

Review on Importance Function of Sport Management and Describe the Three Sector of Sport

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Abstract – Sport plays an significant part in the lives of the people of Asia & rest of the world. People need sports to improve their physical fitness, emotional & social skills. In order for sport to be successful, a curriculum for the management of sport is required. The Sports Education Software is a young yet fast-growing initiative for schools in Asia. This article is a review on the discipline of the management of sports in Asian schools and also presents the roles of the management of sports. Sport hires millions of people across the globe, performs or sees the bulk of the world's populace, and has shifted from being an informal pastime to a big enterprise at the competitive or technical stage. Sports management students need to gain an overview of the basic characteristics of sport & its associated markets & forms of sport organizations functioning in the public, non-profit & professional sectors of the sports industry.

Key Words – Sport, Organizations, Environment, Public, Non-Profit and Professional Sectors

INTRODUCTION

Sport plays a crucial function in the lives of citizens and students in Asian schools and around the plateau of Asia in general. For over a century and a half, various sports have grown in Asian colleges, and have drawn a global audience. As a consequence, sport is no longer an amateur game, it is an entire business. It will hire thousands and support the livelihoods of millions around the globe. Sports must be controlled to do this effectively. Across the Asian continent, numerous organizations oversee sporting events, including but not restricted to the Private Schools Athletic Council, the Philippine Sports Board, and the Japan Foreign Relations Organization & Philippine Amateur Swimming Council, among others (Hirota 2007). As a result of this management, the contemporary sports industry has become a dynamic, specific legal sector that has transformed the consumption, development and operation of sporting activities through organizations & schools in Asia. This paper is an essay on the discipline of the management of sports in Asian schools and also presents the roles of the management of sports.

Sport hires millions of people across the globe, performs or sees the bulk of the world's populace, and has shifted from being an informal pastime to a big enterprise at the competitive or technical stage. The development & professionalization of sport has contributed to improvements in the marketing, output

and administration of sporting activities & organizations at all levels of sport. The operation of sports organizations at the beginning of the 21st century includes the implementation of techniques and methods that are apparent in the majority of contemporary corporation, government and non-profit organizations. Sport officials are involved in business preparation, handle vast amounts of human personnel, negotiate with television contracts worth billions of dollars, oversee the wellbeing of professional athletes who often receive 100 times the normal working salary & operate inside deeply interconnected corporate networks with multinational sports federations, national sport associations, government departments, media outlets, advertisers. Sports management students also need to gain an awareness of the basic characteristics of sport and its associated markets, the world in which sporting organizations work and the forms of sporting organizations functioning in the governmental, non-profit & professional sectors of the sporting field.

OVERVIEW OF ASIA'S SPORT MANAGEMENT

Curt (2005) describes sport management as an analytical field that uses preparing, coordinating, scheduling , monitoring, budgeting, overseeing & assessing expertise within an entity or agency that is interested in athletic activities. Sports administration is relevant across a broad variety of fields across Asian classrooms, such as

psychologists researching community dynamics, teamwork or interpersonal abilities influences influencing sport, economists looking at the economic effect of sport on a particular area, & social science looking at the role of sport in human behaviour. Sport administration is also associated with the implementation of the philosophy of sport psychology in specialised careers. According to Sriboon (2007), the Thai people use sports to improve their physical performance, emotional and social skills. In Sri Lanka, discipline is taught thru school, such as the National College of Sports Sciences, a government institute of education that educates students on Taekwondo, instructor accreditation & skill building. Social shifts and particular problems within the sports field help to establish a framework for the administration of sport. According to Ting (2007), Taiwanese lawmakers recognise the need to adapt management principles to the administration of public sports facilities. The Taiwan Society for Sports Management (TASSM) was founded in 2000 to handle public, private & academic integration in sport. There is no single sport management system that can function for the entire sports industry, and that is why, as mentioned in the introduction, there are various sport management bodies in various countries in Asia. In order to be a good sports management, one must be versatile enough to be able to adjust to the diverse athletic systems of society. India has spent very much in sport & so many public and private corporations involved in athletics. Choudhary & Ghosh (2013) accuse the sports management of India of nepotism, misappropriation of funds and unaccountability that has led to a dismal performance in sports.

