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# **A Hybrid Framework of Achievement Goal and Self-determination Motivation as Predictors in Compulsory Physical Education**

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## **Abstract**

Based on Achievement Goal Theory and Self-determination Theory, an integrated framework was applied to examine the predictive utility on junior high school students in compulsory physical education. Three hundred and ninety two students were recruited from of junior high schools in Taipei City as participants and completed Sport Goal Orientation Scale, Self-determination Motivational Types Scale-PE, Psychological Needs Scales, Effort and Enjoyment Scale in physical education. The results indicated that correlation coefficient between task orientation and self-determination was higher than that between ego orientation and self-determination. Effort and enjoyment were positively predicted by internalized motivation. Task orientation positively predicted competence and relatedness and was more advantageous than ego orientation did. Besides, task orientation positively predicted autonomy, effort, and enjoyment solely. Competence, relatedness, and autonomy were positive predictors of the self-determined motivation, which also predicted effort and enjoyment significantly. The findings underscored the importance of task orientation in physical education. However, ego orientation afforded positive contribution while competence being perceived. It is recommended to arrange a motivational climate which facilitates task orientation in physical education. Students who lack of the perceived competence should be protected from suffering the surrounding that emphasizes the viewpoint of peer comparison.

**Keywords:** goal orientation, autonomy, competence, effort, enjoyment

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## Introduction

The evidence of regular exercise that benefits human health has been well documented. Physical education is compulsory up to 12 years in the education system in Taiwan. Physical education is potentially influencing physical activity of students and their lifelong active life style (Sallis & McKenzie, 1991). School education tends to promote sport and physical activity by holding competitive sport campaigns, and also the combination of physical education always serves as a main support for the held events. Based on this premise, the results of competitions always turn into the focus of the main sense. The process of the preparation might successfully increase of physical activity participation. However, the effect of physical activity promotion for sport game is transient, which lasts till the termination of the game period. The key of the physical activity maintenance depends on the results of competitions. The way how adolescents attribute the results of the competitions is the matter of further willing to engage in sport or exercise activities.

Achievement Goal Theory (AGT), Nicholls (1989) suggested that individuals intend to demonstrate competence and avoid exhibiting incompetence in the achievement context. The conception of ability is the central variable of AGT. The way how individuals regard ability is the key point of the perceived competence and achievement behaviors. Nicholls (1989) proposed that people judge competence based on two perspectives which are task involvement and ego involvement. When an individual is task-involved, the goal of action is to develop learning, mastery, and improvement. The demonstration of ability is based on self-referenced criteria. As an individual is ego-involved, the demonstration of ability is based on other-referenced criteria. The goal of action is to display ability relative to others or to outperform others. Social comparison and normative references are the basis of judgment about ability. The interaction between achievement goal orientation and perceived ability is influential on achievement behaviors. Yet, Ames (1984) argued that the objective social comparisons are relatively uncontrollable factors. The ability referencing criteria based on social comparison will result in variant ways. Ego-involved individuals perceive ability through the comparison with others. Since ability is treated as the factor which causes success or failure. Beating others or outperforming the norm is the way for ego-involved individuals to perceive competent. As for task involvement, the mastery and self-progressing is emphasized. The origin of the perception about success is from self-comparison. Task-involved individuals tend to initiate task with appropriate difficulty that matches perceived ability. The interaction of the characteristics of task involvement and environment contributed adaptive affect responses and positive

behaviors by promoting the perception of competence (Vlachopoulos & Biddle, 1997). Since task-involved individuals tend to construct competence based on self-referenced criteria; higher degree of effort would be devoted to reach the achievement goal. As a result of this condition, adaptive learning strategies and exertion would be applied. Researches of AGT in the physical education settings of adolescents (Mouratidis, Vansteenkiste, Lens, & Auweele, 2009; Stuntz & Weiss, 2009) yielded similar findings with the researches of competitive sport. Task orientation and competence were confirmed to be associated with intrinsic motivation, and positive affect responses. The findings verified that achievement goal perspectives across multi-dimensions of physical activity.

Self-Determination Theory (SDT)(Deci & Ryan, 1985, 2000) focusing on motivation have been applied to the researches in physical activity domain. It proposed an alternative view on motivation of human behaviors. SDT provided a conception of motivational continuum to discriminate the types of motivation. The continuum is based on the degree of self-determination and places motivations on the relative location of it. The essence of SDT is that motivation is based on the degree of self-determination and can be categorized into three types basically, which are intrinsic motivation, extrinsic motivation, and amotivation. Extrinsic motivation contains behavioral regulations which represents the degree of internalization of motivation. Amotivation represents no motivation of behavior (Ryan & Deci, 2000). SDT argued that motivation leads to behavioral consequences and quality. Higher self-determined motivation results in more positive consequences than lower ones do (Sheldon, 2002; Vallerland, 2001). It was well documented that motivation with higher degree of self-determination was more advantageous than the ones with lower degree of self-determination in predicting behavioral consequences in sport and exercise domains (Tsai, Jwo, & Lin, 2006; Wang, Chatzisarantis, Spray, & Biddle, 2002). Deci and Ryan (1985, 2000) indicated that three psychological factors such as autonomy, competence, and relatedness were considered critical in the process of self-determination generating. The psychological factors were treated as basic needs for individual development and paved way for the development of self-determination of motivation as the antecedents of self-determination. Researches in physical activity domain have proved that autonomy, competence, and relatedness were fundamental factors of self-determination motivations (Ntoumanis, 2001a; Reinboth & Duda, 2006; Taylor, Ntoumanis, Standage, and Spray, 2010; Tsai, 2007).

Previous studies had found a connection between goal orientations, motivational climate, self-determination motivation, and behavioral consequences in physical educations. Task

orientation was identified to be beneficial to self-determined motivation types. Ego orientation was found to be detrimental to self-determined motivation while lacks of competence (Standage, Duda, & Ntoumanis, 2003a, 2003b). in general, motivational climate which emphasizing mastery and task involvement is positively associated with self-determination motivation and positive consequences. The motivational climate which emphasized performance and normative-reference was found to be associated with maladaptive responses and low degree of self-determination (Parish & Treasure, 2003; Standage, Duda, & Ntoumanis, 2003a, 2003b; Wang, Chatzisarantis, Spray, & Biddle, 2002). Based on distinct perspectives, Achievement goal theory shares constructs with SDT; especially the perception of competence which was proved as a significant determinant of physical activity participation and exercise behaviors. Therefore, the present study was designed to examine the predictive utility of achievement goals and self-determination motivation in compulsory physical education. Crucial consequences such as effort and enjoyment required in physical education were put into considerations.

## **Methods**

### **1. Participants**

Three hundred and ninety two students recruited from junior high schools in Taipei city serves as participants (201 boys, 191 girls, Mean age = 14.2 yrs.). Each participant was requested to read and finish informed consent form prior to participating the study.

### **2. Instruments**

#### **(1) Goal Orientation in Sport Questionnaire**

The scale was to assess the achievement goal orientation in physical education. The scale is a 7-point Likert scale developed from Chi (1994) and 13 items were contained in the scale. This scale was developed based on the construct of Achievement goal theory. It contains two subscales which are Task orientation and Ego orientation subscale. The Cronbach  $\alpha$  coefficients of the subscales are between .75 to .91.

#### **(2) Self-determination Motivation Scale-PE**

The scale is a 7-point Likert scale derived from Tsai (2007) to assess the motivational type that students participating physical activities in physical education. The scale was based on the constructs of Self-determination with 20 items. It contains five subscales which are intrinsic

motivation scale, identified regulation scale, introjected regulation scale, external regulation scale, and amotivation scale. All the Cronbach  $\alpha$  value of subscales were above .70. The scores of the subscales represented different degree of self-determination respectively. Based on the perspective of self-determination theory the scores assessed by the Self-determination Motivational Types Scale-PE were computed into a weighted sum-up value- RAI (relative autonomy index) which was regarded as a general degree of self-determination. The formula of is  $RAI=2IM + ID + 0IJ -EX - 2AM$ .

### **(3) Perceived competence**

The scale was to assess the perceived competence in physical education. The scale is a 7-point Likert scale developed from Ntoumanis (2001a) and 5 items were contained in the scale. The Cronbach  $\alpha$  coefficient of this scale is .87.

### **(4) Autonomy**

The scale was to assess the perceived autonomy in physical education. The scale is a 7-point Likert scale developed from Ntoumanis (2001a) and 6 items were contained in the scale. The Cronbach  $\alpha$  coefficient of this scale is .80.

### **(5) Relatedness**

The scale was to assess the perceived relatedness in physical education. The scale is a 7-point Likert scale developed from Ntoumanis (2001a) and 7 items were contained in the scale. The Cronbach  $\alpha$  coefficient of this scale is .82.

### **(6) Effort**

The scale was to assess the perceived effort in physical education. The scale is a 7-point Likert scale modified from the effort scale of Intrinsic motivation inventory (IMI) McAuley, Duncan, and Tammen (1989) and 7 items were contained in the scale. The Cronbach  $\alpha$  coefficient of this scale is .84.

### **(7) Enjoyment**

The scale was to assess the perceived enjoyment in physical education. The scale is a 7-point Likert scale developed from Tsai (2007) and 4 items were contained in the scale. The Cronbach  $\alpha$  coefficient of this scale is .91.

### 3. Analysis

Descriptive statistics such as means, standard deviations were used to reflect the distribution of the variables. Pearson's Product-moment correlation analysis was applied to examine the correlation among the studied variables. Simultaneous regressions were adopted to detect the predictive utility of motivational types on effort and enjoyment. Path analysis was applied to examine the predictive utilities of achievement goals and motivation on effort and enjoyment. The  $\alpha$  value of statistical significance in the present study was .05.

### Results

The descriptive statistics of examined variables was shown in Table 1. The scores of higher self-determined motivation were higher than lower self-determined ones. In the aspect of achievement goal, the score of task orientation was higher than the score of ego orientation. The results of present study were positive in the theoretical aspect approximately.

Table 1 *Descriptive data of examined variables*

Variable	Mean	SD
Competence	4.62	1.35
Autonomy	4.86	1.38
Relatedness	5.07	1.16
Intrinsic motivation	5.61	1.32
Identified regulation	5.19	1.14
Introjected regulation	3.65	1.43
External regulation	3.25	1.35
Amotivation	1.80	1.02
Enjoyment	5.51	1.44
Effort	4.95	1.29
Ego orientation	4.64	1.32
Task orientation	5.40	1.20
Relative autonomy idenx	9.57	5.39

Pearson's Product-moment correlation analyses revealed that higher correlation

coefficients were found between neighbor motivational types than that between distant ones, i.e., the coefficient of correlation between intrinsic motivation and identified regulation was higher than the one between intrinsic motivation and introjected regulation. Positive associations were found between psychological factors and higher self-determined motivation, and negative associations between psychological factors and lower self-determined motivation. Also, psychological factors were found to be positively associated with effort and enjoyment. Positive association of introjected regulation were found to be with competence, autonomy, relatedness, intrinsic motivation, identified regulation, enjoyment, effort, task orientation, and ego orientation. External regulation was negatively associated with autonomy, and insignificantly associated with the variables that were found to be positively associated with introjected regulation. In addition, the coefficients of correlation between task orientation and positive value variables such as competence, autonomy, relatedness, intrinsic motivation, identified regulation, enjoyment, and effort were higher than the coefficients of correlation with ego orientation.

The prediction of motivational types on consequences, the results of simultaneous regression analysis of effort indicated that intrinsic motivation, identified regulation, and introjected regulation were positive predictors ( $\beta = .27, .40, .27$  respectively) and external regulation is a negative predictor ( $\beta = -.10$ ). Amotivation did not predict effort. Identified regulation was found as the strongest predictor in terms of predicting effort. The explained variance of all the motivational types on effort was 60%. As for enjoyment the result of simultaneous regression analysis indicated that intrinsic motivation and identified regulation were positive predictors of enjoyment ( $\beta = .54, .26$ ), and amotivation is a negative predictor ( $\beta = -.12$ ). There was no predictive utility of introjected regulation and external regulation on enjoyment. Intrinsic motivation was found having most prediction on effort among all motivational types. The explained variance of all the motivational types on enjoyment was 67%.

Path analysis indicated that task orientation predicted effort ( $\beta = .32$ ), enjoyment ( $\beta = .17$ ), and RAI ( $\beta = .24$ ) directly, but which were not found in ego orientation. Task orientation was a positively significant predictor of competence, autonomy, and relatedness. Ego orientation was a positively significant predictor of competence and relatedness. Compared with task orientation, ego orientation was found to have less predictivity on psychological needs. RAI was predicted by psychological needs. Autonomy was found to display most robustness of prediction on RAI, and competence displayed less than autonomy but more than relatedness did. Competence was found predicting effort and enjoyment directly. The explained variances of the framework were: competence ( 16%), autonomy

(24%), relatedness (21%), RAI (25%), effort (26%), and enjoyment (30%) respectively. The results of path analyses were presented in Figure 1 and Figure 2. The solid lines represented the significant coefficients of the paths.

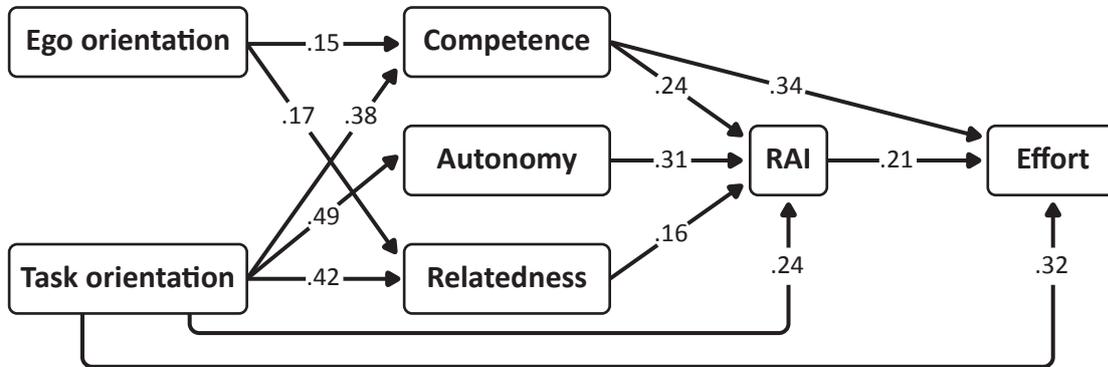


Figure 1 Path analysis of effort as the consequence.

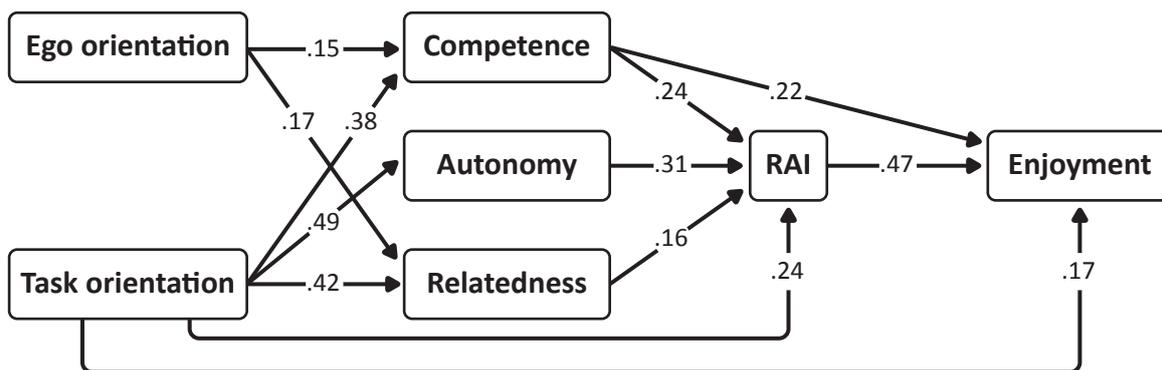


Figure 2 Path analysis of enjoyment as the consequence

### Discussion

Generally, findings in this study supported the propositions of the applied theories. In accordance with SDT, psychological needs, such as competence, autonomy, and relatedness were found to be positively associated with intrinsic motivation, identified regulation and consequences. However, introjected regulation was found to be positively associated with psychological needs. It is worthy to be considered. Introjected regulation was assumed to be a neutral construct in proposition of SDT. Similar findings of the previous study examining motivation in physical education revealed the positive characteristic of introjected regulation (Tsai, 2007). Beside the predictive utilities of identified regulation was found to be more manifest that intrinsic motivation be in exercise and physical education (Matsumoto &

Takenaka, 2004; Tsai, Jwo, & Lin, 2006). The explained variance of motivational type or the predictive utility of motivational types might be the functions of situational impact and participant difference. The effects of culture, age, and context factors deserved to be examined in the internalization of external events on motivational types.

The significant coefficients of correlation among task orientation and psychological needs, self-determined motivations, and consequences were higher than the ones of ego orientation. Task orientation was found to be negatively associated with lower self-determined motivational types, such as external regulation and amotivation. The results of correlation was consistent with previous studies (Gao, Podlog, & Harrison, 2012; Ntoumanis, 2001b; Parish & Treasure, 2003; Wang, Chatzisarantis, Spray, & Biddle, 2002). The results supported the positive effects of task orientation in physical education. Task orientation was confirmed to be beneficial in facilitating self-determination motivation, effort, and perceived enjoyment in compulsory physical education.

The examining of the predictive utility among motivational types on consequences indicated the slight difference of theoretical perspectives. Identified regulation revealed more powerful prediction on effort than intrinsic motivation did, even though intrinsic motivation predicted effort significantly. The meaning of effort could be the matter which caused the variance of the prediction between intrinsic motivation and identified regulation. In compulsory physical education, the factors of identified regulations contain the goal of grading, and approval from teacher or classmates. Effort might be underpinned by external factors of identified regulation. Intrinsic motivation represents the inherent characteristics of self, striving for activity might be highly associated with intrinsic motivation, however the strength of the linkage between effort and intrinsic motivation would not be as significant as that between effort and identified regulation. The extrinsic behavioral values that generate identified regulation were found having the most significant predictive function in the case of the exercise behavior of elderly participants about health (Landry & Solmon, 2004). The benefits of physical exercise which constitute identified regulation were the reasons which cause exercise behavior of elderly. Similar results were in the studies in high school physical education (Chirkov & Ryan, 2001; Koka & Hein, 2003; Tsai, Jwo, & Lin, 2006). The result revealed the significant predictive utility of introjected regulation on effort lead to the consideration of effect from authority of PE teacher, and the pressure of peers which constitute introjected factors. Even though introjected regulation is a significant predictor of effort in physical education. It is not suggested to adopt the approach of introjected way to facilitate effort exertion (Ryan &

Deci, 2000). Introjected regulation does not contain the elements of individual autonomy; instead, it brings pressure to individuals. Pressure from external events is not a positive factor of psychological well-being (Sheldon, 2002). Compared with the prediction function of self-determination motivation on effort, the result of the prediction on enjoyment was relatively compliant with the theoretical propositions. The constructs of enjoyment and intrinsic motivation are concordant. To experience stimulation, leaning, and accomplishment is a goal filled with enjoyment. It is expected to acquire the result along the motivational continuum in the prediction on enjoyment.

The finding that task orientation was a significant predictor of competence, autonomy, and relatedness confirmed the viewpoints of Ntoumanis (2001b). The path analysis indicated that task orientation predicted psychological needs more advantageously than ego orientation did. Ego orientation was not expected to predict the psychological needs; however, the finding indicated that ego orientation predicted competence and relatedness. It might be due to the influence of teacher in physical education. Providing positive feedback in class has been proved to keep student perceiving positive affect response (Ntoumanis, 2001b). The way how students are evaluated could offset the detriment of ego orientation. The style of evaluation in class is a critical variable of motivational climate, and also feasible to execute intervention in the practical setting. The finding that task orientation predicted effort and enjoyment directly confirmed the expectation of the hypotheses and the results of previous studies. (Ntoumanis, 2001b; Standage, Duda, & Ntoumanis, 2003a; Theodosiou & Papaioannou, 2006). It is not considered that ego orientation being able predict self-determination motivation, effort, and enjoyment indirectly through the path of perceived competence. Thus, ego orientation would not be harmful to the perceived competence. However, the competence and the perception of ability are not inevitably available all the time when an individual hold the faith of ego orientation. Winning and loss is exhibited by objective results of activity that lead to extremely distinct affect responses of ego-involved individuals. Perceived competence prevents ego-involved individuals from suffering the negative influence of inadequate attribution. Once the result of activity does not match the goal of ego orientation, the perception of competence will not be fulfilled. In the mean time, the ego-involved individuals run a high risk of negative affect responses. The drawback of ego orientation might be compensated by perceived competence, but it is not reliable and stable for ego-involved individuals to perceive competence in practical situations. Instead of ego orientation, it is secure to adopt task orientation that guarantees the desired consequences.

## Conclusions and Implications

Task orientation was found positively associated with psychological needs and self-determined motivation and more advantageous in predicting effort and enjoyment than ego orientation in physical education setting. Besides, task orientation was also a positive predictor of high self-determined motivation and consequences. The predictive function of ego orientation should be affective while perceiving competence.

