

**REPOSITIONING SPORTS FOR SUSTAINABLE DEVELOPMENT AND
ECONOMIC BENEFITS IN TERTIARY INSTITUTIONS IN OYO STATE,
NIGERIA**

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Abstract

Repositioning of sport for sustainable development and economic dimension benefits are important for the future direction of participating in sport in tertiary institutions in Oyo State specifically and Nigeria in general. Repositioning sport underscores the importance of embarking on sustainable development agenda toward economic dimension benefits. Literature on this is scanty, this study therefore is initiated to add to the existing literature in this study. Descriptive research of correlational type was used for the study. The population for this study comprised student-athletes who have represented their institutions in collegiate sports in Oyo State referred to herein as Oyo State Tertiary Institution Sports Association. The sample size utilized for this study was 209 athlete respondents who met the inclusion criteria. Multistage sampling techniques were used to select the samples. The majority of the athlete's ages were between 19 -21

years representing 50.24% while the males used were 67.46%. The result of the study showed that there was a significant contribution of repositioning sport for sustainable development and economic dimension benefits in tertiary institutions in Oyo State. Similarly, there was a significant contribution of private partnership participation in the funding of sport for sustainable development and economic dimension benefits in tertiary institutions in Oyo State. Consequently, recommendations were made for the adoption of sustainable development and economic dimension benefits through private partnership participation in sports administration.

Keywords: Repositioning, Sustainable development, Economic dimension, Tertiary institution

INTRODUCTION

Sport is endemic in human life and society. In helping humanity to develop adequately from childhood to old age participation in physical exercises and sport are important. A society that fails to participate in sports will end up developing unfit children and weak adults. Sport participation has evolved from mere involvement in match viewing and reporting. Sports need to be organised to become more rewarding economically, democratically, less autocratic, and less bureaucratic but must have a good clear-cut direction with sustainable participation and, economic dimension benefits in view of evolving modern nationhood. (Lindsey & Champman, 2017: Olanipekun & Akindutire, 2017).

Ayeni (2010) opined that sustainable culture must be rooted in selfless services that care passionately about human welfare for today, tomorrow, and for generations to come. Sapkota and Neupane (2021) affirmed that sustainable participation in sports help to stimulate passion in human beings and aid sustainable development. Sustainable participation in sport dovetails into sustainable development in sport and the eventual sustainable economic dimension benefits society as a whole and tertiary institutions in particular. Sport like other human ventures must be the product of proper planning which, must include funding for economic upliftment dimensions. <https://link.springer.com> (2020) viewed sport as having a relationship with economic dimension benefits, economic empowerment of participants, institutions, and immediate and global communities. In nurturing and transforming athletes into world-class status, proper welfare, and post-active well-being must be available. The above requires huge investment and sponsorship drive from the private and public sectors for positive catalysts for sustainable sports

development. This is because the sport has positive impacts on socio-economic development and peace building.

National Sports Policy of Nigeria (NSPN) (2009) Section 42 clearly states the need to finance and sponsor sport at all levels, due to high overhead costs associated with financing sports programmes; camping, training, and competitions. Consequently, greater financial support for sporting activities is necessary for the proper repositioning of sports to enhance sustainability and good economic output and benefits. (<http://www.wespor/.org.uk>)

Other provisions for effective funding and sponsorship of sport were spelled-out in sub-sections of NSPN (2009), which dwell heavily on the processes of raising funds from private sectors, through collaborative relationships. This practice can enhance the economic value and viability of funding sports programmes for overall sustainable participation, economic development, and social and environmental dimensions. Consequent to the above, sports activities must be viable to continue to have economic benefits to all stakeholders. Hence, rather than pursuing profit, the sustainability agenda argued in favour of the benefits of driving the economic value of sports activities and the communities that support them. British Urban Regeneration Alliance (BURA) (2018) indicated that private sector funding in areas of transportation, land remediation costs, innovative funding agreements of sports facilities, athletes' welfare, like scholarships, allowances, insurance, and other new development corridors must be supported.

This study, therefore, draws support for a paradigm shift from the traditional patterns of funding sports for better economic benefits for a composite repositioning of sports in tertiary institutions in Oyo in particular and Nigeria in general. The new trend of economic dimension is in tandem with global practices, where sport funding between government sources, and public-private-partnership funding as spelled out in Section 4.2 sub-section (e) of the (NSPN of 2009) and (<https://www.investopedia> 2021).

It is the opinion of the authors that if sports activities would enjoy holistic sustainable development and economic development dimensions, all repositioning agenda significant stakeholders must rise to give needed support for sport across cultures. This is the way to go in the 21st-century society and expected world-class performance.

