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COMPETITIONS IN NIGERIA**

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INDICES OF VOLUNTEERING ON MANAGEMENT OF SPORTS COMPETITIONS IN NIGERIA

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Abstract

The study investigated indices of volunteering on the management of sports competitions in Nigeria. The researcher adopted a descriptive survey research method. The population for the study includes sports administrators, coaches, sports fans, stakeholders, and athletes from the National Sports Commission (NSC) and Lagos State Sports Commission (LSSC). The sample for this study was two hundred (200) respondents selected using the simple random sampling technique. A researcher designed and validated questionnaire was the instrument used to collect relevant data. The reliability of the instrument was determined through a test-retest method. Data from the test-retest reliability was subjected to the Pearson Product Moment Correlation with a coefficient of 0.87. Descriptive statistics of Pie and Bar charts were used to analyze the demographic variables while Inferential statistics (Chi-Square (X^2)) was used to test all stated hypotheses at 0.05 level of significance. The findings of the study revealed that motivation, commitment, and partnership, as indices of volunteerism, had a significant influence on the management of sports competitions in Nigeria. Based on the findings, it is recommended that sports organizations and sports clubs should understand that the management and development of volunteers is a comprehensive process integrated into the overall strategy, fulfilling the process.

Introduction

Sport is gaining more popularity and drawing more of populace's attention. The number of sporting events is increasing and is attracting attention. These events include the Olympic Games, World Cup Soccer, Commonwealth Games and some other International Championships. There are increasing numbers of countries and cities that want to host these mega sports competitions. The reason for this others is that they offer the hosting region a large number of short-term and long-term economic benefits. Baade and Matheson (2004) noted that organizing a sporting event requires a large amount of infrastructure and safety investment. There are, however, several positive effects including economic effects that can carry ' mega sporting event ' to the hosting city.

Volunteering is common among all generations, from young to old. Volunteering has been considered an altruistic practice in literature and should encourage goodness and contribute to the enhancement of the human quality of life. Such behaviour has the potential to produce a sense of self-worth and appreciation. Individual financial gain is not involved (Doherty, 2005). Additionally, volunteering is renowned for skill development, socialization and fun. Volunteering can bring positive benefits for the volunteer and the person or community served. United Nations Volunteers (UNV) in Noordegraaf and Celebi (2015) defines volunteerism as a powerful means of engaging people in addressing the problems of growth and changing the speed and essence of development. Volunteerism benefits both communities and therefore individual volunteers by increasing citizens ' faith, cooperation and reciprocity and by creating opportunities for engagement in a purposeful way. The UNV acknowledges volunteerism in its diversity and the values that sustain it: free will, commitment, engagement and solidarity (Noordegraaf & Celebi, 2015).

The reliance on volunteers from mega-sporting events and smaller national, regional and local sporting events has been well recorded (Cuskelly, 2004). Regardless of the size (international to the local community) of events such as the Olympic, Paralympic and Commonwealth Games or local tournaments, these events make use of the volunteers' experience, skills and expertise to run competitions, liaise with visiting teams, support media and security organizations, manage hospitality and catering services, deal with spectators and provide services for athletes and sponsors before, during and after events.

The nature of volunteer participation in sporting events depends largely on the scale and complexity of the case. Sporting events may take place annually or more regularly, on a single day or over several days, in a single venue or multiple venues, concentrating on one sporting or recreational activity or involving a variety of activities (Australian Sports Commission (ASC), 2010) and conducted for participants of different age groups or ability. Sports events are events held where an organized sporting activity or competition is primarily the focus. These include finals or championship games of sporting competitions or leagues, multi-sport events such as the Olympic or Commonwealth Games or single sports championships at regional, state/provincial, national or international levels.

The economic contribution of volunteers to major sports events was the focus of a study by Solberg (2003) who explored the value of volunteer labour at the 2009 World Ice Hockey Championship. The event was over two weeks with 16 national teams playing 49 matches, in front of over 175,000 spectators. The event involved 800 volunteers who worked over 71,000 hours. Most of these volunteers took paid leave or spent their leisure time volunteering at the event so the event had little effect on the loss of goods and services in the formal economy because volunteers were not financially disadvantaged and were still investing in the local economy. Solberg (2003) also discovered that there was "a net increase in people's motivation to work with other events and other kinds of voluntary work" and that overall, volunteer involvement in the event did not adversely affect the supply of volunteers for other forms of sporting activity.