Based on the findings, possible implications are as follows:

1. To facilitate the perception of competence, it was suggested for physical educators to provide challenges with appropriate difficulty in physical education setting
2. Students should be encouraged to set goals of individual progress, learning, and task mastery.
3. The critical point of evaluation should be according to the perspectives of personal effort or progress, which should be clearly defined prior to class and game instruction.
4. School administrators or physical educators who in charge of sport affairs are suggested to arrange illustration sessions about the value of struggle for students before the sport campaign.

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# **The Development and Validation of a Scale for Service Quality at Sport Fan Events (SSQSFE)**

**Shiro Yamaguchi <sup>1)</sup>, Ryoko Akiyoshi <sup>2)</sup>, Shintaro Inaba <sup>3)</sup>, and Yasuo Yamaguchi <sup>4)</sup>**

## **Abstract**

The purpose of this study was to enhance the understanding of service quality at sport fan events by developing a conceptual framework and measurement scale specifically designed for the assessment of consumer perceptions. To develop a measurement scale of service quality at sport fan events (SSQSFE), three experimental studies including a focus group interview, a pilot test, and a substantive survey were conducted. Data were collected from 244 participants at the Kobelco Rugby Festival 2011 in Japan. Confirmatory factor analysis (CFA) was employed to verify the domains of service quality. The measurement model fit the data well. The reliability and validity of the SSQSFE were established via the pilot test and the substantive survey. The study provides a valid and reliable conceptual framework and a measurement tool that can be used to confirm consumer's perceptions of the quality of fan events.

**Key words:** service quality, sport fan events, scale development, event participation

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## Introduction

In recent years, there has been increasing interest in playing sports and increasing interest in spectator sports in Japan. In this climate, Japanese residents have been giving rugby greater attention because of the influence of the Japan Rugby Top League, which officially came into existence as a professional rugby league in 2003 (Yamaguchi, Ishiguro, & Yamaguchi, 2011). It was also decided that the 2019 Rugby World Cup would be held from September to October 2019 in Japan. This is the first time that the Rugby World Cup will be held outside of Europe or the Southern Hemisphere. Holding the Rugby World Cup in Japan is a very important event for the International Rugby Board (IRB) to promote rugby on a global scale.

However, the 2019 Rugby World Cup in Japan presents some trouble, including the event's income sources. IRB association rules state that the host has to cover the cost of the event. Therefore, host sport organizations have to increase the number of spectators to regain the cost of the event. Currently, the rugby-supporting population in Japan is low. According to the Sasakawa Sports Foundation (2013), the rugby registration of the Japan Sports Association is 109,887 people, which is half the size in 1990; rugby spectatorship is experiencing a downward trend, with 125,000 people currently compared to 134,000 people in 2008 according to the Sasakawa Sports Foundation (2010). There were 365,491 spectators of the Rugby Top League from 2013 to 2014; spectatorship is on the rise compared to that from 2008 to 2009 (Japan Rugby Top League, 2014).

The professional sports industry is a service industry and, as such, is largely influenced by the quality of the services provided. For professional sports, the ability to offer high-quality events and services has become a critical issue for sport organizations (Ko, Zhang, Cattani, & Pastore, 2011). Service quality is a key concept for sport organizations because research has shown that it is directly related to consumer retention rates and high profits for sport organizations (Kouthouris & Alexandris, 2005). Therefore, improving service quality in the context of professional sports is an important issue for sport organizations to acquire many spectators and fans.

As a result, the Japan Rugby Football Union (JRFU) and teams in the Rugby Top League have been trying various fan services during the season and outside of the season. For example, Kobe Steel Kobelco Steelers, the Top League team in Kobe, has many fan services throughout the year, such as a bus tour for watching away games, a stadium campaign with sponsor companies, a Christmas party with players, an after

match function, and also fan events. Yamaguchi et al. (2011) suggested that sport organizations should pay more attention to the satisfaction of fan events for the following reasons: (1) satisfaction can enhance attendance numbers, (2) satisfaction can enhance fan retention, and (3) satisfaction can increase the number of new consumers. They also said that measuring service quality of fan events is a principal strategy for learning consumer opinions and for service evaluation. Thus, scholars need to measure service quality at sport fan events. However, there is no empirical evidence to examine service quality at sport fan events and there is no measurement scale in this context. In addition, many service quality models are used within the context of service industries, such as communications services and bank services (Cronin & Taylor, 1994; Parasuraman, Zeithaml, & Berry, 1988). Shock and Chelladurai (2008) suggest that it is necessary to identify the significant elements considered in each context. The purpose of this study was to enhance the understanding of service quality at sport fan events by developing a conceptual framework and a measurement scale specifically designed for the assessment of consumer perceptions.

### **The Scale of Service Quality in Sporting Events**

The field of marketing has examined service quality from the perspective of the consumer. Service quality is defined as “the global evaluation or attitude of the overall excellence of services” (Parasuraman, Zeithaml, & Berry, 1985, p. 16). A customer’s level of perceived service quality depends on the outcome of a customer’s comparison of expectation of a service encounter prior to consumption and perceptions after experiencing the service (Zeithaml, Berry, & Parasuraman, 1993). A variety of service quality models have been introduced in marketing literature, including SERVQUAL (Parasuraman, Zeithaml, & Berry, 1988), SERVPERF (Cronin & Talyor, 1992), and SERVICESCAPE (Bitner, 1992).

In the area of sports and leisure, researchers developed service quality models in the late 1990s, such as QUEST (Kim & Kim, 1995), SPORTSCAPE (Wakefield, Blodgett, & Sloan, 1996), and CERM-CSQ (Howart, Crilley, & Milne, 1996). In addition, recent studies have tried to measure service quality at sporting events (Jin, Lee, & Lee, 2013; Kelly & Turley, 2001; Ko et al., 2011; Moon, Kim, Ko, Connaughton, & Lee, 2011; Tsuji et al., 2001; Yoshida & James, 2010, 2011). For example, Yoshida and James (2010) examined the relationships between service quality, core service quality, game and service satisfaction, and behavior intentions by comparing both American and Japanese baseball.

These articles have attempted to develop a measurement scale of service quality at sporting events in the sports context SSQRS (Ko & Pastore, 2004), SPORTSERV (Theodorakis, Kambitsis, Laios, & Koustelios, 2001), and SEQSS (Ko et al., 2011). To develop a standardized measurement for service quality based on customer perception, one method universally recognized as critical in an evaluation is the identification of the dimensions of service (Kim & Kim, 1995). For example, Ko et al. (2011) developed twelve structures for measuring event quality at major spectator sports: (1) skill performance, (2) operating time, (3) information, (4) entertainment, (5) concessions, (6) employee interaction, (7) fan interaction, (8) sociability, (9) valence, (10) ambience, (11) design, and (12) signage. Common among the variety of the fields of service quality is that researchers have to change the scale of service quality based on the construction of service and context. Service quality has a different meaning in marketing than in sport recreation service (Ko & Pastore, 2005). In addition, Shock and Chelladurai (2008) noted that it is necessary to identify the significant elements that could contribute to service quality in sporting events. Therefore, scholars need to modify the service quality scale based on the research objectives. In other words, the authors would have to develop and change the scale of service quality considering the context of the sport fan events from the consumer perspective. Thus, we decided to develop a scale for service quality at sport fan events (SSQSFE).

## **Method**

### **Setting**

To develop the measurement of service quality at sport fan events, this study conducted a four-stage research project based on the procedure of Churchill (1979), Ross, James, and Vargas (2006), and Ko et al. (2011). The first-stage of data collection involved conducting a literature review and a focus group interview for 60 minutes in the meeting room of a stadium after finishing a professional rugby practice game. The researchers and team managers extracted 10 participants who attended the game with consideration given to the balance of fans. Using Mullin, Hardy, and Sutton's (2007) suggested categories of fans, the current study classified fans into three types based on attendance experiences: Light user (1-3), Medium user (4-14), and Heavy user (over 15). The participants of the focus group were asked to indicate the criteria they would use to assess the service quality of sport fan events. Following these procedures, the researchers developed an initial pool of 41 items and 12 constructs based on the research of Ko et al. (2011).

To refine these items more precisely, the second-stage of the data collection consisted of a panel discussion carried out by a panel of five experts in sports management and relied on previous research (e.g., Ko et al., 2011; Yoshida & James, 2011). Each expert performed the panel discussion for content validity confirming the purpose of this study, explanation of the procedures, construct definitions, and a list of the items. As a result of these protocols, the remaining 37 items were included in a questionnaire for a pilot field test. These 37 items were then incorporated as statements into a measurement instrument using a five-point Likert-type scale (1 = “strongly disagree” to 5 = “strongly agree”). The third-stage of the data collection involved a pilot test in a practice professional rugby game. Data were collected by members (n=4) of a graduate program from a state university in Japan. The participants were asked to examine the items for relevance and clarity. As a result of this test, 101 participants were selected as a convenience sampling by collectors. Ten items were eventually deleted through exploratory factor analysis (EFA) and item-total correlations of 0.5, as they were confirmed as the bias of a normal distribution. Cronbach’s alpha coefficients of all items cleared a standard that was established by Nunnally and Bernstein (1994). Through the above procedures, the final version of the measurement had a total of 27 items representing 7 constructs of SSQSFE. Prior to the final stage, the researchers conducted panel discussion by a professor, 3 graduate students, and ten undergraduate students. Members of the panel discussion then focused on the definition of reconstruction, checking the wording, and nuance in order to provide content evidence of validity. All items were consequently accepted. The dimensions are summarized in Table 1.

Table 1 Dimensions of Proposed SSQSFE

Dimension	Definition (In Terms of Consumer’s Perceptions)
Management	Visual aspects of service environment
Food	Availability of wide range of food choices
Staff	Attitudes, behaviors, and expertise of service personnel
Access	Ease of access to the event place
Information Service	Ease of obtaining up-to-data information about fan events
Schedule	Appropriate schedule in fan events
Communicate with players	Positive social experiences of being with players who enjoy the same time

**Sample and Collection**

The final stage investigated a fan event in the sport context. Ten trained surveyors

collected data from participants who attended the Kobelco Rugby Festival 2011 in Japan. Questionnaires were distributed to a convenience sample of participants as they entered the event through the main gate. Surveyors were stationed in a corner of the event booth. A total of 256 completed questionnaires were collected, of which 244 were usable for data analysis. The sample size outweighed the minimum sample size (200) for structural equation modeling with maximum likelihood estimation (Hair et al., 2009).

### **Data Analysis**

Data were analyzed using PASW Statistics 18.0 for Windows and AMOS 18.0. The researchers conducted a confirmatory factor analysis (CFA) and confirmed the reliability and validity of the scales used in the study for the measurement model. To assess goodness of fit of the measurement model,  $\chi^2/df$ , comparative fit index (CFI) and root mean square error of approximation (RMSEA) were used. Kline (2005) and Kim (2008) set a threshold of acceptability for each index:  $\chi^2/df$  less than 3.0 is desirable, CFI values greater than .90 are acceptable, and RMSEA values less than .10 are favorable. The convergent validity of the measure was assessed by factor loading, AVE, and reliability coefficients based on Hair et al. (2009). Following the advice of Fornell and Larcker (1981), discriminant validity was assessed as to whether the variance extracted estimates associated with each possible construct pair and to whether they were greater than the square of the correlation between the two constructs.

## **Results**

### **Description of Study Participants**

Table 2 summarizes the demographic characteristics of our sample. The sample characteristics were 52.2% male, 75.4% married, and 48.3% office workers. Ages were measured with a categorical variable: 40.2 % were 40 to 49 years old, 30.9 % were between 30 to 39 years old, and 9.3 % were between 50 to 59 years old. Most of the audience experience was attendance at 1 to 5 games.

Table 2 Characteristics of Sample Demographics

Variables	Categories	%	(n)	Variables	Categories	%	(n)
Age				Residence			
	18-19 years old	5.4%	(11)		Kobe-shi	38.3%	(80)
	20-29 years old	9.3%	(19)		Hyogo prefecture	26.3%	(55)
	30-39 years old	30.9%	(63)		Other	35.4%	(74)
	40-49 years old	40.2%	(82)				
	58-59 years old	9.3%	(19)	Marriage			
	60 years old and above	4.9%	(10)		Married	75.4%	(159)
					Not married	24.6%	(52)
Occupation				Rugby experience			
	Office worker	48.3%	(102)		Yes	38.1%	(80)
	Public officer	4.7%	(10)		No	61.9%	(130)
	Teacher	1.4%	(3)				
	The self-employed	7.6%	(16)	Audience experience			
	College student	10.0%	(21)		Zero	27.6%	(32)
	Housewife	23.2%	(49)		1-5 times	61.2%	(71)
	Other	4.7%	(10)		6-10 times	10.3%	(12)
					More than 11 times	0.9%	(1)

### Assessment of Service Quality

The service quality construct is composed of 7 factors: management, food, staff, access, information service, schedule, and communication with players based on the EFA of the pilot test. The result of the CFA for service quality at sport fan events indicated an acceptable fit to the data;  $\chi^2/df=2.95$ , CFI=.88, and RMSEA=.09. Only CFI was below the suggested standard, with a value of .88. A decision was made to retain the measurement model based on two considerations suggested by Byon, Zhang, and Baker (2013) for the following reasons: (1) except for the CFI value, most of the alternative model fit indices indicated good fit and (2) it might be possible to lose theoretical relevance of the specified model if a respecification was initiated. Therefore, the measurement model was accepted in this study. As shown in Table 3, all items show high factor loadings, ranging from .55 to .97. Additionally, the Cronbach's alpha coefficients of all seven factors were greater than .70, ranging from .79 to .93, providing evidence that the items accurately captured respective factors (Nunnally & Bernstein, 1994). The AVE values ranged from .29 to .73. Although three factors, management, food, and access, could not clear the recommended standard of .50 (Fornell & Larcker, 1981), the other factors cleared the conditions necessary for convergent validity. Therefore, we decided to proceed to the next step.

Descriptive statistics of the constructs and their correlations are reported in Table 4. With regard to discriminant validity, CFA revealed high factor correlations, ranging from .23 to .59. In addition, all factors are positively correlated at the .01 significance level. Collectively, the overall assessment of the fit indices indicated that the measurement model was an acceptable fit to the data.

Table 3 Results of Confirmatory Factor Analysis

Construct	Items	Factor Loadings	$\alpha$	AVE
Management	The event is designed with safety in mind	.73	.91	.29
	They are provided me an abundance of the good	.58		
	The type of program is abundant.	.78		
	The program is able to enjoy contents	.89		
	Progress of the program smooth progress	.91		
	The program of time setting are sufficient	.88		
	They are provided me a homey feel	.72		
	It is easy to attend non-fan	.63		
Food	There is plenty of food space in the event	.66	.86	.42
	They are provided me a bundant food and drink in the event	.75		
	There is plenty of garbag box in the event	.93		
	There is plenty of the layout of garbag box in the event	.91		
Staff	Staff is friendly	.94	.84	.66
	The reaction of staff is sufficient	.96		
	Staff can be sensitive to fan	.94		
Access	The access to the event is a good	.57	.84	.29
	The size of parking spaces are sufficient	.55		
	The number of restroom is sufficient	.96		
	The layout of restroom is sufficient	.93		
Information Service	I can esaily get information about the event through the website	.80	.90	.55
	I can esaily get information about the event through the cell-phone website	.89		
	I can esaily get information about the event through the e-mail magazine	.92		
Schedule	The time of fan event is sufficient	.84	.79	.73
	The time length of fan event is sufficient	.88		
Communication with players	I can communicate with players	.91	.93	.72
	I can have contact with players	.97		
	Players are friendly	.85		

Notes: All scales were measured on a 5-point response format with anchors of "Strongly disagree"(1) and "Strongly agree"(5)

Table 4 Correlation Matrix of Confirmatory Measurement Model

	Mean	SD	Management	Food	Staff	Access	Information Service	Schedule	Communicate Service
Management	4.17	.82	.29*						
Food	3.55	.93	.57	.42*					
Staff	4.29	.75	.46	.36	.66*				
Access	3.59	.94	.43	.59	.32	.29*			
Information Service	3.64	.96	.40	.38	.52	.39	.55*		
Schedule	3.80	.83	.57	.48	.53	.53	.59	.73*	
Communicate with players	4.17	.92	.35	.33	.54	.23	.40	.38	.72*

Notes: \*Average variance extracted (AVE)

## **Conclusions and Implications**

The purpose of this study was to enhance the understanding of service quality at sport fan events by developing a conceptual framework and a measurement scale specifically designed for the assessment of consumer perceptions. This study focused on Kobelco Rugby Festival 2011 in Japan. Although many researchers have developed the scale of service quality at sporting events (e.g., Ko et al., 2011; Yoshida & James, 2011), little attention has been given to the scale development of service quality for sport fan events. The current study is the first known scale development of service quality at sport fan events from the perspective of the consumer. This study provides many interesting findings with significant implications for both theoretical and practical perspectives. First, this study has shown that SSQSFE provides an accurate description of the concept of service quality in the context of professional rugby fan events. In other words, this study adds to the literature on service quality by providing a unique conceptual framework and measurement scale for sport fan events. Second, the reliability and validity of the SSQSFE was established via this study. Through this research, we suggest that sport marketers can use this framework and measurement scale as a diagnostic tool to identify strengths and weaknesses in their services, thus providing guidance for potential areas of improvement.

## **Limitations and Future Research**

The limitations associated with the research design and methodologies of this study are discussed below. First, these data were collected only from the Kobelco Rugby Festival in Japan. Thus, this study has a limited perspective. Ko et al. (2011) suggest that future studies are required to ascertain whether the proposed conceptual frameworks are equally applicable to various other sports settings. In addition, the study did not verify the criterion-referenced validity. Therefore, future studies should investigate similar sport fan events to improve the validity of measures. Second, three factors (management, food, and access) had low AVE scores (management=.29; food=.41; access=.29); these factors require refinement in future research. Finally, these data were collected through a convenience sampling. Therefore, statistical generalization is an issue for this study. Future studies should collect data via a random sampling in the context of sport fan events. In doing so, SSQSFE can be generalized.

The current study was addressed by a material research question of how various

services of sport fan events are incorporated into forming the conceptualization of service quality. This study notes that service quality in sport fan events can be conceptualized by seven dimensions: management, food, staff, access, information service, schedule, and communication with players. The proposed model and proposed direction of future studies provides numerous opportunities to continue advancing the understanding of consumers.

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# **Initial Comparison on the Mass Sports Policy between China and United States of America**

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## **Abstract**

Both China and United States of America (USA) have recognized that mass sports play an important role in improving the national constitution, promoting national identity and consolidating social cohesion. Therefore, both countries regard developing mass sports and leisure sports as important means of improving national physical fitness, relieving social contradiction, consolidating social cohesion, promoting employment, uplifting national welfare, and then accordingly formulated and carried out policies concerning mass sports.

**Keywords:** sports policy, China, USA

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## 1. Positioning of mass sports policy

### 1.1 China

The country leaders of China keep the following opinions:

- National physique is related to the future of country and nation of their own;
- Mass sports play an important role in promoting national physique;
- The development of mass sports, which play a more and more important role in building up full well-off and harmonious society today, is an important part of social undertakings;
- It is necessary to vigorously develop mass sports through mobilizing and carrying out mass sports activities.

In 1917, Mao Zedong wrote an article titled *Study of Physical Education*, putting forward “cultivating the people’s spirits as well as building up the people’s physique”. In 1952, Mao made inscription of “develop sports to enhance people’s constitution”, emphasizing the significance mass sports play in promoting public health, calling for cultivating people’s love for socialism and safeguarding their motherland through sports. In 1960, talking about the carrying out of hygiene and health work of China, Mao pointed out that “ Sport activities such as doing gymnastics, playing ball, running, hiking, swimming, etc. should be advocated and encouraged. It’s wrong to isolate hygiene and health work from sport”. Deng Xiaoping, Jiang Zemin, Hu Jintao and Xi Jinping also made important instructions on the development of sport. Deng pointed out that, the main task of sport domain in China is to carry out extensive mass sports. Jiang stressed that, “The key issue for sport work in China is to enhance people’s physique and health”. Hu required that “helping to enhance people’s physique, improve national fitness and life quality of the family should become the target of sport development in China, and that the functions of sports in promoting people’s full development and in propelling economic and social development should be brought into full play.”

To promote mass sports development in China, the Central Committee of Communist Party of China (CCCPC) has put forward a series of guidelines for sport development in China since the founding of People’s Republic of China. In 1952, CCCPC made *The Instruction on Strengthening the Physical Education among People*, pointing out: “improving the health status of the whole population and enhancing the people’s physique are important political task for the Communist Party of China.” In 1984, CCCPC issued *The Notice on Further Development of Sport in China*, requiring the governmental organs at all levels to actively develop urban

and rural sports and to strive to improve the healthy level of the people". In 2002, the CCCPC and the State Council of China jointly issued *The Views on Further Strengthening and Improving Physical Education*, demanding that governmental organs should "Regard meeting the people's growing demand for sports as standing point of all work, regard improving the overall quality of the whole nation and building up people's health as fundamental goal of all work, and actively create new situation for sport development in China."

