

European Association for Sport Management



EASM

The 20th EASM conference **Sport between business and civil society**



ABSTRACT BOOK

The 20th Conference of the
European Association for Sport Management (EASM)
Aalborg • Denmark 18 - 21 September 2012

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The 20th EASM conference

Sport between business and civil society

Abstract book

18-21 September 2012,
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Welcome from the President of EASM

Dear Reader,

We are happy to present the latest edition of abstracts from the 20th EASM Annual Conference held in Aalborg this year from 18-21 September.

On behalf of the European Association for Sports Management I would like to thank everybody who contributed to the book: the authors and their institutions for their efforts in developing knowledge in our field, the Scientific Committee and its team of reviewers for all their support and, finally, the Local Organising Committee for their good job putting all together in time.

Some of the papers will be published, as full articles, in future issues of our official journal, the European Sports Management Quarterly (ESMQ), accepted by the Thomson Social Sciences Index. One of the papers submitted by a new researcher will be awarded the New Researcher's Award (NRA), sponsored by our publisher, Routledge Journals.

Since the first annual EASM Conference in Groningen in 1993, twenty years ago, we have produced a book of abstracts, available at easm.net, where you can find invaluable information for your research as well as the latest in sport management.

We are confident that the book will provide a useful reference for the study of sport management as well as assisting sport managers to maximise the value of their work.

We look forward to receiving your contributions to the next 21th EASM Conference entitled "Sport Management for Quality of Life" to be held in Istanbul next year, from 11 – 15 September.

Mikel Urdangarin
President of EASM
Vitoria-Gasteiz, Basque Country, Spain
August 2012

Welcome from the chairman of the Scientific Committee

On behalf of the EASM Scientific Committee I welcome you to take part in the 20th EASM conference in Aalborg, Denmark. EASM aims to develop opportunities for teachers, researchers, students, and organizers in the field of sport management to cooperate and enhance effectiveness, creativity, and reflexivity in managing sport. Over the last years EASM has increasingly developed its event "products" to accomplish these aims, and the 20th EASM conference clearly reflects our endeavor to rely on different means in building a viable sport management community. The conference comprises presentations given by keynote speakers, journal editors, new researchers competing for the New Researchers Award, researchers engaging in the special issue invited by our own journal, ESMQ, students from the master seminar, and not to forget you, as a researcher or practitioner presenting and commenting in the many theme sessions and workshops. The conference is the great come together of the sport management academic community in Europe this year.

Prior to the 20th EASM conference 274 abstracts were received for assessment for the workshops, NRA, theme sessions and posters. Although the number is slightly lower than in Madrid 2011 (which attracted a lot of Hispanic delegates from overseas) it is evidence that the EASM conference is keeping its leading position in the field. 84 reviewers, including the workshop conveners and NRA reviewers, have volunteered to assess the abstracts (see the listing of reviewers at page 8). This is more than ever before and the Scientific Committee is very grateful that so many of you have worked so hard to make the 20th EASM conference an inspiring event for all us. Thank you very much - and enjoy the experience of sharing and increasing knowledge in the friendly context prepared by the Aalborg organizing committee!

Dr. Hallgeir Gammelsæter
Chair of the Scientific Committee
20th EASM Conference

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New Researchers Award

Head: Holger Preuss

Panel members: Dimitra Papadimitriou (Convener), Holger Preuss, Hugo Relvas, Berit Skirstad, Tracy Taylor, Maarten van Bottenburg, Jörg Königstorfe, Veerle De Bosscher

Participation constraints in ski: measurement model validation

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Aim of abstract/paper - research question

Sport Participation (SP) is one of the most studied subjects among the available leisure and sport literature. SP has been studied from different perspectives. In this context, constraints represent a large proportion of the adopted approaches. Although these have been indiscriminately adopted, constraints approaches are particularly relevant in studies that focus on the general population or in non participants samples. This wide range of works opens the door to the identification of the main constraints and consequent suggestion of possible propositions to facilitate the overcoming of these barriers.

The Spanish and Portuguese ski industries are at their early stages of development, due to the fact that these two countries are considered as popular tourism destination for mass summer vacation or as well known golf destinations. However, developments in the technology of the artificial snow production associated with the growing number of skiers, allowed the development of ski resorts in these countries. These ski centers could be the vehicle for economic development and prosperity for mountain areas, therefore contributing to the reduction of tourism seasonality, to the development of vast mountain areas and to the creation of employment, halting or slowing the migration flows.

Despite the existence of several studies about leisure constraints, the studies about SP in ski, among non participants, are still scarce. Therefore, the main goal of the current study is to explore the constraints related to recreational ski participation, using the hierarchical model initially proposed by Crawford & Godbey, (1987). More specifically, as part of the ongoing investigation, at this stage to test the factorial structure of the measurement model proposed by Gilbert & Hudson (2000).

Theoretical background or literature review

Crawford, et al., (1991) proposed that leisure constraints are categorized into three hierarchically organized levels: intrapersonal, interpersonal, and structural. This is the most widely accepted theoretical framework for leisure constraints. However, works about ski participation do not fully support this model. Gilbert & Hudson (2000) and Andronikidis, Vassiliadis, Priporas, & Kamenidou (2007) suggest the existence of two factors or constraints categories (intrapersonal and structural constraints).

Methodology, research design and data analysis

The questionnaire, proposed by Gilbert & Hudson (2000), was translated into Portuguese and pre-tested. The 30 items questionnaire contained an explanation of the study's purpose, along with the statements on constraints, the instrument asked about skiing experience, likelihood of skiing in the future, and general demographics. An invitation to participate in the study was emailed to 1000 member of the local academia of a small city located in the north of Portugal. This community was chosen due to its closeness to seven ski resorts, at a range of 300 Km (6 in Spain and one in Portugal). Data was collected from September 2011 until June 2012 and, at the moment, 207 answers were received. In this sample, 53% are male, age ranges from 19 to 62 ($x=30,2$), 69% are single, and 18% reported previous ski/snowboard participation.. Collected data was analyzed through factor analysis using maximum likelihood estimation and varimax rotation.

Results, discussion and implications/conclusions

Goodness of fit results did not confirm none of the previously mentioned models [$\chi=1354(403df)$ $p=0,000$; $CFI=0,582$; $RMSA=0,103$]. Consequently, the relational structure of the variables was evaluated by an exploratory factor analysis (EFA). EFA validity was considered good [$KMO=0,821$] and revealed three factors. Two factors perfectly match the structure proposed by Crawford, et al. (1991) and Andronikidis, et al. (2007). These were labeled accordingly as "intrapersonal" and "structural". The third and new factor (that represented four items, all of them related to price) was labeled as "price".

Confirmatory factor analysis indicates that the Measurement Model (MM), in which all concepts are represented by four or more items, revealed itself as over-identified and displays acceptable goodness of fit values [$\chi=165(87df)$ $p=0,000$; $CFI=0,93$; $RMSA=0,063$].

Summing up, the analysis partially supports the works by Crawford, et al. (1991) and Andronikidis, et al. (2007), identifying intrapersonal and structural constraints. Our results differ from previous studies in the identification of the additional factor "price". From our point of view, this can result from several context specificities. The absence of the interpersonal constraints may result from a collectivistic local culture as in the case of Portugal and other Latin countries (Jesuino, 2002). Lastly, constraints related to price may possibly result from the fact that 60% of the sample is a student. Another possible contributor for the price dimension is the present European economical context which, in the case of Portugal, has caused the decrease of the average family total income. These conclusions demand additional theory tests in order to verify these results and sustain upcoming research questions.

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