Provision of sports equipment, materials and construction of sports facilities can be a function of individuals or organizations offering volunteer services. Retired coaches and elite athletes with good educational credentials will work as volunteers as teachers at sports institutes. Sports professionals, especially academics, can develop sports in the spirit of sports volunteering by organizing conferences, seminars, workshops and symposia on sports issues and problems. Sports issues discussed by these professionals if implemented in no doubt will contribute to sports development. Solutions to problems facing sports proffered with the volunteer services of sports professionals. Health practitioners can volunteer and give free medical attention to sports participants who sustain injuries in their course of taking part in sports. Mass media can volunteer to give wide coverage of sports events as part of volunteer services (Elendu & Ogujiofor, 2012).

Sports issues discussed by these experts would contribute to the development of sport if applied. Solutions to sport issues provided by sports practitioners' volunteer services. Health practitioners will volunteer to provide free medical care to sports players who are sustaining injuries through their sports activity. It can be added that the inadequacy of sports personnel for effective sports administration and development with the services of volunteers. Some sports volunteers in Nigeria are unemployed youths who always expect financial rewards for services rendered before or at the top of the competition. Many sport volunteers face challenges during sports competitions such as poor recognition, lack of communication system, poor relationship and contact between sport volunteers and other sports participants, and poor knowledge and understanding of the geography of sporting venues and road networks. If sports administrators can improve on motivation, commitment, satisfaction, and partnership of volunteers, it could have a great impact on the rate and level of volunteering in the country

today. Some observe that motivation, commitment among others have helped to volunteer activities in the successful management of competitions around the world. It is however not clear if volunteering activities will have a positive, negative or no effect on sports management in Nigeria. It is, therefore, necessary to investigate indices of volunteering on the management of competitions in Nigeria.

The objective of the Study

The purpose of this study is to investigate the indices of volunteering for the management of competitions in Nigeria.

Research Hypotheses

The following research hypotheses guided this study:

1. Motivation, as an index of volunteering, will have no significant influence on the management of sports competitions.
2. Commitment, as an index of volunteering, will have no significant influence on the management of sports competitions.
3. Partnership, as an index of volunteering, will have no significant influence on the management of sports competitions.

Method

The descriptive survey research method was adopted for this study. The population for the study includes sports administrators, coaches, sports fans, stakeholders and athletes from the National Sports Commission (NSC) and Lagos State Sports Commission (LSSC). The sample size used for this study comprised two hundred (200) respondents which included administrators, coaches, sports fans, stakeholders and athletes from the National Sports Commission (NSC) (Lagos liaison office) at National Stadium, Surulere and Lagos State Sports Commission (LSSC) in Rose Park. One hundred (100) samples were selected from the National Sports Commission (NSC) and Lagos State Sports Commission (LSSC). A simple sampling technique was used to select the respondents for the study. A self-developed and validated questionnaire was used to elicit information for the study. The reliability of the research instrument was determined through a test-retest method. A pilot study was carried out using twenty (20) respondents in a selected sport organization in Lagos State. Data from the test-retest reliability was subjected to Pearson Product-moment correlation, and the derived coefficient was used to determine the reliability level of the research instrument. An 'r' value of 0.87 was derived, this showed that the research instrument was highly reliable hence it was adopted for data collection. The two hundred copies of the questionnaire administered were filled, returned and coded for analysis. The descriptive statistics of pie and bar charts were used to analyze the demographic variables while inferential statistics of Chi-Square (X^2) was used to test all stated hypotheses at a 0.05 level of significance.

