

Sports development and global events



UNTAMED
EDUCATION

4.5 Social, cultural and ethical influences

Sports Development

Olympics

Elite

Hosting

Performance

Sports Development and Global Events

Foundation

Global Events

Amateur

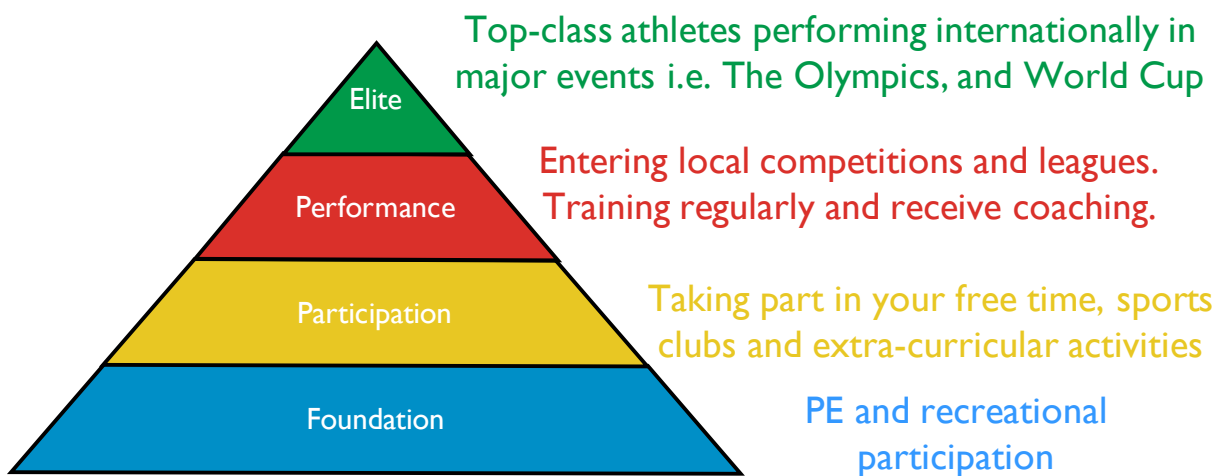
Professional



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1. Sports development pyramid

The **Sports Participation Pyramid** demonstrates the performance progression and **pathway in sport**.



2. Athletes

Professional

- ▶ At this level a person is taking part to earn **money**.
- ▶ Training and competing is their full-time **career**.

Amateur

- ▶ Amateur performers take part in sport for **fun** as a **hobby**.
- ▶ They do not receive any **payment** for playing.

Differences between the two

- ▶ **Traditional** differences.
- ▶ There is sometimes **blurring** between professional and amateur status e.g. scholarships, token “jobs”, trust funds.
- ▶ Both amateurs and professionals can now compete at the **Olympic Games**.

3. Global events

Global events are where many different countries compete against each other. These may include:

- ▶ **Olympic Games.**
- ▶ **Commonwealth Games.**
- ▶ **Paralympic Games.**
- ▶ **Football World Cup.**
- ▶ **Rugby World Cup.**



4. Benefits of global events

- ▶ There are **many** benefits of global events to both participants and sports fans.

A famous quote from Nelson Mandela talks about the power of sport politically, emotionally and socially.

“Sport has the power to change the world. It has the power to unite in a way that little else does. It speaks to youth in a language they understand. Sport can create hope where once there was only despair. It is more powerful than governments in breaking down racial barriers. It laughs in the face of all types of discrimination.”

—Nelson Mandela

- ▶ Supporters and athletes from many different countries can meet and develop **friendships**.
- ▶ Global events can **transcend** race, religion, culture and class through a shared interest and love of sport.
- ▶ Top athletes are able to compete at the very **highest level**.
- ▶ A global event can unite a **nation** and develop an interest in sport where previously there was none.

5. Benefits of hosting

- ▶ The host nation for each international sports event is decided after a complex, time consuming and expensive **bidding system** conducted by the governing body i.e. International Olympic Committee or FIFA.
- ▶ There are **numerous reasons** why a country may wish to host a global event, each one will be considered in detail.

- ▶ Benefits to **sport** in the host country.
- ▶ **Social** benefits in the host country.
- ▶ **Long-term** benefits of hosting.



1. Benefits to Sport in the Host Country

- ▶ Increased funding in sport, from individual grants to **new training facilities**.
- ▶ **Coaching** structures are improved so the host nation can perform at their best on the world stage.
- ▶ New **stadiums** and sports facilities are built.
- ▶ Increased **interest** in sport in the host nation and more participation.
- ▶ The host nation receives **automatic qualification** for the tournament.
- ▶ Increased **publicity** for sport.



2. The host nation usually performs better.

- ▶ Athletes perform better due to the **feel-good factor** of performing in front of home fans.
- ▶ The enthusiasm from **home fans** is usually more intense.
- ▶ Athletes do not have to travel or **acclimatise** in home nation.
- ▶ Athletes in host nation generally are provided for better with facilities and accommodation.
- ▶ Athletes receive automatic **qualification**.
- ▶ Increase in national **pride**.





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3. Social benefits to the host country

- ▶ Greater **wealth** and better **economy** due to increased tourism and more **employment**.
- ▶ Improved **infrastructure**: rail, roads, ports and airports.
- ▶ **Housing** developments previously used to house athletes can be used by the city population.
- ▶ Puts the country on the **map** and increases the country's international standing.
- ▶ Hosting a global event can bring a real **feel good factor** to the host nation.
- ▶ More sporting opportunities in the nation due to improved **facilities**.

4. Long-term benefits to the host nation

- ▶ Increased **tourism**.
- ▶ Improved sports **facilities** and coaching structures.
- ▶ Better **transport networks/infrastructure**.
- ▶ **Wealth** created from the event can be used for other social projects in the country.
- ▶ Increased **participation** in sports in general.
- ▶ Country becomes more **economically attractive** and businesses invest.

