

## A Study on the Development of Life Sports outdoor For Community Welfare\*

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### Abstract

Sport activities of the local residents are admitted as a positive and awarding welfare. This study reviews the current status of and the way to activate life sport program on the policy level that would bring a number of effects. By reviewing related-literature review, this study presents theoretical and practical foundation regarding on the necessity for the local social welfare, organization operation, facilities, participation, leadership, and program management. Finally, the authors suggest policies for life sport development on local level below. First, in order to the function of sport for all in social welfare system, it is needed to pursue institutional changes to secure diversity in the age group which participates in sports for all. Second, connectivity in public sports facilities should be fortified. The government should develop sports program in conjunction with public sports facilities built for the interest of community members. Third, club advisors should be educated with well organized-manual and reeducated to rebuild their capacity to develop the programs and manage them if necessary. In the similar view, the policy which can check the advisor's field experience and ability should be prepared. Fourth, for economic sustainability, a profit generating project developing a target marketing strategy is required.

**Keywords:** Sports Outdoor, Social Service, Welfare State, Life Sports

**JEL Classification Code:** D6, H51, H53

### 1. Introduction

If the meaning of welfare society refers to the society in which the people lead blessed life, most of the countries in Earth are pursuing 'welfare society' (Evensen, Wisløff, Lystad, Bull, Ueland, & Falkum, 2016). In Korea, after adapting 'construction of welfare society' as a catchphrase, the word 'welfare society' was in vogue. Recently, the word 'welfare society' is more frequently used. Therefore, most of the public are get used to the proposition of establishing a welfare society. Also, there is connection between welfare society and a sport for life (Lawson, 2005; Madden, 2015). Expressions like 'Sports in life for public welfare' or 'living sports for establishing a welfare society' prove this. A welfare country not just focuses on social security. It expands national and social service in every direction across education, health care, housing, environment, culture and physical education (Evensen et al., 2016; Grut & Kvam, 2013; Jacobs & Manzi, 2013; Lawson, 2005; Richmond, 2009). Hence, public welfare requires massive financial support (Björnberg, 2007). However, the capital is limited. Therefore, the problem of choice always ensues and there is a competition with priority among each part. Living sports increase quality of life. As these activities are concretized in our ordinary life, it is closely related with public welfare (Mahan, Seo, Jordan, & Funk, 2015; Stuij & Stokvis, 2015). Therefore, these cannot be excluded from the competition. Therefore, associations, groups and academia related with living sports should continuously highlight the importance of living sports. They should put an effort to conduct social and national consultation. The aim of this thesis is discussing the value of living sports as a social welfare program and activation of living sports for the

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welfare society.

In academic aspect, there has been lack of research, which covers living sports as a social welfare. By revealing relationships among them, it can provide theoretical ground about welfare policy and thus provoke activation of research in related academic field. Second, in the political aspect, it can be an useful source for managing sports center, which has been propelled as a part of public welfare program. Third, in the part of field adaptation, by recognizing sport activity as a part of the social welfare system, it can be used as a source to explain the fact that living sports can create lifelong welfare. Sports policy of Korea is centered on Elite players. Therefore, the public has lack of awareness towards the sports. Furthermore, gentrification of private sports center created incompatibility in sports environment. It hindered the development of living sports. Also, it created out-group of public sports. In addition, inefficiency and lack of suitable program development is a serious problem. Private sports organization is creating local sports club and various sport activities. However, sports are limited to certain groups so far. Fact-revealing of living sports can be analyzed in various sides. Conditions related with living sports can be organized with primary and secondary condition based on relationship. Environment, organization and humans have been recognized as crucial administrative factors. These variables are standard of analyzing contents of living sports in Korea, sports environment, activity structure and physical living sports. First, sports environment refers to outer condition which physical activity happens. As environment provides tremendous impact on the administration, the impact of sport environment on living sport administration will be huge. Therefore, local society should provide human, material resources towards living sports administration. Second, including on-going business, activity structure refers to organization, role, duty and right. Third, living sports man are sports advisor or the person who are in charge of leading living sports. In a broader sense, it contains every member in the society. This study reviewed variables, which are administration, organization, sports facilities, program, leader and participation. In program, the aspect is all different based on local autonomous entity. Therefore, the research is focused on Seoul, which can be the most suitable standard.