In the practice of sport management, the Chinese governments and relevant governmental organs have utilized sport as an important way of fostering social cohesion and racial unity, of promoting communication, friendship and social stability among communities, and thus put forward and carried out a series of principles and policies concerning mass sports development. The 48th article in *The Common Program of Chinese People's Political Consultative Conference* passed in 1949 stipulated "promoting national sport in China." At the national sports congress held in October of 1949, Chu De, on behalf of the Central People's Government and the Military Commission of the People's Revolution, said: "Sport career is a part of the cultural and educational work of China, and a part of the national hygiene and health care as well. The Central People's Government of China attaches importance to the sport. "In 1951, Ministry of Education and other 8 administrative departments of China jointly issued *The Circular on the Gymnastics Campaign*, calling for governments, military organs and people's organizations at all levels actively to mobilize their employees to take part in gymnastic activities, and to struggle for the development of national sport and the improvement of people's health. In 1983, the State Council issued instructions ordering that governments at all levels should work hard to develop sport, since the sport has bearing on intellectual, moral and physical development of adolescents and on people's living. Entering the 21st century, the Chinese government has further strengthened the policy on mass sports. *The Views on Further Strengthening and Improving Physical Education* issued in 2002 illustrated: "The development of sports, which is beneficial to promoting people's health, improving the overall quality of the whole nation, maintaining social stability, promoting the sustainable development of economy and society, should be taken into the national economic and social development plan". *The Outline for National Fitness(2011-2015)* demanded that governments at all levels should take measures to develop sport undertaking to "enrich people's spirits, help people develop healthy and civilized lifestyle, improve the whole nation's fitness, promote people's all-round development, build up social harmony and achieve social progress." *The 12th Five-year Plan for National Economic and Social Development of China* further emphasized that: "Government should develop public sports,

strengthen the construction of public sports facilities, extensively carry out undertakings of national fitness, cultivate the consciousness of fitness among the masses, and enhance people's level of health", "speed up the construction of public cultural and sports facilities for the mass."

## 1.2 United States of America

The leaders of United States of America are also highly concerned about mass sports work. "The Kennedy's administration is famous for its attention to health and it had taken specific measures to improve the citizen's constitution, which the press in USA had reported. "Kennedy published an article titled *The Weak American in Sport Magazine*, pointing out that "The president and government departments of USA must clearly indicate that, to promote people's participation in sport activities and to improve their physical fitness level are always the basic national policies of USA". President Johnson also said, "The physical fitness is an extremely important issue to personal growth and national prosperity ". To strengthen the sport work, the Nixon administration took further steps such as reorganizing "Training Study Committee of USA" into the Federal Advisory and Observatory Organ, and encouraging communities to build sports stadiums. The president Carter stressed, "It may be the best investment for people's physical health to systematically take part in scientific sport exercise." In 1980, president Carter put forward four goals concerning sports, such as setting up "Health Promotion Committee" directly under the governor of each state, improving employee's fitness level in companies, etc.

In specific sports management practice, the governments at all levels in USA focus on bringing sport into full play, to propel social development and to enhance national physical fitness, through implementing a series of policies on promoting sport development. "The Federal Government, State Governments and local communities develop sport as an important tool in promoting social development", "The government departments enact administrative files on the mass sports development and put forward such specific measures as an organizing propaganda campaign for the national fitness, training people to develop habits of doing sport exercises, and providing a large number of sports venues for sport activities ". Since the 1970s, the government of USA has developed and implemented "The Healthy Citizens Plan ", the aim of which is to improve people's overall health, and which had been promulgated every 10 years since 1980. On May 3 of 2010, Department of Health and Human Services of USA issued the latest national health promotion policy - *Outline for the National Fitness*.

## **2. Main Sport Policies**

### **2.1 China**

To give full play to the multiple functions and values of mass sports, Chinese government has taken the following policies:

#### **2.1.1 Equalizing the distribution of public sports service among different areas and among different people.**

As for the equalization of public sports service issue, a series of regulations have been set in *the Sports Act*, *the National Fitness Regulations*, *The Nationwide Fitness Program (1995-2010)* and *The Outline for National Fitness (2011-2015)*. For example, the 2nd article of *the National Fitness Regulations* says, “increase spending on public sports facilities in rural areas and urban communities; promote balanced and coordinated development of national fitness undertaking”. *The 12th Five-year Plan for National Economic and Social Development of People’s Republic of China* noted: “strengthen the construction of public cultural and sports facilities in rural areas, enriching the spiritual and cultural life of farmers”.

In concrete work, aimed to promote balanced and coordinated sport development between urban and rural areas and among different regions across the country, the relevant departments of Chinese government have taken many methods to strengthen the construction of sports venues and facilities, to establish and improve various sports organizations, and to widely organize sports activities at all levels. For example, in recent years, the funds from the central government in enforcing “Peasant Sports and Fitness Project “have been mainly invested into the poverty-stricken and rural areas of China, to build public sports facilities. Considering the characteristics of people with disabilities and their needs for fitness, General Administration of Sports of China has implemented the “Project for the Handicap’s Health “, offering convenient fitness facilities to the disabled. These sports facilities have not only greatly improved physical conditions in rural areas, poverty-stricken areas, and areas resided by the ethnic minorities as well, but also have played an outstanding role in enriching people’s cultural life, promoting harmony among communities and consolidating social unity and stability.

#### **2.1.2 Attaching great importance to and give supports to sports development in frontier areas in strategic perspective**

China has taken a series of initiatives to promote the sport development in areas

resided by the ethnic minorities and in frontier areas as well, including:

--Vigorously supporting the carrying out of sports activities among ethnic minorities. It was through the holding of sports games that the development of traditional ethnic sports events had been promoted. Since the first ethnic minority traditional sports games of China was held in Tianjin in 1953, it has become an established system to hold the games in every 4 years.

--Strengthening the construction of ethnic sports organizations. In 1992, The Minority Sport Associations of China was established, providing solid prop in terms of organizations and personnel for ethnic minority sports development.

--Supporting the sport development in Tibet Autonomous Region, Xinjiang Uygur Autonomous Region, Tibetan areas in Gansu Province, Qinghai Province, Sichuan Province and Yunnan Province. Since 2010, General Administration of Sports of China has been carrying out the program on promoting the sport development, especially on the construction of sports facilities in those above regions.

### **2.1.3. Supervising strictly those sport events which might affect social stability and public security, such as Qigong and high-risky-sports, to prevent these kinds of sport events and physical activity from doing harm to society**

On August 5 of 1996, many administrative organs, including National Sports Commission, Ministry of Health, Ministry of Civil Affairs and Ministry of Public Security, jointly issued *Notice on Strengthening Management of Social Qigong*, explicating the concepts of "Social Qigong", "Fitness Qigong" and "Medical Qigong" for the first time, and accordingly made regulations on the Qigong's dissemination. In September of 2000, General Administration of Sports of China issued the 4th administrative order *Measures for the Administration of Fitness Qigong*, establishing regulations on *Qigong* activities to be carried out.

In recent years, surfacing in many high-risky sports such as skiing and bungee jump, the number of people involved in these sport events has been increasing. To safeguard public health and people's safety, China has tightened the supervision on high-risky sports. The provisions of *Regulations on National Fitness* say: "The social sports instructors who are engaged in high-risky- sports must get professional qualification certificate in accordance with the relevant provisions".

## **2.2 United States of America**

The USA government and its leaders have recognized that, if there existed racial,

gender and other kinds of discrimination in the sport field of USA, on the one hand, the social splitting would be aggravated in, which is against the national goal of USA's striving for the unity of multi-ethnic and pluralistic society, and on the other hand, the international community would question the "equality and human rights" ideals announced by USA, thus undermining USA's image on international stage.

To eliminate race and gender discrimination in mass sports field , USA has taken the following mass sports policy which demonstrates such following features as: the legislative, administrative and judicial organs have taken administrative, legal and economic means, to advance sports and leisure facilities construction, to guarantee that the black and other different races have equal rights of participating in sports, and to wipe out the obstacles for women's equal participating in sports, ensuring that all citizens in USA have equal rights of enjoying sports and public sport service .

### **2.2.1 Paying attention to construction of sports and leisure facilities to provide leisure and entertainment venues for citizens**

The federal and local governments require that, each community must be equipped with the necessary facilities for recreation and leisure, one of which is community parks. The land and capital spending used to build community parks are allocated by the local governments. The construction of recreational facilities in community began in the late 18th century. In 1785, upon request of the citizens, New York City began to build municipal parks which had sports and leisure functions, kicking off construction of the community parks. By 1850, building such kind of park had become the duty that governments at all levels in USA should bear. By the end of 19th century, Boston, Providence, New York, Chicago, Philadelphia, Pittsburgh, Baltimore, Cleveland and Denver had invested financial resources to build up playgrounds equipped with outdoor sport equipment and recreational facilities. The police was regularly dispatched to these facilities to keep order. To promote the construction of sports and leisure parks, President Theodore Roosevelt also invited delegates to White House to research work on playground construction.

In the course of construction of sports and leisure facilities, the governments at all levels in USA have mainly done work in the following three aspects:

--Formulating and implementing a series of regulations and policies. In 1961, the Department of Housing and Urban Development issued "Open Space Program", blazing the way for using governmental funds to construct community parks and recreational grounds. Up to now, Federal Act on Planning of Recreation and Leisure Facilities, Wild Scenic Area

Act, National Adventure Path Act, and other acts have been enacted. All these acts have the similar purpose of promoting construction of sports and leisure facilities.

--Providing financial support. According to statistics, from 1933 to 1938, the federal government agencies of USA spent about \$ 1.5 billion on building all kinds of entertainment facilities, including 13700 parks, 22100 game and track fields, 1510 swimming pools. During 1960s, around the implementation of "Great Society" program, which was aimed at eradicating poverty, protecting civil rights, and which was put forward by President Johnson, the Federal Government spent \$ 650 million on building city parks, recreational and sport facilities. At the same time, local governments also built a number of small parks in communities equipped with fitness facilities, which could be used free of charge. Since 1970, governments at all levels in USA have spent more money on construction of national parks, city parks and on the development of other recreational resources and facilities. Only in 1978, the Federal Government spent \$ 1.2 billion on building city parks and national parks.

--Providing technical guidance and services. During 1960s and 1970s, the governments in many states of USA passed legislation authorizing the below governments to bear the duty of offering recreation and park services. The state governments had offered financial and technical support relating to leisure business to help the below governments in the state buy vacant land, sent experts to help build administrative department responsible for recreation and parks construction, draft planning of recreation and parks, or provide recreational items to the seniors. The state governments also issued certificates to those skilled professionals engaged in recreation and parks, providing them with universities and training courses, so as to encourage more professionals to pursue the career in recreation and parks.

### **2.2.2 Improving public health, promoting employment, easing social conflicts, and fostering social cohesion through developing leisure sports**

After the civil war, in order to solve the problems of contraction of public spaces led by urban expansion, the Northeast and Midwest municipal authorities in USA began to build large country parks. These parks could be used for carrying out sport and leisure activities, and played an active role in promoting public health and strengthening social unity. During the 1920s, under the support and advocacy of the governments at all levels, many factories in USA had implemented sport plans to improve workers' welfare. These programs were focused on increasing public participation in sports and constructing gymnasium, swimming pool and outdoor baseball field. After entering in the 1930s, the sports were developed as means of easing social conflicts by the Federal Government. The organs set up then to promote

employment, such as Bureau of Employment Promotion, Civil Protection Department, were responsible for constructing a large number of sport facilities. The Bureau of Employment Promotion was in charging of finishing building about 10,000 sports venues with public funds. Since 1933, the federal administrative agencies such as Civil Engineering Department, Public Engineering Department have actively supported the construction of stadiums, playgrounds, tennis courts, swimming pools, etc, staffed with managing personnel. The construction of these facilities optimized the conditions for popular participation in sports and recreational activities, stimulated economic development, and created employment opportunities for the unemployed.

### **2.2.3 Attaching importance to the elimination of racial discrimination in sport, ensuring the Black has equal rights of using sports facilities**

Before the 1950s, there existed phenomenon of discrimination against Blacks in sport domain. Although from 1870 to 1950, a large number of parks were set up all over USA, the Blacks had benefited less from these parks compared with the rest of the population. In North USA, as the white racists rarely built Park facilities in the Black community, the black was hard to enjoy these facilities. In many places of South USA, due to restrictions by the local customs and laws, the Blacks couldn't use those facilities in parks. In order to eliminate such discrimination against Blacks, the legislative, executive and judicial branches in USA made many efforts. For example, in 1954 the Supreme Court of USA ruled that, the Blacks from Louisville shouldn't be forbidden to use the arenas in parks. In 1963, the Supreme Court of USA made another judicial order, authorizing most black citizens the rights to use public parks and playgrounds.

### **2.2.4 Promoting women's having equal rights of participating in sports**

The ninth provision of Federal Education Law enacted in 1972 made regulations on the issue of women's equal participation in sports, prompting the Sports Association of middle school in all states rethink their policies on physical education concerning girl student. Since then, according to ninth provision, the administrative organs of Federal Government have made efforts in expanding girl student' enjoying equal rights of participating in sports. For example, in 1979, the Office for Civil Rights of Ministry of Education issued policy interpretation on intercollegiate athletes, asking that the University provide equal opportunities for male and female athletes to participate in sports, that the male and female students' interest in sports and their respective capability should be actually taken into account, and that it was

necessary to provide equal sports opportunities for all students.

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# **Traditional Sport from Cultural Perspectives in Japan**

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## **Abstract**

Sport is a culture which has grown together with the development of human society. Specifically, traditional sport, which have been played by the people and have been handed down from one generation to the next, represent a variety of ethnic cultures in the world. The purpose of this paper is to discuss the traditional sport from cultural perspectives in Japan.

The traditional martial arts of Japan such as Judo, Kendo or Japanese fencing, Kyudo or archery, Naginata or halberd (a martial art for women of former samurai families) hold a special position in Japanese sport. Traditional sport in Japan have been an important part of Japanese cultures as well as people's life. Nowadays, a variety of traditional sports are played in school and community from recreational to professional level. "Self-discipline" was much influenced by Bushido, which is the spirit of traditional sport. "Bushido" is an unwritten code of laws governing behavior of samurai warrior originated in thirteenth century, when Feudalism dominated this country. In modern sport of the world, there is a tendency to evolve from rituals to competitions, while traditional sport in Japan still keep unique rituals and styles. Those characteristics also reflect the Japanese culture and lifestyle of the people.

**Key words:** traditional sport, sport culture, Japan, martial arts, Bushido

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## INTRODUCTION

Sport is a culture which has grown together with the development of human society. Although sport is a cultural product, socio-cultural aspects of sport have been largely ignored and a great concern has been centered on the peak performance and records in competitive sport. Specifically, traditional sport, which have been played by the people and have been handed down from one generation to the next, represent a variety of ethnic cultures in the world.

Culture is a complex concept which represents the total of human –produced values, behaviors, beliefs, attitudes, symbols, knowledge, languages, traditions, morals, rituals, laws, art, customs and habits that are learned and shared by a group of people. Every society has a culture --- none are superior or inferior to others, only different. However, misunderstanding often occurs among countries and leads to critical conflicts and problems often in trade and international relations. These international conflicts often happen, due to the prejudice, stereotypes or simply ignorance among each culture. That is, international conflicts often happen because of lack of mutual understanding. The purpose of this paper is to discuss the traditional sport from cultural perspectives in Japan.

### Traditional Sport in Japan

The traditional martial arts of Japan such as Judo, Kendo or Japanese fencing, Kyudo or archery, Naginata or halberd (a martial art for women of former samurai families) hold a special position in Japanese sport. The samurai fighting techniques, which developed during the Sengoku Era (Period of Civil War, 1477~1573) in the sixteenth century, were organized into several different schools during the Edo Era (1600~1867) in the eighteenth century, and then modernized at the end of the nineteenth century.

Traditional sport in Japan have been an important part of Japanese cultures as well as people's life. Nowadays, a variety of traditional sports are played in school and community from recreational level to professional level. Perhaps, the most famous traditional sport of Japan is "Sumo-wrestling" as a spectator sport.

Those engaged in professional Sumo tournaments are called Rikishi, which is the general term for both wrestlers and trainees. In 2013, there are 721 Rikishi registered in Professional Japanese Sumo Association. The number of foreign Rikishi has been increasing and the current number is 46. The largest countries of foreign Rikishi are 28 from Mongol, following 4 from China, 3 from Georgia and 3 from Russia.

The master of training school is called the Oyakata. Oya means “parent” which implies that the Rikishi in his school are his children. The Rikishi are not actually the children of the master, although both master and the Rikishi acknowledge the principles which regulate parent-children relations. In the training school, the Rikishi group is divided into two sub-groups; the wrestlers and the trainees. Wrestlers in the training school are perceived as “full adults” and the trainees as “wards” (Oinuma & Shimpo, 1983). The school deals with these two groups of men accordingly. The PJSA, however, traditionally divides the Rikishi into ten grades: six grades among wrestlers and four grades among trainees. The lowest grade is Jo-no-kuchi, while the top grade is Yokozuna or grand champion.

Table 1 Sumo Ranking

Level of Rikishi	Name of Grads	The Number of Rikishi
Wrestlers Class	1. Yokozuna (grand champion)	2
	2. Ohzeki(champion)	2
	3. Sekiwake	2
	4. Komusubi	2
	5. Maegashira	32
	6. Juryo	28
	7. Makushita	
	8. San-dan-me	
	9. Jo-ni-dan	
	10. Jo-no-kuchi	

\*The number of Rikishi in January, 2013.

In the Sumo training school which is a traditional organization, the underlying principles are seniority and brotherhood, which are the two major axes of social relations. Likewise, in sport clubs in the Japanese universities, intimate and personal relations between upper classmates and lower classmates have been observed. Thus, it can be said that traditional social relations are also found in “modern” organizations of “Western” sport which have been introduced since the Meiji Restoration.

The “Kyudo” is one of Japanese martial arts in which contenders shoot arrows from bows to hit targets as precisely as possible. Unlike other martial arts with full of action, the “Kyudo” is a means to create a healthy body and spirit. It is a way to express “power” in the correct “form” with the force of calm, upright “mind”. Sharpness and lingering imagery are the most important part of the “Kyudo”.

Nowadays, a number of people are enjoying the “Kyudo” as a recreation or conversely,

as a competitive sport. However, those who really love the “Kyudo” set exploring “beauty” as the ultimate goal of their training. “Sha” a series of action for shooting, starts with a bow and ends with a bow. Competing archers’ one-action-per breath moves and their mutual understanding and create “ma-ai” between-action intervals. The “ma-ai” purifies the mind of not only the players but also spectators.

Different from other sports, the “Kyudo” is static. Players are always required to maintain high mental tension and concentration. Spectators, for their part, keep gazing at players without a word. Therefore, a quiet, tense atmosphere dominates the “Kyudo” competition place, and the audience may rather feel mental fatigue than enjoy the game. But at the moment of an arrow hitting a mark, the archer feels a sense of relief and spectators hail the good shooting by clapping hands. Such a catharsis and strong impression are the real charm of the “Kendo”. The highlight of the “Kendo” game is the moment of a dynamic, accurate shooting that follows a string of smooth, quiet preparatory actions.



Photo 1 Kyudo in 1<sup>st</sup> World Traditional Sport Festival in Bonn, 1992 organized by TAFISA

“Yabusame” is a kind of horseback archery, in which archers try to hit marks evenly set apart by using “Kaburaya” whistling arrows. The old archery game also has been regarded as a sacred one. The origin of “Yabusame” has yet to be known, but it is believed to have started as a sacred rite.

Today, the most famous “Yabusame” style is the Takeda School, which requires the positions of commander, archer, judge, sacred gifts manager, arrow collector, flagmen, starter and drummer. The horse runway should be approximately 218 meters long, and three targets are placed there. Each target is a 54cm × 54cm Japanese cypress broad

covered by five-color, round-shaped paper. Flowers of four seasons are placed behind the target. When an arrow misses the target but touches the flower, it should be counted as a successful shot.

Nowadays, it is difficult to conduct “Yabusame” using a runway with the distance stipulated in the ancient rules. Horses for “Yabusame” used to be Japanese native. But now they all have foreign origins and bowstring before his horse passes the second target. Therefore, there are some cases in which the distance between the targets is adjusted.



Photo 2 Yabusame in 1<sup>st</sup> World Traditional Sport Festival in Bonn, 1992 organized by TAFISA

“Naginata” is a Japanese martial art in which two contenders try to hit and push each other using a long weapon made bamboo or wood. Like other Japanese martial arts, “Naginata” is a cultural legacy with long history and tradition that has been inherited by generations of the Japanese people as an embodiment of the Japanese spirit.

Favorably, public interest in “Naginata” has grown strong not only domestically but also internationally in recent years. As globalization processes, we hope, “Naginata” will ascend from a Japanese traditional culture to a “spiritual circle” of friendship will expand all over the world for global peace. “Naginata” was taught in a gracefull way as complete secrecy, and used not only as a means to help girls of that time learn politeness and social manners but also as a personality-trained tool.

