

GENERATING EMPOWERMENT AND EMPLOYMENT FOR PHYSICAL AND HEALTH EDUCATION GRADUATES THROUGH SPORT ENTREPRENEURSHIP

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Abstract

At a time when our country is facing a lot of challenges in the 21st century and it is threatened by economic meltdown, sport could be used as an entrepreneurship (business) a means of empowerment and job creation among skillful athletes and physical educators. This paper examined sports as a big time business for poverty reduction, employment and sport development in a developing country like Nigeria. The writers see sports as an entrepreneur and employment avenue for athletes, managers and sports writers in Nigeria, creating socio-economic development for the country. This paper also identified the importance of sports, some values of sports as an instrument that enhances National Unity irrespective of ethnic and religious diversity. In the paper, suggestions were made that physical educators and people should be encouraged to participate in sporting activities in order to achieve the needed values. Finally, hosting of championships that attract revenue to the nation's economy is a basic and most desirable human activity that deserves co-operation and collective responsibility of individuals, corporate organizations and governments.

Key Words: Sport, Physical Education, Entrepreneurship, Commercialization and Privatization.

Introduction

Unemployment and underemployment constitute serious cog in the wheel of our development in Nigeria. The situation has got to such an alarming proportion that the country is now in search of a way out through sport entrepreneurship. Physical Education and sports are often used by some people to mean the same thing. Although the meaning of the two words differs slightly. There are some agreements on the assumption that Physical Education is the phase of education which deals with the development and adjustment of the individual through carefully planned and conducted programmes of physical activities and related experiences. Such programmes are usually aimed at specific and general outcomes.

It is on this premise that Ladani (1987) and Moni (1996) view sports as institutionalized competitive activities that involve vigorous physical exertion or relatively complex physical skills by individual whose participation is motivated by a combination of intrinsic satisfaction associated with the activity itself and external

gain through participation. It is also a wide variety of planned human physical activities, called games which may be recreational, competitive or therapeutic.

This is interestingly why if we seek to privatize and commercialize sport in Nigeria, the first thing we should think of is how to turn sports into viable private business ventures so that they can generate their own funds for their own operations, development, create jobs, growth, continuity and survival (Lawal 2014). So also, Kuba (2010) had earlier defined privatization as the management of industry, enterprises or any other business concern by private individuals, companies or other corporate bodies as opposed to public ownership or control.

Yusuf (2016) asserted that commercialization means to operate anything strictly on business manner for the objectives of making money out of it. To privatize and commercialize simply means allowing private sectors to run and organize sporting activities in strict business line with the purpose of making profits out of it. Ejeh and Ahula (2013) defined entrepreneurship as a process of starting one's own business. To some economists, the entrepreneur is one who is willing to bear the risk of a new venture if there is a significant chance for profit. Most economists today agree that entrepreneurship sports are necessary ingredients for stimulating economic growth and employment opportunities in all societies. In the developing world, successful sport clubs are the primary engines of job creation, income growth and poverty reduction.

Physical education, as we can establish, constitutes very serious business and no longer a mere pastime activity. Ugwu (2005) succinctly maintained that nowadays, physical education involves more than running and throwing objects or what on lookers or nonprofessionals usually call "jumpology". It involves all aspects of physical activities and the brain child of sports, games, and plays.

Physical education has developed into a means of solving many challenges facing a nation, including political, social and economic problems especially in a difficult time, when the economy of a country has depressed, characterized by less trade and industrial activities than usual and many more people are unemployed. Obasanjo (2003) in a good-will message to all stakeholders of sports at the 8th All Africa games stated that

a time when our continent is facing a lot of challenges in the new millennium and it is threatened by war, hunger and disease, sport continue to present us with a unique opportunity to foster coexistence good neighbourliness and understanding and friendship among our diverse people and culture for national development.

Mshellia (2000) asserted that, inspite of the poor economic situation and international isolation of Nigeria during military regime sport has been used as a tool to sustain the Nigeria populace from disintegration. With the annulment of the 1993 Presidential election compounded by the general political instability of the nation, the

military junta had to look beyond the gun to maintain peace and order on the Nigeria soil. The regime manipulated to its own advantage the hosting right of the 1995 world youths championship. The competition not only boosted the economy of this country through gate fees taking, transport of competitors, hotel bills, but also generated huge revenue from taxes from temporary cafeteria, kiosks among other things.

Sports as an Entrepreneurship in Nation economy:

Sports in any modern society is an institution of considerable importance, which reflects society's values, beliefs, system and needs as well as prescribed accepted behaviour pattern for attaining and fulfilling those values and needs. Mshellia (2000) maintained that, sport has influence on education, politics, economics, arts, defense, happiness and development of National and international diplomatic relations. Therefore, sports has grown in social and political dimensions that countries use it as a legitimate foreign policy tool to show case their diplomatic capacity. For instance, Nigeria boycotted the Edinburgh 1986 common wealth games because of a British rugby team that went on playing tour of apartheid South Africa. Nigeria used that to protest the apartheid policy perpetuated then against the blacks of South Africa who actually owned the Land of South Africa. Mshellia (2000) added that, sports are used as avenue for appreciation of the values in a country. Success in sports has some National impact such as prestige, status and respectability. A country whose athletes perform well in any international sport/games would be granted an extensive media coverage, through which such a country's doors are opened for investment. Nigeria experienced her prestige, status and respectability when her soccer team won the maiden edition of the under-17 world junior soccer championship held in China in 1995. It brought honour and respect to Nigeria in football. Other games like athletics have also fared well too.

