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FEATURES, ENVIRONMENT & SECTORS OF SPORT ADMINISTRATION

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ABSTRACT:

This essay examines how sport has grown to be a significant economic and social activity and discusses the significance of sport administration as a discipline. It talks about the distinctive characteristics of sport and the forces for change that have an impact on how sport is created and enjoyed. An overview of the key elements of the administration context for sport organizations is provided along with a three-sector model of public, nonprofit, and professional sport. By emphasizing the significance of each topic, the chapter acts as an introduction to the following portions of the book. The reader should be able to: Describe the distinctive characteristics of sport Understand the context in which sport organizations operate after finishing this chapter. Describe the sport industry's three main segments. Describe the differences between sport administration and other administration study areas.



KEY WORDS: Features of Sport, Sport administration environment, Three sectors of sport, etc.

1. INTRODUCTION:

The majority of the world's population participates in or watches sport on a regular basis, and at the elite or professional level, it has evolved from an amateur past time into a sizable industry. Sports provide employment for many millions of people worldwide. Changes in the consumption, production, and administration of athletic events and organizations at all levels of sport have been prompted by the rise and professionalization of sport. Sport organization administration at the dawn of the twenty-first century requires the use of methods and approaches common to the bulk of contemporary commercial, governmental, and nonprofit institutions. Sport managers manage a large number of human resources, deal with billion-dollar broadcasting contracts, manage the welfare of elite athletes who sometimes earn 100 times the average working wage, and work within highly integrated global networks of international sports federations, national sport organizations, government agencies, media corporations, sponsors, and community organizations. They also engage in strategic planning and engage with large numbers of people. The rare characteristics of sport and its related industries, the environment in which sport organizations operate, and the different types of sport organizations that operate in the public, non-profit, and professional sectors of the sport industry are all things that students of sport administration need to learn. The exploration of these ideas and the distinctive features of sport organization administration take up the remainder of the chapter. [1]

2. RARE FEATURES OF SPORT:

Ten distinct characteristics of sport are listed by Stewart and Smith (1999) so that we can better understand why managing sport companies necessitate the use of particular administration strategies. The concept of people acquiring irrational enthusiasm for sporting teams, events, or athletes is a distinctive aspect of sport. In terms of performance outcomes, success, and recognizing accomplishment, sport has a symbolic meaning that does not exist in other spheres of economic and social activity. Sport managers must learn to tap into these passions by appealing to people's desire to attend events, join a club, volunteer their time to run a nonprofit organization, or buy sporting goods. In order to maintain customs and ties to the sentimental components of sports participation and consumption, they must also learn to use clear commercial logic and administration practices. Sport organizations and other enterprises judge performance very differently from one another. While private or publicly traded companies exist to make profits and increase the wealth of shareholders or owners, in sport, other imperatives like winning championships, providing services to stakeholders and members, or fulfilling community service obligations may take priority over financial results. [2]

People who are watching the game might think that the quality has decreased as a result, especially if your team loses! Sport's inconsistent quality makes it challenging to ensure quality in the marketplace compared to suppliers of other consumer goods. Sport also enjoys a high level of brand or product loyalty, with supporters less inclined to switch sports because of a bad game outcome or the quality of the officials. While athletic events are difficult to replace, consumers of domestic goods have a wide variety to pick from and are willing to swap brands for reasons of price or quality. This benefit also has a drawback because followers of one sports code may find it difficult to switch to another due to their familiarity with the traditions and practices of their current sport affiliation.

A high level of optimism is also displayed by sports enthusiasts, who may argue that their team is still capable of winning the next championship despite a run of poor results. It might also be argued that by praising their star players or new coach as the key to their success on the field, the owners or managers of sports franchises demonstrate a high level of optimism. According to Stewart and Smith (1999), sports organizations are generally reluctant to adopt new technologies unless they are directly tied to sports science, where it is possible to improve on-field performance. Sport organizations might be viewed in this light as being more traditional and rooted in behavior than other organizations. [3]

3. SPORT ADMINISTRATION ENVIRONMENT:

Sport is now created and enjoyed in different ways, thanks in large part to globalization. Sport has benefited from the increased speed and variety of communication between producers and consumers made possible by the increased integration of the world's economy. The Olympic Games, World Cups for rugby, cricket, and football, English Premier League football, the National Basketball Association (NBA), and Grand Slam tournaments for tennis and golf provide fans with access to premier sport events and contests at a level never before experienced. In addition to actually attending the events in person at a stadium, fans can watch these events on free-to-air, pay-TV, or cable television; hear them on radio and the Internet; read about game analyses, their favorite players and teams in newspapers and magazines; receive progress scores, commentary, or vision on their mobile phones; and sign up for exclusive offers and information through online subscriptions using their email address. Sport managers looking to carve out a position in the increasingly crowded global sport market must be aware of their operating environment on a global scale. The majority of governments offer financing to national athletic organizations, support sports organizations in their bids for big events, support elite training institutions in their efforts to produce athletes for national and international competition, and promote the construction of large stadiums. [4] In exchange for this assistance, governments can persuade sports to increase the number of mass players, offer services to specific groups within the community, or implement rules for the use of alcohol and other drugs, gambling, and general health promotion messages. Governments also control the operations of sporting organizations through regulation or licensing in fields including corporate governance, anti-discrimination, labor relations,

and anti-oppression. The effect that governments can have on how sport is produced, enjoyed, and controlled is another issue in the book.