Through daily training with necessary endurance, people find the martial art “Naginata” a good way of maintaining their health, which is indispensable to happiness. “Naginata” will contribute to establishment of courteous relationship between parents and children, and between husbands and wives. Exercising “Naginata” will foster love and peace, thus bringing peace in the society.



Photo 3 Naginata (provided by Osaka University of Health and Sport Sciences)

### Cultural Characteristics of Traditional Sport in Japan

One of the unique characteristics in Japanese traditional sport is the process-orientation. For example, Kyudo literally means archery (kyu), ways (do) and may be interpreted to mean “the way of archery”. A series of ceremonies prior to and after shooting are important parts to become an expert. This process-orientation can be seen in various aspects of Japanese culture including sport. Such unique Japanese cultural elements also find the tea ceremony (sada, the way of tea) and flower arrangement (kado, the way of flower arrangement), the Japanese word “do” means “the way”. These ceremonies emphasize on modest behavior and a strict order of the procedure.

Ruth Benedict, an American anthropologist, presented “self-discipline” as a unique character of the Japanese in *the Chrysanthemum and the Sword* in 1946. She explained that in the United States technical and traditional methods of self-discipline are relatively underdeveloped. But in Japan, the concept of self-discipline can be schematically divided into those which give or have competence and those which give or have something more. She called this “something more” expertise.

“Self-discipline” was much influenced by Bushido, which is the spirit of traditional sport. Bushido, literally translated, means “the way of samurai warrior”. “Bushido” is an unwritten code of laws governing behavior of samurai warrior originated in thirteenth century, when Feudalism dominated this country. It incorporates elements from Confucianism, Buddhism, and Shintoism in stressing such values as loyalty, self-discipline, modesty, courage, simplicity, reverence for nature and strict obedience to the law and moral code.

In modern sport of the world there is a tendency to evolve from rituals to competitions, while traditional sport in Japan still keep unique rituals and styles. Those characteristics also reflect the Japanese culture and lifestyle of the people.

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# **The 2012 SSF National Sports-Life Survey**

## **- Sports Participation in Japanese Adults –**

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### **Introduction**

SSF (Sasakawa Sports Foundation) has conducted the Sports-Life Survey every two years since 1992. It is intended to provide a solid basis for a comprehensive understanding of the current situation of the sports movement in Japan, to help the promotion of “Sport for Everyone.”

We surveyed men and women at least 20 years of age living in various locations across the country. We set the sample size at 2,000 by way of quota sampling. The survey questions included the current situations concerning their sports and physical activities (such as frequency, time, and intensity), available sports facilities, sport spectating and lifestyle habits (such as breakfast and sleep). Between June 22 and July 22, 2012, surveyors visited the participants and left a questionnaire.

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## Results

### 1. Levels of Participation in Sports and Physical Activities

The proportion of the “ active sports participant “ (the population exercising at least twice a week, and at least 30 min in one spell, with an intensity of at least “somewhat hard,” that is, the level of exercise considered necessary to maintain and improve physical fitness and health), was 20% (20.4% male, 19.5% female). Past trends show a rise from 6.6% in 1992 to 7.6% in 1994, 9.1% in 1996, 13.0% in 1998, and 17.6% in 2000. There was a temporary fall to 13.3% in 2002, but after that, it continued to rise to 16.1% in 2004, 15.9% in 2006, 17.4% in 2008, and 18.4% in 2010, until in 2012, it reached 20%, a level higher than ever before.

Table 1 Levels of Sports and Physical Activities Participation

Level 0	For the past year, no sports/physical activities at all
Level 1	At least once a year, less than twice a week (1-103 times a year)
Level 2	At least twice a week (at least 104 times a year)
Level 3	At least twice a week, at least 30 min at a time
Level 4 (Active Sports Participant)	At least twice a week, at least 30 min at a time exercise intensity at least slightly hard

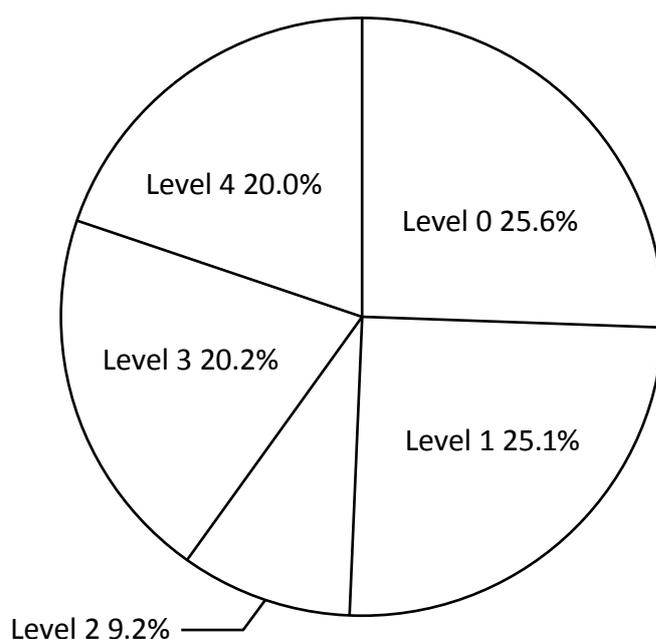


Figure 1 Sports and Physical Activities Participation level (n=2,000)

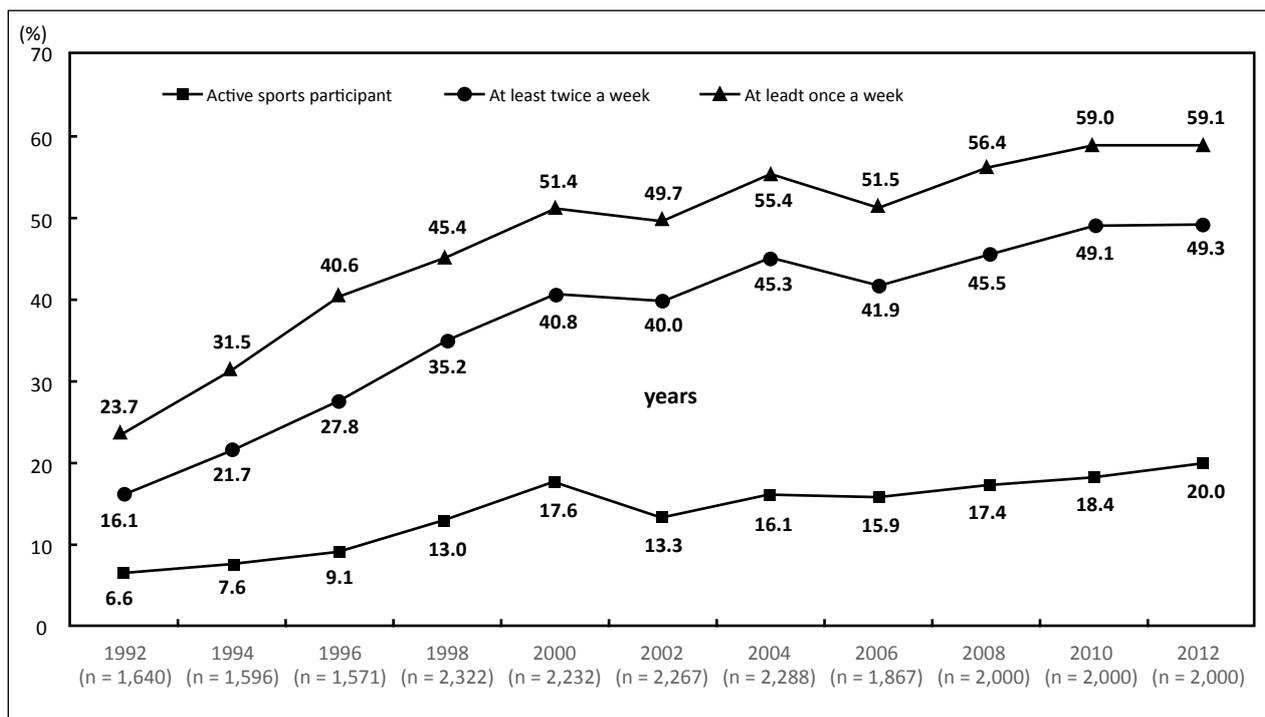


Figure 2 Change in the Rate of Regular Sports and Physical Activities Participation over the Years

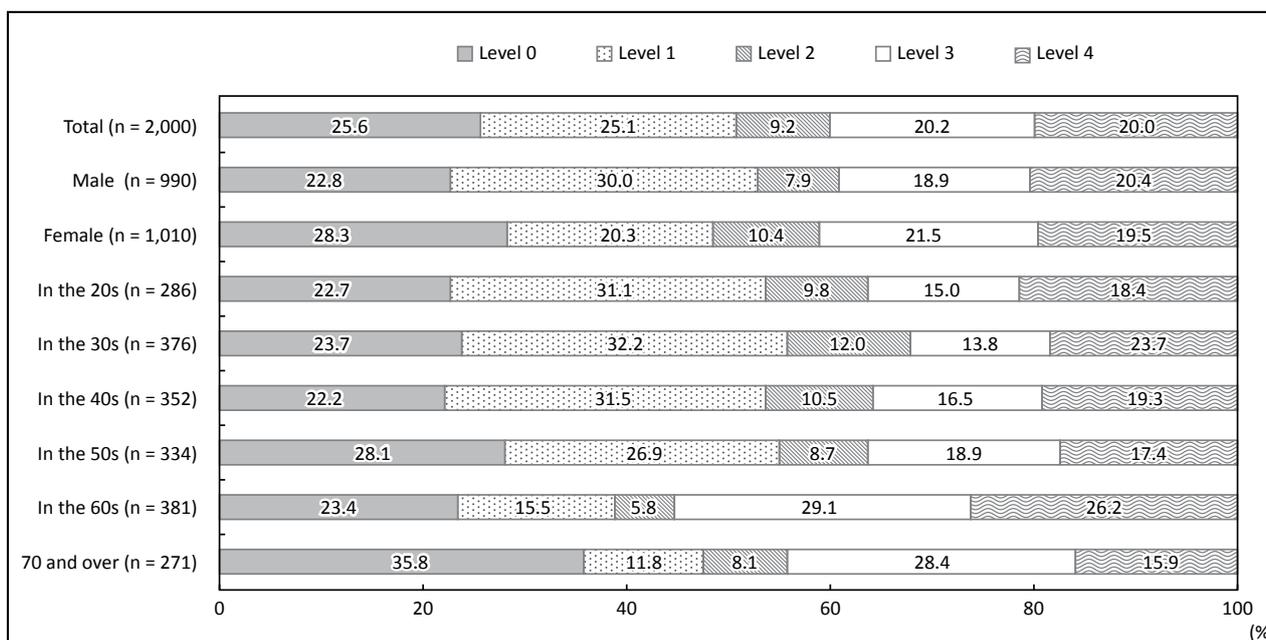


Figure 3 Sports and Physical Activities Participation Levels (arranged by total, gender, and age)

## 2. Types of Sports and Physical Activities Participation Rates and Estimated Population

Among those who took part in sports or physical activities at least once in the last year, strolling had the highest participation rate at 34.9%; speed walking was no. 2 at 25.0%; exercise (light exercise, exercising to “Radio Taiso1) etc.) came third at 20.5%; bowling came fourth at 13.0%; and then, strength training came fifth at 12.2%. There was no change in order from the 2010 survey. In terms of gender, golf at 14.6%, jogging at 14%, and fishing at 12.0% are popular with men, and yoga at 8.8% and badminton at 6.5% are popular with women.

Table 2 Sports and Physical Activities Participation Rate and Estimated Numbers of Participants by Type (arranged by total, gender, and age)

Total (n = 2,000)				Male (n = 990)			Female (n = 1,010)		
Rank	Types of activity	Participati on rate (%)	Estimated participants (in10,000s)	Rank	Types of activity	Participati on rate (%)	Rank	Types of activity	Participati on rate (%)
1	Strolling	34.9	3,629	1	Strolling	31.3	1	Strolling	38.4
2	Walking	25.0	2,599	2	Walking	24.1	2	Walking	25.8
3	Calisthenics and light exercises	20.5	2,131	3	Bowling	15.9	3	Calisthenics and light exercises	25.6
4	Bowling	13.0	1,352	4	Weight training	15.7	4	Bowling	10.2
5	Weight training	12.2	1,268	5	Calisthenics and light exercises	15.2	5	Weight training	8.8
6	Jogging and Running	9.7	1,009	6	Golf on a course	14.6	6	Yoga	8.8
7	Golf on a course	8.3	863	7	Jogging and Running	14.0	7	Sea bathing	7.2
8	Golf practice on a driving range	8.0	832	8	Golf practice on a driving range	13.0	8	Badminton	6.5
9	Fishing	7.5	780	9	Fishing	12.0	9	Swimming	6.3
	Playing catch	7.5	780	10	Playing catch	11.6	10	Cycling	5.6
11	Cycling	7.4	769	11	Soccer	9.2	11	Jogging and Running	5.3
12	Sea bathing	7.2	749	12	Cycling	9.1	12	Jumping rope	5.3
13	Swimming	7.1	738	13	Baseball	8.9	13	Volleyball	4.7
14	Soccer	5.6	582	14	Swimming	7.8	14	Aerobics	4.4
15	Badminton	5.0	520	15	Sea bathing	7.2	15	Hiking	4.4
16	Hiking	4.8	499	16	Softball	7.0	16	Climbing	3.8
17	Climbing	4.7	489	17	Table tennis	5.7	17	Table tennis	3.7
	Table tennis	4.7	489	18	Climbing	5.6	18	Playing catch	3.5
19	Baseball	4.6	478	19	Futsal	5.5	19	Golf practice on a driving range	3.1
	Yoga	4.6	478	20	Skiing	5.2		Tennis	3.1
					Hiking	5.2			

## 3. Sports Volunteering

The percentage of the population which supported sport as volunteers over the past year is 7.7%, 0.7% less than the 2010 level of 8.4%. The male level of 10.3% exceeds the female level of 5.1%; sports volunteering is male dominated. Looking at the types of activity, the highest are administration of and assisting with local sports events at 46.1%; coaching of day-to-day activities at 41.6%; managing and administration of sports clubs and local groups at 39.6%; and refereeing at 29.9%.

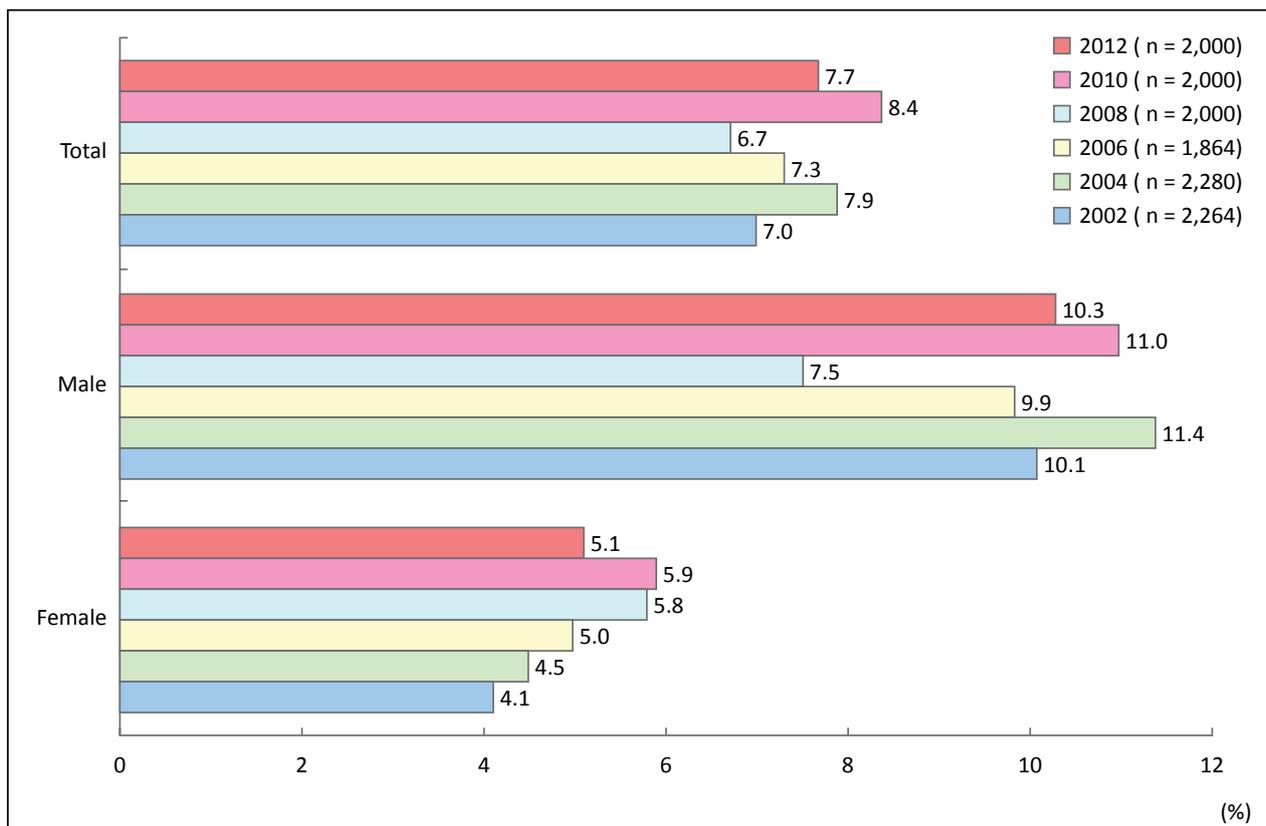


Figure 4 Sports Volunteering Participation Rate (arranged by total and gender)

Table 3 Sports Volunteer Activity Participation Types (multiple answers allowed : n=154)

Types of sports voluntary work		Rate of participation (%)	Frequency (times per year)
Day-to-day activities	Coaching	41.6	40.3
	Refereeing	29.9	13.2
	Running or helping sports clubs	39.6	23.2
	Helping to manage sports facilities	12.3	11.4
Local sports events	Refereeing	21.4	6.8
	Running or helping sports events	46.1	2.9
National and international events	Refereeing	3.9	3.2
	Running or helping sports events	9.7	1.9

#### 4. Spectator Sports

The percentage of the population which attended sports events in the last year was 31.7%, 2.5 percentage points lower than the 34.2% in 2008, and 1.8 points lower than the 33.5% in 2010. The most popular sport was professional baseball (NPB) at 15.8%; the second-most popular sport was high-school baseball at 6.4%; J League (J1 and J2) soccer came third at 5.2%; followed by Ekiden (relay marathons) at 4.7%; and coming in fifth was amateur baseball (university, company teams, etc.) at 2.5%. The proportion who watched sport on television was 93.5%. By event, professional baseball (NPB) was no. 1 with 61.5%; in second place was the Japanese national soccer team (including the Olympics) with 56.7%, followed by the national volleyball team at 52.1%, figure skating at 50.8%, and national women’s soccer team (Nadeshiko Japan) at 49.5%.

