

The expenditure of the Brazilian Ministry of Sport with Sport for All from 2003 to 2018

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Spending with Sport for All is carried out so that the sport is guaranteed as a right for the entire population. At the Federal Government, there is in Brazil the Ministry of Sports, which was responsible from 2003 to 2018 for carrying out public sports policies. We assume that the analysis of public spending on sport demonstrates what was materialized as sports policy, in this case the policies of Sport for All. Thus, we aim to analyze the expenditure of the Ministry of Sport with Sport for All from 2003 to 2015. Methodologically the study is a documentary research, having collected the financial data in the SIGA Brazil Portal. Financial data were monetarily corrected at 2018 prices. Throughout 2003 to 2018, the two main policies aimed at Sport for All were the Second Time Program (STP) - school sports policy - and the City Sports and Leisure Program (CSLP) - recreation and leisure policy. From 2003 to 2018 the Ministry of Sports spent R\$ 16.73 billion, of this total R\$ 9.02 billion was directed to Sport for All, that is, 53.90% of the resources were to guarantee the right to sport in Brazil. The biggest expense of Sport for All was with sports infrastructure (construction and renovation of sports facilities), were R\$ 6.33 billion. From 2003 to 2011 spending on sports infrastructure with the CSLP was R\$ 5.71 billion and with the STP was R\$ 396.96 million, the focus was the CSLP. From 2012 to 2018 the infrastructure spending of the two together was R\$ 30.08 million. In addition to infrastructure, other expenditures (R\$ 2.69 billion) were mainly focused on school sports policies (R\$ 1.73 billion) and recreation and leisure policies (R\$ 351.95 billion) - both were expenditures from 2003 to 2011. From 2012 to 2018 spending on school sports and recreation and leisure policies were not separated, totaling R\$ 311.99 million. The other R\$ 293.52 million went through various actions. From the expenditures made by the Ministry of Sport with Sport for All from 2003 to 2018 it became clear that the focus was on the realization of sports infrastructure, most of which were for recreation and leisure policies. When spending was not with infrastructure, spending was mainly due to school sports policies. Spending with sports infrastructure is important, however, it is important to have spent on the operation of different policies aimed at Sport for All.

GP②

A study on the revenue generation and distribution system of professional sports leagues in India

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Professional Sport league in India has become the most popular entertainment sector. Like other cultural sectors it also includes the emotion, human bonding and mutual interaction. It also develops the society considering its beauty with different religions, languages; rituals etc. and behave like a family for greater aspect. The application of modern managerial tools and techniques is essential to make these leagues financially viable and feasible. The objective of this research paper is to study the revenue generation and distribution system in the professional sports leagues introduced in India in the recent years. In these leagues, the revenue is generated from the different sources. The revenue can either be generated by the organizers of these leagues or by the participating teams. A part of this revenue is retained by the organizers and the remaining part is distributed among the participating teams to make the leagues and the teams financially viable.

It has been found that, in the world, the top sports leagues by revenue are National Football League, Major League Baseball, English Premier League, National Basketball Association, National Hockey League, Bundesliga, La Liga and Serie A. Most of these leagues generate their revenue from various sources and they also support the participating teams/ franchises by distributing a part of the revenue from the centralized revenue pool.

This is a descriptive study where the secondary data is collected through news articles, websites, journals; previous research works etc. on the prominent professional sports leagues of India.

The conclusion of the study is that the revenue is generate in these leagues by selling the sponsorship and broadcasting rights, gate attendance, prize money, players' transfer, in stadia advertisements, merchandizing and various other commercial rights. The revenue generation can be divided into centralized and decentralized revenue pools. Centralized Revenue Pool is generated by the organizers of these leagues. The participating teams can generate the Decentralized Revenue Pool. A part of the centralized revenue pool is distributed among the participating teams in a systematic way to make these leagues and the teams financially viable. The key factors to maximize the revenue pools are the athletic prowess, absolute and relative competition, and optimum use of marketing tools, celebrity endorsements and innovation in order to nurture the fan base.

GP③

A study on the effects of visualization during workers' health measurements

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In 2010, the WHO announced international recommendations that identified lack of physical activity as a cause of death. In Japan, lack of exercise had already been rated as the third leading cause of death in 2007; however, the fact that lack of exercise can lead to mortality is not widely known by the general public. Workers in their 20s, 30s, and 40s—the prime of working life—are particularly unlikely to engage in sufficient exercise, and are assumed to have low awareness of their own bodies and health.

In this study, a program was implemented in which workers visualized their own physical condition through measurement and received simple advice based on the results. The study investigated whether there was a change in the participants' awareness of their bodies and health as a result of the program, as well as the effects brought about by visualization through measurement.

