

Athens Institute for Education and Research
SPORTS

ABSTRACT BOOK

10th Annual International Conference on Sports:
Economic, Management, Marketing & Social Aspects

7-10 May 2010

Athens, Greece

Edited by:

Gregory T. Papanikos

First Published in Athens, Greece by the Athens Institute for Education and Research.

ISBN: 978-960-6672-66-8

All rights reserved. No part of this publication may be reproduced, stored, retrieved system, or transmitted, in any form or by any means, without the written permission of the publisher, nor be otherwise circulated in any form of binding or cover.

8 Valaoritou Street
Kolonaki, 10671 Athens, Greece
www.atiner.gr

©Copyright 2010 by the Athens Institute for Education and Research. The individual essays remain the intellectual properties of the contributors.

Table of Contents

Preface

Gregory T. Papanikos

1. **From CSR to...CSR in Professional Football. Does “R” Stand Better for “Relationship”?**
Christos Anagnostopoulos
2. **Viewpoints and Expectations of Female Indoor Sports Participants on Turkish Sports Media**
Ayse Atalay, C. Polat
3. **The Relationship between International Performances at Young Ages and Later Success in Tennis: A Bottom up Approach**
Jessie Brouwers, Veerle De Bosscher, Popi Sotiriadou, Hebe Schailée, Jasper Truyens
4. **The Body Image and its Language Comparing Art and Society in the Early ‘90s: The Dada Revolution**
Anna Rita Calavalle
5. **Children and Sport: Physical Activity and Diet are two of the Most Important Factors for the Wellbeing**
Franca Carandente
6. **Measuring Competitiveness of Nations in Elite Sport Policies: Renewing the Debate on Comparing Nations**
Veerle De Bosscher, Simon Shibli, Maarten van Bottenburg
7. **Competitive Balance and TV Audience: An Empirical Analysis from Italian Football League**
Marco Di Domizio
8. **Degrees of Restraint: Patterns of Decision-making by CAS**
Hilary A. Findlay, Marc M. Maccuzzo
9. **Anti –Collusion Averages for Juries’ Evaluation Processes**
Gianfranco Gambarelli, Cesarino Bertini, Angelo Uristani
10. **The Relationship between Stressful Life Events and Depression Level of the Academician**
Engin Gezer
11. **Innovation and the Olympics, New Values and Functions in the Sport of a young Democracy as an Aspirant**
Tamas Gyomorei
12. **The Dilemma of Gender Study in Sports in Taiwan Liberate the Gender Restriction**
Yun-Liang Kan
13. **The Examination of the Way the Physical Education and Sport Teachers Working in Primary and High Schools Cope with Stress**
Huseyin Kirimoglu
14. **The Aims of Sponsor Companies in the Sports Industry and Benefits of Marketing through Sports**
Abdusselam Kose, Emre Turegun
15. **A Content Analysis of Environmental Sustainability Research in Sport Management Literature**
Cheryl Mallen, Lorne Adams
16. **The Aboriginal Soccer Tribe**
John Maynard
17. **The Viability of Variable Pricing of Television Advertising for PGA Tour Events**
Tim Newman, Georgie Crandell, Madeleine Ludt, Bryce Johnston

18. **An Exploration of Antecedents and Outcomes of Involvement with Sports Officiating**
Lynn L. Ridinger
19. **Disaffected Youth in Physical Education & Continuing Professional Development for PE Teachers**
Foteini Papadopoulou
20. **The Reflection of Physical and Recreational Activities of Elderly Women on the Level of Loneliness**
Yahya Polat, Esin Yildirim, Sibel Dogan
21. **The Study of Consumer Behaviour Analysis of Issuing the Sports Lottery in Taiwan**
Chih-pin Shih
22. **A Case Study validating the Attraction and Retention of Sport Club Members**
Popi Sotiriadou, Shayne Quick, David Shilbury
23. **Sport Events: An Organizational Analysis – The Case Sportdance 2009**
Luisa Varriale
24. **Community – Sponsored Recreational Dance Programs for Older Adults – A Sustainable Solution**
Gayle J. Workman

PREFACE

This abstract book includes all the abstracts of the papers presented at the *10th Annual International Conference on Sports: Economic, Management, Marketing & Social Aspects, 7-10 May 2010*, organized by the The Panhellenic Association of Sports Economists & Managers (PASEM) & The Sports Research Unit of the Athens Institute for Education and Research. In total there were 24 papers and 29 presenters, coming from 9 different countries (Australia, Belgium, Canada, Hungary, Italy, Taiwan, Turkey, U.K, and USA). The conference was organized into 6 sessions that included areas such as Management and Marketing Aspects, Media and Advertising, The Organization of Sport-Officiating and Coaching, Education - Physical Education, Social Aspects, and Performance in Sports. As it is the publication policy of the Institute, the papers presented in this conference will be considered for publication in one of the books of ATINER.

