

ITM3406

SPORT AND RECREATION MANAGEMENT

CHATER2: LAW AND ETHICS IN SPORT AND
RECREATION MANAGEMENT

OBJECTIVES

- To recognize the principles of law and ethical practices
- To understand current trends in Sport and Recreation Management

LEGAL OBLIGATION IMPACTING THE SPORT AND RECREATION INDUSTRY

The following laws impact sport and recreation professional and organizations:

Company Law

Taxation Law

Contract Law

Insurance and superannuation

Consumer protecting and trade practices

Licensing

Industrial relations

Equal opportunity

Occupational health and safety

Privacy

POLICIES AND PROCEDURES

There are common policies and procedures in most sport and recreation workplaces including:

- Occupational health and safety
- Identification and management of risks
- Equipment and venue maintenance
- Emergency procedures
- Customer service procedures
- Reporting procedures
- Financial management procedures

Policies and procedures ensure work tasks and activities are completed according to standards, guidelines and legislation.

WHY DISCUSS ETHICS?

The temptation for sport club managers and clubs to act unethically or immorally has become greater for the following reasons:

- 1. overemphasis on success
- 2. pursuit of prestige and material rewards
- 3. self-interest

BASIC ETHICAL CONCEPTS IN SPORT AND RECREATION MANAGEMENT

Ethics

The objective basis on which judgments are rendered regarding right and wrong, good and bad, authentic and inauthentic behavior

Ethical issues

The questions, problems, situations, and actions that contain legitimate questions of right and wrong

EXAMPLE OF AN ETHICAL ISSUE

When a club manager recognizes that an oversight has occurred regarding the age eligibility of an athlete that will allow that athlete to compete in a younger age classification, should she bring the oversight to attention of the governing body, or let the athlete compete so that the club team has a competitive advantage?

ETHICAL CONCEPTS

1. Values

- A person ethics are based on values.
- A value is anything a person assesses to be worthwhile, interesting, desirable, or important.
- Values in the form of virtues or moral values (loyalty, integrity, honesty, compassion, courage, perseverance)

ETHICAL CONCEPTS

1. Values

- Values in the form of tangible outcomes:
 - Money
 - Material objects
- Values in the form of intangible outcomes:
 - Fame
 - Prestige
 - Reputation
- Values are derived from a variety of source such as family, friends, teachers, and religion.

ETHICAL CONCEPTS

2. Principles

- Principles are universal guides that tell what actions, intentions, or motives are prohibited.
- Principles enable values to be translated in action.
- Example, If the club manager values honesty, he will develop a principle that he will not falsify the paperwork regarding the age of participants.

ETHICAL CONCEPTS

3. Action

- An action is the ultimate statement of a person's values and principles.
- Example, a sport club manager can say he values honesty and develop a principle that he will not be dishonest in managing the club, but when asked to replace a player for one whose parents are influential in the club, what he does is the ultimate statement of his ethics.

ETHICAL CONCEPTS

4. Morality

- Morality is the debate over the rightness and wrongness of an action.
- A moral person does what is right.

ETHICAL CONCEPTS

4. Morality

- Example, a club's coach who recruits a player away from another club to improve his team and further his reputation as a successful coach.
- In his recruiting, the coach fabricates false information about the player's current club that sways the player's decision. This coach can justify his action based on self-interest, arguing that he needs to stay employed or continue with his coaching career.
- Some may view his action as morally wrong, others may make normative judgments about the coach because he has benefited at the expense of another.
- Moral development affects people's ethical decision.

MORAL DEVELOPMENT

Kohlberg's Levels and Stages of Moral Development

Preconventional Level

Stage 1: Obey rules to avoid punishment

Stage 2: Obey rules to gain a reward

Conventional level

Stage 3: Obey rules to avoid disappointing others

Stage 4: Obey rules to avoid guilt

Postconventional level

Stage 5: Obey rules to promote social welfare

Stage 6: Obey rules to abide by universal ethical principles

MORAL DEVELOPMENT

Preconventional level

- The coach does not use overage players for fear of being discredited.
- The coach does not use overage players because he wants to continue his career in the right way.