Over the past 30 years, there has been a rather quick professionalization of sport organization administration. Sport organizations and their managers have been forced to become more professional as a result of the general growth of the global sports industry, the commercialization of sporting competitions and events, the addition of paid staff to voluntary governance structures, and the rising number of people who now make a living managing sports organizations or participating in sports. The growth of professional and academic associations devoted to sport administration, the rise in the number of university sport administration courses, the necessity of having business skills in addition to industry-specific knowledge or experience for success in sport administration, and the variety of professionals and specialists that sport managers must interact with throughout their careers are all indications of this. Along with sports agents, sports scientists, coaches, officials, and volunteers, sport managers will collaborate with accountants, lawyers, taxation experts, government policy advisers, project managers, architects, market researchers, and media specialists. Sport administrators need to be aware of both the potential of technological advancement and its expected effects on operations in the future. [5]

4. THREE SECTORS OF SPORT:

It is helpful to think of sport as consisting of three different sectors in order to make sense of the numerous organizations participating in sport administration and how these companies could create alliances, influence one another's operations, and conduct commerce. The first is the State or public sector, which consists of federal, state/provincial, regional, and local governments as well as specialized organizations that create sport policies, finance other industries, and support specialized tasks like drug prevention or elite athlete development. The second is the non-profit or volunteer sector, which consists of local clubs, governing bodies, and worldwide sports organizations. These organizations offer possibilities for competition and participation, oversee and maintain athletic codes, and plan significant championship events. The third sector is made up of professional or commercial sport organizations, which includes professional leagues and the teams that make up those leagues as well as related businesses including those who produce athletic gear and apparel, operate large stadiums, manage events, and operate media outlets.[6]

The State is also involved in commercial sport, supporting the construction of large stadiums and other sporting facilities to provide areas for professional sport to be played, providing a regulatory and legal framework for professional sport to occur, and assisting manufacturing and event organizations in their business operations. The non-profit sports industry helps professional sports by supplying players to leagues and by training referees, coaches, and administrators to help run elite events. The three sectors and the intersections where these relationships occur are shown in the following diagram. [7]

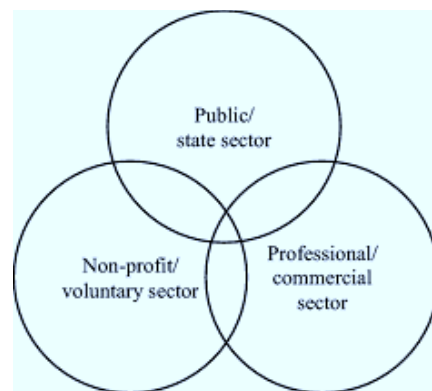


Figure: Three Sector Model of Sport

5. WHAT IS DIFFERENT ABOUT SPORT ADMINISTRATION?

Similar administration theories and practices are used by managers of other organizations, including hospitals, government agencies, banks, mining firms, auto manufacturing, and welfare organizations. Certain facets of strategic administration, organizational structure, human resource administration, superiority, organizational culture, financial administration, marketing, governance, and performance administration, however, are exclusive to the administration of sport organizations.

Strategic administration:

Analysis of an organization's position in a competitive context, decision of its direction and goals, choice of a suitable strategy, and exploitation of its rare assets are all parts of strategic administration. Any sport organization's degree of success may be significantly influenced by the caliber of its strategic choices. One could argue that the reason non-profit sport organizations have been slow to adopt the principles of strategic administration is that sport is inherently turbulent, with on-field performance and tactics frequently dominating and detracting sport managers from the decisions they need to make in the office and boardroom. Sport managers must take control of their own futures in a cutthroat market by doing insightful market studies, charting a distinct course, and developing a strategy that takes use of available chances. Future sport managers must comprehend strategic administration concepts and how they might be used in the rare industry setting of sport. [8]

Organizational structure:

The structure of an organization is crucial because it establishes how employees and volunteers "fit in" with respect to job responsibilities, decision-making processes, the need for collaboration, levels of responsibility, and reporting structures. It is important to strike a balance between the requirement to standardize processes, encourage innovation and creativity, and ensure proper control over employee and volunteer activities without adversely affecting people's motivation and attitudes toward their jobs while determining the best structure for a sport organization. Clarifying reporting and communication channels between various internal and external stakeholder groups while attempting to eliminate superfluous and expensive layers of administration is another crucial component of managing an organization's structure in the complicated world of sport. Managing the structure of many sport organizations is made more difficult by the very unusual combination of paid employees and volunteers in the sport business. [9]

