

An Analysis and Identification of Candidates for Promising Sports Industries

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1. Introduction

The sports industry will be further stimulated due to increasing income and leisure activities, and is expected to develop into a huge business through convergence with existing industries such as the broadcasting/information communications, health/medicine, and entertainment/leisure. This paper aims to set up the procedure to extract promising sports industries at the national level in order to promote them in the long term, and adopts a policy-based approach to such efforts. In other words, this study presents an analysis of how to extract and prioritize promising sports industries among the many hundreds of sports goods, facilities and services related to countless athletic events.

A promising industry may generally be acknowledged as a highly profitable industry; technically, however, the word "promising" is used to mean emerging, so a promising industry refers to an industry with high possibility of future development. Thus, a promising industry is defined as an industry with high profitability and high R&D investment ratio as well as high growth rate.

2. Research Methods

To extract promising sports industries at the national level, a methodology that considers economic effects such as global competitiveness, technological characteristics, and the creation of jobs, as well as technical development projects, should be adopted. This is why, in the sports sector, international norms are applied to game rules, goods and facilities, markets are led by new convergence technologies, and sports industries should contribute to national economic growth. General methodologies designed to extract promising industries include an analysis of the future needs of society, techniques for predicting the future, a questionnaire-based survey, a literature study, and an extract survey. However, since the sports sector comprises diverse events and a wide range of industries, an in-depth method is considered suitable for the aims of this paper.

As one of the methodologies applied in exploring promising sports industries, in-depth analysis is a qualitative research method designed to conduct in-depth interviews to get small-scale respondents' individual viewpoints on special ideas, programs, and situations (Boyce & Neale, 2006). In-depth analysis is used in exploring new issues or obtaining detailed information on individuals' thoughts and behaviors as well as in exploring promising industries pursued by governments and government agencies (Rim et al., 2011).

3. Results and Discussions

In this study, global, prescriptive, social and business factors were considered in relation to sports industries, thereby predicting the industrial and technical aspects of the sports sector. And, based on cases of new industries and convergence trends, scenarios for future sports industries were established in order to identify 59 candidates for promising sports industries.

Technology policies designed to promote sports industries need to systemize the classification of sports and to define the classification and scope thereof since sports events or industries are correlated with each other and are closely related to policy means. In this study, sports industries were defined according to the official classification systems of facility business, goods business, and service business in terms of the relationships between public sector, private sector, and individuals and in terms of business characteristics and competitive environments.

In terms of the demand aspect, policies were classified by beneficiary into professional sports, participation sports, lifetime sports, and welfare sports; thus determining the policy goals and support types.

[Table 1] Classification of policies on sports beneficiaries

Category	Professionals, National representatives	Amateurs	Common people	Disabled people, Women	Policy goal	Support type
Professional sports	●				Breaking records, winning medals	Direct, indirect
Participation sports		●			Achievements, satisfaction	Indirect
Lifetime sports			●		Hobbies, health	Indirect
Welfare sports				●	Benefits, welfare	Direct, indirect

In this study, the extracted 59 sports industry as a promising candidate to evaluate in-depth survey of two parts of 2 months (January-February 2014) was performed. Part 1-A contained 21 lifetime sports and participation

sports(facilities and services business) with the criteria of health/hobby, achievement/satisfaction, and market/economy. Part 1-B evaluated 7 welfare sports with the criteria of welfare/benefits, hobby/health, and achievement/satisfaction. Part 2-C included 18 lifetime sports and participation sports(goods business) with the criteria of marketability and export/global competitiveness. And Part 2-D investigated 13 professional sports with the criteria of technological superiority, sports performance, and global market competitiveness.

The questionnaire was distributed to 236 expert people in the field of sports and we collected the 56(19.4%) of Part 1(A, B) and 52(18.1%) of Part 2(C, D). The frequency of collected questionnaires was as follows; universities 35.7%, research institutes 17.9%, companies 8.9%, no answer 37.5% in Part 1, universities 38.5%, research institutes 19.2%, companies 5.8%, no answer 36.5% in Part 2.

4. Conclusion

The results of in-depth survey are summarized as follows. The “health club operation” showed the highest effects among the 21 lifetime sports and participation sports of Part 1-A. The “female target sports(yoga, aerobics, sports dance)” was the most contribution among the 7 welfare sports of Part 1-B. The “state-of-the-art sports shoes” had the highest score among the 18 lifetime sports and participation sports of Part 2-C. The “biomechanics and physical information-based training system” showed the highest competitive among the 13 professional sports of Part 2-D.

[Table 2] The results of in-depth survey for the 59 candidate promising sports industries

Items	Rank	Candidate promising sports industries	Total Score	Evaluation Index and Score		
Part 1-A (21 sports areas)		Lifetime sports and Participation sports (Facilities and Services business)		health/hobby	achievement/satisfaction	market/economy
	1	Health club operation	11.41	4.16	3.79	3.46
	2	Table tennis, tennis, racquetball, badminton, etc.	11.25	4.02	3.84	3.39
	3	Building and operating of bike paths and facilities	11.13	4.11	3.64	3.38
	21	Windsurfing, hang-gliding, etc.	8.66	3.07	3.04	2.55
Part 1-B (7 sports areas)		Welfare sports		welfare/benefits	hobby/health	achievement/satisfaction
	1	Female target sports(yoga, aerobics, sports dance)	11.54	3.91	3.84	3.79
	2	Elderly and disabled targeted rehabilitation industry	11.50	4.00	3.77	3.73
	3	Elderly targeted sports(yoga, aerobics, sports dance)	11.38	3.96	3.80	3.79
	7	Manufacture of special disability sports facilities	10.00	3.61	3.20	3.20
Part 2-C (18 sports areas)		Lifetime sports and Participation sports (Goods business)		Marketability of Lifetime sports	Marketability of participation sports	Global export competitiveness
	1	State-of-the-art sports shoes	11.31	3.58	4.04	3.69
	2	State-of-the-art sports clothing	11.21	3.50	4.06	3.65
	3	General Sports Clothing	10.92	3.73	3.85	3.35
	18	Water sports equipment such as yacht and canoe	7.94	2.40	3.02	2.52
Part 2-D (13 sports areas)		Professional sports		Technological superiority	Sports performance	Global market competitiveness
	1	Biomechanics and physical information- based training system	12.21	4.12	4.27	3.83
	2	State-of-the-art sports clothing for professionals	12.08	3.92	4.19	3.96
	3	Statistical services of sports history analysis	11.75	3.98	4.17	3.60
	13	IT-based sports marketing services	10.23	3.35	3.33	3.56

Meanwhile, to fulfill policies for selected promising sports industries, technology and policy should be linked together. R&D authorities (research institutes, universities, and companies) are exploring promising sports industries according to their respective purposes and conducting R&D. Thus, at the state level, promising industries, technology, and policy should be linked together to present visions and strategies; policies should be devised to prevent duplicated investments and to enhance technological competitiveness.

5. References

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