

Sports Development Prospects of Sports Event Volunteering: An Insight from Maharashtra Open

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Abstract

Background: Sports has been evolving since time unknown, in recent times the development had been taking place through grassroot development, infrastructure development, sports facility development, sports performance development, but one thing which everyone has missed out on was the development of the sport through volunteering. **Methods:** The main objective of this research paper was to study the development of sports through sports volunteering. The samples of volunteers from Maharashtra Open, an international tennis tournament hosted in India had been explored. **Conclusion:** The results from the research helped in understanding that there is way more potential in developing sports by increasing the interest of the game than producing changes within the sport.

Keywords: Mega-events, Sports Development, Volunteering

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1. Introduction:

Sports Industry is set to grow rapidly in the following years in India, it is been predicted that there will an increase of 20 % in the growth of the sports in the country ^[1]. Investors and government are more interested in investing in the sports industry as they see a potential development in the industry. In India, sports have been part of people's life and culture since the Vedic ages ^[2]. Even in the 21st century if we travel to different states within the country, we will be able to spot different sports been played in different regions. Sport in the current condition of development of our country can become one of the national ideas which are capable of uniting the society and scale up the authority of our country in international scenes. In the current scenario in India sports development happens through grassroots level sports development, infrastructure development, sports facility development, sports performance development but one thing which everyone is missing out on is the development of the sport through volunteering. This research paper involves the study on the potential of sports development through sports volunteering, where the samples of volunteers from Maharashtra Open an international tennis tournament hosted in India are explored. It is one of the major tennis events that happens in India. Volunteering such major events brings in an idea on how the sports events are been run all around the world and also helps the volunteers in creating an interest and understanding of the game. The study helps in understanding how volunteering an International event is a unique acquaintance with the best in the world and how volunteering such major sports events can increase the interest, participation and knowledge about the sport, which in turn helps in understanding the potential in developing sports by increasing the interest of the game than producing changes or developing infrastructure within the sport.

The following section reviews a few of the main themes of the literature analyzing the significant and insignificant social and economic impacts on investment of sports. A brief literature review has been done on how volunteering can help in potential sports development, followed by

descriptive and inferential analysis has been done to understand the effects of volunteering in such major events and the prospects of development of sports from volunteering such an event.

1.1. The Economic Impact of Sports Investment

Many of the research done on similar topic have accessed about how sports infrastructure and sports events impact the economy, none of them have been evaluated on how the investment affect the people and the sport. Research on US citizens on their understanding of social and economic benefits from mega-events such as the Super Bowl and the Winter Olympics find out that there are positive effects from such events to the society ^[3]. In another related research, it talks about how the World cup 2010 affected the people in South Africa by changing their mindset on football, either by the infrastructures that were built during the events ^[4]. Several reports also discuss about how sports can affect the people in increased confidence and pride by hosting the event in the precedence of the society ^[5]. Anyone could even suggest the economic implications of this. There are reports supporting that people who are happy works more efficiently in general. Graham ^[6] finds that elements such as pride and confidence do change the happiness of a person and also create a positive aspect in human beings which in turn helps in people's performance in the labor market. Governments and sports owners more often recruit consulting agencies and make them create an economic report ^[7]. Regardless of what level of events they are whether small scale or large scale it always showed that there is some positive effect on the society from these events. However, exploring the impact on the economy from sports investment cannot be clearly understood by discovering the impact made through the investment in sports infrastructures and stadiums. Things are much more complicated. The above discussions describes about how a major event bought changes in the mindset of the local people and how it changes the economy positively. As Moreno^[8] in his research explained that volunteering opportunities are connected to the development of the social system as it improves collective inspiration and action. It also portrays that there should be an investigation of the development of volunteers through sports events.