The Institute was established in 1995 as an independent academic organization with the mission to become a forum where academics and researchers from all over the world could meet in Athens and exchange ideas on their research and consider the future developments of their fields of study. Our mission is to make ATHENS a place where academics and researchers from all over the world meet to discuss the developments of their discipline and present their work. To serve this purpose, conferences are organized along the lines of well established and well defined scientific disciplines. In addition, interdisciplinary conferences are also organized because they serve the mission statement of the Institute. Since 1995, ATINER has organized more than 100 international conferences and has published over 80 books.

Academically, the Institute is organized into four research divisions and nineteen research units. Each research unit organizes at least one annual conference and undertakes various small and large research projects.

I would like to thank all the participants, the members of the organizing and academic committee and most importantly the administration staff of ATINER for putting this conference together.

Gregory T. Papanikos
Director

From CSR to...CSR in Professional Football. Does “R” Stand Better for “Relationship”?

Christos Anagnostopoulos

Ph.D. Student & Graduate Teaching Assistant, University of Salford, UK

Although over the last decades the notion of Corporate Social Responsibility (CSR) has attracted considerable interest in the management discipline, its penetration into the sport management research agenda can be described as tardy. Similarly, and despite the business development of the football sector - which arguably has been well documented in the literature - professional football itself has received even less attention from the academic community in relation to the CSR construct. Notable exceptions have been Breitbarth and Harris' effort (2008) to provide a conceptual framework with questionable results, or the attempt by Walters and Chadwick (2009) who use the CSR's spin off concept '*corporate citizenship*' to illustrate the strategic benefits that a soccer team can gain from a community trust model of governance.

The aim of this paper is twofold; first, it critically examines the current football management literature associated with the CSR concept and then, it discusses conceptual issues related to CSR and contemporary football. In particular, it puts forward the argument that, conceptually and given the particular characteristics of the football sector, it might be more legitimate to talk about Corporate Social *Relationship* rather than Corporate Social *Responsibility*. It is hoped, therefore, that such a discussion will raise questions and ultimately lead the scholar community toward a more “fit” examination of the CSR phenomenon in the football context.

**Viewpoints and Expectations of Female Indoor Sports Participants
on Turkish Sports Media**

Ayse Atalay

Assistant Professor, Marmara University, Turkey

C. Polat

Physiotherapist, Fatih Private Education Center of the Disabled, Turkey

The Relationship between International Performances at Young Ages and Later Success in Tennis: A Bottom up Approach

Jessie Brouwers

Ph.D. Student, Bond University, Australia

Veerle De Bosscher

Post Doc. Researcher, Vrije University Brussel, Belgium

Popi Sotiriadou

Sport Management Program Coordinator, Bond University, Australia

Hebe Schailleé

Ph.D. Student, Vrije University Brussel, Belgium

Jasper Truyens

Ph.D. Student, Vrije University Brussel, Belgium

Research suggests that athlete performance potential in the long-term is neither readily nor accurately assessed (Abbot & Collins, 2002; Howe, Davidson & Sloboda, 1998). Talent identification in tennis is difficult because it has to be progressive and systematic and it must be done over a long period of time to be meaningful (MacCurdy, 2006). In many countries talent identification is determined by tournament results achieved at a young age (Unierzyski, 2005). Generally national tennis federations and sponsors avoid investing time or money on young tennis players with poor "on court" results. Consequently, many talented players, who do not achieve good results at an early age lose the opportunity to continue their careers. Hence, there is a need to give tennis coaches and federations a simple and effective tool which will support their "experienced eyes" and enhance tennis development programmes (Unierzyski, 2006).

The aim of this research was to evaluate the performance progress of talented tennis players by comparing their performances between their results in their 14 year old tournament and their senior ranking. Based on the performances of 3521 players at youth tournaments for under 14, rankings of the International Tennis Federation (ITF rankings for under 18), rankings of the Women's Tennis Association (WTA) and rankings of the Association of Tennis Professionals (ATP), we carried out a quantitative data analysis. Also correlations between performances at junior level and senior level enabled us to determine trends in the performance profiles of current elite athletes. We conclude that even though performances at young ages increase the chance to become an elite athlete, performances at junior level are not necessary to achieve later success.

The results show the degree to which young age performances determine elite success at senior level. These results contribute coaches and performance directors by demonstrating which players should be invested and at which age we need to invest in order to optimize the number of players that can break through on the highest elite sport level in tennis.