Statement of the Problem

Repositioning sport participation, sustainable participation development, and economic dimension benefits in tertiary institutions are handsomely good. The economic benefits of participating in sports are equally broad-based in scope. Good funding of sports aids athletes and officials to adopt better strategies to enhance the repositioning of sport participation for economic benefits.

Despite the perceived benefits inherent in repositioning sports through sustainable development and economic dimension, various sports administrators have failed to utilize the economic benefits of sport participation for sustainable development. This study, therefore, aimed at closing the gaps between old patterns and traditional strategies of funding sports for better and modern output through economic dynamics and sustainable innovations for improved collegiate sports. This is with the view to reducing poor funding and poor institutionalization of qualitative repositioning of sport for sustainable development and economic dimensions benefits for all significant stakeholders.

Research Questions

The following research questions were answered study.

1. Does tertiary institution sport require repositioning for sustainable development and economic dimension of tertiary institution sports in Oyo State?
2. Will private partnership participation in the funding of sport enhance sustainable economic dimension benefits in tertiary institutions in Oyo State?

Hypotheses

1. There will be no significant relative contribution of repositioning sport for sustainable development in tertiary institutions in Oyo State.
2. There will be no significant contributions of private partnership participation in the funding of sport for economic dimension benefits in tertiary institutions in Oyo State.

Methodology

Research Design

The research design utilized was descriptive research of correctional type. The design was apt and relevant. It is adjudged good in collecting original data with the aim of analyzing and interpreting data and in randomizing of samples.

Population

The population for this study consisted of student-athletes who have represented their institutions in collegiate sports in Oyo State. Referred herein as Oyo State Tertiary Institutions Sports Association (OYSTIGA).

Samples and Sampling Techniques

The sample size used for the study was 209 athlete respondents. They were athletes adjudged to have met the inclusion criteria. Such as having registered for their institutions

and the games held at the Oke-Ogun Polytechnic, Saki. Multi-stage sampling techniques were used to select the samples.

- Stage 1: Purposive technique was used to select public tertiary institutions.
 Stage 2: Fishbowl technique was to select eight tertiary institutions such as two Colleges of Education, two Polytechnics, two Federal Colleges of Vocational based Institutions
 Stage 3: Purposive sampling was used to select two government-owned universities.
 Stage 4: Proportionate sample of 60% was used to select the athletes from each institution.

Table 1: Proportionate Sample Size to Select Sixty Percent of Respondents in Each Institution.

S/No	Institution	Total Sample of Athletes	Sixty Percent
1	Emmanuel Alayande College of Education, Oyo	45	27
2.	Federal College of Education (Special) Oyo	53	32
3.	The Polytechnic, Ibadna	71	43
4.	The Oke-Ogun Polytechnic, Saki	47	28
5.	Ladoke Akintola University of Technology, Ogbomoso	63	38
6.	University of Ibadan, Ibadan	69	51
	Total	347	209

Source: Records of Registration and Accreditation of Athletes for the Games

Research Instrument: The instrument used to collect the data was a questionnaire which was designed by the authors. It was subjected to peer review by experts in instrument design. Only questionnaire items found useful were retained while those that failed expected standards were deleted. The demographic data of the instrument was analysed using percentages while the independent variables of the questionnaire were analysed with the use of inferential statistics of chi-square (χ^2)

Demographic Analysis**Table 2: Age of the Respondents**

Age (Years)	No	%
16-18	51	24.40
19-21	105	50.24
22 Above	53	25.36
Total	209	100.0

Table 2 above showed the ages of the athletes-respondents; the highest age bracket was between 19-21 years with 105 respondents representing, 50.24% followed by those in age 22 years above with 53 respondents, representing 25.36% and 51 respondents, representing 24.40% in the age bracket 16-18 years. Evidently, the majority of the respondents were between 19-21 years.

Table 3: Gender of the Respondents

Gender	No	%
Male	141	67.46
Female	66	32.54
Total	209	100.00

In Table 3 141 of the respondents are males representing 67.46% and 68 are females representing 32.54%. Thus, the majority of the respondents are male athletes.

Table 4: Will Repositioning of Sports Help to Enhance Sustainable Development Participation in Sport of Tertiary Institutions in Oyo State?