Results

Demographic Data of Respondents

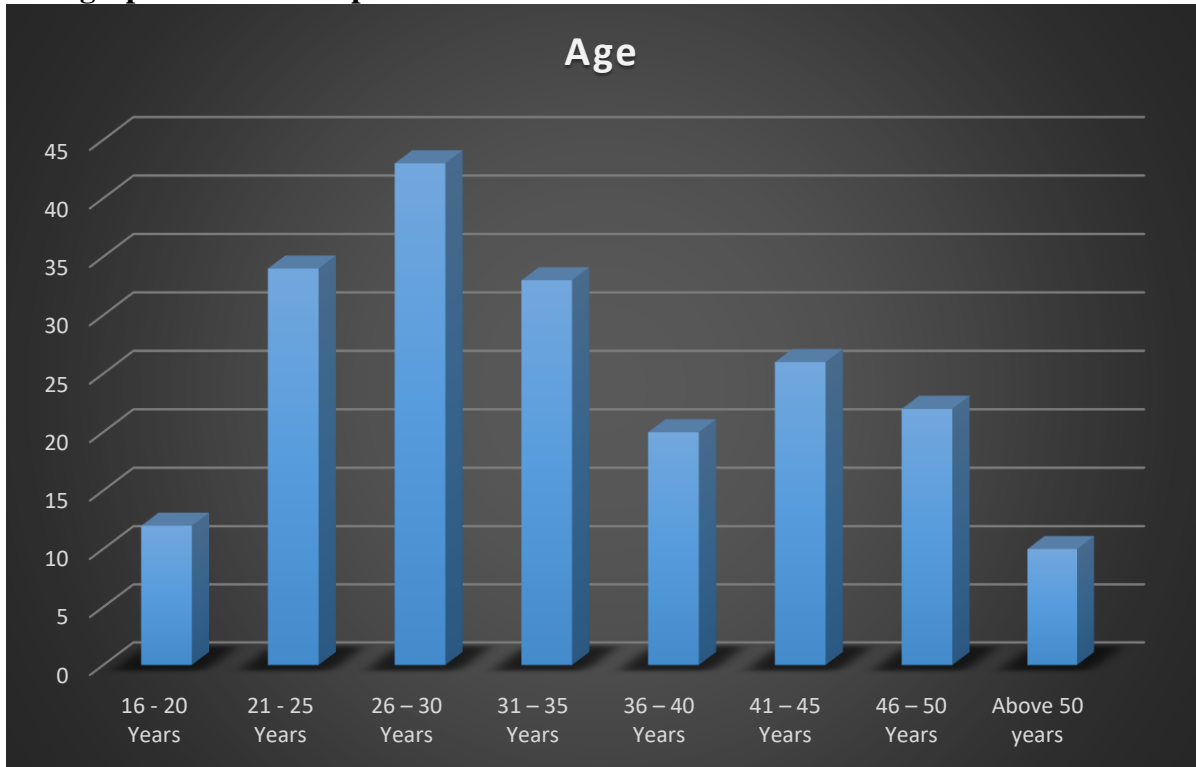


Figure 1: Distribution of Respondents by Age

Figure 1 indicated that 12 (6%) respondents are 16 - 20 years, 34(17%) respondents are 21 - 25 years, 43 (21.5%) of the respondents are 26 – 30 years old, 33 (16.5%) are 31 – 35 years old, 20 (10%) are 36 – 40 years old, 26 (13%) are 41 – 45 years old, 22 (11%) are 46 – 50 years old and 10 (5%) are above 50 years.

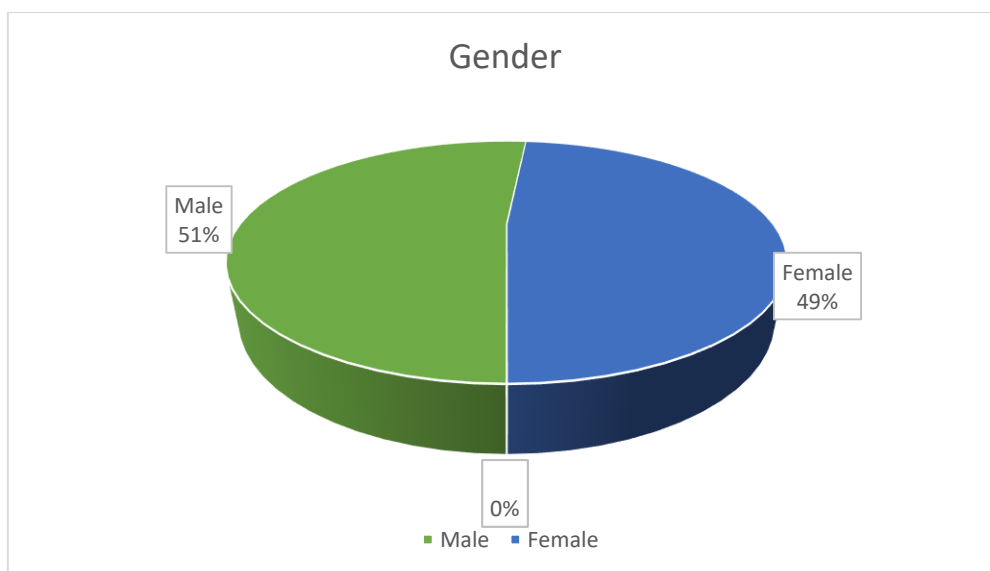


Figure 2: Distribution of Respondents by Gender

The figure indicated that 82 (41%) respondents are males and 118 (59%) are females.