Health measurements and stretching exercises were implemented in collaboration with Company A, which actively strives to promote health among its workers. The health measurements included physical composition (using In Body470), physical strength (grip and chair stand tests), posture (peek a body test), and a questionnaire survey. Participants were immediately given feedback on the results of each measurement, and received approximately five minutes of advice from a professional. The questionnaire was implemented before and after measurements. In addition to gathering information about lifestyle habits and exercise status, the questionnaire requested evaluations of each measurement and the stretching training as well as a rating regarding awareness of the workers' health and bodies on a five-point scale with responses ranging from (5) Very concerned to (1) Not at all concerned.

The participants comprised 120 individuals, including 61 males (48.6±10.3 years) and 59 females (43.4±8.4 years). Of the subjects, 80.3% sat during their work while 19.7% had to both sit and stand during their work. While 18.5% of subjects responded that they exercise almost every day, 31.9% responded that they rarely exercise. Over 80% evaluated the measurements and stretching training as very good. From before to after the program, health consciousness and awareness of one's own body increased significantly from 3.79 to 4.41, and from 3.89 to 4.43, respectively.

It was established that awareness of one's health and body may be improved through immediate feedback on information regarding the body, objective visualization, and specific solutions from a professional in the form of simple advice.

GP④

The development for solving community problems learning in health and physical education lesson

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In recent years, it pointed out that in Japanese society, the community has declined and the relationship between residents has been fading. On the other hand the high school course of study, revised in 2019, specified that social issues were discovered as goals in the health and physical education, and that thoughts and decisions were made to solve the issues. For this reason, it is expected that high school's health and physical education lesson would become to learn about social issues as community issues.

The purpose of this study is to practical solving community problems learning as a health and physical education lessons at the high school stage and measure the learning results.

The target of this study are 3 classes of third grade(18 years old) at a technology college. Class A conducted a tourist information center renewal project to revitalize the region and connect it to the mental health of residents. Class B created a video introducing community cycling spots to improve the sports environment and increase the number of visitors from outside. Class C focused on health and made additive-free jams using community agricultural products.

In order to measure the learning results in that, we conducted a lesson reflection and a questionnaire survey. Answers based on the four steps for “recognition of regional issues”, “recognition of the significance of collaboration”, “motivation to solve issues”, “awareness of participation in social activities”, and “recognition of ability to convey to others” The results of this answer were analyzed by statistical test before and after the lessons or during 3 classes.

Reflecting on practical lessons, it is possible to build a lesson that includes the purpose of this study. Based on the results of the questionnaire survey for students, the average value of all items were improved by about 1 point, and the learning result was confirmed. And the improvement of the class C was particularly remarkable. This factor is thought to be influenced by the community residents' jam making lessons.

Therefore, it was found that solving community problems learning is effective for the new course of study goal. It is particularly important to have time to interact with community residents through lessons. However, the measurement of learning results this time is based on subjective assessments of the teacher and learner. In the future, it will be necessary to study methods that can objectively measure learning result.

GP⑤

Sport for all policies in Japan: Global trend and domestic social challenges

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The Kazan Action Plan, adopted by the 6th World Conference of Sport Ministers (MINEPS VI) in 2017, indicated three main sport policy areas: Access for All, Contribution to the SDGs, and Integrity. The World Health Organization (WHO) released the “Global Action Plan on Physical Activity (GAPPA) 2018-2030” in 2018, in response to the prevalence of physical inactivity and non-communicable diseases (NCDs) in the world. The GAPPA incorporates “access for all” and “contribution to the SDGs” with the target of a 15% relative reduction in the global prevalence of physical inactivity by 2030. The Association for International Sport for All (TAFISA) adopted the “Mission 2030: For a Better World through Sport for All” in 2017 as a global strategy to address the physical inactivity epidemic. The Mission 2030 identifies 12 areas such as peace, gender equality, social inclusion, active cities, health, and integrity. Those areas are important not only to maximize the contribution of Sport for All to the SDGs goals but also to increase awareness of the values that sports could bring to the societies worldwide. Those global trends indicate the significance of Sport for All for solving social challenges. It is important to review current sport and health policies whether they meet those global action plans.

This study aims to find out the gaps between the international action plans and Japanese sport/health policies, focused on the 12 areas of the TAFISA Mission 2030. It also analyzes the reasons for the gaps by identifying the commonalities and differentiation between global context and Japanese context.

There are some commonalities and differentiation between the global context and the Japanese context. Physical inactivity is a common issue, but population trends are different, for example. World population is estimated to increase to over 9 billion in 2050, and of those, 70% will be living in cities. However, Japan is facing the problems of population decrease and the super-aging society. The issues are increasing healthcare cost and decreasing workforce who support the social security system. Young people tend to live in big cities, so the super-aging society issue is more serious in rural areas. Therefore, Japanese policies focus on the revitalization of local communities, while incorporating most areas of the global action plan. Japan is well known as one of healthiest nations, but still have physical inactivity issue, especially among 20s-40s year old, women, and people with disability. If those people become active, they can work and live healthier and longer. Japanese government acknowledges the potential of sports and physical activity to help to solve the social challenges.