Downward and Ralston ^[9] tries to fill the gap between the development of interest, participation, and sports volunteering through sports volunteering at mega-events, also impacts on volunteers through the volunteering opportunity from a major event of sports, Manchester Commonwealth Games XV11. This literature also shows how investment in sports events helps in the development of sports and social policy, and how much economic intervention it does. A survey on 256 students of the university was conducted to define the main directions of the sport volunteering activity. It describes that according to students the volunteering opportunity gives them a chance to gain experience of public work, to gain more friends from the industry and, to self-realize what he or she wants to do in the future ^[10]. In this research paper, it does not talk about whether the student has created an interest in the game he/she has volunteered for. Volunteering sports events have brought in a huge amount of individual benefits in the skill sets and the connectedness of the individual with the sport and the industry ^[11].

An increased amount of events tends to increase the volunteering opportunity to the society which in turn develops the core competence in running of the event which in turn helps in sustainability ^[12,13]. Casual involvement, in any event, helps in enhancing the skills and which tents them to progress to further volunteering such events. Volunteering helps the students to cut off the distance between the hard to reach people from the industry and helps them to work along with each other and connect. Social benefits inherited from the events help in the student volunteers to enhance their resources and in developing sports as a whole ^[14] networks both internally and externally from these opportunities which in turn can be used.

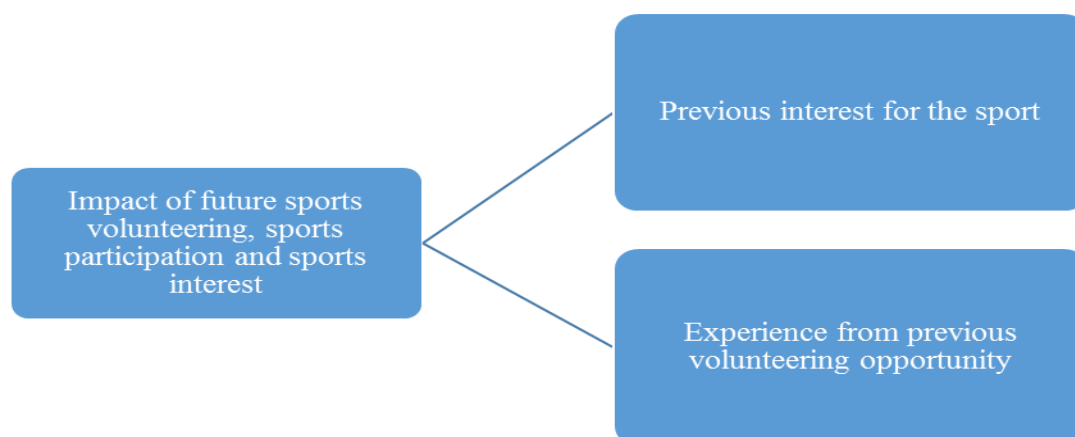


Figure 1: Factors of sports development through volunteering

After going through all the literature mentioned above, it can be understood that sports development through volunteering is dependent on the following factors as shown in the figure 1. Particularly, it has been found that volunteers satisfaction is one of the main influencers in future volunteering opportunities, interest ^[15], needs satisfaction related to intrinsic motivations ^[16], involvement ^[17], job training ^[18], job assignments ^[9] and job environment ^[19]. Major of the literature assess on investment in sports through infrastructure construction, hosting of a major event in sports and the economic impact from such event on the community, less had been said about the development of sports by increasing the interest, participation and knowledge that follow from the volunteering experience from an International event. This research aims to understand the sports development potential through sports volunteering and how the experience from volunteering such a major event affect the volunteer's further interests in sports events and participation.

2. Material & methods:

2.1. Selection of subjects:

As part of this research, the students from Symbiosis school of Sports science who have volunteered during 2019-20 for an International tennis tournament Maharashtra Open have been considered.

2.2. Selection of variable:

The change in interest towards the game post volunteering at Maharashtra Open and the experiences from the volunteering opportunity are considered as the variable in the analysis.

2.3. Data collection:

The research involved the use of a standardized questionnaire which was inspired from Downward and Ralston ^[9] research. The responses were taken using a Likert scale having 5 options (5 - completely agree to 1 - completely disagree). The statements in the questionnaire were meant to investigate the change in interest towards sports after the volunteering opportunity and how the volunteering experience affected the volunteer's interest in volunteering for further major events and whether there is a development of sports through this opportunity.

