The Causes of Sport Crises and the Ways of Prevention of Them and Presenting a Crisis Management Strategic Model

Ezzatollah Shahmansoori, Islamic Azad University of Arak,, Iran, ezat_shahmansoori@yahoo.com

Amir Ahmad Mozafari Mozafari, Tarbiat Moalem University, Iran

Abstract

Introduction

The present research aimed to determine causes of crisis in sport and ways to prevention in the fields such as hardware (facilities), software (management), live ware (psychological and social factors) and mass media from the viewpoints of spectators, athletes, coaches, referees and sport correspondents and also to introduce crisis management strategic model . The study looked to find answer for the question, which factors cause sport crisis and what are the ways to prevent its occurrence according to sport customers' points of view? Generally, crisis is the determinant factor in events in which we can expect for an unplanned accident. Sport crisis have often various causes and in this respect, Frosdic (1997) divided crisis factors into three categories: Sport construction weakness, and overlooking the values and the trends of people. According to Taylor(1998), Tennenbam and J.(1997), Victoriall (2003), Braian (1998), Mattew et al (2003), and Thompson (1998) the following factors are the most important crisis causes in sport events: lack of sufficient planning for spectators ware fare, insufficient knowledge about crisis management, lack of special training for police force, and some socio – economic problems of spectators. In conclusion, it seems that sport crisis causes in the fields of hardware, software, live ware and mass media. In order to manage them effectively, we must have a strategic view and separate the process to three phases: pre-competition, during competition and post-competition.

Methodology

In the present study, 819 subjects including spectators, athletes, coaches, referees, and sport correspondents completed a questionnaire with two dimensional designs, in one side, causes of crisis and in the other side crisis preventive measures were recorded. We used descriptive, ANOVA, and Schaffer for analyzing collected data. Results The findings of study showed a significant difference between the subjects' views about crisis creating factors and prevention ways in the areas of hardware, soft ware, live ware and mass media.

Discussion and Conclusion

According to subjects' viewpoints about the crisis causes, the following factors were known as major crisis causes: The first and the most important one, was Software (management) the second factor was both hard ware and live ware (jointly), and the third factor was mass media. Regarding crisis preventive ways, software, hardware, live ware and mass media were selected according to priority order. The results showed that all mentioned factors are playing roles in creating and preventing crisis. The important point in subjects' viewpoint was that they considered lack of management skills and of proper planning in both before and during athletic events. They also mentioned management training as a useful tool for preventing crisis in sport area. In conclusion, it seems that to identify crisis causes and preventive measures due to the wide variety in effective factors, we need comprehensive and multi dimensional design under the topic of "Crisis management strategic plan". The plan is divided into two main branches, "Preventive strategy" and "Reactive strategy" in crisis management. Preventive strategy is related to the normal and pre-crisis (event) condition in which cognitive, training, cultural, and structure must be considered. Reactive strategy on the other hand, relates to activities that should be done during crisis and post- crisis (event). In this study, the above-mentioned model was designed as an outcome with sub-branches and functions of each part of model.

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