FUNDAMENTAL FUNCTIONS OF SPORTS MANAGEMENT

Given the fact that sport management is a young discipline in Asian schools, it cannot escape the critical management functions of management, including planning, organisation, leadership & evaluation. Planning is a process in which the organisation sets targets & achieves sporting action in a rough manner. It is followed by the way in which such goals can be achieved. This process is continuous but they can change over time. Plans can either be short term or of long term. Short-term plans can last from within days to a year while long-term plans take over 3 years to eternity to implement. In Malaysia, sports management planning start from government Policies. As per Brownfoot (2003), the Malaysian government is at the forefront of sports planning through the development of agencies, policies & regulations that help control sport. Organization is more about the execution of the strategies & how the targets defined during the preparation phase are to be accomplished. As a sports official, it is the duty of the boss to draw out timetables on how competitive activities are to be carried out. The boss wants to hire the best personnel for athletic activity, such as the referees. This

includes staffing, which is crucial. It involves the recruitment of employees, the assignment of workers and, often, the morale of staff and workers instructions, i.e. laws and regulations, and sometimes the signing of contracts & compensation. Brownfoot (2003) confirms that South East Asian Games (SEA) are still coordinated by the International Olympic Committee & Asian Olympic Council by the South East Asian Games Federation. Leading, on the other hand, is where the sports boss guides the athletic events by the workers. This includes a number of tasks, like delegating and resolving disputes. At the South East Games, the International Olympic Committee & Asian Olympic Council assigned sport administration tasks to the South East Asian Games Federation. The Federation shall be responsible to the Olympic Committee and shall address the issues of sport on behalf of the Commissions. Leadership is typically a tough talent for inexperienced managers to learn, but they accumulate expertise over time (Thibault, 2014). The final role of the manager of a sport is to assess the outcomes. Evaluation is an analysis of success towards the targets identified at the planning period. Because the targets had to be SMART that is easy, achievable, workable, and time-limited, it is difficult to miss assessment. Thibault & Pedersen (2014) claims that the performance of the targets is calculated over a span of time. This allows supervisors to establish success goals & provide forms to monitor results. Reporting concerns the gathering of reports & details on work results over a span of time against performance expectations. It is by appraisal that it is necessary to set up rewarding programmes, such as raises and pay rises, or appreciation for job well performed. The Indian Olympic Association (IOA) & National Sports Federation (NSF) are responsible for assessing sports in India, but they've not been accountable, cannot inform on how money is invested, nor can they justify the weak success of sports in India following strong government and private spending (Choudhary 2013).

SPORT MANAGEMENT ENVIRONMENT

Globalization has become a significant factor of transition in the way sport is created & consumed. Increased convergence of the world's markets has made it possible for contact between manufacturers and customers to take place at greater pace & variety, sport has become one field to reap the benefits. Consumers of elite sports activities and matches including the Olympic Games, baseball, cricket and football World Cups, English Major League Football, National Basketball Association (NBA) & Grand Slam tennis & golf tournaments receive extensive visibility. In addition to actively watching live stadium games, fans will view these activities through free air & pay or cable television; listen to them on radio & Internet; learn about game coverage, their favorite players and teams via newspapers & magazines; collect success results, feedback or dreams on their cell phones; sign up for

exclusive promotions & details through online. The world sports marketplace has been quite crowded & sport managers who aim to build a position need to consider the broad climate in which they may work. Thus, one of the topics of this book is the effect of globalisation on the way sport is created, consumed & controlled. Many governments see sport as a tool for democracy, economic growth or social progress. Even so, they conclude that it is beyond their competence to implement strategies and regulations to help, monitor or oversee the operations of sporting organizations. Many governments endorse professional performance facilities to assist in the creation of national and foreign competitive participants, offer grants to national athletic associations, help athletic organizations to compete for major competitions, and promote the design of new stadiums. In exchange for this funding, states may control sports by promoting more youth players, delivering programmes to confidential segments of the population, or enforcing initiatives on alcohol & tobacco usage, smoking & overall health promotion campaigns. Governments often restrict the practices of athletic associations by regulation or certification in fields such as workplace rights, anti-discrimination, taxes & corporate governance. Another topic in the book is the effect that policymakers may have on the manner in which sport is created, consumed & controlled.