S/No	Repositioning of Sport Variable	Responses						Total N %
		Yes		No		Don't Know		
		No	%	No	%	No	%	
1.	Is sport viable in your institution as currently practiced	87	(41.6)	118	(56.5)	4	(1.9)	209 (100)
2.	Is new funding strategies for sports in your institution promote sustainable development	163	(78.9)	44	(21.1)	2	(9.9)	209 (100)
3.	Sustainable sport development can take effect with present management and finding of sports in tertiary institutions in Oyo State.	78	(37.3)	128	(61.2)	3	(1.5)	209 (100)
4.	Would repositioning of sport enhance sustainable development and	174	(83.3)	33	(15.8)	2	(0.9)	209 (100)

	economic dimensions needed in tertiary institutions in Oyo State?							
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Table 4 above, revealed that 118 respondents representing 56.5% said no to the question on whether sport was viable in Oyo State tertiary institutions, 87 representing 41.6% answered Yes to that question while 4 respondents representing 1.9% answered do not know. From the table, it was evident that the majority of the respondents had negative thoughts on the questions pertaining to the repositioning of sports to enhance sustainable development participation in sports in tertiary institutions in Oyo State.

The table above showed that question 5 had 123 respondents representing 58.8% answered yes, 81 of them representing 39.8% answered no, and 5 representing 2.4% answered don't know. Evidently, the majority relative to that question answered Yes. Similarly, 111 respondents representing 53.1% responded not to that item 6 while 91 tested. Therefore, hypothesis 2 generated was significant with respect to private partnership participation in sport for economic dimensions benefits.

Table 5: Will Private Partnership Participation Help in the funding of Sport to Achieve Economic Dimension Benefits in tertiary Institutions in Oyo State?

S/No	Private partnership participation in Funding sport Economic Benefits	Responses						Total
		Yes		No		Don't Know		N
		No	%	No	%	No	%	%
5.	Is private partnership participation in sports a viable option for funding sports for sustainable sports development?	123	(58.8)	81	(39.8)	5	(2.4)	209 (100)
6.	Is government funding for sports adequate?	91	(43.5)	111	(53.1)	7	(3.4)	209 (100)
7.	Is private partnership participation a good innovation in sport drive towards sustainable development	169	(80.9)	40	(19.1)	0	(00)	209 (100)
8.	Is private partnership participation a good strategy to promote the economic dimension in institutional sport?	104	(49.8)	99	(47.4)	6	(2.8)	209 (100)
9.	Will private partnership participation have high demand expectations for student-athletes?	148	(70.8)	51	(24.4)	10	(4.8)	209 (100)

Table 5 above revealed that 123 respondents representing 58.8% said yes to question 5 on the need to ensure private partnerships in sports as a good option to fund sports. While 81 of the respondents said no and only 5 representing 2.45 answered don't know. Based on

the results, the majority of the respondents endorsed the use of PPP in funding sports for economic dimension benefits. Besides, item 6 showed that 111 of the respondents representing 76.4% answered No to whether government funding of sports is adequate. While 91 of them representing 12.7% said Yes and 7 (5.6%) answered don't know to question 6. Evidently, the majority of the respondents were of the opinion that government funding of sports remains grossly inadequate.

Furthermore, item 7 showed that 169 respondents representing 80.9% responded Yes, 40 respondents representing 19.1% responded No, and non responded to the option of don't know. Thus the majority of the respondents were in the affirmative.

Relative to item 8, 148 respondents representing 70.8% answered yes, 51 respondents representing 24.4% answered No and 10 of them representing 4.8% answered don't know to the question. The results showed that the majority of the respondents were positive in relation to PPP as a veritable strategy to promote the economic dimension in funding tertiary institutions' sports.

Finally, item 9 showed that 104 respondents representing 49.8% responded Yes, 99 of them representing 47.4% answered No, and 6 of them representing, 2.8% responded Don't know to question 9. Therefore, from the results, the majority of the respondents were positive to the question on whether PPP will have higher demand expectations for athletes' participation in sports for economic dimension benefits.

Ho1: There will be no significant relative contributions of repositioning sport for sustainable development in tertiary institutions in Oyo State.

Table 6: Chi-square (χ^2) Analysis of Repositioning of Sport for Sustainable Development in Tertiary Institutions in Oyo State.

S/No	Repositioning of Sport Variable	Responses					
		Yes		No		Don't Know	
		Fo	Fe	Fo	Fe	Fo	Fe
1.	Is sport viable in your institution as currently practiced	87	(123.2)	118	(80.75)	4	(2.75)
2.	Is new funding strategies for sports in your institution promote sustainable development	163	(123.2)	44	(80.75)	2	(2.75)
3.	Sustainable sport development can take effect with present management and finding of sports in tertiary institutions in Oyo State.	78	(123.2)	128	(80.75)	3	(2.75)
4.	Would repositioning of sport enhance sustainable development and economic dimensions needed in tertiary institutions in Oyo State?	174	(123.2)	33	(80.75)	2	(2.75)

	Total	502	(502)	323	(323)	11	(2.75)
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0.05, Df = 6, $\chi^2 = 85.91$, T.V = 12.59, Sig.