Human resource administration:

In traditional commercial or athletic organizations, human resource administration primarily focuses on ensuring an efficient and happy workforce. However, sport managers must deal with a complex problem when it comes to human resource administration because of the scale of some sporting organizations and the challenges associated with managing a combination of paid and volunteer workers in the sports sector. Good human resources are essential for successful sport leagues, clubs, associations, shops, and venues both on and off the field. Another aspect that sport administration students need to comprehend in order to be great practitioners is human resource administration. This topic cannot be separated from other important administration tools, such as strategic planning or managing organizational culture and structure. [10]

Superiority:

Sport organization leaders need to be able to persuade people to follow their visions, give people the tools they need to feel like a part of a team working toward a common objective, and be skilled at collaborating with leaders of other sport organizations to form alliances, resolve conflicts, or plan joint business or development projects. The sport industry depends on organizations having leaders who can work well with other organizations to run a professional league, collaborate with sports governing bodies, and coordinate the efforts of governmental organizations, international and national sport organizations, and other groups to deliver major sporting events. Students of sport

administration who want to work in superiority positions must comprehend how to develop superiority skills and how to put these concepts into practice.

Organizational culture:

The beliefs, customs, and values that individuals and groups within an organization uphold have an impact on workplace activities and objectives, as well as how employees interact with one another. This is what is meant by organizational culture. The effectiveness of an organization, employee loyalty, cooperation, efficiency, job performance, and decision-making are all influenced by its culture. However, there is a lot of discussion in both the corporate and academic worlds about how organizational culture may be identified, diagnosed, and altered. Due to the long-standing traditions of sporting endeavor and conduct, managers of sport organizations, especially those of traditional sports or professional sports franchises, must be aware of the influence of organizational culture as both a performance driver and an inhibitor. The education of sport managers should include learning how to recognize, characterize, analyze, and eventually impact the culture of a sport organization. [11]

Financial administration:

Applying accounting and financial decision-making techniques to the relatively distinctive revenue streams and costs associated with sport organizations is financial administration in sport. Understanding the financial administration concepts relating to membership income, ticket and product sales, sports betting money, sponsorship, broadcast rights fees, and government grants and subsidies is crucial for sport managers. Sport managers also need to be aware of how sport has evolved commercially and how it will likely be funded in the future, particularly with the move toward private ownership of sporting teams and leagues, the listing of sporting clubs on stock exchanges, a greater reliance on debt financing, and public-private partnerships.

Sport marketing:

Sport marketing refers to the use of marketing principles to the sale of both sports-related goods and services as well as the promotion of non-sports-related goods. Sport marketing, like other forms of marketing, aims to satisfy the requirements and desires of consumers. By offering consumers sporting goods and services, it accomplishes this. Sport marketing, however, differs from traditional marketing in that it has the potential to indirectly promote the use of non-sport goods and services. It's critical to realize that sport marketing encompasses both the marketing of sports themselves as well as the use of sports to promote other goods and services. [12]

Governance:

Organizational governance is the process of exercising decision-making authority inside an organization and provides the framework for managing and directing its constituent parts. Since governance deals with issues of policy and direction for the enhancement of organizational performance rather than day-to-day operational administration decision-making, it is a particularly crucial component of managing sport organizations, many of which are controlled by elected groups of volunteers. Appropriate governance systems ensure that the procedures by which these aims are attained are successfully managed and that elected officials and paid employees work to provide results that benefit the organization and its members. It is crucial that sport managers comprehend the fundamentals of good governance and how they are implemented in sporting organizations because many of them work in settings where they are required to provide reports to governing boards.

Performance administration:

Over the past 30 years, sport organizations have evolved to become more expertly managed and structured. Organizations in the sport industry have used business principles to manage their people resources, plan their operations, and sell their products. There are many different criteria that can be used to evaluate the effectiveness of sport organizations due to the distinctive nature of these

organizations and the diversity of their objectives and purposes. Sport administration students must comprehend how to construct, analyze, and report organizational performance as well as how to put these ideas into practice in the sport industry. [13]

6. CONCLUSION:

Globalization, governmental policy, professionalization, and technical advancements are a few environmental elements that have an impact on how sport organizations function. The State or public sector, the non-profit or voluntary sector, and the professional or commercial sector are three separate but related industries that make up the sport industry. These industries frequently participate in a variety of cooperative projects, funding agreements, joint business ventures, and other business ties. They do not operate in isolation. The administration of sport organizations has some specific requirements in terms of organizational structure, human resources administration, superiority, organizational culture, financial administration, marketing, governance, and performance administration. The remainder of the book addresses each of these fundamental administration difficulties in further detail while examining the three sports-related industries.

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