**The Body Image and its Language Comparing Art and Society in the
Early '90s: The Dada Revolution**

Anna Rita Calavalle

Researcher, University of Urbino, Italy

Children and Sport: Physical Activity and Diet are two of the Most Important Factors for the Wellbeing

Franca Carandente

Professor, University Degli Studio of Milano, Italy

More and more children are overweight: they eat badly, practice little or no sports and spend too many hours watching TV or playing computer videogames. This sedentary behaviour often leads to unhealthy dietary habits.

We studied the relationship between sedentariness, snacks and soft drink intake and overweight or obesity in 9-10 years old children.

1194 primary school children of the province of Milan participated in the study. Measurement of height and weight were recorded for all the children to calculate the BMI value: the overweight and obesity prevalence was estimated using age-specific BMI cut-offs. A questionnaire was submitted to the children by a single interviewer to obtain data about the Weekly Physical Activity, the Weekly Sedentary Activity and the Alimentary Style. The questionnaire collected information related to the quantity, in terms of hours, of weekly physical and sedentary activity and to the number of extra helpings e/o soft drinks and snacks, that were correlated to BMI values.

Spearman rank correlation and the Student's t-Test were used to evaluate the data. More physically active children have lower BMI values. Sedentariness at home is statistically correlated to children's watching TV and using PCs or videogames, with subsequent increase in snack and soft drink intake. In children, more time spent in physical activity has the purpose either of increasing the caloric consumption either of distracting them to consume not necessary food. So physical activity could be an important tool to prevent obesity development and adult-onset chronic diseases.

The role of parents and teachers is of great relevance in the organization of a more active and healthy lifestyle in children, reducing sedentariness and proposing extracurricular physical activity programs convenient for their age.

Measuring Competitiveness of Nations in Elite Sport Policies: Renewing the Debate on Comparing Nations

Veerle De Bosscher

Vrije Universiteit Brussel, Belgium

Simon Shibli

Sheffield Hallam University, UK

Maarten van Bottenburg

Utrecht University, The Netherlands

Reflecting recognised principles of economic competitiveness measurement, this paper details a method for comparing nations' elite sport systems less descriptively by measuring and comparing determinants of national competitiveness quantitatively. A theoretical framework was used from previous research, revealing that there are nine sport policy dimensions or 'pillars' that are important for international sporting success. These are operationalised into 103 critical success factors that have been tested in a pilot study with six sample nations in order to develop a scoring system. Data from each nation were collected through an overall sport policy questionnaire completed in each country, and through a survey with the main stakeholders in elite sport, namely athletes (n=1090), coaches (n=253) and performance directors (n=71). With pillar five (athletic and post athletic career support) as an example, the paper demonstrates how critical success factors containing quantitative and qualitative data can be aggregated into a final percentage score for the sample nations on each pillar. The findings suggest that the method is a useful way for objective comparison of nations, but it should not be isolated from qualitative descriptions and from a broader understanding of elite sport systems.

Competitive Balance and TV Audience: An Empirical Analysis from Italian Football League

Marco Di Domizio

Teaching Fellow, University of Teramo, Italy

The paper investigates the behaviour of “couch potato” audience of the Italian Football League - Serie A - during the season 2008/09. Using data on the 380 matches we considered a collection of variables suitable of influencing the share of TV audience of satellite television. According to standard prescriptions of sports economics literature and assessing peculiarities of Italian contest, we estimated the “Football on TV’s” demand by an OLS regression model. Rating the dependent variable of TV audience by the share registered in each match we introduced a set of independent variables in order to approximate the quality of the match, the programme schedule placement, the following of the teams involved and their rank. As in others theoretical and empirical investigations focused on Spanish and English championships, our attention concentrates particularly on the relationship between the closeness of the game and the television audience. In the regression model uncertainty of outcome has been measured extracting information from Italian fixed-odds betting market. We found that all the theoretical expected relationships are confirmed by the econometric analysis. In spite of the statistical significance of the outcome uncertainty on share, the estimation points out that more than 90% of variability of TV audience is explained net of uncertainty factors and that the impact of a closest contest on dependent variable is marginal. The overestimation of the role of matches uncertainty on TV audience could support the opinion of top team’s management opposing the return to the collective bargaining of TV rights starting from next season 2010/11 fixed by the law 9/2008 of Italian Parliament. In football contest the competitive balance should then be considered a “meritorius good”, far from market assessment.

Degrees of Restraint: Patterns of Decision-making by CAS Arbitrators

Hilary A. Findlay

Associate Professor, Brock University, Canada

Marc M. Maccuzzo

Law Candidate, University of Victoria, Canada

Independent and specialized dispute resolution is an accepted and integral part of the sport bureaucracy internationally and, increasingly so within national sport systems. Internationally, the Court of Arbitration for Sport (CAS), which first emerged in 1983, is globally recognized as the authoritative and highest tribunal for arbitrating international sport disputes.