2.4. Statistical analysis:

Descriptive statistics was used to understand the change in interest towards sports and volunteering. A principal components analysis was used to extract factors to understand common,

regular aspects of the experience from volunteering at the event. Cronbach's Alpha, Eigenvalues and percentage of variance were also calculated..

3. Results and Discussion:

The descriptive values of the questionnaire answered by the volunteers after the volunteering experience are been represented graphically using a pie chart. The answers have been separated into percentages and is been valued as an unconditional statement from the volunteering experiences.

The result show that 40% of the volunteers strongly agree that there is an increase of interest in sports, especially a wider range of sports from the experience of volunteering opportunity. It also shows that the volunteers are interested in volunteering other major sports events due to the experience from the current event. Volunteer's intent to participate in wider sports. This shows that there is an increase in participation or volunteering in specific sports. From the figure 2, it can be seen that more percentage of people agree on their interest in participating in new sports and volunteering. In participation of new sports around 54% agree that they will be participating in new sports and 68% of the volunteers intend to do more volunteering activities in new sports. Results shows that around 79% of people interested in understanding, knowledge and participate in different wider category of sports.

From the responses received, the graphs were plotted according to how each category was influenced by the volunteering opportunity at Maharashtra Open. The pie charts help in understanding the changes post the event. The questionnaire provided to the volunteers contained a variety of question which helped in understanding the changes post the event. The questions majorly helped in understanding the changes in interest to the sport, changes in sports participating, changes in interest to participate in future volunteering opportunities and non-sports volunteering opportunities.

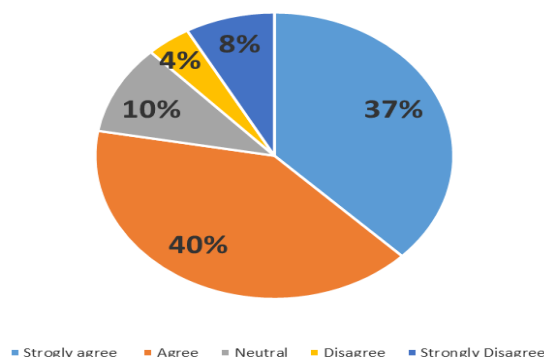


Figure 2: Interest changes post volunteering

The above figure (2) describes about the change in the interest of the volunteers in sports they volunteered for and other wider range of sports together. The values denote that there is a change in the interest of the volunteers for the same sports and a wider range of sports. Around 40% agreed that they are more interested in Tennis and a wider range of sports after the event.

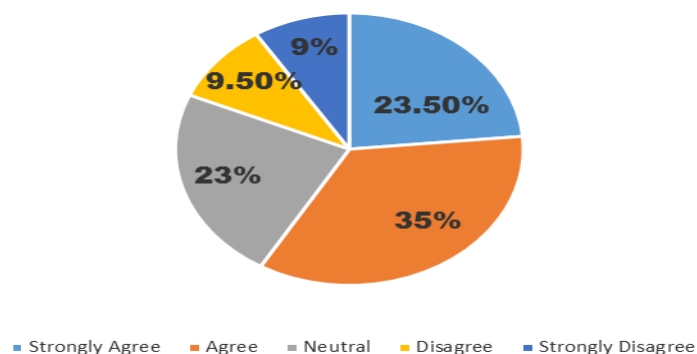


Figure 3: Participation interest post volunteering

Pie chart on participation denotes about the influence of volunteering opportunities on sports participation. Even though there are volunteers who have chosen neutral and disagree, the majority of volunteers agreed to it that the volunteering opportunity has made them get more involved in the sport they volunteered for and participate in a wider range of sports.