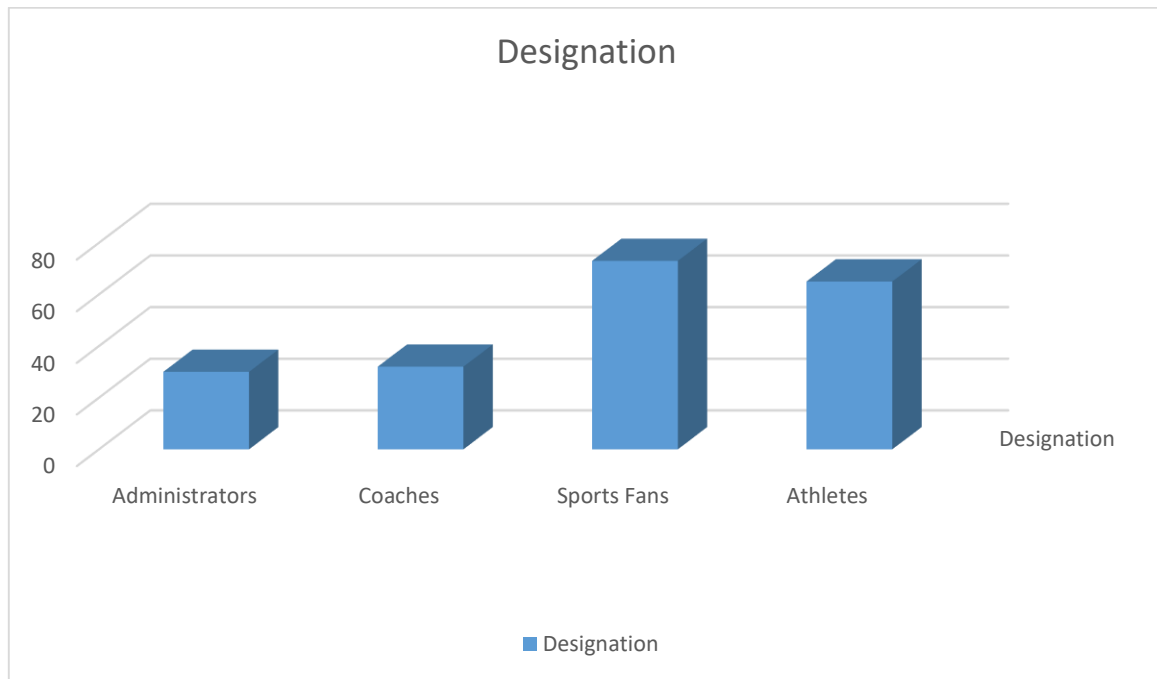


Figure 3: Designation of Respondents

The figure above showed that 15% (n = 30) of the respondents sampled are sports administrators, 16% (n = 32) are coaches, 36.5% (n = 73) are sports fans and 32.5% (n = 65) are athletes.

Hypotheses

Hypothesis 1: motivation, as an index of volunteerism, will have no significant influence on the management of sports competitions. To test this hypothesis, Chi-square statistical analysis was computed and the results are presented in the table below:

Table 1: Chi-Square Analysis on the Influence of Motivation, as an Index of Volunteering, on the Management of Sports Competitions

Variable	N	Mean	Df	L.S	X ² Cal	X ² Tab	Remark
Motivation	200	18.50	12	0.05	195.82	21.03	Significant

Table 1 shows that the calculated chi-square value of 195.82 was greater than the critical chi-square value of 21.03 at 0.05 significant level, hence the stated null hypothesis is rejected. This implies that motivation serves as an inner urge for volunteering had a significant influence on the management of sports competitions.