Since its beginning, CAS has produced an increasingly prolific and robust body of case law. It has spurred some to describe CAS in judicial terms as the “Supreme Court of World Sport”, (Carter, 2004) and its decisions as a form of *lex sportiva* or, as some have described it, an emerging new substantive legal order (Kane, 2003; McLaren, 2001; Savarese, 2005).

More recently, however, the view that CAS decisions form a *lex sportiva* is being replaced by a more complex and nuanced interpretation of its decisions. This new interpretation reflects the application of a number of diverse and universal principles of law and the incorporation of multiple forms and degrees of intervention by CAS, all of which increasingly inform and influence the rules and operations of international sport federations (IFs) (Foster, 2003, 2006; Straubel, 2005; Erbsen, 2006). Erbsen (2006) argues that a pattern of intervention is emerging from the body of CAS jurisprudence that can be traced across the full range of disputes over which it presides. He suggests that the application and specific “tailoring” of general principles of law to the international sport context is creating a “nominally unique *Lex Sportiva*”. While the decisions of CAS have become increasingly self-referent, and some suggest they have taken on *de facto* precedential value at the international (Kaufman-Kohler, 2006; Nafziger, 2006), and even national levels of sport, it might be argued that one of the particularly significant values of CAS jurisprudence is found not in the outcome of decisions themselves, but in the pattern of intervention of adjudicators into the affairs of sport governing bodies.

Notwithstanding the broad power given arbitrators through the CAS Code of Procedure, a definite pattern of restraint and increasing levels of intervention can be identified. It is from this pattern of restraint that general principles of intervention can be identified to help describe the jurisprudence of CAS.

An examination of this pattern of intervention is useful to ensure that international sport arbitration is increasingly consistent, predictable and fair. It also raises questions regarding other sport dispute resolution processes: is a similar pattern of intervention

reflected in other sport-specific arbitral systems? If so, does it point to an increasingly universal approach to arbitral decision-making both internationally and nationally? To begin to answer this question, a similar analysis of the decisions of arbitrators in a national sport arbitration process will be reviewed.

Anti –Collusion Averages for Juries' Evaluation Processes

Gianfranco Gambarelli

Professor, University of Bergamo, Italy

Cesarino Bertini

Professor, University of Bergamo, Italy

Angelo Uristani

Professor, University of Bergamo, Italy

We show two methods to synthesize the scores of performances for artistic sports (such as rhythmic gymnastics, figure skating, synchronized swimming and diving) by taking into account the inter-judges variability, while maintaining the reliable scores. The first method, introduced in (Gambarelli, 2008), is called the Coherent Majority Average and is useful for global commissions of judges. The second method, called the Anti Collusion Average, is useful for juries shared in sub-commissions.

These methods are particularly suited to cases where an incentive for judges to give correct scores is deemed desirable, if a drastic exclusion of their evaluations is to be avoided.

An algorithms for automatic computation of these averages is supplied.

The Relationship between Stressful Life Events and Depression Level of the Academician

Engin Gezer

Assistant Professor, Mustafa Kemal University, Turkey

The aim of this study is to examine the relationship between stressful life events and depression level of academicians. The academicians who worked in physical education and sports high school in Turkey were surveyed in line with this aim. The case study of this survey is 1188 academicians who worked in physical education and sport department in public universities. The sample of this study is composed with Layerly Sample Method and totally 365 academicians who worked in physical education and sport department in 15 public universities. The research is conducted on the data collected from the questionnaire (scale) that involves personal and occupational information, Social Readjustment Rating Scale (SRRS) and Beck Depression Inventory (BDI).

During the evaluation of the data obtained at the end of the research, SPSS 11.5 and STATISTICA 7.0 programs were used. In the study; frequency, percentage and arithmetical means of data that was obtained for the purpose of determining the personal and occupational features of academicians of physical education and sports, depression level, stress level and the data was interpreted.

To reveal if physical education and sports academicians' depression levels differ according to their; stress groups, geographical region, age, gender, marital status, academic title, being an administrator, educational background, foreign language background, period of occupational service, perception of salary, Mann Whitney – U and Kruskal Wallis – H is estimated and Dunn test is used in order to find out groups that differ from others. The reliability coefficient of the inventory is found to be $\alpha=0.87$ for the depression.

As a result of the study; it was found that physical education and sports academicians have a low level of depression, and have a moderate level of stress. The effects of stresful life events to depression level were found meaningful. Increase of stress level was affected depression level. It was determine that physical education and sports academicians' depression levels were affected by their variables of geographical region, age, marital status, academic title and being an administrator.