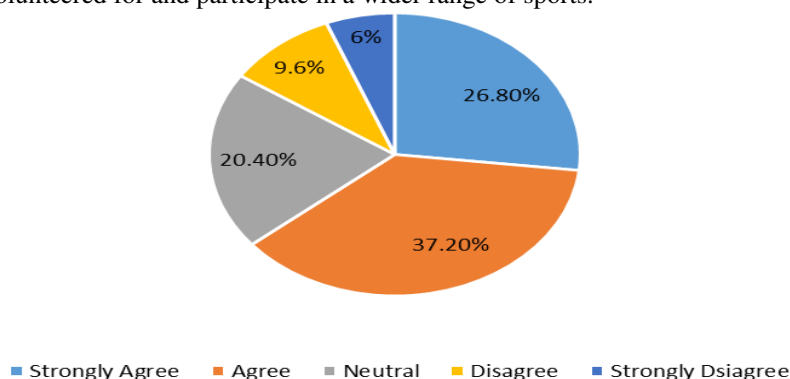


Figure 4: Sports volunteering interest post volunteering

Sports Volunteering chart explains the effect on volunteers from this event and how it affects further volunteering opportunities. Figure 4 shows that majority of volunteers agree on considering another sports volunteering opportunity from the experience of Maharashtra Open, it explains about the requirement of some attention to volunteering part of the events and how it increases the interest in volunteers to volunteer for further sports tournaments.

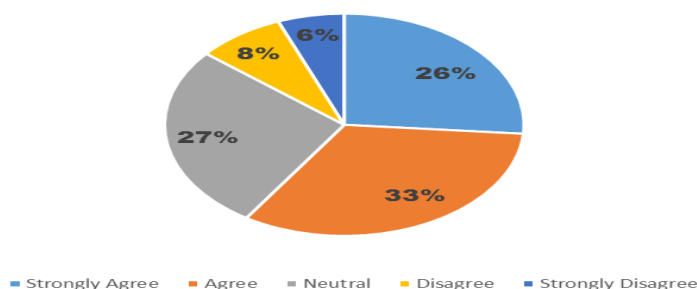


Figure 5: Non-Sports volunteering interest post volunteering

Figure 5 non-Sports volunteering describes about how the volunteering opportunity has increased the interest of volunteers for volunteering in more non-sports events. The figures 5, shows that there is an increase in the interest of volunteers to volunteer for more events even if its non-sports. The opportunity has given them an increased interest to look out for further volunteering

opportunities unconditional whether its sports-related or non-sports events. Several implications that can be withdrawn from this chart, first, it shows how investing on such major events helps in increasing the interest in the sports, the experience from such events help in changing the mindset of people who attend the event. The results also show how the volunteering experience plays a huge role in the sports participation and interest of the volunteer which in turn helps in the direct development of the game.

Table 1 explains the systematic aspects of experience from the volunteering, it contains data from factor analysis which was done to understand the experience from the volunteering in Maharashtra Open in a much more detailed manner.

The questionnaire was tested using exploratory factor analysis to understand the common systematic aspects of experience from the volunteering. This table describes that there is direct involvement of experience from the volunteering experience and the capital spent on other factors other than sports infrastructure.

To understand this problem in much more depth an exploratory factor analysis was done on the experience of the volunteers to understand the common and structured aspects of volunteering experience at Maharashtra Open. As indicated by the Bartlett test for sphericity the data matrix proved amenable to a factor analysis, which was significant at the .000 level. A factor loading of 0.4 has been considered significant in keeping with the research. The questionnaire results were then used to do a principal component analysis and the extracted resultant factors are specified by their eigenvalue and accounted for at least as much variance as the items measuring the experiences of volunteers as detailed in Table 1. Every item in the list can be also considered individual variables of its own. To reduce collinearity an orthogonal rotation was used, Factor analysis produced 3 factors having 56.81 percentage of variance in the data.

Table's first column represents the items used in computing the experience factor of the volunteers from the event. The next three subsequent columns represent the factors that are been extracted with their significant factor loadings. Cronbach's Alpha, Eigenvalues and percentage of variance were also calculated. The three factors measure dimensions of the opportunity to see celebrities and other famous people during the event, experience from the event's organization, and challenges, and personal development from the event.

