

Women in Sport for All from Multicultural Perspectives

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COUBERTIN:

1919 – All Sports for All

*"Jadis la pratique des sports était le passe-temps occasionnel de la jeunesse riche et oisive. J'ai travaillé trente ans à en faire le plaisir habituel de la petite bourgeoisie. Il faut maintenant que ce plaisir-là pénètre l'existence de l'adolescence prolétaire. **Tous les sports pour tous** - voilà sans doute une formule qu'on va taxer de follement utopique; je l'ai largement pensée et scrutée; je la sais exacte et possible."*

Coubertin, P. Lettres Olympiques (XI),
Gazette de Lausanne,
janvier 13, 1919, No 12, p.1

Sport for All

- Definitions of SFA
 - Sport for all ('all' as a group)
 - Sport for all ('all' as individual)
- What to consider
 - Universalism (mass sport?)
 - Cultural diversity (segmentation? Target groups?)

Sport for All

- Objectives of study
 - to present data related to the participation of women in SFA national initiatives in five continents
 - to compare and analyze these data quantitatively and qualitatively focusing on similarities and differences

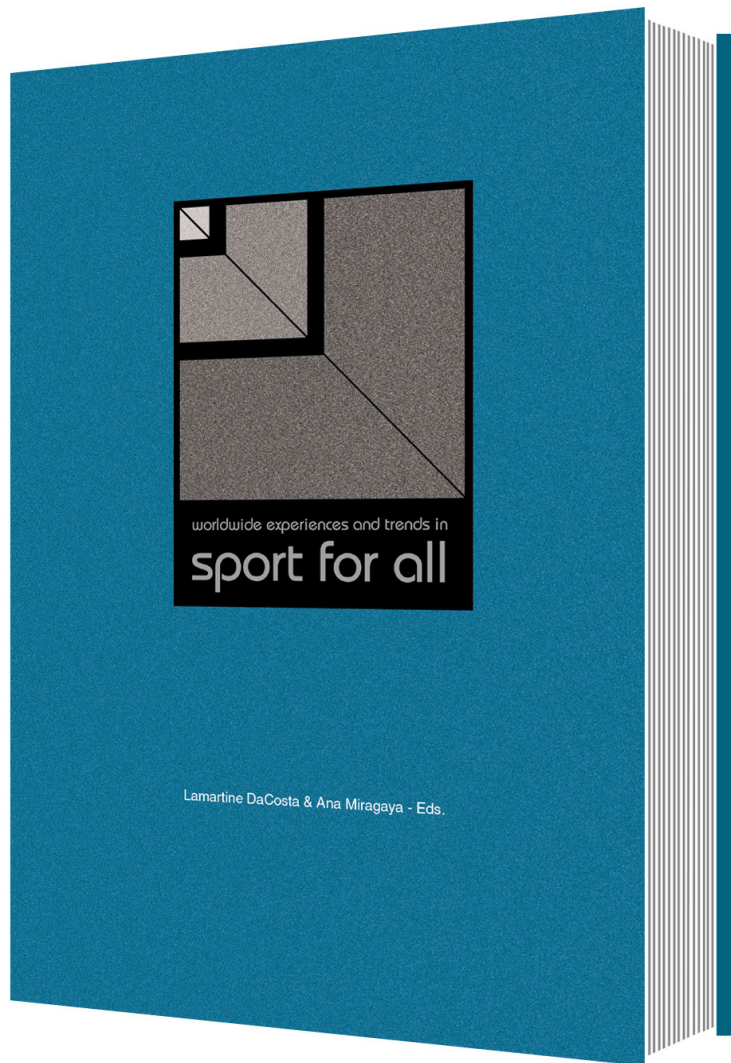
Source of data:
Worldwide Experiences and Trends in SFA, 2002

Sport for All

Question:

Do the influences of cultural diversity on women's participation in sport really mean multicultural respect towards universalism?

The databank



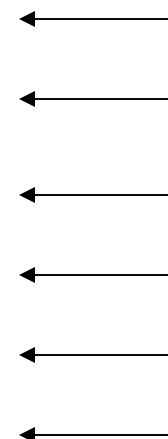
- 36 countries, 5 continents
- 87 authors
- Databank – 800 pages
- 36 studies cases
- Comparative study
- Basis for ground Research & Development

"Sport for All (SFA) is today an umbrella term for recreation, sport development, mass participation programs and cultural recreation activities aiming to provide leisure opportunities and health promotion to their adherents".

Goslin, A. & Bush, A.

Women in SFA - Number of countries

CONTINENTS/ PAÍSES	Countries with sports programs for women	Countries where women participate in other TG	Countries that don't mention women
Ásia (7)	3	3	1
África (2)	1	-	1
Europa (17)	4	6	-
Am Latina (7)	1	5	1
Am do Norte (2)	-	2	-
Total (35)	9	16	3



Women as a Target Group

Juxtaposition Analysis – 35 countries – 1970s/1990s

SIMILARITIES	DIFFERENCES
<ul style="list-style-type: none">• Objectives to do sporting activities• Profiles of ≠ phases of life• Levels of education and income in the various countries related to participation in sports• Job market and sports• Gender roles	<ul style="list-style-type: none">• Age brackets of ≠ TGs• Preferences for sporting activities• Inclusion of children/family• Social inclusion• Visibility• Women as managers

Results

- Not many differences between East and West
- Women remain invisible in many countries
- Mass sport vs target groups
- Prejudice and discrimination against women
- Globalization of sport (Olympic Games)

Tendencies

- Women as a TG in more countries
- Contextualization of social inclusion
- Customization
- Respect for diversity
- Visibility in several positions



Questions

Can women be considered a cultural group?

Is it possible to study the inclusion of women
from both perspectives of 'sport for all'?

Methodological options

- Comparative study – international proposals vs. national/local experiences
- Study cases – each country, one case
- Pre-set categories for comparisons (validation with experts in 1998)
- Focus on local culture vs. general procedures or assumptions
- Emphasis on differences of both target groups and participant cultures

Participation of the Danish population in sports (ages: 16-74)

	1964	1975	1987	1993	1998
40 - 49	10	25	44	49	51
50 - 59	5	21	31	42	46
60 - 69	3	11	30	36	47
70 - 74	2	13	24	30	37

Participation of the Spanish population in SFA (%)

Years	1974	1980	1985	1990	1995
Total %	17.7	25	34	35	39
Men	22.7	33	46	42	48
Women	12.8	17	23	26	32

Participation of the Danish population in sports (ages: 16-74)

	1964	1975	1987	1993	1998
Total	15	29	42	47	51
Men	21	31	43	47	51
Women	11	27	42	47	51
16-19	53	52	61	67	67
20-29	27	41	48	56	59
30 – 39	17	41	46	49	51

Authors according to academic status or function

Asia (15): 10 PhDs, 2 Ms and 3 leaders or managers.

Africa(4): 2 PhDs, 1 Ms and 1 leader.

Europe (35): 26 PhDs, 3 Ms and 6 leaders or managers.

Latin America(21): 7 PhDs, 9 Ms and 5 leaders or managers.

North America (2): 1 PhD and 1Ms.

Total: 87 authors - 46 PhDs (52,8%);
16 Ms (18,3%) and
25 (28,7%) leaders or managers.