Sports have earned a lot of people a career of their choice, such as the coaches, sports administrators, professional athletes, and they are paid handsomely. Kanu Nwankwo of Nigeria, is one of such people. Tunde, Ogangbenro and Oloyede (2004) observed that, some people produce sports materials, distribute and sell them to earn a living. The production of sports facilities, equipment, and supplies has contributed to industrial growth in a number of counties as well being avenue for employment. Sports are also used to promote several products in form of advertisement. This has helped to improve sales of such advertised products.

Onifade (2001) posited that there are many ways through which sports generate revenue for a country. For industrialized countries, the production of various sporting equipment and materials are sources of national earning. Raw materials like rubber are supplied by some of these developing countries for production of sports equipment. These industries also provide jobs for workers who in turn pay taxes. There are also duties on these sports products. The host country for big sport competition derives some revenue despite the huge expenses on provision of

facilities, equipment, supplies, accommodation, communication and others. Foreign exchange earnings from the various countries, shopping by athletes, officials and other foreign spectators and sale of souvenirs are equally sources of revenue.

Sports as an instrument for tourism and National Development:

Sport is a strategic site for tourism. Hence, Ajeigbe (2004) argued that sports has the potential to revitalize Nigerian economy. Through the multiplicity of social and economic activities at both local, national and international competitions, a lot of fans and supporters are usually attracted, thereby, becoming an avenue for tourism. For example, North African countries such as Morocco, Tunisia and Egypt and other countries including Kenya and South Africa built recreational activities around the coast that generate revenue from tourists.

Ajeigbe (2004) informed that, when sports competitions are organized, they usually generate considerable revenue, particularly from television coverage and radio broadcasting. Competition periods provide a good advertisement for the tourism industries of the area to sell their products and services to tourists.

Sports brings benefits to host countries who might not otherwise have attracted visitors and the predominantly benefits were in terms of local spending on food, drinks and also retail shopping. Cambridge Econometrics (2003) has estimated that sport related tourism in England in 2000 generated \$155.3 million in admission and participation, \$281 million in terms of additional tourism spending, including accommodation. Ajeigbe (2004) added that the hosting of 1990 world military Handball games tagged "CISM 1990" and the hosting of Nation's Cup competition, jointly hosted by Ghana and Nigeria, infrastructures were provided and there was improved revenues, extra funds were also injected in to the economy of Nigeria and additional jobs were created at various levels.

Importance of Sport to National Economic Development:

From this discourse, the importance of sports to national economic development cannot be too stressed. This is why Ajeigbe (2004:40) stated the following as the importance of sports to National Economic development:

Sports create employments for several people including the athletes themselves. According to the author, such employment include job for coaches, managers, Agents, medical professionals, Dieticians, Journalists and body guards.

Sporting activities also provide tremendous business opportunity in merchandizing and in the health care sector in global economies whole lots of manufacturing industries have emerged in producing sports materials, sports equipment, sports souvenirs, health products and services for sport men, women and fans; such industries are contributing immensely to socio economic development of the country.

Omoruan (1996) and Onifade (2001) agreed that, media organization earn lots of income from providing local, national or global satellite coverage for major tournaments such as Nigeria premier league, European champions league sponsorship from communication network, such as MTN, GLO, Celtel, Nigeria Breweries Plc, Commercial Banks like UBA Plc, Union Bank Plc, Oceanic Bank Plc, as well as generate money to sport federations.

Onifade (2001) stressed that the hosting of major international sporting events and festivals derive growth and infrastructural development for the host countries. Such development includes constructions of new stadia, hotels, roads, and games villages, provision of information technology, security, media and hospitality services.

African countries with particular reference to Nigeria have become major exporters of talented soccer stars to Europe and most of those players earn huge incomes. Many of these sport stars have brought significant amounts of money home to improve the economic situation of their families as well as contribute to the development of their communities and country at large. Kanu Nwankwo Heart Foundation is an eloquent testimony to this. Sports do promote and contribute to the development of societies and Nations; a physical fit person is not only mentally alert, but also more productive when it comes to the use of motor and psychomotor skills in the work environment. Ajeigbe (2004) and Peter (2003) stated that as a result of competition, there is evidence of a decline in youth crimes as they have been given a sense of self-esteem and local pride, hereby helping to stabilize the country's economy.

Conclusion:

In the Past, the general public sees sports as a drain point in the Nation's economy. This is not true as sport is the only sector that stands out among other sectors, this is evidenced in the area of revenue generation through sports tourism, hosting of championships, job creations for workers who in turn pay taxes.

There is import duties charged on both imported and exported sports products, the cost of transport for the competitors, officials, and fans, the hotel bills and the shopping by athletes, officials and foreign spectators, the sales of souvenirs and all taxes from temporary cafeterias, kiosks and others, are equally sources of revenue that is capable of revitalizing Nigeria economy.

Recommendations:

- (1) Government should not concentrate her efforts only on petroleum, agriculture, education and health as the only source of economy, but should endeavour to focus attention on sports among other things as a way of revitalizing her economy.
- (2) People should be educated to participate in sporting activities, in order to achieve its benefits.

- (3) Cooperate sponsorship of sport championship should be encouraged among individuals and non-governmental organization in order to maximized benefits inherent in sports.

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