

SPA①

The relationship between Japanese outdoor sport participants' place attachment and pro-environment behavior for developing sustainable outdoor sport tourism

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The Japanese government is promoting outdoor sport tourism as a key tourism resource to disperse the concentration of tourists out from the city to rural areas and to revitalize regional communities. In order to promote outdoor sport tourism with an emphasis on the economic and environmental impacts, it is going to be a challenge to raise awareness of environment not only among marketers but also tourists and local people. In previous research, it has been revealed that sport exerts a significant influence upon the meanings that people attach to a space, and positive attachment to a place, particularly a nature-based setting, is strongly linked to a pro-environment behavior. Developing place attachment is the key point for increasing awareness of the environment. Also, outdoor sports are an effective opportunity to develop place attachment.

The purpose of this study was to examine the effect of Japanese outdoor sport participants' place attachment to local natural area on pro-environmental behavior through outdoor leisure. We obtained data for this study from paper-based questionnaires to Japanese sport tourists at an outdoor leisure facility called Tree Picnic Adventure IKEDA, located in Ikeda town, Fukui prefecture, in Japan. The questions on this survey included the following topics: personal attributes, visit frequency, place attachment, place-related pro-environment intentions. Following previous research, we employed a place attachment scale designed to measure two concepts (Williams, 2000): place dependence (i.e., a functional attachment) and place identity (i.e., an emotional attachment).

Based on the result, current outdoor sport tourists' place attachment and pro-environment behavior intention to natural area were at a low level. The effects of place attachment on pro-environmental behavior was examined using a structural equation model. Structural equation modeling confirmed the strength of place dependence's ability to predict place-related pro-environment intentions. But place identity was not a significant predictor of pro-environment behavior. Results showed that outdoor sport tourists' functional attachment, rather than emotional attachment to Ikeda-town was associated with their place-related pro-environmental behavior. For marketers trying to develop outdoor sport tourism, it is necessary to understand tourists' needs in a particular place, to appeal to their own originality, in comparison to other places trying to get tourists to visit sustainability. It is important to not only promote outdoor sports programs but to create place attachment to natural area where outdoor sports programs are held while also developing some educational programs in natural areas.

SPA②

The skills of the good coach: From the perspectives of soccer coaches

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In response to social problems such as the use of physical punishment by sports coaches, Japan Sports Association (now Japan Sport Association) created a “Model Core Curriculum” (hereinafter referred to as the “new curriculum”) to foster the Good Coach. This curriculum has positioned “Core Qualities (Attitude and Behavior)” as an important qualification increasing its proportion to 34%, compared to only 17% in the old curriculum (Japan Physical Education Association, 2016). Study evaluating the coaching ability of sports coaches is based behavioral observation (Smith et al., 1977), questionnaire (Feltz et al., 1999; Myers et al., 2006; Takamatsu & Yamaguchi, 2015) on self-efficacy (Bandura, 1986) and competency (Spencer & Spencer, 1993). There is support for Bandura's social learning theory (1977) and social cognitive theory (1986) in teaching and evaluating coaching attitudes and behaviors. They not only explain people's behavior through an “explanatory theory”, but also provide a strategy for intervention through an “execution theory” (Takenaka & Uechi, 2002). According to these theories, two important factors, called “outcome expectancy” and “efficacy expectancy (or “self-efficacy”)”, are recognized as determining human behavior. Outcome expectancy and efficacy expectancy (or self-efficacy) are indeed leading factors that determine behavior; nevertheless, they need to be considered separately because they target different aspects (Emoto, 2000). However, in the scales developed in previous study, the items corresponding to the concepts of outcome expectancy and efficacy expectancy are listed together, raising concerns about the construct validity of the scale. Therefore, in this study, we aimed to examine the efficacy expectancy for the specific skills of the good coach, targeting soccer coaches who are in a position to train and give advice to young coaches.