The administration of sports teams has experienced a comparatively fast phase of professionalization during the last 30 years. The overall growth of the global sports sector and the commercialization of athletic activities and tournaments, coupled with the influx of compensated workers into volunteer organisational systems and the rising amount of individuals who already make a livelihood overseeing sports organizations or playing sports, have pushed sports associations and their administrators to become more skilled. This is expressed in the increasing number of university sports management classes, the requirement for business qualifications as well as industry-specific expertise or experience to be competitive in sport management, the rise of technical and academic organizations devoted to sport management & diversity of experts & consultants that sport managers have to contend with in the course of their operations. Sport administrators can collaborate alongside accountants, advocates, accounting experts, government decision analysts, project managers, engineers, industry researchers and advertising professionals, not to mention sporting executives, sports psychologists, referees, officials and volunteers. The following chapters of the book would illustrate the continuing professionalization of sport administration as an scholarly field and a job. The final concept of the book is the fact that improvements in the administration of sport sometimes stem from technical advances. Changes in telecommunications have also been illustrated, but more technical changes are apparent in fields such as drug-enhancing performance, digital infrastructure,

coaching & high-performance strategies, sporting facilities, sports betting & gaming devices & sports facilities. These trends also required sport managers to create regulations on their use, safeguard intellectual property with marketable value, and ultimately adjust their activities to integrate their usage for the achievement of operational objectives. Sport operators need to consider both the promise of technical progress and the possible effects on future operations.

SPORT FEATURES

Stewart & Smith (1999) include a collection of ten distinctive characteristics of sport that can help us appreciate that the administration of sport organizations needs the use of complex management strategies. A special characteristic of sport is the concept of individuals forming intense emotions towards sports clubs, tournaments or athletes. Sport has a conceptual meaning in terms of results, accomplishment & achievement that may not exist in other fields of economic and social life. Sport administrators must learn to take advantage of these interests by contributing to people's willingness to buy tickets for games, become a community participant, and contribute resources to help operate a charitable organisation or purchase athletic products. They ought to understand how to adapt sound strategic rationale & strategy strategies to the preservation of rituals and relations to the sentimental facets of sport participation & involvement. There are also significant variations between athletic associations & other corporations with the way they measure results. Private or publicly-listed corporations operate to generate money and improve the wealth of shareholders or investors, while in sport, such imperatives like winning premierships, delivering benefits to stakeholders and participants, or performing community service responsibilities, can take priority over financial outcomes. Sport administrators ought to be mindful of these various operational consequences and at the same time becoming accountable financial managers. Market harmony is often a special aspect given the interdependent existence of the partnership with sports associations participating in the field while cooperating beyond the field to maintain the long-term survival of all teams and their leagues. In certain business settings, the aim is to obtain the highest market share, overcome all rivals and obtain hegemony. In sport, clubs and teams require opposition to stay in existence, so that they have to collaborate to share profits and to employ talent and to control them in order to guarantee that the result of the games between them stays unpredictable, such that the desires of supporters can be preserved. In certain cases, such actions may be perceived as being anti-competitive. The sport commodity, as it takes the shape of a game or a tournament, is often of differing consistency. Although the results of the game are usually unpredictable, one team will win, which will decrease the appeal of the game. The

opinion of those watching the game may be that the standard has also decreased as a result, particularly if it's your team that's losing!

As a consequence, the high nature of sport renders it impossible to guarantee efficiency on the market compared to suppliers of other consumer goods. Sport often maintains a high level of commodity or brand loyalty, with supporters reluctant to move sporting styles owing to a bad match outcome or an officiating performance. Consumers of household goods have a broad variety to pick from and can quickly move labels for price or consistency purposes, although sports events are impossible to replicate. This benefit is often detrimental, since sports codes who aim to increase market share find it challenging to draw new followers from other codes owing to their identification with the rituals and rituals of their current sports association. Sport produces specific habits in individuals, like emulating their athletic idols in action, wearing the jerseys of their favourite team, or consuming items that famous sports figures support. This vicarian association with the talents, abilities and attitudes of sports people can be exploited by sport marketers and related sectors to manipulate the buying choices of individuals who follow sport. Sport supporters are still very hopeful, often believing that their side, after a series of poor defeats, is just a week away from capturing the next title, a game or a fortunate break. It may also be suggested that owners or administrators of sports teams display a strong degree of confidence by celebrating their star players or current trainers as a road to progress in the region. Sporting organizations, Stewart and Smith (1999) suggest, are generally hesitant to implement emerging innovations because they are linked to sports science, where on-the-ground efficiency enhancements are feasible. In this context, sports associations may be deemed traditional and more dedicated to practises and behaviours than most organizations. The ultimate special feature of sport is its restricted supply. In other sectors, organizations can raise production to satisfy demand, but in sport, clubs are restricted by the duration of the season and the amount of scheduled games. This limits their opportunity to increase income by ticket purchases & related income. The inference for sport managers is that they must consider the essence of their market, the degree of demand for their goods & services (whichever shape they take) and the time to produce them.