## **2. Methodology**

In this research, members' living sport activity is presented as the way of satisfying local welfare. Through living sports program, government can bring a lot of profit with small investment. The scope of this research is not limited to Elite sports or contest participation. The boundary of research is 'sports for all'. In this research, analyzing periodicals, statistics on various books, field overseas, and various data based on fact-revealing were reviewed. Research of programs was also carried out. Based on prior research and literature, the study contemplated current institutional aspect. The first phase of the study is composed of theoretical aspect which mainly addressed necessity of community welfare in theoretical and realistic base. In addition, the section discussed relationship between living sports and welfare, presenting reality of living sport in the community, specifically listing sports programs. The third section addresses situational and theoretical aspects of reality of living sport in the community, specifically listing sports programs. By adapting the results of usage analysis, the study generated future implications to enhance the function of sport for all within the social welfare structure.

## **3. Local social welfare**

### **3.1. Local social welfare**

Social welfare of each country developed based on certain country's cultural tradition. When observing western society, in last 20 years, the efforts of approaching social problems have been actively attempted. This effort is still expanding with local government or social welfare corporation. For Japan's case, as a consequence of comprehensive welfare system, they overcame the backwardness of material welfare and pursuit mental affluent (Kasza, 2006). They aimed for welfare country excluding 'country.' They avoided to find solutions for social problems. They just put burden on the public. As such, social welfare of developed countries, such as England, Sweden, U.S and Japan are developing in the same way after 1960. In these countries, the common features are that they are focusing local social welfare based on social service. Local social welfare contains various terms like

community organization, community planning, community work, social action and community care (Grut & Kvam, 2013). However, these words are common in local social welfare. In the level of local social, it improves or changes local social system and intrude to solve local social problems. Community organization promotes organizational solution towards social problem. Meaning, they along with, individual and the group. To sum up, it is a process which community finds objectives and desires. Then, develop will and conviction in order to achieve the goals. In order to achieve these goals, searching out inner, outer sources is required. In the community, expanding and promoting communitive and common behaviors are required.

### **3.2. Community welfare**

The definition of community welfare is that the effort of pivotal community institution to completely execute social functioning (Shin & Toohey, 2003). The effort of improving community welfare is not limited to certain field. It is extensively carrying out through private organization, volunteers, city planning, medical service, public administration, adult education, public health and social service (Lyson & Welsh, 2005; Shin & Toohey, 2003). Therefore, social welfare improving work is not composed of specialized activities. Components of community welfare are home welfare, assisting and improving environment for person subject to protection. Community welfare is a province wide welfare service. As a part of measure for community member's livelihood problem, community welfare is an activity of supplement hire, labor policy and social welfare policies.

The ultimate goal of community welfare is to combine society. However, sub purpose can be different, in terms of forms. Social integration can be achieved based on mutual aid and cooperation. Therefore, the relationships, adaptability among members should be intensified. There are five goals of community welfare. Promoting economic development, expediting agreement, aiding social volunteer, executing education so that exercising civil right is available and improving preexisting socio political system.

Community volunteer can be a one way to promote welfare of community members and social service (Tomazos & Butler, 2009). Therefore, community service contains extensive meanings. Community service affect existing system in the community and prevent the problems of the community. Community welfare has a broader meaning than individual welfare or house welfare. It has distinctive regionality compare with child welfare, Youth and senior welfare (Shin & Toohey, 2003; Tomazos & Butler, 2009). Problem of the individual can be the cause and result of the problem of the group and the community. If welfare of the individual and household isn't complete, the welfare of community also cannot be expected. Therefore, community welfare is not opposing with individual, household and group. When scrutinizing the background of generation about community social welfare, first, due to change of community and function of family, welfare function of community and families are weakened. Second, the desire of welfare is shifting towards economical aspect to uneconomical aspect. Third, breaking from facility-based welfare, domiciliary care is widely used. Fourth, continuously recognize the importance of community. Therefore, the ultimate goal of community welfare is to build ideal community.