The Participants in this study were 13 soccer coaches enrolled at a soccer club in a metropolitan area who regularly coached the soccer team. Those coaches with over five years of coaching experience were targeted, as this is a requirement to obtain an A-class license, and become an official coaching instructor of Japan Football Association. The survey was conducted in the period June-August 2018. We conducted a one-on-one semi-structured interview with each coach. A approval was obtained from the Ethics Committee, Department of Psychology, Hosei University (No. 18-0015). All participants were informed in writing and verbally about the study and its ethical considerations, and each of them agreed to participate in the study. The interviews were recorded with the consent of the participants. They were asked about their “personal attributes”(which include age, sex, target age taught, target level taught, and years of coaching experience) and their thoughts on “the coaching attitude and behavior of the good coach”(for which questions were), based on the items of “Human Qualities (Attitude and Behavior)” in the new curriculum, including “Various ways of thinking,” “Communication,” “Self-control of coaches,” “Building relationships,” “Career design of players,” and “Career design of coaches.” A verbatim record of the speech data obtained from the interviews

was created, and groupings were made using the KJ method (Kawakita, 1970) about "efficacy expectancy for the specific skills of the good coach". Analysis was based on "paper-cutting" and "group formation" from among the four steps of the KJ method. Responses that were unclear or did not fit the purpose of the study were excluded during analysis. Some of the data from this study will be published in Shimizu (in press).

The Participants were 13 soccer coaches (12 male and 1 female) with an average age of 38.6 years (SD = 4.4) and an average year of 14.8 years (SD = 3.7) spent coaching. All of them held the Japan Football Association's official coach license. The total interview time was about 1145 minutes ranging from about 68 minutes to 152 minutes per participant. As a result of grouping by the KJ method, five large categories were obtained: [Instruction], [Assessment], [Self-control], [Feedback], and [Conversation].

The results of this study suggest the importance of efficacy expectancy as a specific skill of the good coach. Although Feltz et al. (1999) provide four dimensions of coaching efficacy, namely "Game strategy," "Teaching technique," "Character building," and "Motivation," from this study, it is clear that the efficacy expectancy is a different dimension. The four dimensions of coaching efficacy presented by Feltz et al. (1999) are outcome expectancy [Technique/tactics], [Psychological skills], [Life skills], [Trust relationship], and [Motivation] reported by Shimizu (in press) roughly corresponds to the five large categories. In the future, a rating scale of coaching skills will be created from the specific skills of coaching obtained from this study, to verify whether variables such as coaching skills and expected result may have an impact on coaching as reported by Shimizu (in press).

SPA③

Relationship between protest action against referees and respect to them among Japanese university football players

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In football, changes in the rules are examined in terms of communication between the player and referee, and the relationship between them is considered. Furthermore, “protest action” is considered important in this relationship. Protest action is a dispute shown through a gesture against an unconvincing decision by the referee. Because players are excited during the game, it is common for protest action to develop into violent words. According to Brackenridge et al. (2011), in England, around 5,500 referees quit from 2007 to 2009 because of abuse from players and spectators. In addition, protest action should be reduced because the Ministry of Education, Culture, Sports, Science and Technology in Japan (2010) emphasizes the perspective of “people who play, watch, support” for all to ensure sports are played fairly and safely. Therefore, in this research, to find ways to reduce protest action, we examined the relationship between the protest behavior of the football player and respect for the referee.

A questionnaire survey was conducted on 135 Japanese football players (69 male, 65 female, 1 unanswered, $M_{\text{age}}=19.74$ years, $SD \pm 1.01$) who belonged to their university football club. In this study, we developed the “protest action rating scale” to evaluate protest action against the referee in the past year, and a scale asking about the player’s respect for the referee. The protest action rating scale consists of 20 items that set various scenes related to judgment in football and ask about the frequency these scenes are experienced and frequency of protest action in the game for the past one year. Five items were used to measure players’ respect for the referee based on the Adult Program of the Respect Program (The Football Association, 2017).

The results of the analysis indicated that players’ respect for the referee had a weak negative correlation with the following factors in the protest action evaluation scale: “protest action in the scene where the judgment is not that serious” ($p < .01$) and “protest action in the scene related to being sent off or cheating” ($p < .05$). There was also a moderate negative correlation with the factor “protest action in the scene related to scoring or losing a goal” ($p < .01$) in the protest action evaluation scale.

Players’ respect for the referee was negatively correlated with all three factors of the protest action rating scale. In other words, players with high respect for the referee tended to demonstrate less protest actions against the referee. Now, it is necessary to examine the relationship between these two variables in more detail to reduce players’ protest actions and establish a good relationship between players and referees.