Preconventional level

- The coach does not use the overage player because he does not want to be viewed as a cheat by his family, close friend, and mentors.
- The coach does what is deemed right to avoid guilt as well as to feel that he is a member of society.

TELEOLOGICAL THEORIES

1. Egoism

- is the belief that all people act in self interest.
- An egoist club manager will develop a topflight club program not for the benefit of the participants but for his own benefit (e.g. monetary reward, enhanced reputation, personal glory).

2. Utilitarianism

- is the belief that the only moral duty is to promote the greatest good for the greatest number of people, such as to promote the greatest amount of happiness.
- A utilitarianism sport club manager will make decisions that will be of the most benefit to the greatest number of people within the club.

TELEOLOGICAL THEORIES

3. Situation ethics

- Situation ethics do not take into account overriding moral principles or rules.
- Sport club managers practicing situation ethics evaluate acts in light of the situational context.

ETHICAL THEORIES

II. Deontological theories

- Sport club managers who practice deontological ethics believe they have an obligation to do right without considering the outcomes of their decisions.
- Consequences do not determine the rightness of actions.
- A sport club manager with this ethical orientation will not recruit a player away from another club because it is wrong.

ETHICAL THEORIES

1. The Golden rule

- “ Do unto others as you would have them do unto you”.
- based on the assumption that all people want to be treated well.
- A sport club manager will not try to recruit an athlete away from another club because he would not want that done to his club.

GUIDELINES FOR ETHICAL BEHAVIOR

Golden and
Platinum Rules

Golden Rule – treat others as you would have them treat you

Platinum Rule – treat other people as they want to be treated

2. Four-way Test

- Is it the truth?

- Is it fair to all concerned?

- Will it build goodwill and better friendships?

- Will it be beneficial to all concerned?

SAMPLE CODE OF ETHICS

Player recruitment

- The Potch Sport Club's board of directors, staff, coaches, parents and players will do the following:
 - Refrain from initiating communication for the purpose of enticing or recruiting a player from a competing club to join the Potch Sport Club
 - Refrain from speaking negatively about other recruit a player to the Potch Sport Club

MANAGING EMPLOYEE ETHICS

Treatment of players

- The Potch Sport Club's board of directors, staff, coaches, parents and players will do the following:
 - Respect the rights of all who are associated with the club and offer equal opportunities to all.
 - Place the emotional en physical well-being for the players ahead of all other considerations.
 - Treat each players as an individual.
 - Offer a safe playing environment for all players.

MANAGING EMPLOYEE ETHICS

2. Support and example of top management

- Manager's primary responsibility is to lead by example
- Managers set the standard because employees tend to imitate manager's behavior

3. Enforcing ethical behavior

- If employees are not punished for unethical behavior, they will continue to pursue questionable business practices.
- To help keep people honest, many organizations create ethics committee.
- Such committees act as judge and jury to determine whether unethical behavior has occurred and what the punishment should be for violating company policy.

CURRENT TRENDS IN THE SPORT, AND RECREATION INDUSTRY

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- Individualized sport and fitness activities are on the rise

 - People fitting sport / activities busier lifestyles

 - Big increase in running, walking and gym memberships

 - Participation in organized sports has declined

 - Expenditure on healthcare has increased

 - Increase in extreme sports due to increase exposure through Youtube, Facebook and viewing demand

 - Benefit of sport and fitness are being increasingly recognized by governments, business and communities

 - Used to achieve physical health, crime prevention, social development

 - Used to treat increasing rates of obesity and chronic illness

FUTURE TRENDS IN THE SPORT, AND RECREATION INDUSTRY

The five key trends are:

1. The Quantified Self

The use of technology to collect, analyze and interpret data about movement and performance.

2. Game on

The incorporation of playfulness into mainstream products, services and retail contexts.

3. Healthy hedonism

The increasing expectation that healthy behaviors should be fun. Consumers no longer want to make a choice between enjoyment and sensible choices.

FUTURE TRENDS IN THE SPORT, AND RECREATION INDUSTRY

The five key trends are:

4. Performance perfection

The use of social media to broadcast views and experiences and interact with others with similar interests.

5. Cult of the home

The increasing role that our living rooms play as attractive spaces in which to socialize and engage with sport and recreation.

CONCLUSION

Build stronger, healthier, happier and safer communities