GP⑥

Key factors and new framework for structuring effective relationship promoting initial steps of organizational transformation of rugby team

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Sports teams are required to innovate themselves for adopting complexity and uncertainly. However, organizational transformation is difficult, most cases were finished as failure cases. The ratio of the failure cases reached about 90%, successfully transformation had the unique eight steps (Kotter, 2014). The steps included creating core team for promoting transformation and recruit applicants for transformation. In other words, a relationship was a very important factor for transformation. Especially, it was required to construct the effective relationship with top managements of the organization influencing the team. However, it was the unclear that how to a structure effective relationship. Therefore, we verified what contributed to construct effective relationship based on the case successfully promoted initial steps of transformation.

Research design was case study with qualitative analysis. Participants were two males. They management Japanese rugby team which had aimed Japan Rugby Top League. Participants answered semi-structured free writing questionnaire which aimed to ask “Why did you successfully involve the top managements of the parent company?” and “What’s happened the process for successfully involving them?”. Participants answered these questions through the framework included “facts”, “reason” and “background” of episodes. The data including 15 episodes and 45 descriptions was analyzed with KJ-method.

The analyses led the key factors for successfully involving the top managements of the parent company having significant influences toward the team. The key factors included “passion of the president of the team”, “clarification and approval of medium to long term management vision”, “empathy to toughly fighting players”, “identifying team with company challenging to transform”, “team value for the company and employees” and “emerging outside cooperater bringing specific how to”.

We focused on the key factors “clarification and approval of medium to long term management vision” and “identifying team with company challenging to transform” to show an implication. Participants provided us the presentation material for presenting medium to long term management vision. The presentation material included the “gift framework” they used to attract the top managements of the parent company of the team. It was the simple framework to clarify the purpose and reason for existence of the team. The framework might play a role to clarify the team’s vision and promote that top managements identified challenging team and company challenging the organizational transformation.

We suggested the key factors for structuring the effective relationship promoting initial steps of

organizational transformation. Additionally, it was shown the probability of a new framework promoting the initial steps for transformation.

“Txuna Maputo”: Sport for all, municipal policy

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The Municipality of Maputo, the capital city of Mozambique, has seven Municipal Districts, with a total population of 1,120,860 citizens (INE, 2017). A new leadership took over the management of Maputo City in February 2019, with a vision of transforming the city into a Cleaner, Beautiful, Entrepreneurial, Safe and Prosperous City. Included in this vision are concerns to ensure citizens a good education, health and well-being through sporting activities. In order to respond to the numerous challenges encountered during the FRELIMO party electoral campaign, a Municipal Development Plan (MDP) was developed as a guiding instrument for public policies for the development of Maputo City. This article aims to present the vision of the new municipal governance of Maputo City, the challenges and the strategic objectives in the field of Education and Sport. The article aims to present the results of the most recent actions to promote the widespread practice of physical and sport activity, and finally to present the intentions of joining TAFISA as a strategy for the development of Sport for All in Mozambique.

The Maputo Municipality's governance priorities for the 2019-2023 are based on six Pillars, divided into several areas. Education and Sport are part of the pillar of Social and Human Development. The preparation of the MDP and its priorities had as a starting point the diagnosis of the current situation, the identification of the main challenges for each municipal development area, the definition of strategic objectives, main activities, goals and indicators.

In the area of Education, the following problems were identified: poor quality of education derived from the poor condition of school infrastructures, high teacher-student ratio and high rates of school malnutrition, high school dropout rates, poor inclusion of students with special educational needs and poor promotion of healthy habits. In sports, there was a low level of physical education classes and school sports programs in primary education; lack of sports equipment, degraded facilities, poor teacher education; No specific and regular activities for adults and children with special educational needs; Inadequacy of sports facilities for access by the elderly and people with special needs; Because of the large asymmetries in the distribution of the sports equipment network inherited from the colonial period, whose majority of sports grounds are concentrated in the urban area to the detriment of the suburban area, greater attention continues to be paid to high performance activities.

The Maputo City Council of Education and Sport, inspired by the Dakar statement “Education for All (2000), the new Sustainable Development Goals (SDGs), TAFISA Mission 2030 and municipal policies in several countries, believes it can operate significant changes in the area of Education and in particular the practice of Physical Activity and Sport in Maputo City.

In an inclusive and integrated manner, the MDP in the education and sports sector has the

following strategic objectives: For Education: To ensure, in coordination with the Central Government, access to quality primary education; Promote equity in access and fit for people with disabilities; Promote the retention of girls in school and combat dropout; Promote all healthy ways of being of children and young people in schools (with emphasis on school sports) and combat the use of psychoactive substances. For sport: Promote the generalization of sport by creating conditions for the development of all sport subsystems, with a focus on sport for all; Promote sporting merit, value sport as a form of sustainable development and disseminate good practice; Promote the active involvement and participation of all spheres of society in sports issues.