SPA④

Invitation process of the pre-games training camp for Tokyo 2020 in Toyooka City: New possibilities through a partnership agreement with the national federation

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Several local governments are working on preparations for the Tokyo 2020 Olympic and Paralympic Games. For non-host local governments, hosting the pre-games training camp is one of the few opportunities to get involved in these mega sport events (O'Brien and Gardiner, 2006). Local governments have been trying to entice participating countries to come to their city for the pre-games training camp by appealing to them using their advantages and characteristics (Fairley and Kelly, 2017). For instance, Toyooka City signed a partnership agreement with the German Rowing Federation (GRF) to hold the pre-games training camp for the German national rowing team. This was an unprecedented move, as local governments rarely sign partnership agreements with National Federations. The purpose of this study was to clarify the invitation process of the German national rowing team's pre-games training camp for Tokyo 2020 in Toyooka City. In addition, we discussed new possibilities regarding pre-games training camps by focusing on the partnership agreement between the local government and the National Federation. To achieve this objective, a semi-structured interview method was adopted. The respondent was a city worker in charge of the pre-games training camp and the partnership agreement in Toyooka City. The main interviewed items consisted of background, content, decision-makers and stakeholders, project systems, and strategic processes (Aoyama et al., 2019). Also, we used the decision-making process DAAR (comprising Desire, Association, Action, and Re-visit) to explain the invitation process (Oshimi et al., 2012).

The main results could be summarized as follows. First, Toyooka City expects an increase in the number of international tourists and had been thinking of ways to promote its name overseas (Desire). Next, the city has resources for a rowing training camp, and the government had personally networked with the GRF since the international rowing conference in 2017 (Association). However, because of competition from two other cities for hosting privileges, Toyooka City deemed it necessary to promote its image. The city then received a partnership agreement proposal from the GRF, which stipulated that (1) Toyooka City would provide financial support to the GRF and (2) the Toyooka City logo would be placed on uniforms, training apparel, and rowing equipment of the German national rowing team. Toyooka City expects its logo to receive media exposure to help promote the city through the broadcast of the triumphs of the German players (Action). In addition, the city plans to renovate its rowing course and centre. It has become clear that Toyooka City not only intends to sustain its relationship with Germany after 2020, but it will also try to bid for international competitions such as the World Championships (Re-visit).

SPA⑤

An examination of mood change before and after rafting activity

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The 21st century is said to be a "stress society", and the number of people who require mental care is increasing among all generations, from children to the elderly. Stress is one of the factors impacting health, and as such, it must be dealt with. There has been a great deal of research on stress and mood change, and there have also been some on leisure activities such as walking and forest bathing, but there are no studies to be found about leisure activities on the waterfront. In this study, therefore, we have decided to clarify the differences in stress and mood change before and after rafting, an activity that beginners are able to enjoy casually.

Two types of indicators, physical and psychological, were investigated in this survey. A Nipro amylase monitor was used for the physiological indicator, while IMF Corp.'s Two-dimensional Mood Scale (below, "TDMS-ST") was used for the psychological indicator. A free-description questionnaire was also used in addition to the TDMS-ST. In this experiment, a total of three measurements were performed, one on a non-intervention treatment, one on a video-watching treatment, and one on rafting activity treatment. Each experiment lasted one hour. Directly before and directly after the activity, a salivary amylase test, the TDMS-ST, and the free description questionnaire were administered. In terms of location, the rafting experience was held on the Tone River in Minakami Town, Gunma Prefecture, while the other measurements were conducted on the university campus.

The participants were university students enrolled at T University (four men, seven women, and an average age of 21.7 years). The salivary amylase results showed a greater difference in pre and post-activity levels for the rafting treatment than the non-intervention or video-watching treatments. For the TDMS-ST, the results of an ANOVA analysis showed a significant difference in activity levels between the video and rafting treatments. The significance level was 5%.

It is speculated that before rafting, salivary amylase figures may have increased due to excitement and fear. For the TDMS-ST, the fact that the rafting showed a higher level of activity than the video-watching suggests that actually performing the activity produced the lively energy.