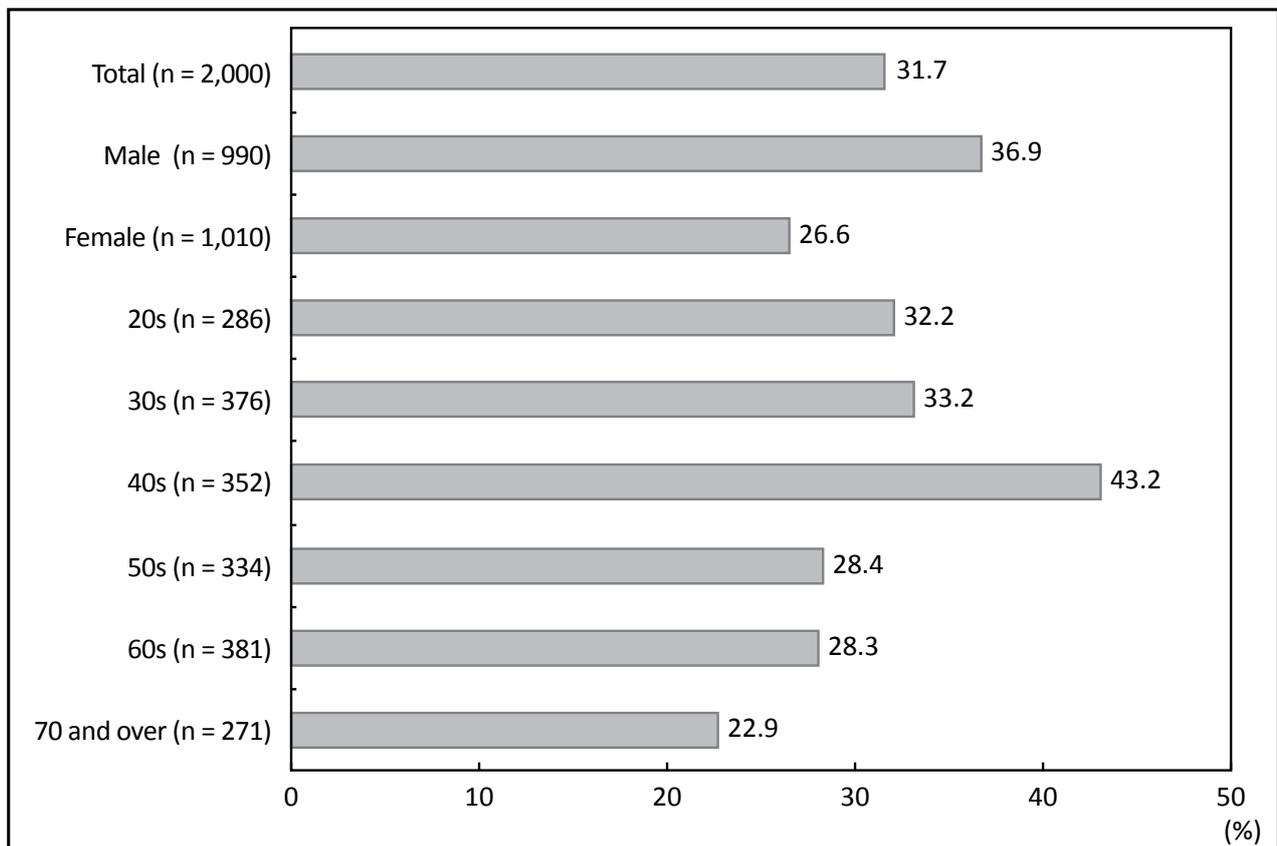


Figure 5 Rate of Those Attending Live Sports Events  
(arranged by total, gender, and age)

Table 4 Rate of Watching Live Sports by Type (multiple answers allowed)

Rank	Types of sports	Attending sports events				Watching sports on TV
		Attendance rate (%)	① Estimated spectators (in 10,000s)	② Frequency (times/year)	③ Estimated annual total (① × ②) (in 10,000s)	Rate of watching (%)
1	Professional baseball (NPB)	15.8	1,643	2.40	3,943	61.5
2	High-school baseball	6.4	665	2.82	1,875	49.1
3	J League Soccer (J1, J2)	5.2	541	2.93	1,585	30.0
4	Marathon and Ekiden	4.7	489	1.37	670	47.9
5	Amateur baseball (University, company teams, etc.)	2.5	260	5.54	1,440	6.1
6	Other soccer (High School, University, JFL, etc.)	2.4	250	8.51	2,128	8.6
7	Professional golf	2.1	218	1.78	388	31.2
8	Japanese national soccer games including the Olympics	1.4	146	1.70	248	56.7
9	Rugby	1.3	135	2.96	400	7.9
10	Other basketball (High School, University, JBL, etc.)	1.2	125	4.70	588	2.1
	Other volleyball (High School, University, V League, etc.)	1.2	125	3.35	419	6.1
12	Martial arts (boxing, mixed martial arts, etc.)	1.1	114	2.62	299	27.7
13	Sumo wrestling	1.0	104	5.00	520	38.3
14	Volleyball (Japanese national games)	0.7	73	1.92	140	52.1
15	Figure skating	0.6	62	1.18	73	50.8
	Professional basketball (BJ League)	0.6	62	2.36	146	4.2

## 5. Sports clubs

Sports club membership was 19.7%, and 54.7% have never joined a sports club. Looking at past trends, membership was 19.0% in 2002, 19.2% in 2004, 18.4% in 2008, and 18.8% in 2010. The 2012 level was 0.9% higher. Of those who are currently members, nearly half (49.5%) belong to community clubs, 22.8% belong to private clubs, 10.7% belong to workplace clubs, and 7.4% belong to alumni clubs. Of those who are not currently sports club members, 22.5% replied that they would like to take out membership in the future.

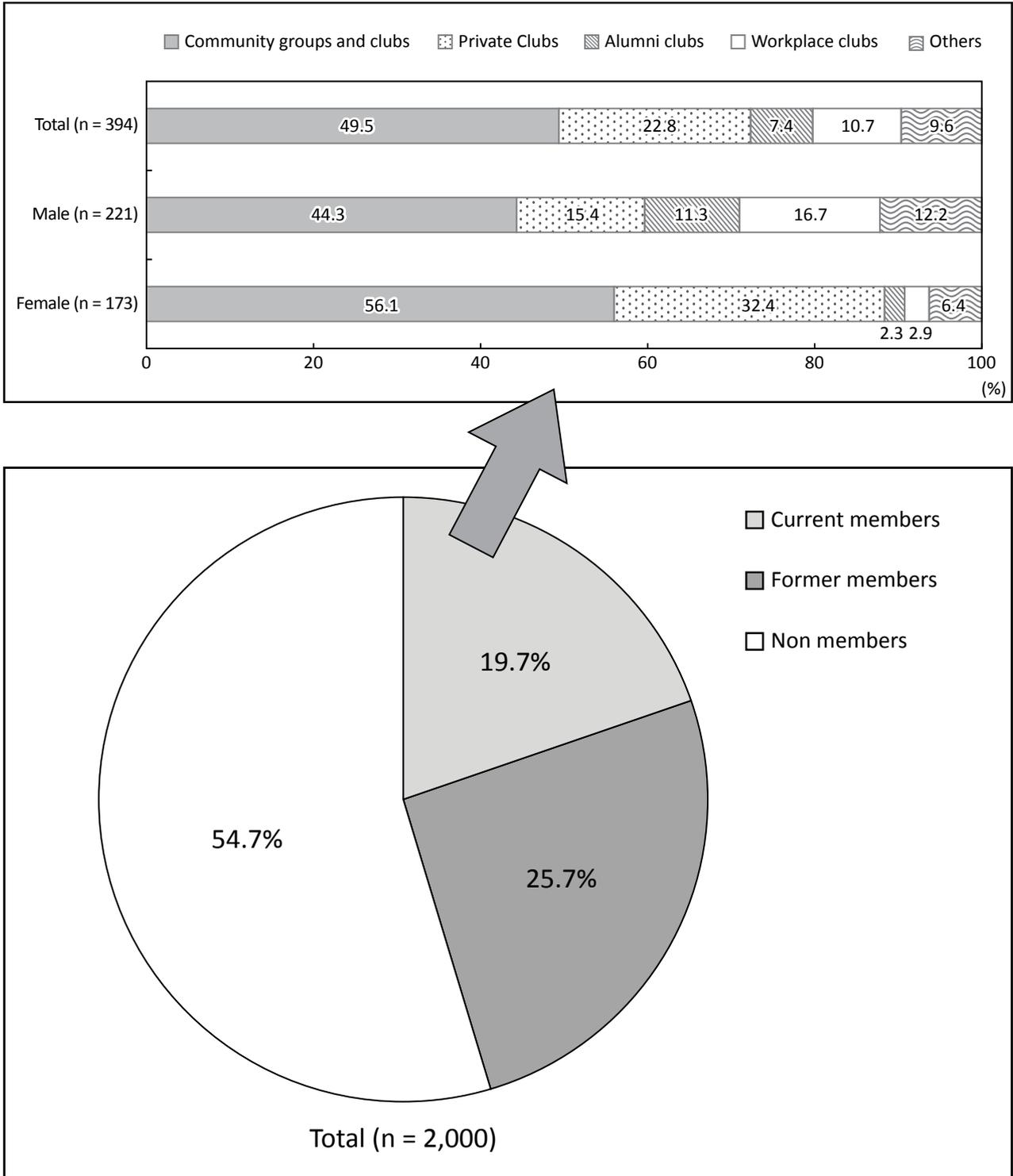


Figure 6 Sports Club and Local Groups Participation Pattern  
(arranged by total, gender, and age)

\*This is a revised and edited report on the results found in “The 2012 SSF National Sports-Life Survey Executive Summary”.

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Sasakawa Sports Foundation(2012) *The 2012 SSF National Sports-Life Survey*

# **The 2013 SSF National Sports-Life Survey of Children**

## **-Sports Participation in Japanese Children Aged from Four to Nine Years-**

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### **Introduction**

Toward the realization of “Sport for Everyone,” Sasakawa Sports Foundation (SSF) has been conducting a “Sports-Life Survey of Children Aged Four to Nine Years” every two years, which is designed to understand the participation rate of children in sports and physical activities after school and holidays and the sports environment surrounding children.

This survey was carried out from June 29 to July 31, 2013, using the household drop-off survey method with a questionnaire. The subjects were 1,800 randomly selected boys and girls aged from four to nine years throughout the country. The survey questions included the current situations concerning their sports and physical activities (such as frequency, time, and intensity), available sports facilities, sport spectating, family involvement in their sports and physical activities, and lifestyle habits (such as breakfast and sleep). The number of valid responses was 1,211 (a response rate of 67.3%).

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## Results

### 1. Participation in Sports and Physical Activities by Frequency

Concerning the question about the frequency of participation in sports or physical activities in the 2013 survey, 1.8% of the respondents aged four to nine years replied that they had not participated in any sports or physical activities at all in the previous one year (Figure 1), which is lower than the percentage of about 5% revealed in the 2009 and 2011 surveys. The percentage of those who did participate in some sports or physical activities “seven times or more a week” was 52.7%, indicating that more than a half of the respondents aged four to nine years regularly participate in sports or physical activities.

Table 1 Definition of frequency level

Frequency level	Participation in sports and physical activities
0	None over the last twelve months ( 0 times/year )
-1	Less than once a week ( 1 to 51 times/year )
+1	1 to 2 times a week ( 52 to 103 times/year )
+2	2 to 3 times a week ( 104 to 155 times/year )
+3	3 to 4 times a week ( 156 to 207 times/year )
+4	4 to 5 times a week ( 208 to 259 times/year )
+5	5 to 6 times a week ( 260 to 311 times/year )
+6	6 to 7 times a week ( 312 to 363 times/year )
+7	7 or more times a week ( more than 364 times/year )

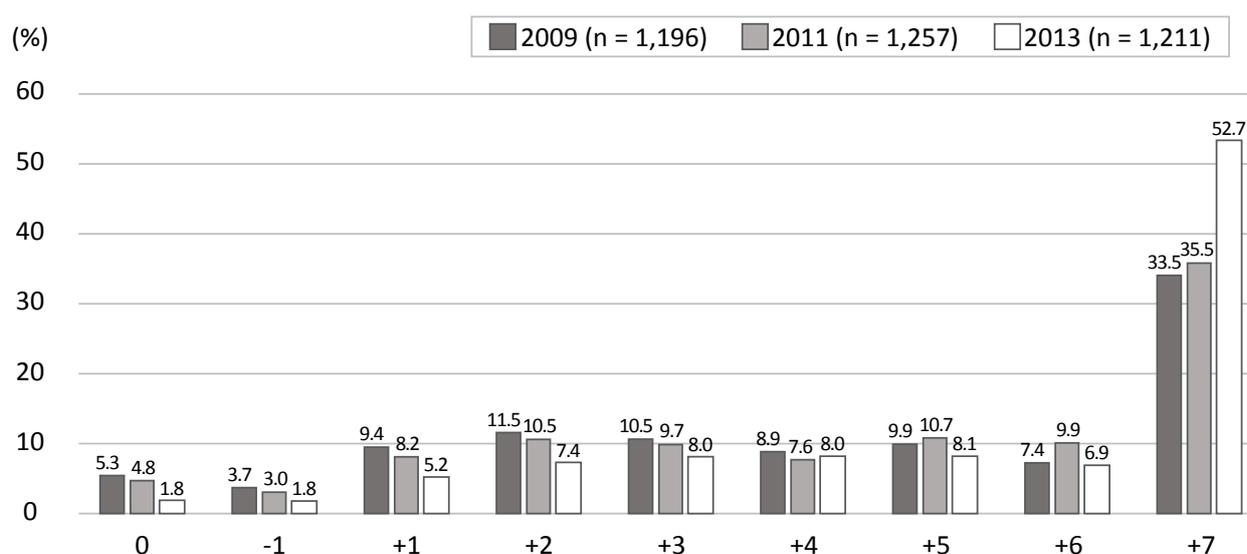


Fig. 1 Participation in sports and physical activities (by frequency level)

## 2. Types of Sports and Physical Activities

Asked which sports or physical activities they had done during the previous one year, playing tag received the highest response at 49.9%, swimming was second at 37.7%, and riding bicycles was third at 35.6%, which means that so-called playing exercises were the most popular (Table 2). In the order of popularity by gender, it was soccer (48.5%), playing tag (48.4%), and swimming (41.0%) for boys and playing tag (51.5%), riding bicycles (37.3%), and playing on the swings (36.4%) for girls (Table 3).

Table 2 Participation Rates by Sports and Physical Activities

Rank	2009 (n=1,133)	%	2011 (n=1,197)	%	2013 (n=1,189)	%
1	Playing tag	31.3	Playing tag	34.0	Playing tag	49.9
2	Swimming	29.6	Swimming	29.9	Swimming	37.7
3	Soccer	25.4	Soccer	23.7	Riding bicycle	35.6
4	Dodgeball	21.7	Riding bicycle	23.1	Swing	29.8
5	Skipping rope	20.3	Swing	18.0	Soccer	28.8
6	Running	15.3	Dodgeball	17.4	Dodgeball	26.7
7	Baseball	13.3	Skipping rope (including long rope)	14.6	Skipping rope (including long rope)	26.1
8	Hide-and-seek	12.5	Running	12.4	Iron bar	21.7
9	Playing catch	8.5	Iron bar	11.4	Hide-and-seek	21.1
10	Riding unicycle	7.0	Hide-and-seek	10.4	Running	18.8

Table 3 Participation Rates by Sports and Physical Activities and by Sex  
(multiple answers permitted)

Rank	Boys(n=610)	%	Girls(n=579)	%
1	Soccer	48.5	Playing tag	51.5
2	Playing tag	48.4	Riding bicycle	37.3
3	Swimming	41.0	Swing	36.4
4	Riding bicycle	33.9	Skipping rope (including long rope)	36.3
5	Dodgeball	31.6	Swimming	34.2
6	Swing	23.4	Iron bar	30.2
7	Running	18.7	Hide-and-seek	25.6
8	Hide-and-seek	16.9	Dodgeball	21.4
9	Skipping rope (including long rope)	16.4	Running	18.8
10	Iron bar	13.6	Riding unicycle	18.1

## 3. Attendance of Spectator Sports

Those who had attended spectator sports in a gymnasium or stadium in the previous one year were 32.9% of the total (Figure 2). The most spectated sport was professional baseball (Nippon Professional Baseball, NPB) at 13.5%, followed by J League matches (J1 and

J2) at 7.9%, marathon/long distance relay race at 4.5%, high school baseball at 2.3% and the Japan national team soccer matches (including Olympic soccer team) at 2.1%.

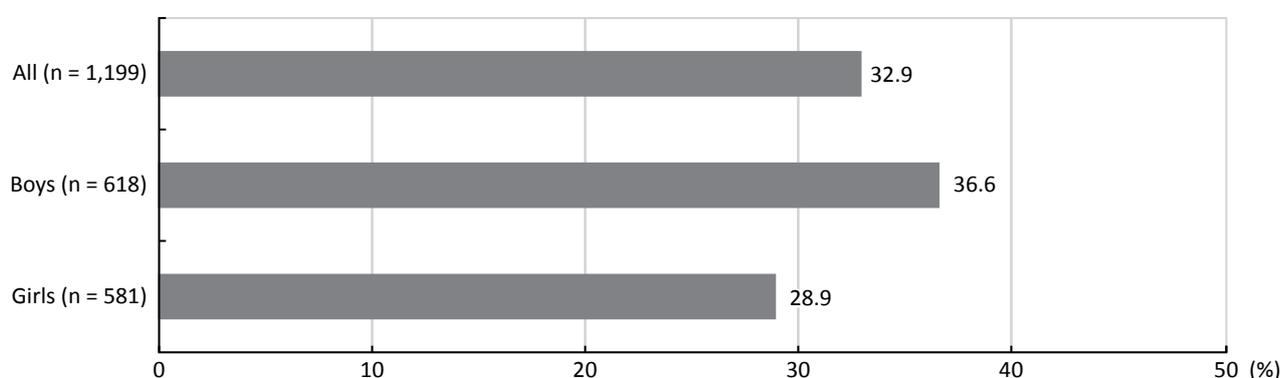


Fig. 2 Attendance Rates in Spectator Sports (all/by sex)

#### 4. Facilities and Places

There was no gender difference found concerning the facilities and places used for playing sports or physical activities. The most popular place for both boys and girls was school/kindergarten/nursery school (65.6% for boys and 67.2% for girls), followed by park/public square/open space, their own home or friend's home, gymnasium or sports ground (outside school), and swimming school (swimming club) (Table 4).

Table 4 Utilization Rates of Facilities and Places for Sports or Physical Activities (by sex)

Rank	Boys(n=610)	%	Girls(n=579)	%
1	School/kindergarten/nursery school	65.6	School/kindergarten/nursery school	67.2
2	Park/public square/open space	56.4	Park/public square/open space	56.5
3	Own home or friend's home	31.6	Own home or friend's home	35.8
4	Gymnasium or sports ground (outside school)	27.9	Gymnasium or sports ground (outside school)	21.1
5	Swimming school (swimming club)	16.9	Swimming school (swimming club)	14.7
6	Swimming pool	9.2	Swimming pool	7.6
7	Ocean/beach/port	5.7	Sports club (including fitness club, boys sports group)	4.7
8	Skiing ground	5.1	Places near their own home or friend's home	4.1
9	Sports club (including fitness club, boys sports group)	4.8	Streets	4.1
10	Places near their own home or friend's home	3.9	Ocean/beach/port	3.5
			Skiing ground	3.5

#### 5. Participation in Organized Sports

The participation status in organized sports was studied by asking the respondents whether they had received instruction from instructors when playing sports or physical activities that they had done the most. Of the respondents, those who had participated

in organized sports were 29.9% and who had not done so were 70.1%, showing that the respondents who had participated in organized sports decreased by 13.1% (from 43.0% to 29.9%) compared to the 2011 survey (Figure 3). By gender, those who participated in organized sports were 34.4% for boys and 25.2% for girls, indicating that the girls have a lower participation rate in organized sports.

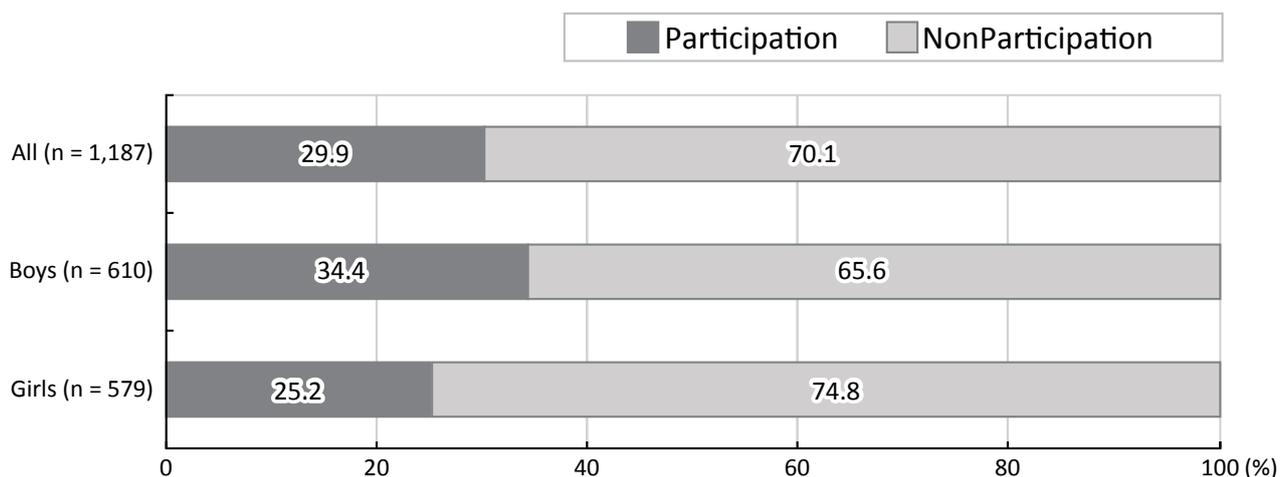


Fig. 3 Participation Rates in Organized Sports (all/by sex)

\*This is a revised and edited report on the results found in “The 2013 SSF National Sports-Life Survey of Children Executive Summary”

### References

Sasakawa Sports Foundation(2010) *The 2010 SSF National Sports-Life Survey of Children.*  
 Sasakawa Sports Foundation(2012) *The 2012 SSF National Sports-Life Survey of Children.*  
 Sasakawa Sports Foundation(2013) *The 2013 SSF National Sports-Life Survey of Children.*

# **The 2013 SSF National Sports-Life Survey of Young People**

## **-Sports Participation in Japanese Adolescents Aged from Ten to Nineteen Years -**

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### **Introduction**

In 2001, Sasakawa Sports Foundation (SSF) carried out a national survey believing that understanding the current status of children's participation in sports was urgently necessary for the promotion of the Sport for Everyone program in Japan. The survey revealed bipolarization in the status of participation of those studied in sports and physical activities. Since then, the survey has been continuously conducted every four years until 2009, in 2005 and 2009, and every two years from 2011, which makes this 2013 survey the fifth of its type.