For each strategic objective, priority actions were defined.

1) Development of school sport (1 student 1 sport) - the rehabilitation of public school sports facilities; the involvement of all students in the practice of at least one sport and participation in school competitions; training teachers to conduct physical and sports activities; the provision of sports equipment and equipment for primary schools.

2) Generalization of Sport for All - regularization, legalization and creation of municipal sports infrastructures; attraction of national and international sporting events; establishment of “Agita Maputo City - Txuna Maputo” Municipal Program; creation of regular events for children, young people, adults, the elderly and people with disabilities; appreciation of ethical and cultural skills such as traditional games and dances; support to sports organizations in sports equipment through the conclusion of a program contract; Creation of Municipal Centres of Physical Activities in the municipal districts.

3) Sport Merit and dissemination of good practices in sport - Support for school sports talents; creation of digital and physical publications on sports results achieved by municipal sports programs; establishment of public-private partnerships; Promotion of physical and sports activities in the natural spaces of Maputo City.

4) Citizen involvement and participation - Creation of a communication platform between various actors and partners for the implementation of sports projects; Support in research and preparation of sports projects associated with municipal sports programs; Conducting reflection sports seminars and presentation of research results and municipal sports practices.

For the generalization of sports practice the strategy of identification, association and participation in national and international events promoting the regular practice of Physical Activity and Sport for All was chosen. Also with the Municipal Development Plan and its budget in preparation, for due submission and approval by the Municipal Assembly, which came to the end of May, in order not to miss the opportunity of Maputo City, to associate with the World Physical Activity and Sport for All movements, the Maputo Municipal Council has entered in its 100-day exploratory plan the celebration of World Physical Activity Day on 5 and 6 April, released by the “Agita Mundo” movement and commemoration of the World Challenge Day on May 29, promoted by TAFISA.

Both world events were welcomed with great enthusiasm by the Maputo City Council and population, represented by sports associations, community centres, teachers and students. In both events, central activities were held in the town hall, with the participation of officials and members of the Municipal Council including the President, Councillors, members of the Municipal Assembly and

other individuals, the central program was reproduced in each of the 7 municipal districts. under the guidance of councillors and leaders of the education sector.

The World Physical Activity Day was attended by about 6425 people, who in 2 hours participated in the following activities: Walking, Aerobics, Dance, Basketball, Volleyball, Handball, Martial Arts, Traditional Games, Capoeira, Jump Rope and had the opportunity to test your health with tests of blood glucose, blood pressure, HIV, oral hygiene, tuberculosis among other specialties.

The World Challenge Day, mobilized at the beginning of the morning, in the City Hall at the beginning of the morning about 220 leaders and employees of the Municipal Council, who for 15 minutes played traditional games and stretching. In the municipal districts, around 4971 pupils concentrated in 7 schools where they were involved in aerobics activities and traditional games.

Soon the “*Txuna a Saúde program*” will be launched, consisting of the creation, on an experimental basis, of a Municipal Physical Activity Centre (MPAC) per municipal district and in the City Hall, responsible for offering a program for children and adults. Using the concept of role model (reference personality) will be recorded morning gymnastics programs on television, where city councillors participate as students, which the citizens can accompany in the home environment.

IV. TAFISA Maputo City Council Integration Project

The Maputo City Council is preparing to formalize its expression of interest in being a member of TAFISA in the Supporter Members category, thus benefiting from the formal participation of the events and training program of the largest World Sports for All organization with emphasis on the following: events and activities:

TakeBackYourStreets,

TAFISA World Challenge Day (2020)

World Walking Day (October 5)

TAFISA Congress (Tokyo - November)

TAFISA World Sport for All Games (Lisbon 2020)

TAFISA Reach Out Program

The Maputo City Council would like to get the formalization in good time to be able to join TAFISA and Region 5 of the African Union Sports Council (AUSC) in organizing the celebration of World Walking Day in Mozambique.

We believe that through its Maputo Municipal Development Plan, coupled with the desired membership of TAFISA, Maputo City, the Mozambican capital, could in the coming years be a successful Sport for All development model to be followed by others. Mozambican cities.

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GP⑧

Analysis of team performance with different promotional factors of hero Indian Super league, 2016

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The first objective of the study was mainly to analyze each and every game from the different aspects of a match. The second objective of the study concerned the popularity of the league among the people of India and its relation with sponsorship.

The Hero Indian Super League (ISL) is India's unrivalled football championship which kicked off on October 12, 2014. The Indian Super League is the men's top divisional football league in India. For sponsorship reasons, the competition is officially known as the Hero Indian Super League. Each and every year this championship is being held to present an international-quality domestic football competition and also to set new standards in sports administration, governance and marketing in India. In this regard the present study conducted to highlight the technicalities associate with the matches and the financial outcomes related with the league. For the sake of focused analysis the researcher has considered 2016 ISL matches.