Hypothesis 2: commitment as an index of volunteerism will have no significant influence on the management of sports competitions. To test this hypothesis, Chi-square statistical analysis was computed and results are presented in the table below:

Table 2: Chi-Square Analysis on the Influence of Commitment, as an Index of Volunteering, on the Management of Sports Competitions

Variable	N	Mean	Df	L.S	X ² Cal	X ² Tab	Remark
Commitment	200	16.26	12	0.05	144.07	21.03	Significant

Table 2 shows that the calculated chi-square value of 144.07 was greater than the critical chi-square value of 21.03 at 0.05 significant level, hence the stated null hypothesis is rejected. This implies that commitment as an index of volunteerism had a significant influence on the management of sports competitions.

Hypothesis 3: partnership as an index of volunteerism will have no significant influence on the management of sports competitions. To test this hypothesis, Chi-square statistical analysis was computed and we show the results in the table below:

Table 3: Chi-Square Analysis on the Influence of Partnership, as an Index of Volunteering, on the Management of Sports Competitions

Variable	N	Mean	Df	L.S	X ² Cal	X ² Tab	Remark
Partnership	200	15.50	12	0.05	97.13	21.03	Significant

Table 3 showed that the calculated chi-square value of 97.13 was greater than the critical chi-square value of 21.03 at 0.05 significant level, hence the stated null hypothesis is rejected. This implies that partnership as an index of volunteerism had a significant influence on the management of sports competitions.

Discussion

The first finding of this study after the analysis showed that motivation as an index of volunteerism had a significant influence on the management of sports competitions. The result is in line with Clary and Snyder (2009) who postulated that functional theory suggests that volunteers will be fulfilled if their volunteer experience suits their motivations, leading to longer periods of volunteering. The study by Clary (2008) concluded that voluntary service organizations should volunteer experience to reduce volunteer turnover. A study by Kim, Chelladurai, and Trail (2007) of youth sports volunteers concluded that there is more work to be done on the relationship between volunteer motives and retention.

The second finding of this study after analysis revealed that commitment as an index of volunteerism had a significant influence on the management of sports competitions. The result is in line with Cuskelly (2004) who stated that volunteers who are well committed to the task at hand are successful in sports competitions. The unique setting of sporting events, in particular, their episodic nature and the increasing challenge posed by some major sporting events, has several implications for voluntary motivation, satisfaction, commitment, performance and retention (Cuskelly, Auld, Harrington & Coleman, 2004). Volunteering showed that there are many opportunities for volunteering activities within the context of sports events. There are investigations in particular to the relationships between volunteer motives, commitment, satisfaction with management practices and contextual influences on volunteer performance and retention in regards to sports management.

The third hypothesis of the study established that partnership as an index of volunteerism had a significant influence on the volunteering concept in the management of sports competitions. The result is supported by Harrington, Cuskelly, and Auld (2010) who stated that partnering

with volunteers is needed to actualise successful sports events around the world today. In a study of motorsport volunteers, Harrington, Cuskelly and Auld (2010) identified volunteers as taking part in “the collective provision of a mutually valued phenomenon, the internal sports competitions” where their volunteer involvement “makes possible the spectator sport and entertainment that corporate stakeholders invest in and control to profitable advantage”. Volunteers perceived that the rewards they received from their involvement assist them to sustain their career as an event volunteer, sometimes at great personal cost. Ironically, the study by Harrington et al. (2010) found that career volunteers resent the treatment and lack of appreciation by organizers, but they persist in their role based on their intrinsic motivation to be associated with the event. This incongruity is due to better voluntary management practices that focus on providing better recognition and organizational support to volunteers for sporting events. This example highlights the general lack of understanding of voluntary motivations by sport event organizers and the expectations of volunteers to sustain their engagement and enthusiasm for the length of an event or the subsequent planning of an annual event.

Conclusion

In line with the findings of this study, the following conclusions were drawn:

1. Motivation as an index of volunteerism had a significant influence on the management of sports competitions
2. Commitment as an index of volunteerism had a significant influence on the management of sports competitions
3. Partnership as an index of volunteerism had a significant influence on the management of sports competitions

Recommendations

Based on the findings of this study, the following recommendations were made:

1. The services rendered by volunteers should be reciprocated with tangible or intangible reward to serve as motivation for volunteers.
2. Sports organizations and sports clubs must invest time, effort and money into the development of the people that voluntarily contribute to the organization success in sports competitions.
3. As a precondition, before putting efforts into implementing a new volunteer development scheme, sports organization must clarify its organizational culture and seek to create a volunteer friendly organization.
4. Provisions should be made to sustain the commitment of volunteers in every sport organized event.

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