This survey was carried out from June 29 to July 31, 2013, using the household drop-off survey method with a questionnaire. The subjects were 3,000 randomly selected boys and girls aged from ten to nineteen years throughout the country. The survey questions included the current situations concerning their sports and physical activities (such as frequency, time, and intensity), available sports facilities, sports clubs, sport spectating, sports volunteering, and lifestyle habits (such as breakfast and sleep). The number of valid responses was 1,848 (a response rate of 61.6%).

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## Results

### 1. Participation in Sports and Physical Activities by Frequency

Concerning the question about the frequency of participation in sports or physical activities posed to respondents aged between ten and nineteen years old, 13.0% answered that they had not participated in any sports or physical activities at all in the previous one year (Figure 1), which is a break in the upward trend observed over the previous surveys—12.5% in 2001, 11.7% in 2005, 14.4% in 2009, and 14.5% in 2011. The proportion of respondents who did sports or physical activities less than once a week was 10.5%, which is also lower than the 11.4% found in the 2011 survey. In contrast, the proportion of respondents who did sports or physical activities seven times or more a week was 38.6%, which is an increase of 5.4% from the 33.2% found in the 2011 survey. Including the 6.5% of the respondents who did sports or physical activities at least five times a week but less than six times a week, and the 10.7% who did sports or physical activities at least six times a week but less than seven times a week, about half of the teens were found to have done sports or physical activities at least five times a week.

Table 1 Definition of frequency level

Frequency level	Participation in sports and physical activities
0	None over the last twelve months ( 0 times/year )
-1	Less than once a week ( 1 to 51 times/year )
+1	1 to 2 times a week ( 52 to 103 times/year )
+2	2 to 3 times a week ( 104 to 155 times/year )
+3	3 to 4 times a week ( 156 to 207 times/year )
+4	4 to 5 times a week ( 208 to 259 times/year )
+5	5 to 6 times a week ( 260 to 311 times/year )
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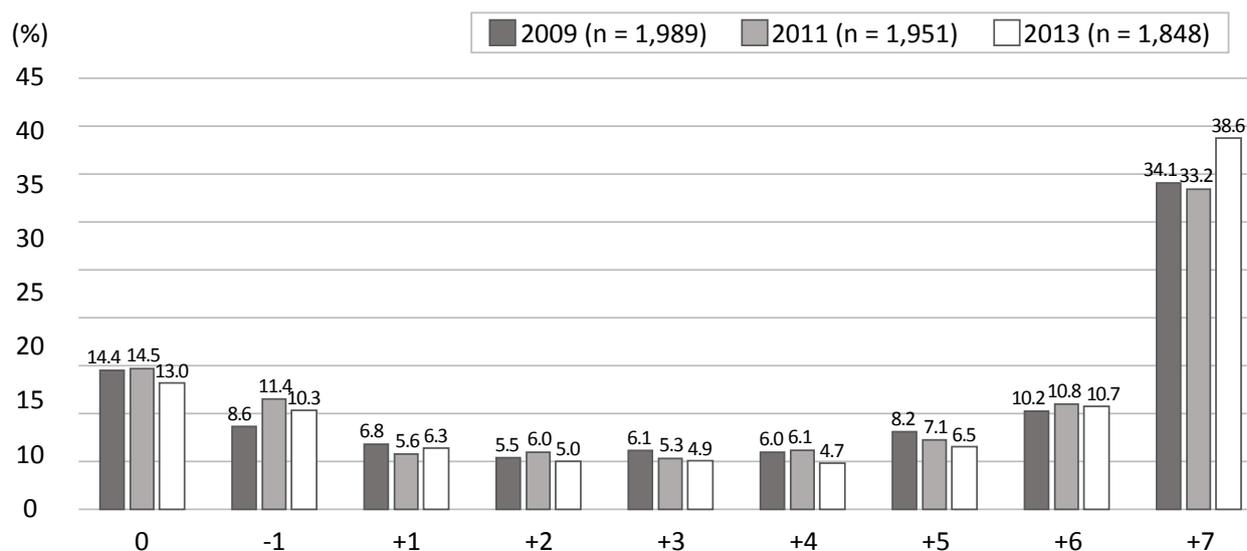


Fig. 1 Participation in sports and physical activities (by frequency level)

## 2. Types of Sports and Physical Activities

When the types of sports and physical activities performed in the previous one year were studied by frequency, soccer was ranked first at 28.2%, basketball was second at 21.5%, playing tag was third at 21.3%, jogging/running was fourth at 19.3%, and swimming and dodgeball were fifth at 17.1% (Table 2).

For boys, it was soccer that was ranked the highest (45.4%), followed by baseball (25.8%) and basketball (24.9%). For girls, playing tag was ranked the highest (24.0%), followed by badminton (23.1%) and volleyball (19.8%) (Table 3).

Table 2 Participation Rates by Sports and Physical Activities  
(multiple answers permitted)

Rank	2009(n=1,703)	%	2011(n=1,668)	%	2013(n=1,608)	%
1	Soccer	24.4	Soccer	23.7	Soccer	28.2
2	Basketball	22.5	Basketball	21.2	Basketball	21.5
3	Baseball	21.1	Jogging / Running	17.0	Playing tag	21.3
4	Badminton	18.4	Swimming	16.1	Jogging / Running	19.3
5	Jogging / Running	16.7	Baseball	15.3	Dodgeball	17.1
6	Muscle building	15.6	Badminton	13.7	Swimming	17.1
7	Dodgeball	15.1	Muscle building	13.4	Badminton	16.7
8	Volleyball	15.0	Playing tag	13.2	Muscle building	15.1
9	Swimming	14.7	Volleyball	11.2	Baseball	15.0
10	Playing catch	13.6	Dodgeball	10.4	Volleyball	12.4

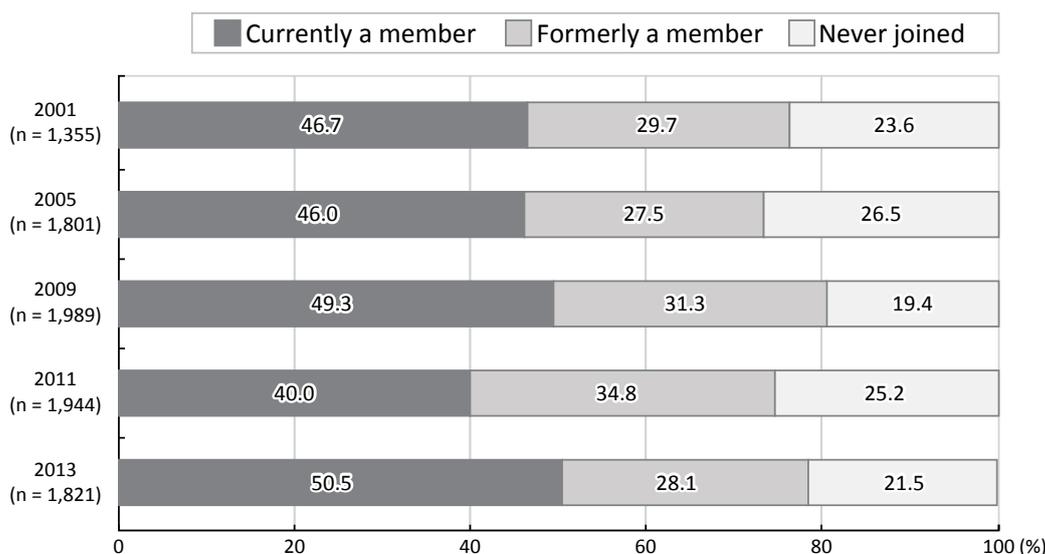
**Table 3 Participation Rates by Sports and Physical Activities and by Sex  
(multiple answers permitted)**

Rank	Boys(n=886)	%	Girls(n=722)	%
1	Soccer	45.4	Playing tag	24.0
2	Baseball	25.8	Badminton	23.1
3	Basketball	24.9	Volleyball	19.8
4	Jogging / Running	20.5	Skipping rope	18.6
5	Playing tag	19.1	Jogging / Running	17.7
6	Dodgeball	18.4	Basketball	17.2
7	Swimming	18.4	Dodgeball	15.5
8	Muscle building	15.8	Swimming	15.5
9	Table tennis	13.4	Muscle building	14.3
10	Playing catch	12.2	Swing	12.3
			Walking	12.3

### 3. Membership of Sports Clubs

According to the findings of the membership status of the respondents in sports clubs including school sports clubs and groups and private sports clubs, 50.5% of them were current members of sports clubs, 28.1% of them were former members of sports clubs, and 21.5% of them had never experienced being members of any sports clubs (Figure 2).

The findings of those who were current members, former members, and had never been members were almost the same as the results of the 2001 survey, showing no significant change in the past twelve years.



**Fig. 2 Sports club membership**

#### 4. Sports Volunteer

In the last one year, 12.8% of the respondents had volunteered to assist with sports (Figure 3). Watching the transition of the volunteer rates found in the previous surveys, there had not been any change made in the past eight years—13.3% in 2005, 12.7% in 2009, and 13.9% in 2011. The work that attracted most volunteers was “judging or helping judges” (43.9%), followed by “helping out at sports events” (42.2%), and “coaching or helping coaches” (27.0%). When the respondents were asked whether they want to try or continue sports-related volunteer work in the future, 9.3% of them answered “absolutely,” 29.9% answered “maybe,” 28.8% answered “maybe not,” 13.6% answered “absolutely not,” and 18.3% answered “not sure.”

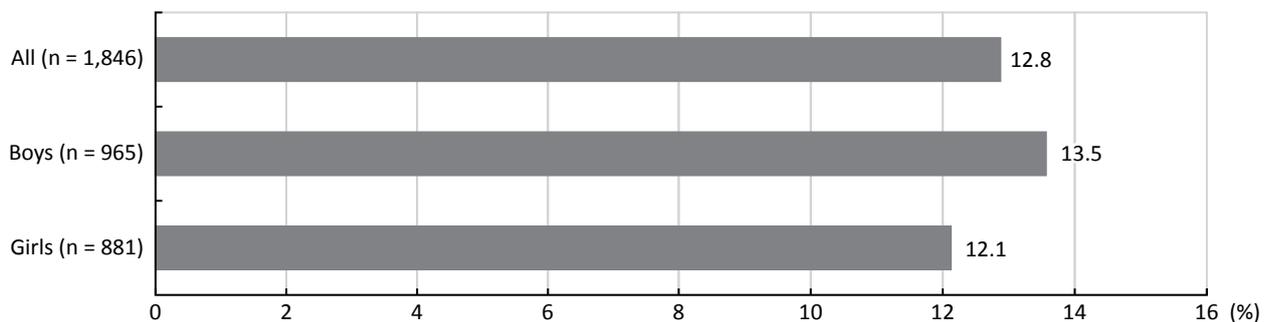


Fig. 3 Participation in Sports Volunteer Activities

#### 5. Attendance of Spectator Sports

The proportion of the respondents who watched sports at stadiums, gymnasiums, or other sites in the last one year was 36.9%, which was a decrease of 10.4% compared to the 47.3% in the 2011 survey (Figure 4). The most watched sports were professional baseball (13.7%), followed by high-school baseball (7.9%), J League soccer (J1 and J2) (6.5%), basketball (high school, university, JBL, etc.) (3.8%), and soccer (high school, university, JFL, etc.) (3.5%).

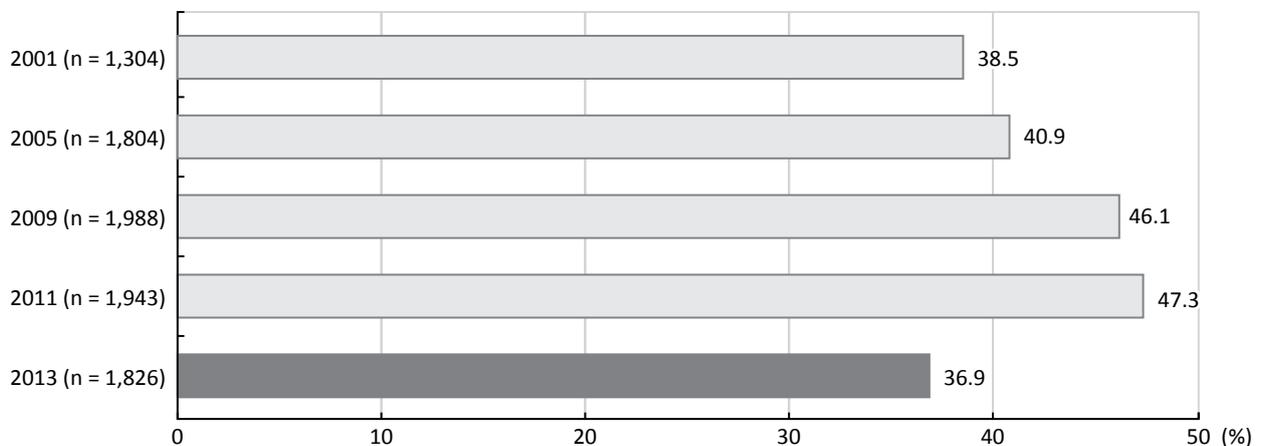


Fig. 4 Rates of spectator sports

\*This is a revised and edited report on the results found in “The 2013 SSF National Sports-Life Survey of Young People Executive Summary”.

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Sasakawa Sports Foundation(2006) *The 2006 SSF National Sports-Life Survey of Young People.*  
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Sasakawa Sports Foundation(2013) *The 2013 SSF National Sports-Life Survey of Young People.*

# **Prediction of Future Trend in Psychology of Sports Coaching Using Delphi Technique**

**Anita Ghosh, A. K. Uppal**

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## **Introduction**

Ever since the days of the ancient Olympics, man has relentlessly tried to break one record after another by thrusting his body ever faster, higher and farther. He has sought to stretch the body, strain it and push it to the limit until one can go no further. With their competitive zeal, strict discipline and grueling training the great athletes, down the centuries, have shown their disdain for any physical restraint. Today, in virtually every sport, these supermen continue to pit themselves against both their rivals and the apparent constraints of their own muscles and nerves in order to smash one record after another in bewildering successions. As the systems of sports training, especially its scientific and methodological foundations improve its effect on the general level of sporting achievements increases. It is indicative that Olympic records of the first modern Olympic Games, which in those times seemed to be outstanding, today within reach of thousands and thousands of athletes.

The Delphi, a method of developing and improving group consensus, was originally used at RAND Corporation to arrive at reliable predictions about the future of sports. The technique has proved so successful in producing consensus that it has outgrown its use solely in forecasting; it is now often adopted in many different kinds of situations when convergence of opinion is advisable or desirable. Evaluators of education and training programmes would find it useful in formative evaluation or arriving at goal definition, linking measurable objectives to adopted goals or setting and defining standards. When broad representation of public points or view is sought, as in need Assessment, the Delphi Technique can simplify the task of identifying and ranking needs and priorities.

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The information about the future of sports psychology can help policy makers to make decisions and to plan more effectively and accurately about the programmes and plans for the future development and effective use of sport psychology in the field of sports and games and the professional preparation of coaches and sport psychologists.

Delphi technique refers to a series of intensive interrogation of samples of individuals (most frequently experts) by means of mailed opinionnaires concerning some important problems or opinions; the mailings are inter-spread with controlled feedback to the participants. The responses in each round of opinionnaires are gathered by an intermediary, who summarizes and returns the information to each participant, who may then revise his own opinions and ratings. The fact that the respondents never meet face to face has been cited as the probable reason for the efficacy of this technique. The anonymity provided for the participants apparently also encourages reflectiveness and opens to new ideas and options and helps in blending diverse opinions into distinct and clearly stated majority opinions.<sup>15</sup>

Cooper studied predicting future trends in sport psychology using Delphi technique with a panel of thirty seven experts, who were asked to participate in completing a series of three questionnaires with return rate of 92 percent. The result was a list of twenty six of occurrence with trend desirability and estimate time period for occurrence with predictions can be used by institutions and individuals to plan future decisions in sport psychology and to address potential questions.

Ogilvie and Tutko conducted study in which the feedback has been extremely positive, particularly from the professional race during fraternity. We have no way of determining the degree to which the affirmative response has been a function of "the halo effect". This is an area of investigation that has the potential to make the most important contribution but will require extremely innovative research design. Kamlesh suggested that in the absence of feedback, motor skill learning will not proceed fast although human establishes itself own feedback system.

Nasvig studied that feedback from coaches and swimmers indicated that this was not redundant or over emphasized, rather it was seen as valuable and in some cases, essential to the group's direction and success. Discussion centered around feedback in helpful way as well as on the receiving of feedback from fellow swimmers and coaches. There appears to be a normal flow to asking for feedback to be given in a different manner or at a particular time.

The study was designed to use one of the futuristic research methods, the Delphi technique to get the response of experts in the field of sports psychology to obtain their view of the futuristic coaching trends that are expected to take place in the field of sport psychology in India.

## Methodology

### Selection of Panel of Experts

The first step in conducting a Delphi study is the selection of a panel of experts from whom opinions are to be gathered. In order to do this, research scholar prepared a list of persons connected with promotion of games and sports in the country in different capacities, namely sports administrators, sports promoters, coaches, teachers, sports journalists, elite sports persons and politicians. Thus scholar succeeded in listing out one hundred and fifty seven (157) panel members who ultimately served as subjects for the study. The category wise break up of the panel of experts is as follows:

i) Politicians	8
ii) Administrators	31
iii) Professional Experts	52
iv) Coaches	20
v) Psychologists	15
vi) Journalists	7
vii) Sports persons	24

### Development of Opinionnaires

In order to gather information about future trends in the psychology of sports coaching, three opinionnaires were developed and administered to the panel of experts, one after the other.

The first opinionnaire was open ended and elicited response about the specific trend the panel members thought or hoped would take place in future. The opinions of the expert panel from the first opinionnaire were used to develop the second opinionnaire by listing eleven trends that respondents thought might happen in future and eight trends the respondents liked to happen were identified. Regarding each of the trends the respondents were asked to give an alternative response in the form of yes or no and also express their self-opinion regarding each trend.

Based on the opinions expressed with second opinionnaire by the panel of experts, the third opinionnaire was developed and the respondents were asked to rate each statement on a four point scale for both probability and desirability and also indicate the period by which they felt, the trend would take place or mature. When the second and third opinionnaires

were sent to the subjects, the responses of the subjects to the previous opinionnaires were also enclosed.

In as much as the respondents chosen for the study were spread throughout the country, the opinionnaires were mailed to them. However, with regard to some of those residing in Delhi, the opinionnaires were delivered to them personally by the research scholars. In spite of persuasion of three repeated reminders the investigator succeeded in getting response from only 78 respondents in respect to the first opinionnaire. With regard to the second and third opinionnaires the response was almost 100%. The following table gives the percentage of response to the different opinionnaires sent to the subjects.

With regard to the first two opinionnaires the frequencies of the responses were computed to decide the trends to be selected for inclusion in the next opinionnaire. With regard to the third opinionnaire the information furnished was analysed by computing mean and standard deviation separately for each response under the heading probability and desirability. With regard to the data an occurrence of various trends, frequencies were obtained for each of the three periods chosen for the study.

#### **ANALYSIS OF DATA AND RESULTS OF THE STUDY:**

The first opinionnaire helped in eliciting the trends which the respondents thought will happen and also the trends which they would like to see happen. In the second opinionnaire the selected trends were listed and the respondents were asked to give an alternative response in the form of YES or NO. In respect of third opinionnaire the respondents were to indicate the probability as well as desirability of each trend on a four point scale and also indicate the period by which they would like a particular trend to take place.

The responses given by the panel of experts were utilized for developing the second opinionnaire in which each trend was followed with an alternative response in the form of YES or NO Besides this the respondents were also asked to express their opinion with regard to each selected trend.

The analysis of responses given by the panel of experts regarding involvement of foreign coaches reveals the support in updating the knowledge, for latest techniques of psychological preparation and to get familiar with latest trends of coaching, where the means of desirability are higher than the means of probability but on the other hand they expressed the probability of frustration among Indian coaches so the mean of probability is

higher than the mean of desirability.

The analysis of responses given by the subjects pertaining taking coaching as a profession reveals that in all the four trends for sportspersons in finding employment, utilizing skills, knowledge and their experiences, sharing benefits of psychological coaching and in getting recognition from society, the means of desirability are higher than the means of probability.

Regarding the utilization of scientific methods in coaching in which all the four trends' desirability means were higher than the means of probability so as to make coaching more complicated (utilizing scientific methods 2.28, producing quick and better result 3.46, develop confidence in coaching 8.62 and help in spotting sports talents the mean was 3.56).

The analysis of responses given by the experts have shown strong desirability for the financial assistance from Govt. and various sectors for the development of sports arena with specified items having higher means of desirability than the means of probability such as faster development of sports infrastructure 3.68, adequate standard equipments 3.58, and on the other hand got high mean of probability 1.70 for more complications due to financial assistance.