The information of the study was taken from the official website for the hero Indian super league. The obtain data in form of digital score were treated statistically to get results and to draw conclusion. Mean and percentage were used as descriptive statistics for the present study. Bar diagram and pie charts were used to compare different set of data.

This study was paying attention upon different issues such as goal scored in favour and against, scoring time, ball possession, offside, passing accuracy, and goal keepers saves etc. which directly influenced the performance of the team. The eight teams who were featured in ISL, 2016 namely Northeast United FC, Atletico de Kolkata, Mumbai City FC, Delhi Dynamos FC, FC Pune City, FC Goa, Kerala Blasters FC and Chennaiyan FC. Within these eight teams Atletico de Kolkata crowned champion for the 2nd time (2014 & 2016). It has observed that in 2016 the Atletico de Kolkata won the championship as they have lost only two games among fourteen matches. Atletico de Kolkata had 54% of ball position which was the second highest after Delhi dynamos FC who had 55% of ball possession. In terms of total saves made by the goalkeeper, the Atletico de Kolkata made 15 saves and became second best goal saving team after North United FC who saved 16 goals. It was very much evident from the analysis that Atletico de Kolkata has committed 21 offside, which was again second best commitment after FC Pune city who pulled that offside score within 18. In case of passing accuracy, Atletico de Kolkata made 70% passes right which was 4th best compare with Delhi dynamos FC (73%), Chennaiyan FC (72%) and Northeast United FC (71%). Though ATK opted 36 yellow cards but they became champion for the 2nd time in the history of the ISL. The second objective of the study states that there was subsequent raise in the viewership. As per the 'firstpost.com' the third season of the

Indian Super League football had a total viewership of 216 million, an overall increase of nine million from the last edition while the summit clash between Kerala Blasters and Atletico de Kolkata was watched by a record 41 million fans in television and also in the field. One of the highlights of the season was the sharp increase in rural India viewership registering a cumulative figure of 101 million, indicating the widespread appeal of the sport. Key metro markets like Mumbai and Chennai emerged as top performers this season recording a surge of more than 50 percent over last year along with a cumulative 20 percent spike in viewership in Tamil Nadu. The finale (18thDec.) match between ATK and Kerala Blasters in Kochi turned out to be a grand sporting event with over 54,000 people thronging the stadium and 41 million fans tuning on television to follow the match. 2016 edition also took the digital medium by storm registering a doubling of total 'watch time' which was 2.3 times over last year on Hotstar and Jio platform. The phenomenon of the Hero ISL, 2016 was also seen in terms of revenue generation. After managing to double its central sponsorship pool from the first season in 2014 to almost Rs. 100 crore in 2016, this season of ISL looks exciting on the sponsorship front with most brands continuing to renew its partnership with the teams. This study ultimately showed the effective governance in sport organization involved wide range of participants. These participants include individuals and clubs, commercial and non-commercial organizations, educational and training bodies at local, national, and international levels. Thus sport activities and the environment around them are widely considered as being important examples of the emerging service economy which facilitate people to control complex administration, delegate functions and motivate people.

Developing inclusive dance focusing on dance expression using the head and facial movements

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It is not only sport but also dance that allows people the right to enjoy play ³⁾. However, it is hard to encourage people of all generations, including those with disabilities, to do physical activity or sport. Therefore, focusing on dance expression using the head and facial movements, we conducted a comparison of dances that predominantly utilize the extremities for the development of dance-related activity for limited body parts, in this case, the head and facial movements, in an inclusive society. Furthermore, we sought to clarify the correlation between personality and limited body part dance.

The participants were 92 college students (65 males and 27 females, aged:19.4±0.71 years). We conducted an investigation using "Body Part Graffiti", a warm-up in which body parts are moved consciously. The trial occurred with two conditions: one condition where dance expression was conducted using only the head and facial movement (face dancing) for 70 minutes and another condition where dance expression was conducted predominantly through the extremities, excluding the head (body dancing) for 70 minutes. At the end of each trial, a survey of each kind of dance expression ¹⁾ and the Japanese Ten Item Personality Inventory (TIPI-J) ²⁾ were given to participants.

The results of the investigation revealed a correlation between dancing and appreciation of dance ($r = 0.51$, $p = 0.01$.), particularly personality extraversion ($r = 0.32$, $p = 0.01$.). In the face dancing, extraversion was correlated with self-expression ($r = 0.31$, $p = 0.01$.) and enjoyment of expression ($r = 0.31$, $p = 0.01$.).

The results suggest that there is a correlation between dancing, especially face dancing, and an element of extraversive physical activity. These findings help to explain how to increase physical activity in cultural and leisure programs.