Table 1: Factor analysis

<i>Experience\factor</i>	1	2	3
I did see a lot of famous people	.895		
I was happy with my assigned venue	.825		
I did see some of the celebrities and sports stars	.824		
I did get the chance to see some of the main events	.822		
Shifts were of the right length		.924	
Volunteers and paid staff were treated as equals		.798	
Volunteering this event improved my chances of employment		.794	
I got clear directions on what I am supposed to be		.682	
Coordination between volunteers and organizers was good		.650	
My team leader was well organized		.631	
I did something interesting every day			.849
I was part of a team			.758
It has provided new challenges			.640
I have increased my self-confidence			.574
I have enhanced my personal development			.569
Cronbach's Alpha	0.937	0.926	.926
Eigen values	11.931	2.627	1.502
Percentage of variance	56.814	12.51	7.150

Notes

Factor names:

1. Celebrities
2. Organizational
3. Personal development

From the above results, we can see that there is a clear influence on volunteers from the volunteering opportunity which creates further interest in sports and participation. The results suggest that there is a clear increase in interest in sports after the volunteering opportunity in volunteers and an interest in a wider range of sports. Haydon ^[20] tells, how important sports volunteering is and the benefits through citizenship development and social capital. Even though there is not much evidence supporting that there is been an increase in interest of volunteers in other non-sport events, the other results show that there is an increase in interest to volunteer other major sports events. Sports were used as a medium in the development of disadvantaged communities back in England ^[21]. As Moreno ^[7] says, volunteering opportunities are connected to the development of the social system as it improves collective inspiration and action. Improvement of volunteering opportunities can be something that can lead to the future of both sports and social development. The results from this research depicts that there is a development of sports happening through volunteering opportunities. The experience during the vents also plays a crucial role in a volunteer's mindset on volunteering further events. The experience from the organization on how they conducted the tournament, the level of clarity in communication between the volunteers and the authorities, the personal development factors from the volunteering experiences and meeting with celebrities and famous people all influence in development.

The policy implications of these following results are very clear, first, volunteering for a sports event increases the interest of volunteers in volunteering for another major event in sports. Secondly, personal development is the major outcome that a volunteer looks into while taking up a volunteering opportunity, whether it be a non-sports volunteering opportunity or sports volunteering opportunity.

Consequently, it suggests that the organizers have to concentrate more on encouraging and developing personal development of volunteers than anything else. As there is an increase in interest in volunteering ^[22], it's important to understand the requirements and factor need for the development of the volunteering community.

As mentioned in Table 2 these are the factors that enhanced the fulfillment and promoting further opportunities

1. I have enhanced my personal development
2. I have increased my self-confidence
3. It has provided new challenges
4. I did something interesting every day
5. I was part of a team

It is clear that how providing a proper link between volunteering and how it helps in building a better carrier from the experience of it needed to be communicated more. In a country like India where the volunteers are not been given importance and there is very less amount of capital been spent on the improvement of the experience of volunteers volunteering for different events, this study describes how significant a volunteering opportunity is in the development of the sport. It's high time for event policies and event organizing management to understand the importance of sports volunteering and how the experience from volunteering at a high-level sports event can raise a legacy of volunteering ^[23]. Even though India is the second largest in population the country doesn't come in the top 10 sports developing nations, this brings in an issue that authorities have to look deep into to understand how to develop a sports culture in the country. Sports development capitals are mostly spent on constructing stadiums and infrastructure, but the less prioritized

interest for sports is something that authorities have started looking into. Sports development happens when there is an increase in interest and participation in sports.

The above research tries to emphasize the potential of sports development through volunteering, the research describes that the experience from the volunteering opportunity does matter in development and there is need for the spending of capital on much wider domains within sports than just infrastructure. It is evident from the above research that there is an important issue regarding the spending of investments for sports development.

4. Conclusion:

Major of the literatures assess on investment in sports through infrastructure construction, hosting of a major event in sports and the economic impact from such event on the community less had been said about the development of sports by increasing the interest, participation and knowledge that follow from the volunteering experience from an International event like Maharashtra Open. This paper tries to fill that gap by analyzing the effects of volunteering in the development of sports. The study helps in understanding how volunteering an International event is a unique acquaintance with the best in the world and an opportunity to learn, understand how volunteering such major sports events can increase the interest, participation and knowledge about the sport, which in turn shows that there is way more potential in developing sports in the country by increasing the interest of the game than producing changes or developing infrastructure within the sport.

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