In the table responses which are predicted by the experts regarding professionalism in sports of the country, the means of desirability were higher than the means of probability in all the four trends respectively for the standard of sports 3.32, proper development of sports personalities 2.48, regarding involvement of youngsters in coaching and training 3.55 and for eliminating mediocre sportspersons the mean is 2.75.

Therespondentshave given their opinion regarding the trend of making political gains out of sports administrators and sportspersons in which the three specified trends have high probability means as compared to means of the desirability but in trend 'b' that brings about faster development in sports which had higher means of desirability.

The analysis of the responses given by the subjects pertaining the provision of adequate facilities had been specified in which first three trends have high means of desirability such as attract large number of participants, to promote the standard of games sports and help to only high performer whereas the trend i.e.it affects academic progress of students has high mean of probability.

There after the analysis of responses given by the subjects regarding making an integral part of total education process. When all the specified trends have the higher means of desirability than the means of probability such as orientation of children in games and sports 3.79, the physical fitness status of children's personality 3.96, all round development

of children's personality 3.84 and in satisfy the psychological needs of school children the mean is 3.40.

Pertaining to restricting the country's participation in international tournaments, the desirability means were higher than the probability means, in all the four specified trends such as make the coaches serious about the training programmes, to motivate sportspersons to train themselves more seriously, result in coaching the standard of performance of the country in sports and bring into focus psychological factors affecting high performance.

The analysis of the responses given by the subjects pertaining identification of talent at appropriate age and their long term training programmes, the desirability means were higher than the probability means , focused on the coaches to work with potential sportspersons on long term basis to ensure improvement of performance 3.75, coaches to evaluate the programmes of training for the attainment of immediate and ultimate objectives 3.49 and ensuring attainment of high standard of performance 3.70.

The responses pertaining to better professional preparation of coaches on scientific lines, reveal that to organize training programmes on individual performance basis, minimize the trial and error approach and to boost the moral of the coaches and the sportspersons, the means of the desirability are higher as in comparison of the means of probability.

The analysis of responses given by the experts regarding formulation of sports policy of the Govt. with active involvement of professionals reveals that in all the specified trends such as provide the much needed boost to the field of sports, distribution of funds available, strength the scheme for broad basing physical education and sports in the country and to strengthen sports organization, the means of the desirability are higher than the means of probability.

The analysis of responses given by the subjects with regard to avoidance of monitory constraints which generally creep in long term training programmes where the means of desirability are higher than the means of probability in all the four specified items such as sportspersons to have uninterrupted training 3.30, sportspersons to be in readiness for undergoing training schedules 3.45, the optimal psychological presaration of the sportspersons 3.34 and in developing essential motor abilities and components related to a sports the mean is 3.28.

The analysis of responses given by the subjects pertaining to formulation of specific norms in consultation with coaches and sports scientists for the selection of sports team in which all the four specified trends such as objective of sportspersons, minimizing political interference and creating urge among sportspersons to enhance their performance level are having higher means of desirability than the means of probability.

The analysis of the responses rendered by the experts concerning fair selection of the team reveals that in all the four specified trends such as result in improved performance, reduction of the complaints of political interference, better cohesion among the members of a team and equal opportunity to all to get into the National Team, the means of desirability is found to be higher than the means of probability.

### **Discussion of Findings**

The researchers were concerned with the deplorable condition of sports in the country and therefore made an effort to obtain a consensus of the panel of experts on various sports trends/events related to psychology of sports coaching which the respondent though will happen and also the trends/events that they would like to see happen in order to improve the standard of sports in the country. While responding to the different opinionnaires the respondents had come out very frankly with their views and suggestions for listing various trends related to sports psychology of coaching which might be hindering sports performance in India and also trends which if attended to, will enhance the level of sports in the country.

### **Conclusions**

Within the limitation of the present study the following conclusions may be drawn:

1. The result of the study has revealed that respondents are concerned with the disheartening standards of sports in the country. They were of the opinion that unless necessary steps are taken by way of strengthening the area of Sports Psychology of Coaching, the achievement in the sports will not make further progress.
2. The respondents opined that in order to update the knowledge of the coaches in the field of psychology of sports coaching and also to enable them to keep abreast with latest trends and development in the field they should attend refresher courses on regular basis.
3. In the professional preparation of coaches adequate orientation should be given regarding various sports sciences specially the sports psychology.
4. The respondents have desired that management of sports at all levels be looked after by experts in the field of physical education and sports.
5. In order to maintain continuous progress in sports and also to motivate sportspersons to wholeheartedly participate in training programmes, proper sports infrastructure and

good equipments be made available.

6. The respondents have emphasized that the sports talent should be identified at a very young age and thereafter the potential sports persons be trained on long term basis to attain high performance in sports.
7. The respondents desired that a clear cut national sports policy be framed and sports should become an integral part of education.
8. To enable deserving sportspersons to get selected in the teams, the respondents have laid stress on the establishment of objective criteria for selection.

# A Life Span Concept of Sports

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## Abstract

*The meta analytical study focuses on sports as a sophisticated science that has been capable of involving masses together, it has kept the faith in sports mega events even till date. Sports has been identified as a politico-economic tool for promoting nation building. UN has emphasized on the growing role that sports activities are playing and contributing towards promotion of peace. Olympia fulfilled its magnificent moral task with the mystic influence of religion, the cultural and spiritual influence of art and the incomparable organization of athletic competition, culminating in the Olympic Games. Sports venues and host cities have become a great and almost unique centre of world civilization. Sports attempt towards a universal unity, based on religious, political, cultural and artistic. The study emphasizes sports as a powerful vehicle for human development which brings individuals and communities together, highlights commonalties and bridging cultural or ethnic divides, provides a forum to learn skills such as discipline, develops confidence and leadership, teaches core principles such as tolerance, cooperation and respect. Towards this endeavor Olympic Value Education Program (OVEP) is a movement aimed at realizing the Olympic ideals and values. It promotes in doing the best, on the field of play or off the field. The important thing is not winning, but taking part, making progress and enjoying the healthy combination of body, mind and will. It encourages for mutual understanding between individuals, and between people all over the world. It also promotes respect for yourself and your body, for other people, for rules and regulations, and for sport and for the environment. It has the potential to bring a positive change to the society. It could deliver a strong package of opportunities to maximize progress of the society by combining all the important aspects of the sports so as to make sports accessible to all and not mere focusing on few privileged or just focusing on elites for peak performance. It would create an opportunity to know oneself and to understand capabilities and potentials as a human being, with a power to overcome the challenges of life and to see the world as one.*

**Keywords:** Life, Sports, Olympics

### ***An Overview***

Sport, and especially major sports events are important factor of life and customs, so much so that all countries, whatever their political regimes, must know have an eye on sport, not only as a means to spread their national images, but also, and mainly as a valuable vehicle for an international education of peace and brotherhood (Fransca, 1985). Nissiotis(1985) expressed joy at the observation that the world at present appears to have become sensitive to the question of peace. Working towards preserving peace is perhaps the single major pre-occupation of humanity at this movement and this can't be attributed solely to the fear of total destruction of the world. Rather, it seems to arise from the fact that man has become conscious of himself as an individual member of a developed and responsible society, whose universal dimensions surpass all national and cultural discrimination from amidst of all effort of man of goodwill. Specificity of Olympics contribution towards this end must be distinguished. According to Bishop (2008), international friendship, cultural diversity, world unity can be seen as an essential aspect of sport mega events as it is evident from Olympic education program of China and London which has initiated several program to create awareness among the mass especially at school and college levels. China included Olympic education in its school curriculum in 2005, three years before the games and touched 400 million children along its "heart to heart' program to promote international understanding and to learn about environment and their culture. London is also promoting the values which began in 2005, much before China did. It reflected that sports events are not mere sports competitions for few days, instead they are a long time process or programs for the development of the society starting many years before the events and still continuing after the event.

### ***Sports and Olympic Values***

Olympic value education program (OVEP) have an immense potential in developing nations like India which has a population of more than 1billion people because sports have the unrecognized power to bring a positive change to the society. It could deliver a strong package of opportunities to maximize progress of the society by combining all the important aspects of the sports so as to make sports accessible to all and not mere focusing on few privileged or just focusing on elites for peak performance. The focus should not be to make a separate world for sports, instead, work to make sports a part of the existing society. Sports need to be promoted among the masses, as it would be an opportunity to know oneself and to understand capabilities and potentials as a human being, with a power to overcome the challenges of life and to see the world as one without underestimating people

as underprivileged, physically challenged, mentally disabled or with a gender bias. If we are able to maintain people interest in sports, encouraging them to practice sport, it would be an initiative towards building of peace and better world through sports. This aspiration should be applied to entire world and the pursuit should be towards an international movement which could contribute to the peaceful resolution of international conflicts. Sports should be an education for all, it should be a welfare to the society so that sports is accepted as value to people, that it builds a better society by encouraging mental and physical vigor, courage and tenacity, friendship and respect, and other valued qualities. Ajit (2012) emphasized through the study on Commonwealth Games 2010 that important aspects of life can be promoted through sports and the core purpose behind the great legends like Baron De Coubertin to promote the sports is to promote human existence without losing it to task oriented societies by having no longer social and political enemies but having friends to win with a cosmopolitan approach.

*“I believe in the moral and peaceful virtues of sport. On the playing fields men are no longer political or social friends or enemies, but only fellow players, playing the same game.”*

Pierre de Coubertin

### ***Sports in Contemporary Life***

A study on relationship between mega sports events and promotion of world peace by Smith & Cahn (2008), modern sports commerce not only expands the number of international mega-sports events but also increases their value in effecting social change and promoting world peace as athletes and spectators come together in ever-larger numbers, governments must collaborate with non-governmental, private, and non-profit sectors to develop and implement the business of sports commerce benefiting host nations and local communities. The research identified the relationship between sports commerce and peace as worthy of greater study and examined the role of international sporting events in contributing to social change in host countries and how these competitions may be able to create greater understanding among athletes and related individuals and increase knowledge exchange on a larger scale. The research analyzed several mega-sports events, including the Olympics and the role of the Special Olympics (SO) – the largest amateur sports organization in the world – dedicated to bringing sports experiences to intellectually disabled athletes. It highlighted the transformative power of SO worldwide competitions and finds peace through commerce

principles in SO innovative policies and programs. Over four decades, the SO, and particularly its World Games, have led to global initiatives for increasing self-confidence, self-esteem, social acceptance, health and general well-being among intellectually disabled persons. The research offered insight into the ways in which other mega-sporting events could adopt what is unique to SO.

Sports potential contribution towards development and peace was also analyzed in a report from United Nations (Ogi & Bellamy, 2003), which provided an overview of the growing role that sports activities are playing in many United Nations' programs and crystallizes the lessons learned. It also included recommendations aimed at maximizing and mainstreaming the use of sports. According to the report, the world of sport presents a natural partnership for the United Nations system. By its very nature sport is about participation. It is about inclusion and citizenship. Sport brings individuals and communities together, highlighting commonalities and bridging cultural or ethnic divides. Sport provides a forum to learn skills such as discipline, confidence and leadership and it teaches core principles such as tolerance, cooperation and respect. Sport teaches the value of effort and how to manage victory, as well as defeat. When these positive aspects of sport are emphasized, sport becomes a powerful vehicle through which the United Nations can work towards achieving its goals. This report viewed sport in a broad sense. Incorporated into the definition of "sport" are all forms of physical activity that contribute to physical fitness, mental well-being and social interaction. These include play; recreation; organized, casual or competitive sport; and indigenous sports or games. It encouraged a more coherent approach to the use of sport-related initiatives in the pursuit of United Nations development goals, particularly at the community level. It also aimed to promote the use of sport as a recognized tool in development policy.

***Recommendations:***

1. Sport should be better integrated into the development agenda.
2. Sport should be incorporated as a useful tool in programmes for development and peace.
3. Sport-based initiatives should be included in the country programmes of United Nations agencies, where appropriate and according to locally assessed needs.
4. Sport for development and peace programmes need greater attention and resources by governments and the United Nations system.
5. Communications-based activities using sport should focus on well-targeted advocacy and social mobilization, particularly at national and local levels.

*"Olympic ideals are also United Nations ideals: tolerance equality, fair play and most of*

*all, peace. Together, the Olympics and the United Nations can be a winning team. But the contest will not be won easily. War, intolerance and deprivation continue to stalk the earth. We must fight back. Just as athletes strive for world records so must we strive for world peace."*

Kofi Annan, United Nations Secretary General

### **Conclusion**

The study concludes with a notion that the purpose of sports may be found in sport itself. What modern society need desperately is to overcome gamesmanship and discover authentic play. Society must both understand and appreciate the tremendous range of possibilities which reside within the variety of activities customarily classified as sport. Society along with providing opportunities in all categories, must also hold all such opportunities in sufficiently high esteem to understand and appreciate the tremendous range of possibilities which reside within the variety of activities customarily classified as sport. The real danger is in failing to inform ourselves of all the potential which is within the experience termed sport.

## **Sports Tourism: Designing for Success**

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It is human disposition to seek enjoyment, fun and happiness in life. And it is no surprise that each individual has its own means of acquiring these. Amidst this backdrop, games and sports emerge, for some, as one of the paths to reach that state of bliss.

As toddlers the very first thing we learn is to fiddle; fiddle with nearly everything that we can get hold of. We end up creating our own games and happiness follows. Thus it is no wonder that many decide to take this pleasure and excitement to an all new level and get professionally involved in sports. However, the spirit of this arena of sports lies in the fact that one need not be a professional to derive enjoyment out of it. This is where come the concept of 'sports for all' which demands us to compete not with one another but with ourselves; our individual standards and capabilities, our potentials and strengths and at times the forces of nature. We play a sport just for the sake of fun and that's about it. There is emphasis on the joy of sport participation and every participant is a winner in his or her own right. The unconventional and traditional recreational games that are specific to a region or a country adhere very much to this concept.

In the current times the phrase 'sports tourism' should not be alien to us. This area of activity has not just grown but grown with panache. Talking specifically of tourism, the most important dimension of it is that the activities one engages in while traveling give pleasure. As a result there arises a convergence of interest in sport and tourism. Both are governed by

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the pursuits of enjoyment and recreation. Hence it wasn't really a task for people to decipher a symbiotic relationship between the two. Both are rejuvenating and relaxing. Intermingling of the two could only promote and strengthen the union.

Off late, because of increasing consciousness, awareness and education, more and more people are engaging in sports activities. Their contribution towards improving and maintaining health and fitness can't be ignored. A healthy mind in a healthy body is a prerequisite for leading a successful life. Sports, by enhancing fitness and travel by relaxing the mind, refresh one's soul completely. A successful formula for promoting sport tourism would require the co-operation of one and all – the government agencies, sports organizations and not to forget the locals of a particular region. Sport tourism in effect would create successful experiences not just for the tourists but for the region as a whole. Be it the success of achieving a sound body and mind, or the success of travel and tourism agencies, the success of the locals of the region or that of the destination itself when it is visited by millions. A successful sport tourism formula would not leave any of the above aspects untouched.

There is no doubt about the fact that a well-developed tourism industry brings good monetary returns to the country. Ample of jobs are created which is accompanied by the nation's overall economic growth. Weaving sport and tourism together would give a further impetus to this synergy. The governments of various countries are very well acquainted with this idea and therefore end up putting huge resources and efforts to get the desired result. Some succeed while some do not. However many fail to realize the importance of sports in enhancing the attraction of a tourist place, be it the more organized professional event or just some small games and sports that only pertain to a particular region or country.

When practiced at the elite level, sport is a wonderful entertainment, spectacle and drama. Hallmark events like the Olympics and the Commonwealth games attract a lot of tourists because the stance of tourists has changed gradually. From earlier ideas of mere weekend relaxations after hectic weekdays, they have moved on to become more critical, better educated, more conscious about health and fitness and want more participation while they are traveling. This participation on part of the tourists can be active or passive. The latter relates more to the notion of being a spectator at various sport events, international or national mega events or otherwise at some miniature level. At the miniature level, things are less formal or to put it more clearly, INFORMAL. The 'Sports for All' category falls under this broad category of 'informality'. And it is due to this attribute that tourists are able to move beyond passive participation and participate actively. Many countries have some traditional and unconventional recreational sports that are endemic to that region. Because of changes in leisure time pursuits, the side country sports are capturing

great attention.

Because of the aforementioned aspects, the connection between sports and tourism is gaining a lot of momentum in the world of academia as well as industry. International and national sporting events in particular help in creating a favorable image of the country and promote the host country in the market of travel and tourism. A more successful design for ensuring the above would be crafted by making use of advanced technologies and advertising strategies. Good media coverage of any event makes things simpler. Television, magazines, social media are all reliable and effective sources. A significant element of advertising is that sports events can generate desires of travel to a destination afterwards, so the strategies of event tourism should be combined with overall tourism. This would ensure that the place of the event is visited not only during the event but later as well. So although the place was publicized under the pretext of publicizing the event, it managed to establish itself as a tempting tourist destination which in future would attract tourists irrespective of the prevalence of a sports event.

But the grandeur and authority of these hallmark events has not been able to steal the joy that even the most simplest of traditional games bring along. The international events attract tourist but the regional traditional games also do. That is why there is a need to ensure that everyone who wants to can join a sport. This calls for focus on sports at the grass root level. In order to achieve the above, there should be an attempt by sports federations to promote 'sports for all' at all ages and among the entire community by emphasizing health benefits. National Olympic Committees aid for the aforementioned advances would also promote 'Sports for all'.

Another sure shot step would be the promotion of traditional sport events by renowned sport stars. Big personalities yield greater power to influence and would be role models in transforming social and behavioral patterns with regard to activity and health. Once a traditional sport is pushed ahead by the locals of the region, it will automatically find strength to attract tourists. But once tourists are attracted, in order to maintain that fascination, proper safety measures should be adopted and the health sector should work in collaboration with sports organizations as well as the police force in order to provide hassle free recreational sports to tourists.

Considering the case of Scotland in this context will allow a better comprehension of the subject matter. World over Scotland is revered as a mature sporting destination that offers visitors outstanding sporting experiences. It is in fact widely recognized as the birthplace of many of the world's premier country sports. The Scottish Country Sports Tourism Group proudly makes sports like stalking, shooting, fishing available to its customers. Opportunities abound to suit all

criteria's of budgets. The value of country sports tourism to Scotland is about two hundred and forty million euro every year.

In order to develop the latent potential of this market, in 2004, major Scottish country sporting organizations and associations jointly setup the Scottish Country Sports Tourism Group. This successful venture was not materialized without any effort. A lot of heavy research went into it before the final enterprise was realized. Information was gathered on country sport tourists regarding the origin, the demographics, the trip characteristics and other different attributes. Leading tourist destinations in the country were figured out and conclusions were drawn with regard to the aspects of enjoyment for tourists.

Thus sport tourism is not just an experience of sport activities but it forms a distinct culture of a destination and through those sports educates tourist of its culture. The only demand here is that of appropriate advertising and promotion of the sports so that tourists in the very first place are acquainted with the fact that something of that sort does exist. The help of local groups can prove to be really beneficial in this regard. Moreover, tourist destinations themselves should be constantly involved in tourism product innovation to remain competitive. Human psychology is built to get bored very quickly and the inquisitive nature cajoles it to explore newer things. Thus any stagnancy in the sources of entertainment will downgrade the region as a tourist spot.

The traveler's benefits in their own way but the benefits to the host country are innumerable. Economic benefits are the obvious consequence. The locals benefit in the service sector and many companies find new possibilities of investment in the region for its own brand endorsement. It gets a worldwide recognition. But apart from the monetary benefits, the region also garners social benefits. It boosts community spirit and pride and promotes co-operation and leadership within the community. The local cultural tradition gets acceptance as well as recognition at the world platform. Moreover this enhances cross-cultural understanding.

Even in cases where events have not been planned with the objective of tourism in mind, tourism tends to become a strategic factor once the destination managers begin to market the event. So even though sports and tourism are two separate entities but they very effortlessly serve each other.

A holistic venture of sports tourism would provide opportunities of success for all. Success of enhanced health, fitness and knowledge for the tourists, success of enhanced revenues for countries and regions, success of wider consumer reach for business enterprises and last but not the least, success of greater bonding and cultural ties between nations and its people shrinking the world and strengthening human relations.

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# Learning through Sport for All : Developing Personality: A case study of the children of Jan Gyanodaya

(An NGO-run by the Teachers & Researchers)

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## Abstract

*India is famous for its physical Activities and education. From the Ancient times kings and rulers shown their exclusive interest in Sports and Physical workouts, such as- King Siddhartha ( Lord Buddha), King Chandragupta and so on . It is always taken as pious event forthe festivals and other joyful celebrations. Very recently read in India Today that “No matter if the court trials or works were long or short or even small or big all could see the inclusion of games. Either any festival or happy event the starting or ending was always done with sports event”. ( Saint Gurmeet Ram Rahim Singh Jilnsan; Where Sports Are The Culture.....July 29, 2013). The purpose of the study is to inculcate sports and playing attitude among children and develop healthy citizen. Also to find out how sports/games/physical activity develops personality of a human being. It will also try to find out overall growth of a child after pursuing games/sports/physical activity in this case study. This will include various aspects of personality like confidence, stamina, fitness, health, and teamwork, ability to interact with the peer group and otherwise in their day to day chorus. The ability to connect with other groups/ class. Also to establish that given opportunity these children of lesser God could do wonders*

**Keywords:** *Physical activity/games, self-esteem , confidence, personality development, Education children of lesser God.*

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## Introduction

Every great man Indian or foreigner has expressed that the children of today are the citizens of tomorrow and that in order to have good citizens (good physically, mentally and intellectually).