GP⑩

**Revitalizing College Sports as a Catalyst for University Innovation in Japan:
Considering from an Organizational View**

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In the past decade, the field of sports industry in Japan has undergone drastic changes including college sports. The Basic Plan for Educational Promotion (3rd edit.) states that the major roles for higher education are human development, technology innovation, regional activation, culture and sports promotions. Japan Revitalization Strategy 2016 stated that in order to make full use of the sports resources possessed by universities, active discussions needed on the formation of crossover Universities and National Federation organization. In March 2019, Japan Association for University Athletics and Sport (UNIVAS) was established. UNIVAS actively involves with Universities to promote college sports, however it has gone through hardship due to a lack of information and understanding of expected roles and functions of college sports in Japan. In addition, the promotion of college sports is not just the promotion of sports, it is about a community and culture that creates innovation throughout the university. Nevertheless, organizational management nor purpose for college sports with in university system in Japan has not been discussed for long time. Therefore, the aim of this presentation is to consider an organizational structure that revitalizes college sports as a catalyst for university innovation. This presentation revealed the organizational structure cooperated with four divisions (research, technical, database/networking, supporting). In conclusion, this presentation would provide a landscape of a potential structure and a virtuous cycle for revitalizing an organization structure model into a current university structure.

GP①

Strengthen 'Sport for All Movement' Through Traditional Sports & Games

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Sports for all movement initially launched by 'The Association for International Sports for All' (TAFISA) more than a decade ago. The association has further started a program of 3 ACs, i.e. Active citizen, Active city and Active community. TAFISA Triple AC Program was initiated in 2010 with the support of IOC. The program is aimed at creating mobility through sport. (www.tafisa.net) The International Olympic Committee by realizing significance of the movement has created IOC Sport and Active Society Commission (formerly the Sport for All Commission) that advises the IOC Session, the IOC Executive Board and the IOC President on all the activities of the Olympic Movement that are related to using sport to improve physical activity in the population, giving access to sport as a right for all, and on engaging in sports activities with a special focus on youth. (<https://www.olympic.org/sport-and-active-society>)

UNESCO in 2013 at the MINEPS V meeting held at Berlin had moved the proposal: 'Access to Sport as a Fundamental Right of All' (women and girls, inclusion of persons with disabilities). Representatives of different countries had favored the move and it was included in the final declaration of the said meeting. (<http://www.unesco.org/new/en/social-and-human-sciences/themes/physical-education-and-sport/mineps-2013/>).

Global Phenomena:

Sport has, thus become globally accepted effective means of promoting health and fitness, so also, popular means of recreation by way of actual participation in it or watching spectacular sports in the stadium or on TV screen at home. During the last half a century, with the increased popularity of Olympic Games and competitive sports, in every major field of human activity sport has made its place. Right from Himalayan expedition to deep sea diving, sports are now categorized into different forms like: adventure sports, water sports, winter sports, recreational sports, traditional sports, aero sports, competitive sports, etc. Sport movement has not only remained in a classified form, but now entered into academics also, like sports science, sports medicine, sports pedagogy, sports philosophy, sports history, sports technology, sports journalism, sports media etc. Sports industry has become a prospering sector. Sports engineering is emerging branch of engineering for creation of sports infrastructure and sports complexes. Sport has become a multi-million dollars business and attained globally a respectable place in the field of commerce and economics. Government of every nation has now framed national sports policy and considerable budgetary provision is made for implementing projects and programs as per policy guidelines. Despite all these positive developments in the field of sport, it is observed that modern sports are beyond the reach of common man, including women and

school children.

Thrust on Competitive sports:

These sports are no doubt, thrilling, adventurous, exhilarating and full of mind blowing performances, but at the same time there are many hazardous risks, limitations and possibilities that may obstruct their spread in masses. Possibility of unethical practices like doping and betting cannot be ruled out. Passive spectator ship (TV viewers and strength of stadium audience) is encouraged. These sports are meant for selected few because they are beyond the reach of common man. They are the sports of classes; they require heavy budget and ultimately their performances are reached to their optimum physiological levels and limits. Commercialism, professionalism and careerism are expanding rapidly. Under such circumstances to provide these sports to the door-step of the masses is just an illusion. Relying on modern competitive sports and using them in the movement of 'Sports for All' would rather be difficult task in view of high and recurring cost of equipment, play surfaces, indoor structures and specialized sport technology. Multi-complex sport facilities need large area of land, usually not available in the vicinity of the city, for which agricultural land is sacrificed. Promotion of traditional sports would be justifiable under such circumstances for easy access to sports for all.

Traditional Sports & Sport Culture

The traditional sports and games have survived through centuries, rejuvenated and rolled down to present period. They are the sports of the masses and games of the soil. Every child, youth or adult irrespective of gender, participate in traditional sport or game or resort to such activity like martial art or yoga or enjoys participation in folk dances. Traditional activities, don't need large grounds or costly consumable equipment. They are simple in design and work out, suitable in all weather conditions with low cost, space, time and equipment, but still capable of promoting values of life and health related fitness. They have their own values, ethics, aesthetics and mass appeal.

