

## Brazilian judo expectations in London 2012

**Authors:** Leandro Mazzei, Flávia da Cunha Bastos & Maria Tereza Silveira Böhme

**Institutions:** Nucleus of Studies in Sport Management of University July Nine, School of Physical Education and Sport of University of São Paulo

**E-mail:** lemazzei78@yahoo.com.br,  
leandromazzei@uninove.br, flaviacb@usp.br,  
terbohme@usp.br

### Aim of the paper

Traditionally, Brazilian judo always conquers good results in the Olympic Games. With the increase of financial resources in the last Olympic cycle (2008-2012), the aim of this study is to analyze if the Brazil's judo team results in London 2012 will achieve the expectations by the Brazilian Judo Federation.

### Theoretical background

According De Bosscher; Bingham; Shibli; Van Bottenburg; De Knop (2008) over the last few decades the competition between nations to win medals in major sport events has intensified, especially in the Olympic Games. Therefore, several governments of countries and their national sports organizations are increasing sums of money spending on elite sports. Judo is a very popular sport. Around 200 countries are affiliated in the International Judo Federation. (Brousse; Matsumoto, 1999). It's disputed in Olympic Games and in robust adult World Championship. Consequently, Judo has been target of investment by many nations that seek international elite sport success. According Villamón; Brown; Espartero; Gutiérrez (2004), there is a modernization in Judo major events, suggesting a rise of concurrence in this sport. In October 2010, the Brazilian Olympic Committee (BOC) announced that intends to improve the performance in London 2012 and be among the top ten countries in 2016 Olympic Games. The superintendent of the BOC confirms that Brazil depends on sports such as sailing, judo, volleyball, athletics, swimming and football to conquer good results in the mentioned events.

### Methodology

To analyze the results expected by Brazilian judo in London 2012, will be used the 'market share' method. Elite sport success can be measured in several methods. Medal table ranking, total medals won and medal 'points' system. Market share is a system based on the relation between points won as a proportion of points available to win. According De Bosscher et al (2008), this method can make more accurate diagnosis and enable meaningful analysis in elite sport success. To calculate the market share is necessary to use a point system, where gold medals worth 3 points, 2 points for a silver medal and 1 point for a bronze medal or can be use a point system where 1 medal worth 1 point. In this study the two types of point system will be used

to calculate market share. Reminding that in official judo competitions there are two bronze medalists.

### Results/discussion

There is a problem to analyze the results of this study. For Mintzberg (1979), organizations exist to produce results in line and linked with their own culture, their mission and their goals. One reason is that the Brazilian Judo National Body has no official expectations (goals) for London 2012. In other words, even getting in the last Olympic cycle about €5.000.000,00 of public resources for investments, excluding the proceeds from the six large Brazilian private companies that sponsor this sport in Brazil (approximately €9.600.000,00 in 2011), the Brazilian Judo Confederation has no clear goals for the competitions in London 2012. On the other hand, the Brazilian Judo won 5 individual medals at the last World Championship held in Paris 2011. The market share of 7% or 9% was achieved, leaving Brazil in third position in the ranking according to this method of measuring success in elite sport. During the official announcement of the largest Brazilian judo delegation for the Olympic Games (14 athletes) in May 2012 was commented in media that Brazilian Judo Federation expects the same number of medals won in Beijing 2008 (3 bronze medals), but in London 2012 they expect that medals are higher quality. The market share of Brazilian judo team in the last summer Olympics were 3% or 5%.

### Implications/conclusions

Since 2009, the BOC gives special treatment to some National Governing Bodies. The Brazilian Judo Confederation is one of them: received a considerable increase in financial resources for investment in elite sport (government and sponsors). In addition, there was improvement in the organizational structure, increase participation in international competitions, and indications of scientific support in the athletes' preparations. On the other hand, there were no progress in the development of young athletes; there is no training center in accordance with the international parameters and no investing in coaches training. After the judo results in London 2012, will be possible to further analyze the performance achieved by Brazil in this sport. What will be the market share achieved and whether it will be in accordance with the investments that were made?

### References

- Brousse, M.; Matsumoto, D. (1999). *Judo: A Sport and a Way of Life*. Seoul: International Judo Federation.
- De Bosscher, V.; Bingham, J.; Shibli, J. B.; Van Bottenburg, M.; De Knop, P. (2008). *The global Sporting Arms Race. An international comparative study on sports policy factors leading to international sporting success*. Aachen: Meyer & Meyer.
- Mintzberg, H. (1979). *The Structuring of Organizations*. Michigan: Prentice-Hall.
- Villamón, M.; Brown, D.; Espartero, J.; Gutiérrez C. (2004). *Reflexive Modernization and the Disembedding of Judo from 1946 to the 2000 Sydney Olympics*. *International Review for the Sociology of Sport*, 39/2, 139-156