The Jan Gyanodaya is a wonderful dream of a group of teachers of the University of Delhi and founded by the author with Gandhian thoughts. It is a good vision adopted to educate the unseen society and make the youth self-sufficient with sound mind and sound Body for their future.

The dreamt purpose of this project is to inculcate playing attitude among children and develop healthy citizens to the green world through physical activity, culture and education.



India is famous for its physical Activities and education.

From the Ancient times kings and rulers shown their exclusive interest in Sports and Physical workouts, such as- King Siddhartha ( Lord Buddha), King Chandragupta Mourya, Queen of Jhansi, King Ashoka and so on .

It is always taken as pious event for the festivals and other joyful celebrations. Very recently read in India Today that “No matter if the court trials or works were long or short or even small or big all could see the inclusion of games. Either any festival or happy event the starting or ending was always done with sports event”. ( Saint Gurmeet Ram Rahim Singh Ji Insan; Where Sports Are The Culture.....July 29, 2013).

The Jan Gyanodaya Realises that highly competitive world has turned down the easy chances of jobs in global world, our high examination centre, nature of educational system and universally flowing economy coupled with high tech environment whereby particular jobs

and skills are made absolute. Therefore several youths are facing problems securing jobs and resulting frustration, depression, aggression, bad society which lead to juvenile mood and creates defective society and weak generation.

The result could see very recently a juvenile came to seek a job in Delhi from small place and not much educated but trapped by criminal minds where he played a key role raping a young girl of 23 yrs. along with 4 adults on Dec; 16, 2012, then appeared in The Hindu, dated 13/9/2013 the death sentence has been pronounced to the adults but the Juvenile justice Board has given 3 years jail with corrective measures.

The incident generated widespread in national and international coverage (print and electronic media) against the administration, protesting to seek adequate security for women in the country. Then another bold letters news appeared in the print media, The Hindu focused on Sept. 3, 2013 "There more minor raped in last 48 hours".

Again a Big Question: How to protect innocents from the criminal world and give security to females (minor & adults). The great numismatic scholar & thinker Chanakya said that "Youth and beauty are the strength of country". Although, today's youth is lured by easy money, new cars & motorcycles, stylish and expensive mobiles, expensive jackets etc. And eventually find youth is always in forefront and the way you will take them they will follow you, they have surplus energy, which is to be channelized through activity.

As Hitler stated in 1942: "History teaches that all conquerors who have allowed their subject races to carry arms have prepared their own downfall by doing so". In a democratic society, based on the principle of inalienable individual rights, the state must not be granted the power to violate the rights of honest individuals. (By Andrew Bernstein "To Protect The Innocent, We Need More Guns In The Hands Of Honest People") 12/26/2012 @ 9:40AM

"Self-distrust is the cause of most of our failures. In the assurance of strength, there is strength, and they are the weakest, however strong, who have no faith in themselves or their own powers." (Forbes; — Christian Bovée) Actually it is commonly realised that Sports and Physical activity always gives pace to the mind to acquire knowledge peacefully to excel in the event, so here the gun is not important, the only important is to involve the youth in vigorous sports exercises through cheerful psychotherapeutic trainer, it can be cultural, and intellectual too, and this length of work get obtained through regular practices.

Physical Education is one of the most rewarding subjects for both teachers and students, as children become self-actualised individuals without positive self-image and self-concept. Eventually, sports make children to understand themselves and their environment in terms of both how they think and how they feel.



We realised that the present youth is more involved in artificial and lethargic life which lacks body movement and having only mental exertion sitting in front of their televisions and computers. Secondly, the group of youth is diverting their physical strength towards all sorts of crimes. Thirdly, becoming luxurious.

So, Jan Gyanodaya worked out with “Sports For All” and training youth ( male & female) to design their preformed energy saving them from their dropout lives, sedentary situation, cooling their aggression, wiping torturing attitude and removing hunger and thirst through Education, Culture and Sports ‘ regular activities. Also sharing time by trainer with personal involvement. Children are always curious to see what is- next/ on the other side of mountain/ in the prohibited area/ inside the locked room and then strong desire to touch and feel.

Sport for All is a reality and the task performing project with the children of various sectors of workers by Jan Gyanodaya to give awareness of physiology and anatomy, presence of mind, patience, generate courage to fight with might and utilise body energy at right path for developing the personality with good mind set among the children. Ofcourse, this has been experiencing that now a days parents are interested to send their children to the sports academies & clubs, music centres, and other language and cultural hubs where a bulk of money is involved.

Children’s basic capabilities need to be defined and developed. Capabilities for work and action involve the coordination of thought and bodily movement. Sports are a valuable form of knowledge which is practical in nature. Any sports involves physical stamina, endurance, knowledge of rules of the game, skills and physical dexterity, and knowledge of one’s own capabilities, ability to plan and coordinate as a team, to assess the other team and strategize to win.

### According to NCF

“The importance of health and physical education to overall development needs to be reinforced at the policy level with participation by administrators, other subject teachers, health departments, parents and children. Recognizing sports and physical education as a core subject and a compulsory subject from primary to senior secondary stages. It needs to be given equal status with other subjects, a status that is not being given at present.”

(NCF 2005, Chap 3, p57)



Our study is based on 50 underprivileged children stays around and in the University of Delhi who are being training to become a good citizen of the country with specialized skills. These students belong to a wide range of lower economic background-they come from the rural areas from all over India.

Jan Gyanodaya provides opportunities to the children to meet the new challenges they face. This effort is made for children to explore in the field of education, may be in academics, sports or culture. This organization helps them to get enrolled in formal Education. These children supposed to help in the household work like cooking, keep engage their small siblings playing with them, washing clothes and utensils etc., then study and sports.

The Methodology adopted – firstly the data was collected. The Sample size is 50. The subjects belong between 10 and 15years of age. The Questionnaires distributed among 50 children irrespective of sex. The Answers collected from them and analysed. The tools

are used such as Questionnaire with socioeconomic, academics. Administered Written and Interview technique along with Traditional Games and Physical Activities in the play field. The Equipment used; Chalk powder, Whistle, measuring Tape, and Questionnaire.

These students have completed senior secondary and now they are in the second year of college education. In their second year of education in the college Physical Education is a compulsory component in the curriculum. It was found that these students were not into sports in the school as they were not encouraged to do sports or any kind of physical exercises as it was considered as a waste of time. These girls were supposed to help in the household work or study. Since these students had no exposure and no motivation and no encouragement to do sports in schools so when it was told to them that they have a compulsory component of sports and physical education (includes games, yoga and other sports) in the second year of their course, they had a mixed reaction of why /how do we do this. After so many years the students were expected to play, run and do other physical activities for which they were feeling a bit awkward and confused as to how they are going to cope up with this while talking to the students we could clearly feel their concern and apprehensions as to why and how are we going to fulfill this component.



We have tried to voice some of the concerns in this paper.

**Answers to the last question - on -**

**Kheloge kudoge Hoge Kharab; Padhoge likhoge banoge nabaw.**

(You will become Bad if you play & jump, You will become Prince if you read & write)

**Akash** : a student of class V says –sports helps us in making our future bright. We are healthy when we do sports and also with studies we learn good things, so it is not like that.

**Sahil** : studying in class VI says—that these lines are wrong as nowadays sports is very important it helps in our education. Also we can get admission in the college through sports. When we study we gain knowledge about national and international news.

**Sapna** : a student of class VIII says sports as well as studies both are important. We should play as well as study also. By being educated we get respect and by doing sports we can do so many things.

**Mukesh** : studies in class XII that saying this is not all right. By sports our physical and mental development enhances. We do not get sick often. We can concentrate on studies. Sports keep us healthy. So it is wrong to say that doing sports spoils one gets spoilt. Sports has changed us , brought brightness and extrovertness which gave us courage to speak people , we were not able face before.

**Hardeep** : also a student of class twelve says that sports is essential for health. If we play do physical exercises we do not fall sick and we can concentrate on studies. So saying this is not correct.

**Babita** : who studies in class V says that both sports and studies are important. It helps me in concentration.

**Janaki** : studies in class VII say that these lines are not correct as both sports and studies are important in our lives. By doing sports our physical strength increases and the mind sharpens. Sports and studies help us in getting jobs. If we will not study then we will not get respect. So both are important.

Once , I was selected as a bright student for the scholarship by the State Bank of India , Delhi University branch , this all playing sports and games.

**Samar Singh Mondal** : class X says the lines are wrong as if we will not do sports then we will become lazy and we will not be healthy. So a sport is essential for health and also we should study because it is also necessary. He says –“agar padhenge nahi

to hum phir banenge kharab, padhenge kudenge to banenge Nawab”, ( In English; We will be bad if we don't study , if we study and play will be Prince).

**Dheeraj** : a student of class VII says this is not correct. It is not necessary that only by studies we can be “Nawab” –(Prince) but by sports also we can achieve that.

**Geeta Kumari** : a student of First year of graduation (History) had joined Gyanodaya in 2005 and since then she is doing sports with her studies. She says when she joined this institute she did not know how to play and used to feel ashamed in playing various sports. Gyanodaya helped her learn kabbadi, taekwondo. She used to feel lazy earlier, did not know how to talk to others but after coming to this institute she is confident in talking to others and does not feel lazy, does every work fast. According to her she manages both sports and studies w Sports helps in building concentration, confidence, self-esteem and also communication skills. It also enhances health, stamina and energy level. So we should give importance to both the studies and sports.

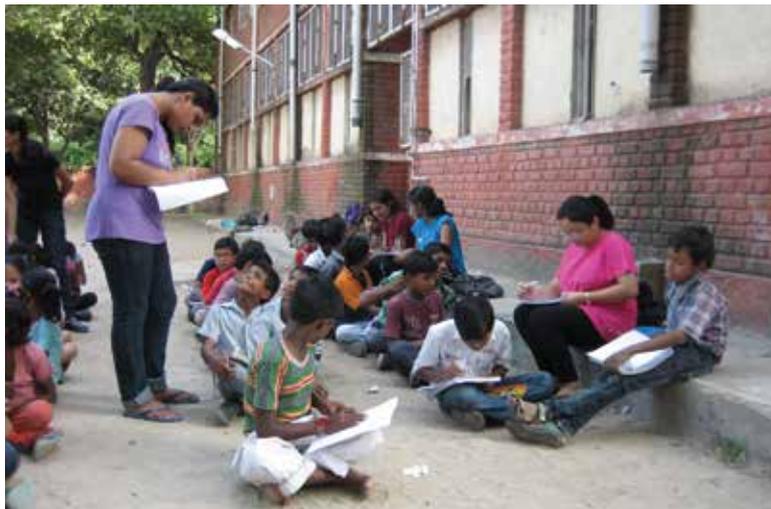
**Vinod** : who is studying in class XI, is also a student in Gyanodaya says that We should devote time equally to sports and studies as it helps us concentrate in studies, we do not feel bored, we feel healthy. I feel strong after doing sports and have learnt how to behave, talk to people and above all I scored good marks in my studies. According to him a sports person is intelligent and disciplined. After doing sports concentration power enhances and so we can study well. We should devote equal time to sports and studies.

**Sachin** : a student of class IX says after joining Gyanodaya I have felt a lot of difference in me. I feel more active and healthy as here we study as well as play and teachers also play with us which gives us a good feeling. I have learnt to talk to people. He feels that a sports person should speak softly with others, he should be humble and should have patience .He says sports enhances self-esteem, confidence, concentration and communication skills, we always celebrated our Patriotic National Festival which inspired to be good, also helps in personality development. I feel proud and happy when our teacher Anita Madam play with us.



**Renu Mondal** : who had joined Gyanodaya in 2003 and since then she is playing and doing her studies here, recently she has passed class XII .She says doing right things at the right time help her cope with sports and studies together. She adds that whatever you do you should put full concentration and ‘mehnat’ ( hard work) in that. With sports I feel confident and I am able to concentrate in my studies. According to her sports person is disciplined and organized in everything which helps her take things in positive way. She adds that doing sports increases confidence, communication, will power, self-determination, self-discipline, learning achievements, physical strength, taking up challenges and also personality development. Play and studies both are important and should go hand in hand so it should be -----“kheloge kudoge hoge bharat ki shan, padhoge likhoge karoge desh ka vikas” ( in English: “You will be Pride of India if You play & jump, You will develop country if you read & write”.

**Reshama** : studies in first year of graduation (Political Science) is also a student of Gyanodaya since class X and started playing since then. I give equal importance to studies and sports and try to have coordination between these two. Sports keep us healthy physically whereas studies keep our mind healthy so it is important to have both. A person doing sports should have discipline, patience and should be humble in her/his behavior. A sport enhances concentration, confidence, self-esteem, communication and social appearance. When doing sports we forget unnecessary things and we only concentrate in sports so these qualities automatically are learned and imbibed in a sports person. Sports and studies go together so we should give importance to both as these two can be separated from one another. It also teaches to be a good citizen and above all good human being.



(The Questionnaire is attached in Hindi , original , served to the children)

### **Conclusion**

Over all we can say that physical Education and sports can bring about a lot of change in a student. As NCF has advocated the need and importance of sports for all and physical activities for all channelize the surplus energy of youth and leads towards the personality development.

As Richard L. A. Sterba said that “human behavior being motor affective or purposive can be conceived as comprising a series of more or less discrete sequences of activity which each look to an out come from which satisfaction or gratification is obtain. Intermediatrey between the initiation and termination of each such sequence are organized sub activities which acquire their significance from the part they play in the particular behavioural sequence”. (Luther: “Values and Ethics in School Education”, Child Development- chapter, 6: page 199)

# **A report of I.R.IRAN Sport for All Federation Activities 2012-2013**

**Ali Majdara**

**Sport for All Association I.R.Iran**

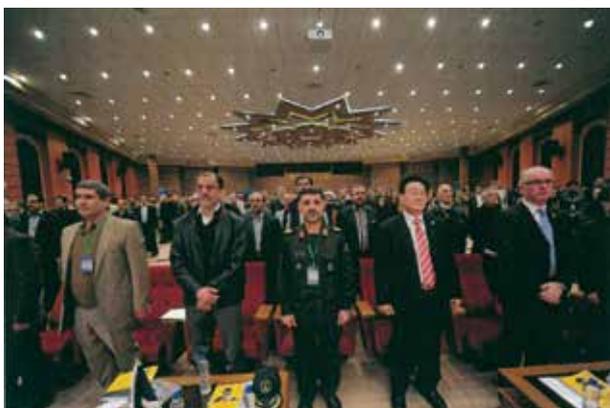




Activities within the area of “Sport for All” have been so successful that the Supreme Leader sent the following message:“ The fundamental necessity of the society is Sport for All.

Public usage of Sport for All facilities guarantees people’s health along with cheerfulness and fitness.

Holding the First national conference on the analysis and strategic explanation of the remarks made by the Supreme leader of Iran in the field of Sport for All and physical activity with the presence of Dr. Juho Chang President and Mr. Wolfgang Baumann Secretary General of TAFISA



### Weely family walking in cities and towns



organizing the “Olympic Week” on the occasion of Olympic Day in cooperation with Sport for All provincial associations.



Propagating and populating different sports fields in schools such as rope skipping,daily exercising and swimming for all



Increasing the level of public participation in sports for all with an average raise during therecent 5 years from 7 to 21 percent



Forming the programming council of Sports for All in cooperation with offices and organizations while opportunity the cities Governor-general as the president of council



### Creating health sidewalks (roads) in all provinces



Training male and female trainers and coaches as “Park Coaches” and holding morning and evening stretching and exercise in all parks



Holding more than 627 coaching , refereeing and training courses in the country in 2013 amongst which 93 was held free of charge



Publicizing and popularizing sports for all culture in cooperation with IRIB and live broadcast of walking gatherings and other related sports subcategories



Concluding memorandums of understanding with offices, organizations and structures to improve the level of Sport for all



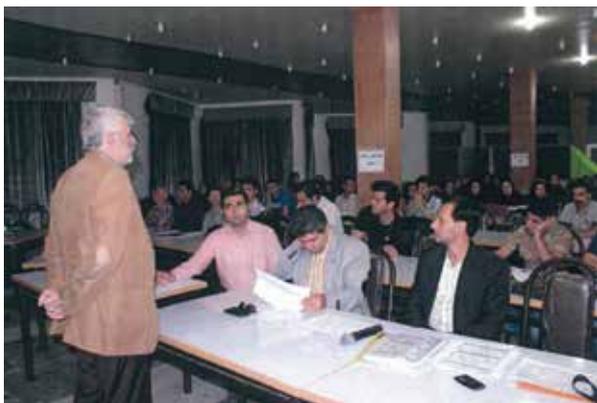
Aerobics and Fitness Association is the most participant favorite having 23 committees which are all activated throughout the country and the clubs



All inclusive efforts have been done to develop sports for all among university standards and higher education organizations



Following the level of improvement in sports for all with scientific approach



Municipalities in Line with Sports for All Federation have equipped 50% of parks with different sports facilities



President of Iran Sport for All Federation was appointed as the President of Sports for All commission in order to consolidate the synergy between the NOC and Iran Sports for All Federation



Holding sports games and championships in different fields under the supervision of sports for All Associations



Holding sports events for officials



Forming Sports for All committees in at least 54 sports federations

## **The Associations of I.R.IRAN Sport for All Federation**

### **1 - Aerobic and sport fitness Committees:**

- Physical fitness
- Step and Aerobic
- Spinning
- Bara sol
- Easy line and cranking
- TRX
- Body pump
- Body Balance
- Persian Fitness
- Aero combat
- Martial Aerobic
- Professional Aerobic

### **2 - Ageing walking & running**

### **3 - Association for sports & leisure facilities Committees:**

- Record
- Controlball
- Rug football
- Solh ball
- Sport stacking
- Shuttle cock
- Balance

### **4 - Behcup**

### **5 - Brittonic**

### **6 - Chogo**

### **7 - Dogball**

### **8 - Electronic games and Sports**

### **9 - Frisbee**

### **10 - Kids games & sports**

### **11 - Kite**

### **12 - Morning sport**

**13 - Nature sport**

**14 - Paintball**

**15 - Pilates**

**16 - Rope skipping**

**17 - Sport fishing**

**18 - Tourism sport**

**19 - Water exercise**

**20 - Yoga**

**21 - Sports of Organizations**

**22 - Parsooa(Martial sport)**

**23 - Kettle ball**

**24 - Intellectual games**

**25 - Sports of Volunteers**

**26 - Sports of Firefighters**

**27 - Walking**

# Guideline for Contributors

## Language and types of contribution

The Journal of Asiana Sport for All contains several forms of contributions: Articles (8-15 pages), reports (3-8 pages), congress/event reports (2-3 pages), and keynote lecture (8-15pages) including tables figures, and photographs). All manuscripts must contribute to the development of Sport for All and must be submitted in English.

## Abstract

An abstract of 100-200 words and 5 key words maximum must also be supplied, typed on a separate sheet, together with a biographical note of 25 to words.

## Quotations

All direct quotations of 35-40 words or more should be displayed as indent text, but still double-spaced.

## Notes

Try to avoid using too many notes. Where they are necessary, they must be brief and should appear at the bottom of the page.

## Submission

All manuscripts are reviewed by the editorial board of ASFAA. When revisions are requested by the journal's editorial board, authors must resubmit the revised manuscript within 3 weeks. If resubmission takes more than 3 weeks, the manuscript will be treated as a new submission. Manuscripts should be submitted in Word format (40 lines), and the file should not exceed 4 MB. For figures, tables and photographs, up to 10MB of PDF, Word, and Excel files can be uploaded.

Top and bottom margins: 2cm

Left margins: 3cm

Right margins: 2cm

Page numbers: bottom center

Full name, organization of authors and contact details (postal address, e-mail address)

### **Figures, tables, maps and photographs**

Photographs are classified in the same category as figures. Figures and tables should be numbered separately and consecutively (e.g., Figure 1, Table 1). Capitalize only the first word of the caption.

### **Format for reference list**

List all entries cited in the text, or any other items used to prepare the manuscript, alphabetically by author and year of publication in a separate, headed, reference section. Please refer the examples given:

McPherson, B.D. (1990) *Ageing as a social process: An introduction to individual and population ageing*. Toronto: Butterworths.

Kidd, B. (1987) Sports and masculinity, in M. Kaufman (ed.) *Beyond patriarchy: essays by men*. Toronto: Oxford.

Laura, R. & White, S., Eds.(1991) *Drug controversy in sport: The socio-ethical and medical issues*. Sydney: Allen & Unwin.

Tsai, M.J. & Jwo, H. (2004) Self-determination perspectives on exercise

Yamaguchi, Y. (2002) Sport, tourism, sport volunteers and Sport for All. *Journal of Asia Sport for All* 3(1), 29-36.

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