There seems immense potentiality in Traditional physical culture to cater to the needs of health, fitness and recreation of people of all walks of life in the society, with minimum cost, time and equipment. This system has also moral and ethical base promoting in practitioners these values. About 3– 4 decades earlier sports clubs were found functioning totally on voluntary basis in rural and urban societies promoting traditional sports and games like 'Kabaddi', Kho-kho' or 'Atya-Patya'. There was periodical organization of tournaments on regional, state or all India level by these clubs without expecting any financial assistance from government. The institutions called akhara' or 'vyayamshala' resembling gyms were also flooded with youths performing traditional exercises like 'dand-baithaks, or wrestling or playing on Malkhamb- a type of gymnastic apparatus. All these institutions, sports clubs and culture are gradually disappearing from the society. There cannot be substitute of modern sports for them. Before this cultural heritage vanishes, the society should think of undertaking appropriate measures to preserve and protect the ancient treasure and bring these sports and recreational physical activities under the banner of "Sports for All Movement".

Sports for all for health, fitness and pastime should be considered in the national sport policy of India.

Indian physical culture possesses a special domain of spirituality where our sportsmen, wrestlers, archers and track athletes bend and touch the feet of their gurus, play arena and take the name of God before entering into the arena. Traditional sports and games (TSG) teach this aspect of moral and spiritual conduct. Sports with moral and spiritual base would maintain their purity and spirit. Nation should view towards sports from moral and spiritual angle also to offer stability and sustainability to sport movement which is inherent in our culture. There is vast scope for TSG to reach to every individual doorstep because they are the activities of the soil whereas elite sports are due to their sophisticated nature and complexity of skills, going away from common man. Moreover, there is tremendous amount of time, money and infrastructure involved in modern competitive sports. Over and above they indirectly promote passive spectatorship in millions of people. There is drug menace - which is dark side of these sports.

Yoga – Panacea for health & fitness:

Modern life style is more of mechanical and sedentary in nature but, at the same time full of stress, tensions, worries and anxieties leading to creating hypokinetic and degenerative disorders. With the addition of auto vehicles, cell phones and junk food complexity of sedentary life style is increased tremendously. Medical authorities are all out to appeal to all involve themselves into practicing exercise as a part of daily routine. People are becoming aware of ill-effects of sedentary disorders and finding out right solution for prevention. Morning walk in open air, meditation and selected Yogic practices are used as preventive measure. There is need for wider propaganda on national level of these measures. Yoga is identified by World authorities like: UNO, WHO and UNESCO as an appropriate measure to adopt by all, irrespective of age and gender, in their daily life for maintaining health and fitness. 21st June is declared by UNO as 'International Yoga Day' and it is observed in many countries involving masses in yogic practices.

Bridging the gap

There appears to be a big gap between elite sports and traditional sports. This gap is presently filled by an uncountable (n number of) spectators engaged in watching and enjoying thrill of competitive sports and games either on TV screen or at the stadium where such matches are being played for hours and days together. It is not at all necessary that those watching such matches are motivated for actual participation in active sport. Negligible percentage of such idle spectators might be resorting to play in a casual way. There is little scope of elite sports to be made available to people at large in a society. These sports require for practice and competition indoors and out- door structures, artificial play surfaces, standard sports equipment, training centers, trainers and coaches, performance testing laboratories, safety devises, support of the experts from medical faculty, nutrition experts, physios, and sport management staff for supervision. In terms of development of such type of sport environment throughout the country, cost economics is a vital factor to be taken into accounts which otherwise can bring obstruction in the development. (See the image of Globe on last page) In order to bridge the gap there is scope for providing play facilities, including traditional sports and games to women, girls, and children as well as all those deprived of participation in sport.

Philosophical basis of Sports Policy

Every national government strives for planning and executing projects and programmes in the interest and welfare of its people. Community health and fitness of the people is one of the priority areas for which medical and health services are created and made available. Similarly, promotion of sport and involvement of large number of people in sport movement is the endeavor of the government for achieving community health and fitness. Because of increasing importance of competitive sports, due to the impact of Olympic Games, the government has to focus its attention towards this side. Hence, while chalking out the national policy two major considerations are at sight.

- Sports for all for health and fitness.
- Sports for higher performance at national and international level.

The first one is horizontal in its scope, whereas the second one is vertical in its development. The policy makers have to maintain balance between the two. Heavy sports infrastructures are created by spending millions of dollars at the outskirts of the city sacrificing agricultural land from the funds collected through taxation. Such sports structures are used by very selected few sports persons having potential of qualifying for national and international competitions. Common man (Tax payer) is deprived of using these facilities. There are no separate facilities for him.

We are fighting for the cause of providing sports for all - may be modern or traditional. Yoga is well taken up by the masses through government channel. We are voluntary workers for the promotion of traditional sports. Government at Centre and State should evolve separate policy of sports for the participation of common man including women, school children and even Divyāngās (Handicapped). This is applicable to the developing countries like India and neighboring nations.