Innovation and the Olympics, New Values and Functions in the Sport of a young Democracy as an Aspirant

Tamas Gyomrei

Ph.D. Student, Szechenyi Istvan University, Hungary

The Beijing Olympic Games stirred an amazing \$42bn within the Chinese economy and resulted in a unique success for the organiser country. Success has a double meaning if speaking in terms of sport economics: on the one hand it means the number of Olympic medals, and on the other hand the economic success generated by organising the sport event. However a nation that intends to organise the games does not primarily focus on a surplus or on a deficit. The social power of the Olympics was already expressed during antiquity by announcing general peace among the city-states for the period of the Games. The Modern Olympic Games has become one of the biggest volume events with high impact on a nation's economy in just almost over a hundred years' time. They are incomparable, dynamic and prosperous. Some researchers even referred to the tourist invasion after 1992 as "Barcelona effect".

So is it worth organising the Games? Do the Olympics represent the values of sport in which the champions' results become the nations' results besides financial success?

Macroeconomic research examines the importance of sport on national and regional levels. Within sport financing usually the government's and the administration's role are analysed. In Europe, particularly, mega events' (e.g. the Olympics, world and European championships) economic performance, their added value to national and regional revenue and of course their impact on the Labour market are set as research objectives. Investigating the economic background the presentation gives insights to the latest functions of sport – which means the dominant presence of the business function -, to its value creation ability.

The Dilemma of Gender Study in Sports in Taiwan Liberate the Gender Restriction

Yun-Liang Kan

Student, National Taiwan Normal University, Taiwan

The gender distinction in sports is absolutely unassailable. In studies on social culture, gender relations and characteristics of men and women have become crucial issues. In recent years, due to the high degree of female consciousness and after the UN declared that sports constitutes one of the basic human rights, gender in sports has been embraced as a topic worthy of discussion.

In the past twenty years, there were only eleven disquisitions researching “gender in sports” published in the academic documents according to the Electronic Journals and Index of Journal Papers in the Rep. of China. In addition to these, there were seven theses related to sports based on the Sport Journal, and two were focused on “gender” although the term “gender” was not mentioned in the title. After analyzing these twenty papers, the researcher found out that the gender roles were the center of the studies in the previous period and the roles of physiology, psychology and media were the subjects of study in the later period. Only a few relevant studies were found; they could not correspond to the tendencies of present studies.

Due to a lack of concern regarding gender study in Taiwan’s academia, and to accommodate the future developments within academia, my study aims to determine the current status of gender in sports. I not only analyzed the themes and methods, but also the academic orientation, correlations and development in relation to this topic. Reflections on hidden difficulties regarding gender, based on social status, academic environment and study mentality were also discussed. It is hoped that the conclusion can rectify the study foundation, integrate diverse points of interest and reaffirm the true principles of sport in Taiwan.

The Examination of the Way the Physical Education and Sport Teachers Working in Primary and High Schools Cope with Stress

Huseyin Kirimoglu

Assistant Professor, Mustafa Kemal University, Turkey

Research Aims: The present study examined the effect of the various variables on physical education and sports teachers' styles of coping with stress. Their styles of coping with stress are compared in point of their genders, ages, marital statuses, places of employment and kinds of schools they served for.

Method: Data collection instrument used in this study was "Personal Data Form" developed by the researcher and "Coping with Stress Scale" originally developed by (Özbay, 1993). The sample of the study consisted of 96 physical education and sports teachers who were to officiate in the schools that are under management of the Aydın Provincial Directory of Education; 28 of them were female and 68 were male.

Results: Very meaningful differences were found on the comparisons of female and male physical education and sports teachers on subscales of coping with stress according to the searching external help and escape–*abstraction* (sensual-action). Also statistically, *there is a very meaningful difference on the comparisons on subscales of inclining towards religion according to their marital statuses. Furthermore very meaningful differences were found on the multiple comparisons according to the places of employment (province, town, village) on subscales of inclining towards religion, active planning and escape–abstraction (biochemical).* In this study error level is accepted as 0.05.

The Aims of Sponsor Companies in the Sports Industry and Benefits of Marketing through Sports

Abdusselam Kose

Associate Professor, Erciyes University, Turkey

Emre Turegun

Ph.D. Student, Marmara University, Turkey

The purpose of the present research is to indicate the benefits attained by the companies which utilize sports for marketing activities and to emphasize the importance of sports in the activities of marketing.

In the first part of the research, the theoretical information is provided about the subject. In the following part, a questionnaire survey is designed in order to deliver to the private companies that have participated in the research project in Turkey. The questionnaire which has been finalized following the tests carried out on sample individuals is delivered to companies which use marketing preferences through sports -11 of which have chosen institutional club supporting, 17 of which have been in favor of sponsorships, and 6 of which have decided to include sports in their advertisement campaigns – . Since there is no model company in our country which has chosen ‘cooperation with sports management companies’ -the last option of marketing through sports- it could not have been applied. Consequently, there are 34 private companies participated in the research. The data received as a result of the questionnaire which has been applied to the companies are analyzed by SPSS 13.0 statistics program on the computer and the result-oriented tables are formed and commented.