**Factors related to discontinuation of exercise/sports:
Focusing on affiliation with club activities in school age****Junki Inui¹⁾**1) Graduate School, Kobe University, Japan, Email: divine_wind_junki39@yahoo.co.jp

In Japan, most people become involved in exercise/sports (E/S) by means of school sports and club activities, and this affiliation experience in school age has been treated as a major tracking factor to continued participation in E/S later (Inui et al.,2013). In after school age a significant decrease in physical activity occurs (SSF, 2016), but the way of involvement in E/S has become more personalized and diversified. In order to discuss in details the trends after school age, it is necessary to consider activities related to sports besides club affiliation and participation. However, there are few studies on discontinuation of/withdrawal from E/S which considered sports-related activities such as watching and volunteering. The purpose of this study is to consider factors related to discontinuation of E/S in the past year, focusing on the experience of affiliation with club activities in school age.

We conducted a sports monitoring research through a web survey targeting residents in ordinance-designated cities of Union of Kansai Governments who are aged 18 and over. A request for cooperation was sent out through email to randomly selected people until the number of sample received reached 10,000. The survey was conducted in December 6-10, 2018. Question items were sex, age, current implementation frequency of E/S, experience in watching sports directly/indirectly, experience in volunteering in sporting events, affiliation with sports club during junior high school/high school/university, health awareness, fitness awareness, etc. First, cross tabulation and chi-squared test were carried between each items and experience of discontinuation of E/S. Next, binomial logistic regression analysis was performed using significant items derived from the chi-squared test as explanatory variables and discontinuation of E/S as objective variable.

The result of the chi-square test found that sex, age, health awareness, current implementation frequency, experience in watching sports directly/indirectly, experience in volunteering, and experience of affiliation with sports club during junior/high school was significantly influence on discontinuation of E/S. The result of binomial logistic regression analysis showed significant correction between discontinuation in E/S and sex, health awareness, current implementation frequency, experience of watching sports directly/indirectly, and experience in volunteering. While affiliation with sports club in school age didn't influence significantly, it revealed that sports-related activities such as watching and volunteering were significant factors in preventing discontinuation of E/S.

The affiliation of club activities are main ways involved in E/S in school age. However, this result suggested sports-related activities may also play significant roles in recent participation in E/S.

SPA⑦

Facilitative factors on career patterns of sports participation in middle-aged and older adults: A comparative study

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Research on the career of sports participation in middle-aged and older adults has clarified, the process of adoption, adherence, dropout, and resumption (Sallis et al., 1986; Yamaguchi, 1998). Studies have considered adoption and adherence factors, such as how to initiate participation in and continue with sports (Dishman et al., 1985; Trost, S.G. et al., 2002); research on resumption uses the keyword “re-socialization” (Harada, 1989; Chogahara, 1992; Kubo, 1999). However, in recent years, there has been a tendency for resumption to be summarized and researched as part of the “start/adoption” of sports activities by a participant; however, few studies have been focused on the “resumption” of sports activities. There have been many studies on adherence/adoption/resumption conducted from a quantitative point of view, which have aimed at increasing the frequency of exercising for health promotion and the improvement of lifestyle habits (Lee, 1992). Based on this situation, in order to promote the potential demand for sports activities among middle-aged and older adults, it is necessary to clarify these factors from a qualitative point of view by focusing on how you can change your sports participation.

The purpose of this study was to compare the differences between the characteristics of the facilitative factors of three career patterns (adherence/adoption/resumption) of sports activity in middle-aged and older adults and investigate the similarities and differences to clarify their factorial characteristics. This study was conducted as a secondary analysis of the sports monitoring survey of the Kansai Region in 2018. The survey was conducted online, with a random sampling of men and women over 18 years of age throughout the Kansai area, between December 6 and December 10, 2018. The survey continued until the target sample size (10,000) was reached. The survey considered personal attributes, sociological conditions, psychological variables, and facilitative factors related to career patterns of sports participation. Information on facilitative factors was gained through free word association about personal reasons for past participation in sports; this data was typified through text mining.

The main findings were as follows: 1) As a result of the text mining classification, 3,273 linguistic data points were categorized into 48 on the adherence group; 504 categorized into 36 on the adoption group, and 839 categorized into 47 on the resumption group. 2) As a results of one-way ANOVA demonstrated that there was a statistically significant difference in the appearance frequency of eight facilitative categories (consciousness / physical/ area/ facility/ tool/ program/ information/ company/ guide) among three career patterns -(p < .001).