Suggestive measures

As stated above, national policy should contain two streams: One for the provision of sports for all citizens; and the second one for those striving for their participation in national, international and Olympic Games. The policy already contains provision for elite athletes with budgetary provision. Common man is lost somewhere in this policy. Hence, there is need to propose type of provisions to be created and maintained for the use of ordinary citizens enabling them to resort to sports or physical activities for their health and fitness.

1. Walking track in parks and gardens of the cities.
2. Open gym (Outdoor) in every ward where one can exercise for his/ her fitness.
3. Maintain playgrounds in every ward on the open grounds (Plots) kept reserved under the Town Planning Act.
4. Provide maintenance grant to traditional Akharas, Vyayamshalas (Traditional gyms) that are functioning.
5. Introducing traditional and minor games including yoga in the primary school curriculum.
6. Opening and maintaining or encourage to run on voluntary basis 'Yoga Centers' at different places

in the cities and towns.

7. Opening of children parks and play areas for children on the vacant plots reserved under Town Planning Act.

8. Ask corporate bodies, industrial houses and municipal corporations to make available CSR and funds for creating and maintaining sports training facilities in the cities.

9. Registered sports clubs, organizations and institutions working voluntarily in sports should be entrusted with the responsibility of maintaining play facilities by signing MoU with Sports Department or municipal authority.

10. Periodical organization on District, State and National level Sports for All festival where mass demonstration of calisthenics, mass drills with varied formations and colorful uniforms with participation of thousands of citizens. If all these measures are taken in right direction by the government, common man will get opportunity to resort to exercise for his health and fitness and traditional sports will get boost.

Elite sports are meant for classes, where as traditional sports are for masses. HVPM (a century old accredited NGO –Adviser to UNESCO in ICH TSG) at Amravati India have kept open sports facilities to every person in society. Having done this about 4000 young and old men and women every day take benefit of these facilities for their health & fitness. Hope, by resorting to these above measures the city and society will be benefitted and it will certainly lead to strengthen the movement.

GP⑫

**Reasons of reluctances Kuwaiti people from some sports recreational activities:
Walking, jogging and running**

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Researchers conducted a field study on the reasons for reluctances of members of Kuwaiti Society (Kuwaitis) to engage in some movement recreational activities (sports) such as: walking, jogging and running during their free time. The survey descriptive method was used on a sample of 1000 individuals distributed among the six governorates in the state of Kuwait no = 200 for each governorate in equal proportions of males and females to get their opinions for the reason for their reluctance to engage in recreational sports activities. The researchers hypothesized that they are health and security reasons and administrative impact on this reluctance. The results of the questionnaire indicated that there are already factors that prevent them from participating in the condition of climate (such as high temperature in summer) and places where they can carry out these activities in addition to the weak health awareness, and unsafe security because of poor management of specialists from government bodies (The Public Authority of Sport) and civil accordingly . The recommendations of the researchers to pay attention to the state and authorities responsible for the planning of these obstacles in the future represented by General Authority for Sport (Sport for All Department), Municipal and the Ministry of Health and Ministry of Interior as well as the Private Sector.

GP^⑬

Comparison of femur density and content between elite child egyptian artistic gymnasts and swimmer

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Background: Physical activity plays an important role in stimulating site-specific bone mineral density (BMD) and bone mineral content (BMC). The skeletal response to sports training depends both on training-related factors, such as type of sport "impact or non-impact sports"; intensity, and duration of the training program. Physical activity during childhood is advocated as one strategy for enhancing peak bone mass as a means to reduce osteoporosis-related fractures. Gymnastics, swimming are popular activities attracting children even at very young ages in Egypt. The amount of skeletal loading, in these sports, varies greatly, swimming; a sport practiced in hypo gravity and it is non-weight-bearing, Gymnastics is weight-bearing exercise and involves repetitive impact loading of the skeleton. The extent, however, to which the bony stresses from these sports affect (BMD, (BMC) of the Femur in elite child gymnasts and swimmers to determine whether the differences in bony stress inherent to each of these sports are manifested in measures of bone health.

Methods: A total of 30 child athletes with ages ranging from 10.8 to 12.3 years were recruited: 10 gymnasts (Gym), 10 swimmers (SW), and 10 age-matched controls (CON). BMC(g), bone area (BA; cm²), and bone mineral density (BMD; g/cm²) of the Femur were assessed by dual-energy X-ray absorptiometry (DXA; Hologic QDR).

Results: BMD, BMC, and Area of Femur of Gymnastics was significantly greater than swimmers and control groups; swimmer was significantly greater than control groups.

Conclusion: Physical activity in childhood could be an important factor in bone mineral acquisition in the prepubertal child, but only if the sport can include bone strains during a long-term program: Gymnastics has such characteristics; such acquisition could provide protection against risks of osteoporosis in later life. Swimming as a highly active nonimpact sport may lead to increased bone mineral content for child swimmers. Furthermore, both weight-bearing and no weight-bearing exercise programs significantly improved the Bone Femur Density and content.