As the result of the research; it has been found out both industrial and service companies that utilize sports in marketing activities have a department that is responsible for sportive marketing and, in most of the cases, it’s the duty of marketing departments. Most of the companies that are included in this research have been utilizing this system for five years or less, there are different causes to utilize this system and they have very important advantages, and they use different techniques and frequencies to inform concerned people and form a public opinion about these marketing activities by different various communication tools.

A Content Analysis of Environmental Sustainability Research in Sport Management Literature

Cheryl Mallen

Professor, Brock University, Canada

Lorne Adams

Professor, Brock University, Canada

In the context of the environmental threats raging in the world, the purpose of this study was to systematically examine the extent of environmental sustainability (ES) research within sport management academic literature. ES in this study was defined by the United Nations (UN) Brundtland Report (1987) as safeguarding the natural environment for future generations. The review of literature emphasized the impetus for ES established by the International Olympic Committee (IOC). The data collection and analysis followed a content analysis framework by Krippendorff (1980; 2004), Weber (1985), and Wolfe (1991). The investigation involved a total of 21 sport management academic journals that included 4,639 peer reviewed articles published from 1987-2008. The findings illustrated an absence of robust literature on sport-ES (n=17) to support sport groups promoting ES, such as the IOC. This study then followed Slack's (1999) suggestion that sport management academics can keep pace with the industry by utilizing the research from the field of management to underpin our work. From the management-ES literature, salient themes including ES precipitators/inhibitors, activators and performers, were used to underscore proposed schemes and research questions established to guide sport management scholars to expand the sport-ES inquiry. Overall, this research identifies specific areas of under-emphasis and recommends directions for future research as a catalyst to move forward with the aim of advancing a robust body of literature unique to sport-ES.

The Aboriginal Soccer Tribe

John Maynard

Professor, University of Newcastle, Australia

This paper highlights a new forthcoming book ‘The Aboriginal Soccer Tribe’ which explores a largely unknown aspect of Australian Aboriginal sports history. Aboriginal achievement in football Australian Rules Football, Rugby League and Rugby Union is well documented – but achievement in the ‘World Game’ has been largely missed. Aboriginal players like Charles Perkins, John Moriarty, Gordon Briscoe and Harry Williams scaled the highest achievements in Australian soccer; the multicultural environment of post WWII Australian soccer may have offered these players a haven from the prejudice/racism of wider Australian society at the time. Nevertheless an Aboriginal presence in the ‘World Game’ has been one of great under representation.

The question needs to be raised why? There is no question that Aboriginal players historically, were largely ignored by the Australian soccer authorities but prior to the 1960s they suffered a similar fate with the other sporting football codes as well. Regarding soccer this may have been as a result of Aboriginal people being confined on strict isolated government reserves in areas where soccer was largely unknown. Certainly the other football codes have since that time recognized and overcome barriers that denied the untapped potential of Aboriginal players breaking through. These other codes established connections within Aboriginal communities and broke down former barriers that largely excluded Aboriginal involvement. This paper explores this little known history and reveals that despite obstacles there have been nevertheless some outstanding Aboriginal soccer players and my forthcoming book seeks to place their story and achievements in its proper and rightful place.

The Viability of Variable Pricing of Television Advertising for PGA Tour Events

Tim Newman

Associate Professor, York College of Pennsylvania, USA

Georgie Crandell

Student, York College of Pennsylvania, USA

Madeleine Ludt

Student, York College of Pennsylvania, USA

Bryce Johnston

Student, York College of Pennsylvania, USA

Television advertisers of a PGA tour event often express concern that their investment will not reach the anticipated audience. To ease this concern in the past, the PGA Tour implemented the Conflicting Events and Media Rights Rule, which states that, “In order to contribute to the success of PGA Tour events, and to fulfill its obligations concerning representative fields, no PGA Tour member shall participate in any other golf event on a date when a PGA Tour co-sponsored regular event, for which the member is exempt, is scheduled...” However, with the volatility of the present economy, many advertisers are still reluctant to commit because they fear that their investment will not provide enough of a return.

This study looks to determine whether or not variable pricing for television advertisers of a PGA Tour event is a viable option. The study analyzes television ratings for each round of a televised PGA event and compares those ratings to the number of times that the leader in the tournament wins after the first round, second round, third round, etc. A significant correlation between the tournament leader and the television ratings would lend support to the variable pricing option. A transition to variable pricing could also help reduce the risk for investors, whose cost of television advertising would be directly related to television ratings during the event.