THREE SECTORS OF SPORT

In terms of making sense of the various organizations engaged in the management of sport and how these entities may form relationships, affect each other's activities and transact business, it is important to see sport as involving three distinct fields. First is the state or public sector, which comprises central, state / provincial, regional & local governments and specific entities implementing sports policies, supplying funds

to other sectors and promoting unique functions such as professional athlete growth or substance prevention. The second is the non-profit or charitable field, made up of community-based clubs, regulating bodies & multinational sport organizations that offer platforms for competitiveness & involvement, administer and maintain sport codes and coordinate major championship events. The third field is private or industrial sport organizations, including sporting clubs and their member clubs, as well as related entities such as sports clothing and equipment suppliers, broadcasting firms, large venue owners and event planners. These three markets do not function in isolation and there are, in certain instances, major overlaps.

For example, the State is strongly interested with offering support to non-profit sports organizations for sport creation and professional athlete services and, with exchange, non-profit sports organizations provide the general population with athletic activities as well as the production of players, trainers, officials and management to maintain sport involvement. The State often engages in commercial sport, supports the construction of new stadiums and other sports facilities that create accommodation for professional sport to be performed, offers a legislative and legal structure for professional sport to take place, and allows manufacturing and event organizations to do business. The non-profit sports sector encourages competitive sport by offering league playing equipment, or even by training referees, officials & administrators to encourage elite competitions. Indeed, in certain instances, the sports league itself can comprise of participating clubs who are legally non-profit organizations, even if they fund a collection of talented administrators and athletes. In exchange, the professional sports industry promotes sport for fans and players and, in some instances, offers considerable financing through TV media rights income. Figure indicates the three fields & intersections where these interactions occur.

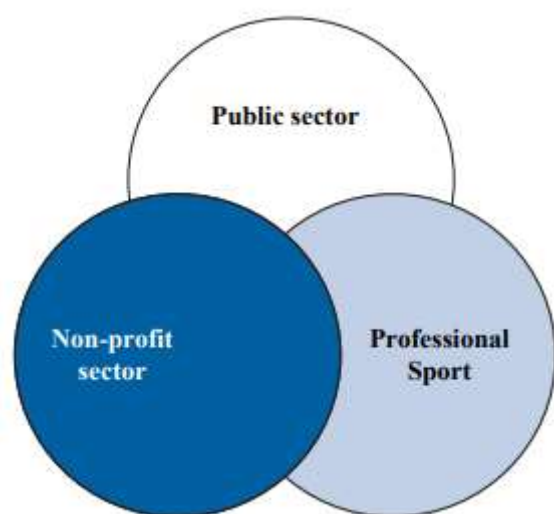


Figure: Three sector model of sport

GOVERNANCE

Organizational governance includes the exercising of decision-making authority within organizations which lays forth the structure under which the components of organizations are governed which guided. Governance is an especially significant aspect of the administration of sport organizations, all of which are managed by elected citizen associations, when it deals with strategy and guidance concerns for enhancing corporate success rather than day-to-day operational management decision-making. Reasonable accountability mechanisms help ensure that elected decision-makers and paying workers aim to deliver objectives for the benefit of the association and its stakeholders and that the tools employed to obtain these goals are properly tracked. As many sport administrators operate in a setting where they have to answer to the governing body, it is crucial that they consider the concepts of good governance and how they are applicable to sport organizations.

PERFORMANCE MANAGEMENT

Sports organizations have experienced an evolution over the past 30 years to become more efficiently organised & operated. Sports organizations have extended corporate concepts to the promotion of their goods, the preparation of their projects, the control of their human capital and other elements of their operational practices. The special structure of sporting organizations and the diversity of role & intent have contributed to the creation of a number of standards for determining the success of sporting organizations. Sports management students need to consider how corporate success should be conceptualized, evaluated & recorded, and how these concepts can be implemented in the sporting market.

CONCLUSION

Sport plays an significant part in the lives of the people of Asia and the rest of the world. Sport may be a means of work or may enhance the standard of life of an individual in the sport (Myers, 1999). People need sports to improve their physical fitness, emotional & social skills. In order for sport to be successful, a curriculum for the management of sport is required. The Sports Education Software is a young yet fast-growing initiative for schools in Asia. Sports management students could and should recognize the basic duties of sports professional if they wish to handle sport effectively. The operation of sports organizations at the beginning of the 21st century includes the implementation of techniques & methods that are apparent in the majority of contemporary corporation, government & non-profit organizations. Sports management students also need to gain an awareness of the basic characteristics of sport and its associated markets, the world in which sporting organizations work and the forms of sporting organizations functioning in the

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