

Abstract for 2015 BUDAPEST TAFISA WOLRD CONGRESS

Parallel session, speaker

Optional themes: "Beyond the Bright Lights" or "Quality Comes First"

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Evidence based strategic thinking: Targeting the non-participants through acknowledging and understanding the new individual and societal trends of tastes and needs

Being deeply involved in daily and even long term strategic matters of sport and physical activities, sport organisations may become closed into their sectoral issues and not fully realise the influencing power of their external macro environment on their efforts. Professional discourses of sport organisations frequently addressing the need for a supporting political environment in which sport organisations can realise their activities in a more efficient way through policy, legislation and funding. However, organisations may not give enough attention to study and analyse the happenings on the micro levels of society, namely in the lives of individuals. Thus, overtime changes and transitions in the everyday lives of target groups for sport and physical activities are often overlooked. Also, the accumulation of those individual happenings and changes into societal transition trends, and their realisation on local, national and European level is not fully utilised.

As transition characteristics of target groups gain enhanced level of importance in case of youth populations by their formulating life views, choices, and practices that define future societal directions, the aim of this presentation is to provide evidence that youth in contemporary society going through a fundamental change and their relation to sport and physical activities that is strongly influenced by those changes in their general lives. Also, those outside of the reach of sport and physical activities will be analysed in the presentation pointing out their socio-demographic and social characteristics including their use of time and overall leisure practices; furthermore the connection between sport participation and the taste for sport consumption such as attending or watching televised sporting events is presented. Empirical evidences are drawn in this presentation from four sets of national survey data on youth gained from Youth2000-2012 research of Hungary (Fábri, 2002; Laki, 2006; Perényi, 2010ab, 2011, 2013abc; Perény and Bodnár, 2015), and from an analysis of Hungarian running trends over a five year period of 2008-2012 (Perényi, 2015).

Results show rapid changes toward post modernity and individualisation, which often times are not in line with offers coming from sport organisations. Youth, however, finds its way to sport and physical activities along those new dimensions mentioned and using tools and activities that match their changing taste for choice, mainly through the channels of informal non organised sports. It should be emphasised that the constant, and impulsive change happening with a never experienced speed need to be acknowledged and understood by sport organisations for not to miss the boat to their own present and potential target groups. Thus, in order for keeping the existing and creating new communities to benefit from the positive impacts of participation in sport and physical activities sport organisations shall consider the needs and characteristics of target groups while constructing their sporting programs, organising their sporting events or making efforts for broadening membership networks.

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