## **4. Sport for all as key value of welfare society**

Freedom, democracy, solidarity and economic efficiency have been long recognized as values that welfare society should seek for (N. Furniss and T. Tilton, 1977). These values are specified below. First, freedom is a faith that every human being has an equal right. Democracy can be described as an equality of opportunity, as it is focused on the process of procuring greater portion through competition. Living sports is aiming for procuring equal participating opportunities. Not discriminated by age, gender, jobs and personal attribute. Especially, living sports should consider a countermeasure for female, senior, disabled people and people with low income.

In order to form health and lively global village, IOC is admitting the role of sport for all activity and encouraging living sports. Being equal in living sports can support resolving a conflict and narrow the hierarchical gap. Second, there are two types of freedom which are negative freedom and positive freedom (Blau, 2004). Negative freedom refers to liberty from compulsion of the others. Positive freedom means freedom to obtain one's own goal. Every human being has positive freedom related with social life such as freedom of development, freedom of physical activity and freedom of hobby (Lawson, 2005; Madden, 2015). People can experience freedom through living. Living sports provide opportunities of hobbies as it is a physical activity which can be enjoyed during free time. Mandatory participation is not required. Living sports has freedom as individual can select time, contents and methods based on taste, health, environment and strength. Third, in democratic society, the public has sovereignty. Democracy respects individual. Therefore, education suitable with this aspect should be carried out and individual who can lead democratic life in political, economic, social and ethical areas should

be raised. The goal of education is stated by the U.S federation of education. It composes tolerance, building habits of self-restraint, respecting others' personality, fostering cooperation, responsibility, law abiding spirit, loving justice, equality and love of humans. It is carried out by individual or special rules established in the community. Through observance of the rules, respect others, teamwork, solidarity and cooperation, individual obtain behavior form and rules of the social group. Individual can experience genuine democracy, and they can further be a citizen of democratic society. Four, conscience solitaire is based on cooperation, philanthropism and community, individuals can have a sense of responsibility. Humans cannot exhibit own's characteristic without society. Hence, in order to grow up, assistance from others is necessary. Therefore, social welfare country emphasizes conscience solitaire and community spirit.

In terms of team sport, living sports has a power of cohesion, as it makes people to have equality, intimacy and affinity. Therefore, living sports form harmony among society with filling psychological distance in the members (Seo, Moon, Kim, & Lee, 2017). Sports for all formulates cohesion and communality, pursuing social harmony through harmonious relationship. Thus, it solves isolation and conflicts and decreases social distance.

Safety means protection from various problems or hardships facing with the life. Ensuring life and safety from the birth to death. Human body is susceptible to harm and ill and humans are susceptible to various hazards. In these days, that hazard is expanding. Therefore, through public service, people can be compensated through disease, accident, poverty and unemployment (Schwarz, 2005). Sports for all promotes individual and social security by promoting health and strength of the individual (Mikulincer & Shaver, 2007). Well organized living sports activities prevent illness. Also, trained body help to overcome physical and psychological burdens and avoid numerous accidents. In social term, living sports prevent crimes and unhealthy social phenomenon such as juvenile crime.

Additionally, economic efficiency can be a means of brining economic and social welfare (Tisdell & Zvizzero, 2004). Without high quality production, obtaining material abundance and source for managing social programs are impossible. Therefore, welfare society values economic efficiency for promoting public welfare. This efficiency can be shown through cooperative social relationship, efficient production and satisfiable work. According to the foreign and domestic studies, activating living sports for in the workplace lessen accidents, defective percent and turnover rate. Thus, increase enthusiasm and decrease dissatisfaction towards workplace and society. Sports for all also increases productivity, cooperation and bring harmonious relationship in the company. Therefore, activation of living sports brings not only advancement of welfare among workers but also economic efficiency,

If the state of well-organized welfare is a factor of happiness, it achieved through efforts of country and society. Living sports improves sense of morality by constructing sense of kinship among members. As such, living sports satisfy physiological, psychological and social values and desires of the human. Thus, it has a close relationship with welfare society by providing happiness and joyfulness in the real life.