The study analyzes tournament leaderboards from all of the PGA Tour events during the 2007 and 2008 season and compares those results to the television ratings from the Nielsen Company. With Tiger Woods taking an indefinite leave of absence from the 2010 PGA Tour season, there is a lot of discussion about the consequence his absence will have on the PGA Tour ratings. This study comes at a good time given that results of the 2008 season are included, because Mr. Woods missed the majority of the 2008 season due to injury.

An Exploration of Antecedents and Outcomes of Involvement with Sports Officiating

Lynn L. Ridinger

Associate Professor, Old Dominion University, USA

Almost all sporting events need referees or officials to enforce the rules of the game. Nevertheless, many sport organizations struggle to retain qualified and dedicated officials. Successful recruitment and retention of sports officials requires an understanding of both contributing and constraining factors associated with involvement and commitment to officiating. While referees have been the focus of several disparate studies, the literature lacks a comprehensive theory-based understanding of involvement with sports officiating.

This study constitutes the first step in a series of investigations designed to provide a more global view on involvement with sports officiating. The purpose of this study was to explore personal and social-situational antecedents as well as psychological and behavioral outcomes associated with sports officiating. A conceptual model designed by Iwasaki and Havitz (1998) was used as a framework to guide this investigation.

This study employed focus group methodology to explore people's perceptions of factors influencing their involvement with officiating. A moderator conducted three focus groups using an interview guide with questions derived from previous literature. The first focus group comprised veteran officials who have officiated for five or more years, the second focus group consisted of newer officials with less than five years of experience, and the third focus group brought together individuals with some connection to a sport, but with no officiating experience.

Each focus group was audio-taped and transcribed verbatim. Appropriate measures were used to protect the identity of participants. A systematic method was used for coding and analyzing the qualitative data. Recurring themes that emerged were compared to the study's framework, and findings from this focus group study are being used to develop a survey instrument for the second phase of this investigation. Results, implications, and future research ideas will be discussed.

Disaffected Youth in Physical Education & Continuing Professional Development for PE Teachers

Foteini Papadopoulou

Ph.D. Student, Loughborough University, UK

Youth disaffection within the school context has been a major concern in the UK (21st Century Schools White Paper, 2009). In parallel, investment on Physical Education & School Sport (PESS) programmes as a way to tackle youth disaffection has been massive (PESSYP, 2008). Furthermore, evidence suggests that the PE teachers – as significant adults - can have a powerful impact on these young people (Sandford et al, 2008). It is, therefore, essential to ensure that the PE teachers are appropriately prepared - through initial training and CPD programmes – in order to re-engage effectively these young people into the education context. The purpose of this study was to address and explore issues of: a. disaffected behaviour during a PESS activity; b. the role of PESS in re-engaging these young people in education and further, in society; c. the relevant training that the PE teachers have undertaken throughout their careers and any future training they need to make them effective in this field. In order to understand teacher learning, principles of the theories of ‘social constructivism’ and ‘situated learning’ were employed (Vygotsky, 1978; Lave & Wenger, 1991). Data collection incorporated an open-ended survey and a two-tier case study approach (11 single interviews & 3 school-visits). Data are still being analysed using main points of constructivist grounded theory (Charmaz, 2006) and thematic analysis (Bryman, 2008). Preliminary results indicated that the majority of the PE teachers had experienced disaffected/disruptive behaviour in their classes; PE was perceived to play a positive role in managing disaffected/disruptive behaviour; almost all PE teachers reported that they had received no specific training on the role of PE in addressing youth disaffection, both in past and recent CPD activities; their CPD needs appeared to be the content of the CPD programmes and the expertise of the CPD trainers.

**The Reflection of Physical and Recreational Activities of Elderly
Women on the Level of Loneliness**

Yahya Polat

Associate Professor, Erciyes University, Turkey

Esin Yildirim

Associate Professor, Erciyes University, Turkey

Sibel Dogan

Associate Professor, Erciyes University, Turkey

The Study of Consumer Behaviour Analysis of Issuing the Sports Lottery in Taiwan

Chih-pin Shih

Professor, National Taiwan Normal University, Taiwan

Sports lottery has been issued at foreign countries for several years and it has become a strategy for developed countries to promote sports as well. Therefore, understanding and analyzing the key factors of consumers' behavior are important indicators. The purposes of this study were to identify the factors which influenced consumers consuming sports lottery. Logistic Regression analysis was applied to construct predict model of the intention of consumers on buying sports lottery. 32 sports lottery shops were chosen and 30 questionnaires were provided to each shop. 960 questionnaires had been distributed and 766 (82.37%) of valid ones were returned. The findings were as below:

1. Main consumers of Sports Lottery were males, who were between ages of 26-35 and willing to repurchase.

2. Key factors which influenced consumers buying sports lottery included internal, external, environment and promotion factors. Promotion was key factor that most consumers concerned. Besides, it was discovered that consumers would buy sports lottery because they loved certain sports; winning percentage was also the main issue which influenced consumers' behavior; attitudes of distributors and providing of professional knowledge and information of betting could also increase consumer purchase intention; issuing bank which distributed lotteries associated with public confidence was also one of the key factors.

