

# The Sport-Based Holistic Development Model: The General Public's Conversion Of Having A Meaningful Story Through Sport

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## Aim of the research

The objectives of the study are 1) to propose an integrated conceptualization of sportbased holistic development model (SBHDM) and 2) to empirically examine its usefulness by applying it into the context of the 'Vision 2030: Live Better through Sport' in Singapore.

## Theoretical background

Dynamic relationships in SBHDM from value network approach

In the value network concept (Peppard & Rylander, 2006), the relationships with other collaborators can influence the qualities of values and outcomes created in the network. It also describes that action of a member can directly and/or indirectly influence the other members in a positive or negative way by affecting their competitiveness in the business environment. It can support SBHDM as an open system to include stakeholders when they can influence or be influenced by each other directly or indirectly in a sport-based development initiative.

Multi-dimensional outcomes for network participants in SBHDM

Many studies have examined the intangible values of sports in order to justify government spending on sports events, facilities or teams. For example, Rosentraub (2008) examined city image, a sense of identity, and civic pride from sports facilities. Johnson, Whitehead, Mason and Walker (2012) estimated the downtown public good value related to housing, entertainment and culture from a sports arena. Also, the broad values for the general public, Lawson (2005) identified five core areas where sports and physical activities can contribute to sustainable and integrated social economic development as: social capital, collective identities, health and health-enhancing environment, well-being, and human capital development.

Integrated conceptualization of SBHDM

We developed 9 hypotheses for grassroots, elite and mega sport dynamics by integrating literature review. For example, the frequency of the public's participation in grassroots sport activities positively influence social capital (H1), willingness-to-pay (WTP) for the intangible values from elite sport development (H4), and WTP for the intangible values from mega sport development (H7).

## Methodology, research design, and data analysis

We apply the conceptual SBHDM into the sport-based development context of Vision 2030: Live Better through Sport in Singapore and empirically examine all the developmental processes, relationships and outcomes over time through sport. Longitudinal data were collected using four surveys of nationally representative and independent samples of the Singapore population every four months in 2014–2015. The survey consisted of psychometric instruments and econometric measurements of WTPs.

## Initial conditions and improved outcomes of the 'Vision 2030' over time

The four longitudinal national surveys showed that social capital improved from 6.92 (in February 2014) to 7.10 (in June 2014), 7.10 (in October 2014), 7.17 (February 2015); health literacy 7.41 to 7.55, 7.64, 7.68 for the same time intervals; accessibility, availability & affordability of grassroots sport 6.14 to 6.54, 6.66, 6.70 and motivation to continue participation in grassroots sports 5.17 to 5.80, 5.77, 5.61. In addition, the 1st survey (February 2014) reports that 30% of respondents stated that they have a meaningful story about how sport has helped, strengthened, refreshed or recovered their life and 70% of respondents do not. The 2nd, 3rd and 4th surveys report that this population with a meaningful story continuously increased from 30% in February to 34% in June 2014, 36% in October 2014 and 41% in February 2015. Interestingly, they have THE SPORT-BASED HOLISTIC DEVELOPMENT MODEL 3 much higher willingness to pay (WTP) for both elite sport and mega sport development than those without a meaningful story through sport across four time periods. Also, they have much higher values in social capital and health literacy in grassroots sports dynamics than those without it.

## Structural validity testing of system dynamics model

Most importantly, the four separate structural equation models (e.g., 1<sup>st</sup> survey:  $n = 500$ ,  $/df = 3.481$ ,  $CFI = .910$ ,  $IFI = .911$ ,  $TLI = .899$ ,  $RMSEA = .071$ ; 2<sup>nd</sup> survey:  $n = 500$ ,  $/df = 2.993$ ,  $CFI = .921$ ,  $IFI = .922$ ,  $TLI$

= .908, RMSEA = .064) consistently identified three influential factors on the general public's conversion probability of having a meaningful story through sports, including 1) frequency of participations in grassroots sports dynamics, 2) role modelling from elite sports dynamics, and 3) personal, sociological and historical significance from mega sports dynamics.

### **Results, discussion, and implications/conclusions**

First, the findings imply that policy development and implementation should focus on the general public's actual participation in grassroots sport activities in their daily life because it becomes the most fundamental engine of sport-based holistic development for generating multi-dimensional social and economic values and reinforcing interrelationships among grassroots, elite and mega sport dynamics. Second, the findings offer important policy insights that focus on the general public's transformational change in their perceptions and experiences in the quality of sport as a high leverage policy point in a sport-based development system.

### **References**

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