SPA⑧

Formation process of inter-organizational network on World Masters Games 2021 Kansai: Focusing on pre-event phase

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The 10th World Masters Games 2021 (WMG2021) will be held in Japan, and unlike previous games, it will be held in different areas across Kansai rather than in a single city. Kansai includes nine prefectures with four ordinance-designated cities. In the pre-event phase, it is important to establish event stakeholder relationships and form networks (O'Brien & Gardiner, 2006). Indeed, network formation among engagement organizations has been widely discussed and studied (e.g., Ziakas & Costa, 2010). Arguably, however, this is not reflected in quantitative approaches from a long-term perspective along with the event phase. While a significant amount of academic research on events focused on post-event effects, counterpart studies on pre-event effects are limited. Therefore, this study aims to clarify the formation process of the inter-organizational network (ION) in the pre-event phase (2011–2019) of the WMG2021 Kansai. For each organization, we first gathered documents associated with its overall governance. These included WMG2021 Organizing Committee (OC)'s strategy plans, articles of incorporation and bylaws, annual reports, listings of executive committee members, and minutes of meetings. Altogether, 98 documents (490 pages) were collected. Data were then exported to UCINET 6 (Borgatti, Everett, & Freeman, 2002), which calculated the centrality and density of the ION. The ION's structural and contextual factors, including core centralization and density, contribute to information dissemination and decision-making, thus impacting the network's validity.

We observed that network size had been shown to enlarge the WMG2021. Besides, the number of links also increased from the event-bidding phase to event-planning phases. The WMG2021 OC centrally manages all networks throughout the Kansai area. As mentioned above, centralization of networks to specific organizations for holding an event lowers network formation and prevents production of long-term benefits (Thomson, 2015). After event bidding, the WMG2021 OC established a partnership and cooperation system with an external organization to implement projects aimed at the establishment of lifelong sport culture and development of student volunteers. The result indicates an increase in the size of ION centering on the OC and an increased number of links showing the relationship among organizations even in the bid-planning phase. The WMG2021 ION is also required to establish a formal network among organizations and exchange information with cross-sectoral organizations to prepare joint products in preparation for the WMG2021. Additionally, it is important to form a high-density network and identify organizations that mediate networks within and outside prefectures.

SPA⑨

**The effect of volunteers' self-experience of focusing on their careers:
A case study of "Masters Koshien"**

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In Japan, three mega sporting events will be held in succession. The event volunteers as human resources are important for the success of these events (Matsuoka, 2005). Volunteers' experiences are positive e.g., human interaction and the acquisition of a volunteer spirit (Seo, et al., 2003). Within sport events, although research on volunteers' motivations has been done (e.g., Dickson et al., 2014; Alexander et al., 2015), little study has been done on the positive effects of their experiences. Sakurai (2002) claimed that volunteers' motivations differ depending on their careers i.e., as students or working adults, and therefore the effects of volunteer experiences are also considered to be different for each career. The purpose of this study is to clarify the positive effects of volunteers' experiences in sport events on their careers.

The subjects in this study were volunteers of "Masters Koshien", a baseball event for the high school OB/OG teams. Data was gathered from volunteers using a web survey. It consisted of personal attributes, personal volunteer history, this event, and the positive effects of the volunteers' experience(s). The subjects were classified into five "career groups" according to the combination of occupation at the time of their first volunteer participation, and their occupation at the time of the survey. Namely: student (first time); student; student-working adult; working adult (first time); and, working adult. Next, the positive effect was classified via the KJ method. Finally, via correspondence and cluster analyses, the positive effects of the volunteer experience were examined for each carrier group.

64 valid data sets were gathered, and the positive effects of volunteers' experiences were classified into three broader concepts, and 29 more specific concepts. The first broader concept was the acquisition of ability and knowledge, labeled "growth and learning". It consisted of 14 more specific concepts e.g., communication skills and confidence. The second was the change of thinking and values, called "attitude change". It consisted of 12 more specific concepts such as image of aging and motivations of sports. The third was human relations, labeled "interaction with others". It consists of three more specific concepts: relationship expansion, relationship deepening, and community.

