

## **SPORT ADMINISTRATION IN A SOCIAL CONTEXT: CHALLENGES FOR TRAINING**

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### **Context**

Researches in organisational effectiveness have identified several components such as culture, trust and sense of history in order to adopt a proactive management strategy of diversity. Special focus must then be given to personal competence. Studies in various industries have proved the important role of the human service on the quality of service delivery. This is evident in industries where services are highly intangible and heterogeneous (Vaughan, 1994). To manage changing organisations, there is a need for more personal activity planning and responsibility for steps taken (Watts 1995) than in traditional management. Nowadays, sport facilities development requires a good degree of adaptability.

Due to rising demand and the globalization process, the production costs of quality services are escalating. This study considers dimensions to measure effectiveness: interaction, physical environment and outcome. Interaction refers to the interpersonal interactions between customers and staff that take place during service delivery. Physical environment refers to the tangible factors of the organisation (various studies emphasizing the influence of the physical environment on customer's evaluations). Finally, the outcome is defined as the technical quality that the customer is left with when the production process is finished. This research tries to determine the changing nature of the administration sector in sport. It particularly concentrates on information collected to determine a dynamics for sport administrator's career.

### **Method**

Data were collected from 62 sport managers in national, regional and local level sport organisations who took part in a project for long-term education, to evaluate the training programme and discover new demands for training. The main attention was paid to factors that determine and promote professional development of career conception understanding and evaluation. Factor analysis was performed to evaluate the reliability of the multidimensional measurement scale, and an Alpha coefficient was computed to determine how far each competence shared the common core.

### **Results**

These showed that the most important factors for the attitude to promoting professional development of sport managers was the need for competence and personal willingness, with the dominating factor being social acceptance. Perception about the outcome of a mission in sport administration appears sometimes difficult because of its long-term nature (Slack, 1997). This is an issue that needs further research across different sport services. Understanding the current developments in sport administration, the ability to solve budget questions, legislative knowledge and ability to communicate were the most relevant competencies needed for sport managers.

Current environmental changes put pressure on academics as well as on sport policy makers to follow the general trend of the job market and to make the appropriate decisions relative to the sector's life long learning.

### **References**

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