

Application of sport development model and the intervention mapping for analyzing and solving problems of Korean track & field

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Abstract 495**

Sport development has become an increasingly important area of sport management research (Green, 2005; Kim, 2005) because it guides us to a process whereby effective systems are set up to promote all or particular groups and areas to participate in sport or to improve their performance to the level they desire (Bramham, Hylton, Jackson, & Nesti, 2002; Collins, 1995). Sport policy scholars have applied the traditional sport development continuum (i.e., pyramid model) to examination of sport policy changes in a nation or a region (Houlihan & White, 2002; Hylton & Totten, 2001). Such applications implicate that the sport development continuum could be useful to elaborate relationships between sport participants and environmental contexts surrounding them. Meanwhile, Green (2005) examined the United States Volleyball Association development process where she suggested that a sport development model could be explained in terms of athletes' entrance, retention, and advancement through some socio-psychological variables such as socialization (e.g., significant others), motivation (e.g., multiple motives, athletes' perceived benefits to sport participation), and commitment (e.g., through potential success).

Health promotion research has also provided a guiding framework (e.g., PRECEDE-PROCEDE model, Intervention Mapping) as a series of strategies to design, implement, and evaluate various intervention programs (Green & Kreuter, 1991; Bartholomew, Parcel, Kok, & Gottlieb, 2001). Kim (2005) examined Korean athletes' violence problems and applied the Intervention Mapping technique to the development of athlete violence prevention programs wherein four matrices that present treatable determinants (i.e., knowledge, skills and self-efficacy, perceived susceptibility, outcome expectations, social support, and reinforcement) in both athletes' psychological characteristics and environmental conditions were developed.

Previous sport development research, therefore, indicates that sport management researchers could apply the sport development continuum to examination of a sport system. Also, the Intervention Mapping technique could be applied to solving a variety of problems which are identified in the sport system. In this regard, this research aims to examine the critical problems of Korean track and field by employing both the sport development continuum and the Intervention Mapping. In other words, once this research identifies the problems, the next step is to develop strategic plans to solve the identified problems of Korean track and field.

This study used Yin's (2003) case study method as a methodological approach. This method is suggested because the problems of Korean track and field as a social organization are not clearly distinguishable from its context. By the use of purposive sampling, a total of 42 informants were identified. They were composed of athletes and coaches from Korea Athletics Federations, national sport policy makers, and sport scientists. While an interview-guide approach was employed (Patton, 1990), they were asked to answer their experiences and feelings concerning the problems of Korean track and field. Some of informants were interviewed more than twice not only to get in-depth follow-up information, but also to reduce contrasting points with other informants.

Consistent with previous research (Green, 2005; Kim, 2005), the results of this study indicates that the main problems of Korean track and field are related to athlete, coach, and other environmental context. First, there were problems on athlete's entrance (i.e., lack of opportunities recruiting talented athletes, strong opposition from parents and significant others entering into track & field teams), retention (i.e., frequent transfer from track & field teams to other popular sport teams, quitting athlete's career due to unpredictable future and injuries), and advancement (i.e., deficiency of athletes' self-confidence when they compete with other international level athletes, lack of athlete's motivation to advance higher level of skills). With regard to coach, there were problems on coach's recruitment (i.e., lack of balance on recruiting specified coaches, lack of women coaches), retention (i.e., poor compensation(salary), giving up coach career due to unpredictable future), development (i.e., lack of specialty in teaching a variety of track and field sport, lack of coaches' motivation), and relationships (i.e., distrust among the coaches to cooperate each other, lack of communication between coaches and athletes). Finally, the problems of Korean track and field were indicated in other environmental contexts such as lack of media exposure, few competition opportunities, and lack of sport policy supporting Korean track and field.

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Once we identified the main problems, this study develops several Intervention Mapping matrices where contents in each cell in the matrices show how an identified problem could be solved by theories and empirical evidence. The more detail results and further implications will be presented with the suggested Intervention Mapping matrices.