As a result of analysis, in the case of students, the positive effect of volunteer experience tends to be "growth and learning". This suggested that students regarded volunteer activities as a practical experience, and they acquired skills through the activities. In the case of working adults, the effect tended to be "attitude change", suggesting changes in thinking and values due to the unusual experiences undergone via volunteer activities.

SPA^⑩

**Process evaluation of programs related to sports events in the preparation phase:
Focusing on the host cities of the World Masters Games 2021**

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The World Masters Games, named WMG 2021 Kansai, is an international sports event to be held in Japan in 2021. Several outlying regions, including small cities, will host the mega-event making it a wonderful opportunity to promote regional development. It is important that the event promotion and event-related programs involving the residents and the local government in the preparation phase since it will be held across a wide area. Studies have been conducted on an ex-post evaluation for event-related programs of mega sporting events (e.g., Yoda et al., 2017; Matsuhashi, 2017). However, few studies have been conducted on the process evaluation of programs related to sports events in the preparation phase. The purpose of this study was to evaluate the process of programs in the preparation phase by comparing WMG-related programs of host cities.

The target of the analysis was the event-related programs held at each host city during the preparation phase (2018) of WMG 2021 Kansai. The data were collected from the organizing committee and the executive committee's handouts, and the homepages of the organizing committee and municipalities involved. A classification framework, namely, "Types of program indicators in the promotion of exercise and sports activities" was employed to analyze the data (Japan Health Promotion and Fitness Foundation, 2010). The types included the Public Support Program, which involved a campaign program, counseling program, lifestyle support program, and award program; the Human Resource Program consisting of an instructor and volunteer training program, supporter training program, human network enhancement program, and sport club development program; the Facilitation Program, which included a new exercise and sport development and promotion program, program related to development and support, event organizing program, and information development and exchange program; the Infrastructure Program involving a facility development and improvement program, area expansion and upgrade program, access improvement program, and tool development and support program. Since each program item was subdivided into two sub-items, further classification was conducted on a total of 32 items. In particular, each program was classified according to the host city (Shiga, Kyoto, Osaka, Hyogo, Nara, Wakayama, Tottori, Tokushima).

Results revealed that the most frequent event-related program was the Facilitation Program. In particular, the information development and exchange program and the event organizing program were prominent. There was also a tendency to emphasize the event's promotional programs as the event was not well known. Although the same tendency was seen in each of the eight prefectures, there were differences in the scale and content of these programs. Therefore, the issue of regional differences as wide-area hosting became clear.

SPA^⑪

A comparative review of qualitative data analysis: Through the case of social inclusion approach through sport at Kodomo Shokudo

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Although a qualitative research is one of the most attractive way as investigating the fact, it is delicate to process the qualitative data. Therefore, some theorists argue that the data must be analyzed and interpreted by researchers themselves. Consequently, SCAT (steps for coding and theorization) or GTA (grounded theory approach) is frequently used for analytical method. However, we are missed if we do not understand that those methods have negative aspects of objectivity and consistency. There is still room for a considerable measure of disagreement about how to deal with qualitative data. Recently, the advance of technology has been providing various CAQDAS (Computer Assisted Qualitative Data Analysis Software), hence text mining is becoming major as analytical method. The purpose of this study was to compare the results of qualitative data analysis through between GTA and text-mining. The qualitative data was collected by the case of social inclusion approach through sport at Kodomo Shokudo (Nakai et al, 2019). The literature suggests “Kodomo Shokudo (KS)” is defined like a cafeteria where children can go and get free or cheap meal.

In Japan, children poverty is becoming an object of public concern. Moreover, the poor children are suffering from economic problem, poor knowledge as well as poor connection with the community. To remedy this situation, the KS is established by nonprofit organizations (NPO), nongovernment organizations, residents, and individuals. The number of KS is rapidly increasing in recent years and KS is becoming increasingly important. Instead of conducting the condition survey for KS, many empirical examinations of KS have not been carried out. In addition, there are many KS which provide children educational support but few KS utilize sport program. Therefore, Nakai et al. (2019) conducted a semi-structured interview with a manager, a coach, and two volunteers at the Ikeda KS Sakura in Osaka where they use sport program. Specifically, the study focused on social inclusion through sports programs at KS. The interviews collected information on the management of Sakura, the problems of Sakura, Sakura for children, sports programs in Sakura, and Sakura’s future. As a result, Sakura’s sports programs have an influence on letting them enjoy exercise and develop social manners. Further, sports program plays a role to attract children to join KS Sakura. From previous research, sports program at KS proves utility and effectiveness, however, the authenticity for the result remains uncertain. Hence, this study reanalyzed the qualitative data by using the text mining method.