3. There were significant differences in characteristics. Men consumed more sports lottery than women. Consumers who were aged older and higher education background consumed more lotteries than others. Most of the consumers were not first-time-consuming (80.4%).

4. The results of Logistic Regression analysis showed that internal factor (odds ratio=1.59) was the most influenced factor of amount consuming for the first-time buyer, whereas gender (odds ratio=1.98) and environment factors (odds ratio=1.44) were the ones influencing the repurchase consumers.

A Case Study validating the Attraction and Retention of Sport Club Members

Popi Sotiriadou

Coordinator, Sport Management Program, Bond University, Australia

Shayne Quick

Professor, Bond University, Australia

David Shilbury

Professor, Deakin University, Australia

Attracting and retaining registered sport club members has been the focus of considerable efforts from various sport organisations (Sotiriadou, Shilbury and Quick, 2008). However, with the exception of the Sotiriadou et al. (2008) study on Attracting, Retaining, Transitioning and Nurturing members (i.e., the ARTN framework), and in spite of the importance of attracting and retaining members to sport clubs, these processes have not been examined from an organisational perspective.

The aim of this research was to validate the attraction and retention parameters of the ARTN framework. Using cycling as a case study, 9 representatives from cycling organisations (including 6 cycling clubs, 2 states and the national body for cycling in Australia) participated in a survey and subsequent interviews. The results allow for a progression to a more formal theory on the attraction and retention process. From a practical standpoint, the results identify the level of importance of various (a) throughputs (e.g., facilities, competitions, administration, development programs), (b) stakeholders (e.g., the coaches, athletes, state departments, sponsors), and (c) the impact of throughputs and stakeholders on membership attraction and retention. These outcomes facilitate sport development planning and improved sport development practices.

Sport Events: An Organizational Analysis – The Case Sportdance 2009

Luisa Varriale

Associate Professor, University of Naples Parthenope, Italy

Events represent a very significant topic but there are only few studies about it.

Academic literature has shown a specific interest in events only from the eighties but there are not many scientific contributions on this issue and they have mainly a managerial and practitioner approach.

The main approach is event management; this approach considers the main rules and procedures in order to organize and manage an event professionally according to a logical process through the identification of specific phases of implementation.

Some scholars tend to associate the project management approach to the complex business of organization and management of events also because these two topics have similar characteristics such as uniqueness, the short time, complexity, etc.

In this study I investigate sport events considering an organizational perspective that is not deterministic as the event management approach usually is but could make an interesting and stimulating contribution to the debate on the topic.

The aim of this study is to analyze sport events, I attempt to evidence if and how a specific management system of sport events can have different effects in terms of economic, social and environmental impact, also considering the role of sport events as a tool for the development of the country in particular of the tourism sector.

I more specifically investigate if and how a different managerial approach and management system can impact sport events differently. This means that I evidence if and how sport events are managed with formal and specific procedures (bureaucracy model), where everything is planned well in advance.

I consider an exploratory approach with a qualitative research design, investigating the case “Sportdance” 2009 Edition in Italy in order to develop a theoretical framework for the analysis of sport events management.

Community – Sponsored Recreational Dance Programs for Older Adults – A Sustainable Solution

Gayle J. Workman

Associate Professor, Barry University, USA

One of the most important demographic trends in the world today is the unprecedented aging of the population. In 1950, approximately 8 percent of the world's population was 60 years and older. This number increased to 10 percent by the year 2000, and is expected to reach 21 percent by 2050 (Spalding and Sebesta, 2008). It has been estimated that within the next 25 years the world's total number of people over the age of 60 will grow from 605 million in the year 2000 to 1.2 billion in 2025. Additionally, in many developed and underdeveloped countries today there are more people age 60 and older than children below the age of 15 (Stemplewski, 2006).

The purpose of this study was to examine trends and implications for a global increase in the aging of the population, and the impact of locally sponsored community recreation programs on older adults. Specifically, this investigation researched outdoor community run dance programs for senior citizens. It is well-known that a lack of physical activity, higher levels of obesity, negative images and ageist stereotypes have contributed to sedentary lifestyle choices among older adults. While many exercise forms experience high degrees of dropout, the researcher suggests that dance programs are multicultural, sustainable, and may in fact increase adhesion to exercise by providing interesting, creative, and social opportunities for mature populations. The city of Hollywood, Florida, is examined as a case study. Recommendations include the collaboration of community sport, recreation, and leisure providers in identifying their constituency and allocating the resources necessary to achieve their objectives.