
FUTURE TRENDS OF SPORT MANAGEMENT AND CURRICULUM DEVELOPMENT ACCORDING TO SPORT MANAGEMENT SPECIALISTS

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Abstract

The aim of the paper is to evaluate Tuning Methodology and Importance-Performance Matrix as a future trend evaluation tool and as a tool for sport management curriculum development. The research questions are as follows:

1. How the AEHESIS sport management research findings from 2005 correspond with the world of sport management and sport management education today?
2. What were the sport management core competences in 2005 and what are they now?
3. What were the necessary competences for the future in 2005 and what are they now?

On 01 October 2003, the ERASMUS Thematic Network Project AEHESIS started fulfilling the task 'Aligning a European Higher Education Structure In Sport Science' focussing on the sectors 'Physical Education', 'Health & Fitness', 'Sport Management' and 'Sport Coaching'. Sport Management Research Group (SMRG) was established in order to improve sport management curriculum development work on European level, evaluate relevant trends in the area, and to produce research based curriculum development recommendations.

SMRG adapted, applied and used "Tuning Methodology" and Importance-Performance Matrix in defining and evaluating:

1. The core and specific competences in the field at the moment and
2. The competences required in the area of sport management in the future

The Importance-Performance Analysis can be used to manage the quality improvement of education and to improve field-education

connections. This would involve first measuring sport management area competence performance perceptions using a scale that taps whatever pertinent dimensions have been identified for the given context and measuring the professionals' perceptions of the importance of each attribute in the future. Then each attribute would be plotted on a matrix in terms of its performance and importance scores to highlight where the efforts to make improvements should be focused. The divisions between the four quadrants are determined using the overall mean importance rating and the overall mean performance score of the data obtained in the survey. The method helps to identify the aspects, that are important and need improvement. Also the attributes (here competences) not so important in the future but the good performance at the moment might be identified, so that fewer resources could be devoted to the development of these competences. By combining the measures of importance with the performance scores in the area of sport management competences, we can create a 'Performance/Importance' matrix which highlights clearly those areas offering greatest leverage to performance improvement.

In order to understand the real situation in the market and to find out the current and required competences for sport managers in the future, the sport management-related research material has been collected from Finland, France, Germany, Greece, Lithuania and Norway by questionnaires targeted to five persons from public, non-governmental and private sport organisations in four standard occupations; managers of national sport federations, sport clubs, city sport offices and fitness clubs (120 persons altogether). SMRG used 60 different competences and the combination of the up-to-date situation and the future requirements to analyse the core competences, the special competences as well as competences required in the sport management area in the future.

The method used when analysing the research findings was Importance-Performance Matrix. The main idea in using this method was to evaluate the most important areas to be studied in the future as well as to find out the existing and the real educational demands straight from the field. The Likert scale of 1-5 was used for the evaluation of the current competences (1=weak, 2=fair, 3=satisfactory, 4=good, 5=excellent) and the necessary competences in the future from 1 to 5 (1=not at all important, 2=not really important, 3=quite important, 4=important, 5=very important). The same method has been used in Finland during the years 2008-2013 among sport management specialists (N=120) from the same standard occupations and the same fields. The research findings from 2005 and 2008-10 have been evaluated and the data from the years 2011-13 will be ready before the Conference.

References

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