

Sport Management, Sport Industry and sport Organizations

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Is Sports for everyone?

IT IS NOT EVERYBODY'S CUP OF TEA
 There is something for everyone in sports

Arnold Beisser

Sports and games are entirely non-creative; no game yet played had any lasting effect on human well-being

H Campbell

Like every other instrument Man has invented, sport could be used for good and evil purposes. Used badly, it can encourage personal vanity and group vanity, greedy desire for victory and even hatred for rivals, an intolerant *esprit de corps* and contempt for people who are beyond arbitrary selected pale

Aldous Huxley

Esprit de corps (French) - a feeling of pride and mutual loyalty shared by the members of a group.

- Therefore, it can be concluded that sports is not for everyone but there are different stakeholders who are interested and who can make influences on sports and sports activities.
- Hence, this lesson developed to cover following areas.

- Identify the concept of sport Industry and organizations
- Identifying the stakeholders including sport organizations and evaluating there impact on sport
- Identifying the diversity persist among sport personnel

What is an Industry??

- An "industry," as defined by Porter (1985), is "a market in which similar or closely related products are sold to buyers" (p. 233).
- Some industries may contain only one product. It is more typical that an industry comprises a variety of product items sold to many existing or potential consumers who vary demographically and psychographically, and who may change in need, want, desire, or demand (Porter).

What is sport??

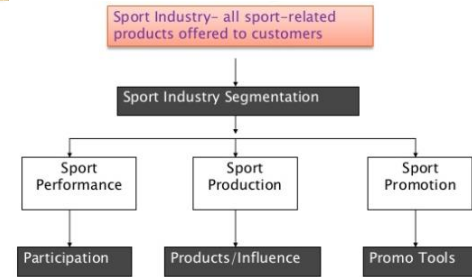
- The term sport, as used in contemporary sport management and in relation to the sport business industry, is a broad concept term used to denote all people, activities, businesses, and organizations involved in producing, facilitating, promoting, or organizing any activity, experience, or business enterprise focused on fitness, recreation, sports, sports tourism, or leisure (Parks et al, 1998; Pitts, Fielding, and Miller, 1994).

What is sport Industry?

- **Sport industry** is a market in which people, activities, business, and organizations are involved in producing, facilitating, promoting, or organizing any activity, experience, or business enterprise focused on sports.
- It is the market in which the businesses or products offered to its buyers are sports related and may be goods, services, people, places, or ideas.

(Source :The Sport Business Industry, West Virginia University)

Sport Industry : Broader classification



Segments of the Sport Business Industry:

Homework: Develop a list which covers the segments of sports business industry

Sport organizations as a major Stakeholder of sport

- Ownership of Sport organizations can be categorized under
 - Public Sector
 - Nonprofit Sector
 - Commercial sector

Public sector Hierarchy and public sector organizations in Sri Lanka

- 13th amendment to the constitution of Sri Lanka, 1987, provides for power sharing on the basis of devolved subjects through three lists devolved, central government, and concurrent list
- Provincial Councils Act no 1987 and act no 12 of 1989, further devolved powers to divisional secretaries by act no 58 of 1992
- Local government bodies including municipal councils -17, urban councils, 38 and pradeshiya sabha – 257
- Municipal Council Ordinance, Urban Council Ordinance and Pradeshiya Sabhas Act No. 15 of 1987
- Supervision, and administration of local government devolved to Provincial Councils but cannot reduce powers of local councils

- Homework: Develop the administrative structure of Sri Lanka.

- Activities of Public Sports organizations are governed based on the administrative structure prescribed in the previous slide.
- In 1973, the Sports Law was introduced, in line with the policies of the then government. The Law introduced for the establishments of a National Sports Council, sports committees and national sports associations.

Governing Law of Sports in Sri Lanka - Sports Law (No. 25 of 1973)

- The Sports Law regulates following main activities.
- Establishment of a national sports council, district sports committees, a national association of sports coaches and technical officers and a national Olympic committee of Sri Lanka.
- Establishment and administration of the National Sports Fund.
- Registration and Supervision of National Associations of Sports
- Establishment of National Institute of Sports Science

Main sport organizations governed under public Sector

Name of The Organization	Description
Ministry of Sports	<ol style="list-style-type: none"> 1. Formulation of policies monitoring and evaluation of sports related subjects of Departments and Statutory institutions under the purview of the Ministry. 2. Taking necessary action to encourage sports activities and provision of necessary infrastructure facilities in order to achieve desired tasks 3. Promotion of sports education 4. Work out new methodologies and programmes in order to make use of the sport to build Sri Lanka's image internationally.
Department of Sports Development (functioning duties under the Ministry of Sports From the year 2010 and onwards)	<p>Human resources development</p> <ul style="list-style-type: none"> • Providing formal training for sportsmen and sports women • Arranging the required background to refer sportsmen and sportswomen to national and international competitions • Providing foreign training for sports Coaches and Sports Officers <p>Infrastructure facilities development</p> <ul style="list-style-type: none"> • Construction of Sports complexes appropriate for international competitions • Development and modification of Sports grounds at national and district level

- To carry out the above tasks the following institutions have been established under the Ministry of Sports.

- 1 Sports Development Department
- 2 Sugathadasa National Sports Complex Authority
- 3 National Institute of Sports Science
- 4 Institute of Sports Medicine
- 5 Sri Lanka Anti-Doping Agency

Sports Clubs and Associations

Assignment : Develop a report on Sports Clubs and Associations in Sri Lanka.

Sport Vs. Sport and Sport Management

What Is Sport ?

Sport is an activity , experience or business enterprise focused on fitness , recreation , athletics or leisure.

Sports implies a collection of separate activities such as Golf, Football , Hockey , Cricket , Tennis etc.



What is Sport Management

Sports Management is all people, activity , businesses and organizations involved in producing, facilitating , promoting or organizing sports , fitness and recreational products.

Sports Management is also the name given to many university level academic programs designed to prepare students to assume positions in the sport industry.



What is Sport Management?



Sport Management is “any combination of skills related to planning, organizing, directing, controlling, budgeting, leading and evaluating within the context of an organization or department whose primary product or service is related to sport and/or physical activity.”