



SPORTS CONTINGENT MARKETS IN PORT HARCOURT METROPOLIS: CHALLENGES AND PROSPECTS WITH INSTANCES FROM CHINA

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Abstract

This study situates its claim on China as the third-leading sports and recreational industry in the world. Based on its mainstay in manufacturing economics and lifestyle, the study argues that sports-contingent markets with recreational activities can thrive faster in high-metropolitan cities. Drawing its inference from China on recreational activities, the paper claims that the same can be replicated in Port Harcourt Metropolis, considering the population growth of the city. In other words, the secondary statistics under study showed that highly populated cities need recreational industries as a way to help manage therapeutic issues associated with stress-borne activities. As well, the statistics under study showed that recreational industries in high-profile cities with population imbalances can form small-scale businesses for young athletes. Hence, in 2020 the market size of China in sports and recreational activities was estimated at three trillion yuan, contributing 1.2 percent of the country's GDP of the year. This is generated by local sports venues that attract visitors to recreational communities. Primarily, in comparison of the population growths in Port Harcourt Metropolis as one factor observed from the statistics under study, the paper concludes the need for the state and private individuals to invest in sports contingents markets.

Keywords: Sports, Contingent Market, Challenges, Instances, China

Introduction

Cities, to some degree, are identifiable by their prevalent economic activities. With growing population imbalances, oftentimes induced by high industrial space, people throng the cities over time. With this sort of capitalist pull, the influence of this, besides other highly thriving economic activities, is the stress-prone life folks tend to suffer over time as they struggle for industrial space and limited resources. In such cities, there could be a need for recreation and sports-enabling activities that can help people ease tension. However, such centres or villages are not readily found or maximized due to some cultural orientations. For most folks, healthcare issues are largely about the physiological, with little or no need to explore other alternative therapies. The consequence of this is that the medical desk, most of which are orthodox-trained, now dominates the health care system. But ideally, the health desk comprises both the paramedical and the medical. Specialities at both ends enable humans to receive ultimate care for their health.

It then follows that the sports contingent markets in Port Harcourt metropolis are not being fully explored. Considering the bustling nature of the city, folks throng in here over time seeking to survive. However, largely found in some parts of the metropolis are the high-class families who are seeking paramedical space to regain their lost energies. Such demands can form for the young athlete a small-scale enterprise to live on. Through this the health system of the state can be shaped, however, there seem to be remote challenges confronting the growing trade.

Young sports athletes many a time leave school unfulfilled. The reason probably stems from the nature of the environment they find themselves. According to Goates and Brad (1999) career success of the individual is often determined by his environment. In far-orientated countries like China, Honking, Singapore and Malaysia, athletics

and alternative medicine are fast thriving due to the culture of relaxation among the orientals. In such cities or countries, a young athlete could likely thrive.

But notwithstanding, human needs sometimes align. From the biological to the psycho prevalent, mankind to some degree, connects to them. Especially, in cities or countries with high economic activities, many a time arising from a growing population, career sports can readily thrive. But this is not fully explored back home in Nigeria. With the growing population in Port Harcourt Metropolis, to say, young athletes can readily earn a living, by making available their services. Thus, then the researcher argues that recreational centres and sport contingent markets have only high prospects for young athletes, considering the population rise in the metropolis.

The research then intends to x-ray the prospects and challenges facing the growing desks. Objectives are inferred from statistics under study. From a major model country, eg China, the study then intends to:

1. examine rival challenges that tend to confront sport contingent markets in the Port Harcourt metropolis
2. X-ray if there are prospects that await sports contingent markets in the Port Harcourt metropolis.
3. investigate if sports contingent markets can thrive in high metropolitan cities, like Port Harcourt

Research Questions

1. What are the challenges that tend to confront sport contingent markets in Port Harcourt Metropolis?
2. What are the prospects that await the sports contingent market in the Port Harcourt metropolis?
3. How much can sport contingent markets thrive in Port Harcourt?