**Classification of athlete volunteer activities:
How athletes contribute to society and community?**

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Following the United Nation General Assembly's adoption of a global agenda, the Sustainable Development Goals (SDGs), sport has been recognized as an important enabler for the realization of SDGs (United Nations, 2015; Japan Sport Agency, 2018). In the sport industry, athletes are now receiving increased attention as being agents of social change, as are sport organizations and teams (Sport Philanthropy Project, 2007). In Japan, Athlete Volunteer is deemed to have important roles in community development and disaster relief. Athlete Volunteer refers to generic volunteer activities conducted by high-profile athletes to contribute to society and community (Yamaguchi, 2004). Many athletes have engaged in these activities, such as giving sporting lectures and making site visits. However, little effort has been made to examine the nature of athletes' charitable activities that focus on society and community. Therefore, the purpose of this study is to explore Athlete Volunteer activities through content analysis.

Content analysis was conducted to explore the forms of Athlete Volunteer activities. The units of analysis for this study were stories reported in Japanese nationwide newspapers. The articles collection ranged from September 25th, 2015 (When the United Nations General Assembly adopted SDGs) to March 31st, 2019. In the end, we retained 124 suitable articles.

Based on the content analysis, we found 14 forms of activities that athletes have implemented to contribute to society and community-based causes. Athletes conducted a broad range of Athlete Volunteer activities; both tangible and intangible activities were identified. The results from this study indicate that the popularity of athletes can help society and community-based causes through Athlete Volunteer activities, such as conducting monetary and non-monetary donations, providing psychological support, and attracting public attention towards society and community-based issues. In summary, this study has provided initial insights into Athlete Volunteer in Japan. Further exploration is needed to better understand athletes' motivations and the impacts of their activities.

Factors affecting Masters sports enthusiasts' desire to participate in WMG2021 Kansai

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There has been a rapid increase in recent years in the number of mature athletes who seek to develop and enhance their essential enjoyment of sports by honing their skills and competing in events as they age. Many Masters sports events are organized for mature athletes outside Japan (Tanifuji, 2012, Tani et al., 2006). In Japan, the rapid aging of society has led to a diversification of sport-related needs of older citizens and sporting opportunities are expanding for middle-aged and elderly enthusiasts. The World Masters Games 2021 Kansai (WMG2021 Kansai) is an international, multi-sport athletic competition. This event is scheduled to be held in Japan in 2021. It is thus expected that the Masters sports movement will grow further in Japan and will provide more opportunities for the development and popularity of sporting activities for mature citizens. Many studies in Masters sports was primarily outside Japan have focused on the physical and psychological aspects of participants (Cheung et al., 2017; among others). However, few studies have targeted participants who play team sports, and no such research has yet been conducted in Japan. Moreover, most research on the desire of participants to take part in sports events has focused on the period immediately before and after an event. No extant research has attended to the desire for participation from the preparatory stages of an event. Therefore, the purpose of this study was to examine the factors related to the desire to participate in WMG2021 Kansai. It focused on the sport of baseball, a team sport, and intended to elucidate the personal characteristics and experiences of those who participated in Masters sports events that have already been held.

This investigation employed the survey method through the administration of an online questionnaire that targeted former high school baseball players participated in Masters Koshien, a baseball sporting event for adults of all ages. The survey items included personal attributes, experience of Masters sports, goals and enjoyment of exercise/sports, and interest in WMG2021 Kansai. The main results could be summarized as follows. Cross tabulation revealed no significant differences for all personal attributes. Significant differences were observed with regard to the experience of Masters sports in all 18 items of 6 indicators relating to the manner in which participants became involved in sports by participating in the Masters Koshien. These six markers included activity, personal record affiliation, support, spectating, and consumption. The above analysis revealed that Masters sports participants with experience in active sports participation through engagement in Masters sports events tended to evince a more intense desire to participate in WMG2021 Kansai, regardless of individual attributes such as age and frequency of participation in sports or exercise.