## **5. Relationship between social welfare service and sports for all**

### **5.1. Quality of life and sports activity.**

Human's hours of living can be divided into three parts. First, pivotal time for physiological activity, which includes sleeping, eating and doing personal affairs. Second is working time. Third component is leisure time excluding first and second parts. It is hard to achieve freedom in the first-time which humans are restrained physiologically. Then the question of how humans can fulfill own life in the working time, can be answered when thinking of why I shouldn't work. Thus, social duty works as the reason of working for married man as they need to educate children, improve families' way of life and prepare house. As such, for many people, they cannot promote humane life in the working hours. Then, what about leisure time? Labor decides quantity of life and leisure creates quality of life (Martel & Dupuis, 2006). In the perspective of modern society which is quality of life is not decided by objective and quantitative conditions, thus, the quality of life can be decided exerting creativity which can be a part of the leisure. In the modern society, sport is considered very important which can increase quality of the life (Mahan et al., 2015; Seo et al., 2017). Sport is based on intrinsic motive which makes people happy (Seo & Green, 2008). Sports activity itself makes people to feel freedom. Sports activity which comes into action through leisure time is considered to have close relationship in the life quality. Supporting sports activity of the people is a challenge for sports welfare policy.

### **5.2. Social welfare service and sports for all**

Table 1 epitomizes the relationship between social welfare service and sports for all, comparing program and target area.

**Table 1:** Social welfare service, target scope, and sport for all

Social welfare service		Tarsget scope	
Service components	Protection, change, precaution	Child, youth, female, elderly, disabled and recipient of livelihood program	Service for socialize and promoting development
	Recover the function of individual		Cure, aid and rehabilitation service
	Socialize, which society requires		Service for increasing quality of life, leisure, recreation, entertainment, hobby, sports and cultural arts
	Increment of quality in life		
<b>Sports for all</b>			
6. Boosting health and stamina 7. Relieve stress and refresh mindset. 8. Provide healthy hobbies 9. Increment about quality of life 10. Infants, children, youth, adults (including female), elderly, disabled people 11. Physical development 12. Fitness 13. Acquisition and development of techniques 14. Prevention and correction 15. Treatment and rehabilitation 16. Increasing the quality of life( leisure sport, recreation, entertainment and games.)			

Comparing the goal of social welfare service and sports for all, social welfare service protects people who need help, change people who require treatment and cure. Also, by preventing members of society from deviation, rehabilitate the function of individual, socialize them with values that society pursuits. There are two goals for social welfare service and sports for all. Social welfare service and sports for all both seek for positive socializing. They also carry educational function aiming for improving quality of life through healthy leisure activity. They have commons that having a wide range of people. Targets include recipients of livelihood program, infant youth, adults, elderly, and disabled. Characteristic of program is composed of goal and range of target group. Therefore, program naturally has most of the commons. However, social welfare service provides information and aid for target group. Also, in the sports for all program, there is differences that it is more active and dynamic in terms of physical activities. Social welfare service and sports for all have many similarities in aim, target and program. They both ultimately pursuit for improving quality of life.

## 6. Conclusions

As a part of social welfare, the current situation of living sports participation and activating method are discussed. By increasing the participation rate of the living sports, people can live healthier life with strong spirit. Therefore, it is crucial to understand and encourage voluntary participation in living sports. In the view of social welfare and sport for all, political implications are discussed below.

First, in order to the function of sport for all in social welfare system, it is needed to pursue institutional changes to secure diversity in the age group which participates in sports for all. Second, connectivity in public sports facilities should be fortified. The government should develop sports program in conjunction with public sports facilities built for the interest of community members. They should also develop an organization that can provide the best service to community members, which enables consignment operation through administrative cooperation. Third, in the view of human resource development, club advisors should be educated with well organized-manual and reeducated to rebuild their capacity to develop the programs and manage them if necessary. In the similar view, the policy which can check the advisor’s field experience and ability should be prepared. Fourth, for economic sustainability, a profit-generating project developing a target marketing strategy is required. By procuring consignment management rights from local autonomous entity, sports facilities can provide high

qualified service. These plans can be politically reflected, with stubborn organizational power supported by financial support. Through these plans, higher participation rate of living sports will be expected.

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