Conceptual Issues of Sports

The traditional intent for sports science especially among the orientals, is perhaps the one about its therapeutic effects on humans. In early times, among the orientals and the Grecians, the belief that the majority of body ailments are rooted in our emotional condition, is one still engaging after centuries. Primarily, sports in most climes, the Orient to mention, is the science of physical fitness and leisure. The aim is to help humans maximize their leisure hours, some scholars now classify sports into three, such as;

1. Individual sports
2. Partners sports and
3. Team sports

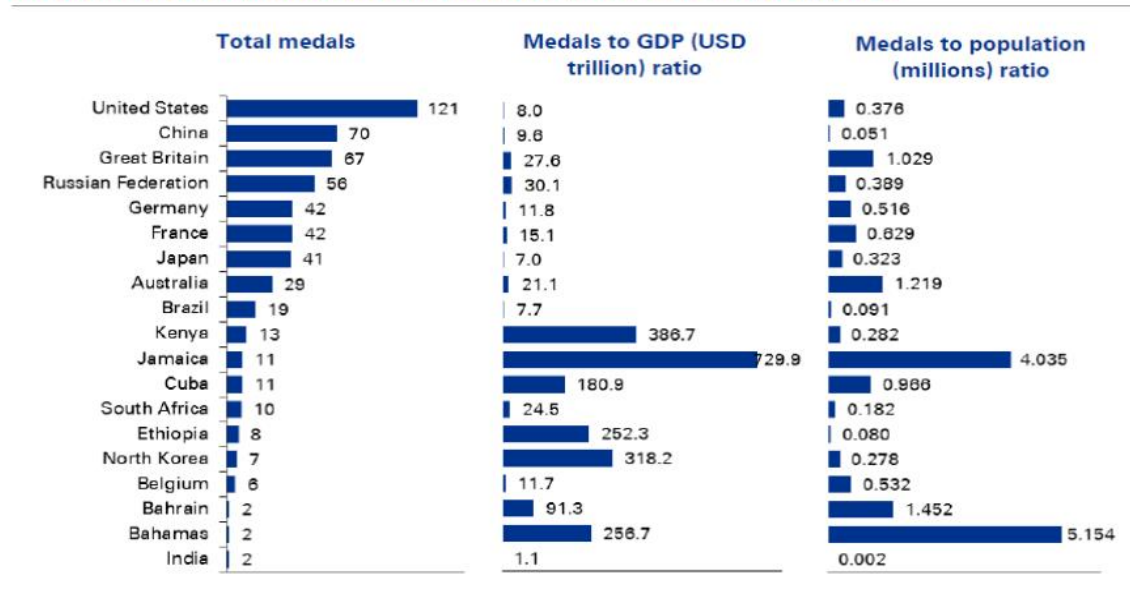
Speaking on Individuals sports, Siegfried (2000) refers to it as those sports activities or disciplines which do not require another's' accompaniment to be carried out. They include such activities as gymnastics, martial arts and acrobatics. For sports of this kind, most sports team owners) stressed that they are graded indoors activities. In many ways, unlike the dual sports which are played by two people or more against one another, the individual sports are primarily structured to be carried out by the individual at convenience.

It then follows that in the issue of sports, whether individual or competitive, the primary purpose is leisure. Today, among emerging climes in athletics, the hunger for leisure or recreational activities among humans especially among high-profile individuals has been monetized. That implies as avouched in Bruce (2005) several unseen industrial activities are that humans pay for without their knowledge. Especially in high metropolises, considering the bustling activities from population imbalance, folks rather use money to buy their convenience. These include their leisure time, health, security, information, etc. Each of these has been monetized in the contemporary business system. Especially in the area of health and leisure Goates and Brad (1999) argue that in oriental countries, these contribute up to 51% of their GDP. In a work carried out by Johnson and Peter (2001) and Siegfried (2000) on the contribution of sports and recreational activities to the European Commission, it was reported that sports largely impart on the local economies, mainly through tourism dollars. In China today, according to Euro Monitor International (2016) with sporting and recreational services China is said to become the third largest sporting and recreational industry in the World, overtaking Japan and Germany. This phase of her economy primarily is attributed to changes in Chinese lifestyle, government and private support in China's sports industry (Zhang & Liu, 2012).

