the research suggests a series of strategies aimed at enhancing accessibility and optimising the social advantages provided by such facilities. The valuable evidence gained from this study has some limitations that cannot be overlooked. Firstly, the interview sample size is not significant, which can limit the generalizability of the findings. Although efforts were made to include diverse groups of participants, the sample size was relatively small, and the sampling method could introduce biases. It is widely acknowledged that insufficient sample size can lead to unsaturated data, superficial and self-evident results, and selective data interpretation. (Morse, 2010) Data analysis may pose challenges due to the lack of clear categories, and formulating theories may prove difficult if attainable. The potential for restricted variability and limited scope of findings may exist, leading to uncertainty on the part of the researcher regarding the outcomes. When the sample size is limited and semi-structured interviews are utilised, the researcher may not have any noteworthy findings to document.

The outcomes are anticipated and readily foreseeable. (Morse, 2015). Therefore, caution should be exercised in interpreting and generalising the results to other contexts. Secondly, the study focused only on sports facilities in Dhaka city and did not explore other cities or regions. Therefore, the findings may be representative of only some of the population of Bangladesh. Future research can focus on obtaining data from multiple cities and regions by using probabilistic sampling techniques to enhance the generalizability of the findings. The study's focus was restricted to examining the advantages of sports facilities, their potential influence on the community, and strategies for enhancing their accessibility. Later studies may further explore the determinants that impact individuals' choices to participate in physical exercise, encompassing the influence of socio-demographic variables, individual inclinations, and ecological factors.

Furthermore, analysing data across various age groups and professional disciplines may provide a more comprehensive perspective on the subject matter. No theoretical frameworks were used in the research. Future studies could focus on the drivers that influence stakeholders' decisions to build and leverage sports and recreation facilities in megacities in the developing world through the perspective of social exchange theory and expectation theory.

In conclusion, this study highlights sports facilities' importance and potential benefits for individuals and communities. While the findings are informative, they should be interpreted cautiously due to the study's limitations. Future research can build on these findings to address the identified limitations and broaden the scope of inquiry into this important area of public health.

## **CONCLUSION**

In conclusion, sports facilities play an important role in promoting physical activity, social interaction, and community engagement, which contribute to the well-being of urban communities. However, in densely populated cities like Dhaka, access to quality sports facilities is limited, which may lead to physical inactivity and health issues among residents. This study aimed to identify the factors that influence leveraging sports facilities in densely populated cities and explore potential strategies to make them more accessible and impactful towards the community. Engaging in physical activity and participating in healthy sports are crucial for promoting optimal health and overall well-being. Engaging in suitable physical activities and sports is a fundamental aspect of a healthy way of life, as are maintaining a nutritious diet, refraining from tobacco use, and avoiding other harmful substances (World Health Organization & others, 2003). The results of this study indicate that sports facilities offer significant benefits regarding physical, psychological, and communal welfare. Despite the potential benefits of these facilities, certain challenges exist that hamper their ideal utilization. These challenges include insufficient awareness and information regarding the facilities, inadequate maintenance behaviours, and limited accessibility. Leveraging sports facilities in densely populated urban cities like Dhaka can provide numerous benefits, including improved physical and mental health, social cohesion, and economic development. Ensuring accessibility to sports facilities is crucial for maximizing these benefits, and factors such as perceived quality, innovation, community engagement, and client enrollment and retention should be considered when planning and managing sports facilities in urban contexts. Therefore, it is crucial

to develop effective strategies to promote and leverage sports facilities in densely populated cities, including better promotion and communication, public-private partnerships, and innovative approaches to design and maintenance. Therefore, this research is an initial foundation for future investigations on Commercial Sports Facilities in developing countries. Overall, this study highlights the need to prioritize developing and improving sports facilities in urban areas, especially in densely populated cities, to promote physical activity, social cohesion, and community well-being. By leveraging sports facilities effectively, urban communities can benefit from improved health, increased social interaction, and enhanced quality of life. Urban policymakers, sports management practitioners, academics and individuals interested in researching the effects of commercial sports and recreational facilities may find the subsequent findings useful in guiding their research efforts.

## CONFLICT OF INTEREST

All authors declare no conflict of interest in this manuscript.

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