Table 6 indicated that the calculated (χ^2) for the repositioning of sport for sustainable development and economic dimension in tertiary institutions in Oyo State at alpha 0.05 level of significance with df= 6, (χ^2)=85.91 with table value (tv) was significant. Hence, the hypothesis 1 generated was significant and it is rejected.

Ho2: There will be no significant contribution of Private Partnership Participation in the Funding of Sport for Economic Dimension Benefits in Tertiary Institutions in Oyo State

Table 7: Chi-square (χ^2) Analysis of Repositioning of Support for sustainable development in Tertiary Institutions in Oyo State

S/No	Private partnership participation in sport Development	Responses					
		Yes		No		Don't Know	
		Fo	Fe	Fo	Fe	Fo	Fe
5.	Is private partnership participation in sports a viable option for sustainable sports development?	123	(127)	81	(76.4)	5	(5.6)
6.	Is government funding of sport adequate if not politicise?	91	(127)	44	(76.4)	7	(5.6)
7.	Is private partnership participation a good innovation in sport drive towards sustainable development	169	(127)	128	(76.4)	0	(5.6)
8.	Is private partnership participation a good strategy to promote the economic dimension in institutional sport?	148	(127)	33	(76.4)	10	(5.6)
9.	Will private partnership participation have high demand expectations for student-athletes?	104	(127)	99	(76.4)	6	(5.6)
	Total	635	(635)	382	(382)	28	(28)

$\alpha = 0.05$, df = 8, $\chi^2 = 61.74$, tv = 15.51

The calculated χ^2 for the private partnership participation was helpful in the finding of sport to enhance sustainable development and economic value chain dimensions in tertiary institutions in Oyo State set at 0.05 level of significance, df=8, $\chi^2 = 61.74$ and table value of 15.51 showed the significant relationship existed with respect to the variables of

them responded Yes and only 7 respondents representing 3.4% answered don't know to that question. Thus, the majority of the respondents to that question item were negative.

Discussions

The study showed that the majority of respondents were positively disposed towards the need to reposition sport for sustainable development and economic dimension in tertiary institutions in Oyo State. Sport as a phenomenon is global in stature and would need the sustainable economic drive to sustain it for the present and the future in line with global practices. Sport equally has a wide range of value chains to empower social institutions across human culture. Thus, much attention needs to be placed on educational institutions in general and tertiary institutions more specifically. (Lindsay and Chapman, 2017) This position is in tandem with practices across the world, especially in this the United States of America, Germany, France, Russia etc where they have the hub of their national athletes from tertiary institutions. These countries groom their athletes for global sporting events like Commonwealth Games, Olympic Games, and other regional sports. The above is also congruent with the objectives of NSPN (2009) of ensuring the promotion of institutional sport through the development of competitions at all three tiers of government. (Sapkota and Neupane, 2017) The objective also spelled out the need to include sport as an integral part of the curriculum of educational institutions at all levels (Nursery, Primary, secondary, and tertiary). Aibueku (2013) expressly stated the need to re-position sports through a new orientation for the sustainable development of sports in Nigeria.

Ayeni, (2010 and Olanipkeun and Akindutire (2017) highlighted the objectives of the Sustainable Sports Development Programme (SSDP) to include, a robust development plan and programme for athletes and officials backed by enhanced funding, especially from the private sector. British Urban and Regeneration Alliance (2018), stated the need for private sector-funded improvements of stadia-sited community sport. The NSPN (2009) and Shehu (2021) stated the benefits of ensuring adequate and proper funding of sports at all levels. Obviously, the new dispensation is shifting towards an economic dimension powered by private partnership participation initiatives. The objective also recognised encouraging private sector investment in all sectors of sport for economic dimensions of various shapes. Sequel to the above, Akarah (2014) said the input given to sport is a justifiable investment that can bring back sufficient benefits to the practitioners, and community and value addition in areas of job creation and wealth for the coming generation.

Conclusion

The study made the following conclusions:

Sports participation is entertaining and rewarding economically and can add to numerous value chain benefits to the present and coming generation. Equally, the value chain of the economic dimension of sport must be taken seriously and diligently to sustain sport development and economic dimension development for the participants, officials, society, and so on.

This eventually encourages mass participation in sports with the view to using sports for societal and human benefits.

Recommendations

The following recommendations were made:

1. Repositioning sport is long overdue and should be pursued with all due diligence through an effective and strategic management mechanism backed by a good policy structure.
2. Private partnership participation initiatives should be pursued legitimately and entrenched in the rules governing sport for sustainable development and economic dimensions benefits.
3. Sports promotion should be embedded in society as a means of generating employment and wealth creation for participants for the eventual sustainable development of sports in tertiary institutions in Oyo State.

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