Contingent Markets and Recreational Activities

As Noll and Zimbalist (1997) put it, there is a huge economic impact of sports in today' world, especially in cities with large commercial activities. In such cities, recreational industries are more likely to thrive, for one with the increase in population folks from time to time witness growing needs for leisure, perhaps as a way to ease of stress. The emergence of sports industry, Themis (2020) then says does not only benefit on personal level, but also on societal levels as well. Kearney (2014) defines such sports recreational centers as contingent centers where folks pay to be given entertainment of any kind. In such centers, most thriving ranges from bush bar to indoor-games. In Nienhüser (2008) such recreational activities thrive more at the fall of the night and usually weekends. Folks throng in here for whatever reason, to pay for their leisure time. It is estimated that many of these recreational centers earn as much as filthy to sixty thousand weekends (Johnson & Peter, 2001). Although, this is not without some challenges. As relayed in Goates and Brad (1999) such contingent markets earn most of their patronage from high class workers. Perhaps this is due to the fact that such clients have more understanding of the benefits of recreational activities. For such markets then, their growing patronage could be traceable to population increase and lifestyle (Zellars et al., 2011).

Comparison of the performance of a few nations at the 2016 Rio Olympics



Source: www.medalperceptia.com. accessed as of 24 August 2010, KPMG in India's analysis 2016

In the chart above, statistics show that China is fast emerging as the world's recreational desk. As captured in Bruce (2015), the expanding middle class and rising income levels contribute to the increased demands for recreational activities in China. Inferred from this, the researchers argue that the increase in population in Rivers State, Port Harcourt metropolis can be a shipping ground for recreational activities. Hence, the prospects in the recreational industry in Rivers State are largely associated with its rise in population. Also, on research question two about sports contingent market revenue in Port Harcourt, the statistics on the global market read:

Table 1 – Breakdown of Global Sports market in 2014		
Segment	Market Size (Billions US)	% Share
Sports events	80	11.4%
Sports apparel, equipment and footwear	310	44.3%
Sports club (fitness, health and sports training)	105	15.0%
Infrastructure construction, food and beverage and betting	200	28.6%
Total	700	

Source – A.T. Kearney, 2014.

In row three of the table above, it is observed that sports clubs such as fitness, health and sports training centres generate about \$105 Billion US dollars, while food, beverage and betting are \$200 billion US dollars. According to Bruce (2005), these are major activities found in the sports contingent market with high population growth. The researcher avows that with the increase in the population of Port Harcourt metropolis, sports villages and estates can be established by the state and individuals as a wide scale enterprise considering, its demands in such cities with high population density. However, the challenges confronting the business from thriving are probably one of investment and lifestyle (Johnson & Peter, 2001).

Conclusion

The study then concludes that the sports contingent markets in Port Harcourt metropes are capable of contributing to the states, and not only that but also form for the young athletes a small-scale medium enterprise. Considering China as a first-hand model, the huge economic activities and the lifestyle of folks in Port Harcourt metropolis can call for the state and individuals to invest in recreational activities or give grants to young contingent markets in the city. First, the belief about recreational activities as commonly found in advanced climes, like the orient, is to help the individuals or family manage their emotional well-being. By way of this, the health care system of the state can be fully decentralized more of the ailments folks suffer are primarily rooted in their emotional state, thus considering the busting of the nature of Port Harcourt today.

Suggestions

The paper therefore recommends;

1. The need for the state to invest in sports estate as a means of generating revenue from recreational activities.
2. Give grants to young athletes to float sports villages and contingent markets as a way of practising their trade.
3. Universities should consider building minis and Sports estates for staff and students, through which they can generate funds for management and further promote recreational activities.
4. The state and the universities should partner with the broadcast stations to help create the relevance of recreational centres where folks can readily go and ease themselves.

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