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Developing Sports for Economic Growth and Development in Developing Countries

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Abstract

Many developing countries still struggle to industrialise to speed up the pace of economic growth and development. Given this, they continue to search for antidotes to the challenges of their underdevelopment. Sports development is touted by many as one of the antidotes to the underdevelopment challenges of developing countries. However, the major challenges developing countries face in recent times are how they can develop sports and how they can adequately harness its benefits for economic growth and development. This paper sought to holistically explore the challenges of sports development in developing nations, the long-term complementary strategies or cardinal pillars of sports development in developing nations, and the benefits of sports development and their effects on economic growth and development of developing nations. This paper employed a narrative overview research approach to arriving at its conclusions. It concludes that sports development hinges on the holistic development of ten long-run complementary strategies or cardinal pillars. In addition, sports development offers eight significant benefits that can help achieve economic growth and development in developing nations. One of the study's main recommendations is that sufficient and sustained levels of all kinds of investment in sports, coupled with strong institutions, good governance, and practical and interrelated policies, are critical for sports development and economic growth and development in developing countries.

Keywords: Economic Growth And Development, Sports Development, Service Sector Development, Linear Stages Of Economic Growth, Developing Nations, Narrative Overview

Introduction

Economic growth refers to an increase in the amount of an economy's output of goods and services produced in a particular year relative to the previous year's output. Economic development may also refer to the improvement in the quality of human life emanating from a very long period of economic growth. According to Krueger & Myint (2016), economic development is the process whereby a low-income economy grows over a long period into a modern industrial economy involving qualitative and quantitative improvements in the country's economy. Many factors contribute to economic growth and development. The development experience from the 1950s to the 1970s influenced the thoughts of development economists like Gustav Cassel (1924); Roy F. Harrod (1939); Evsey Domar (1946); Moses Abramovitz (1956); Robert Solow (1957); Walter W. Rostow (1960s) and E. F. Denison (1964). These economic development exponents argued that an adequate level of finance, sufficient and sustained levels of all kinds of investments, higher productivity growth, innovation, technological capabilities of firms, strong institutions were sufficient for economic growth in developing countries. They mentioned other factors such as good governance, quality education, quality of human capital, and active government policies (Sagasti, Bezanson, Prada, Blockus, Casabonne, Teresa & Salop, 2005; Todaro & Smith, 2006). The three main sectors that grow and develop every economy are the agricultural, industrial, and service sectors. Each sector's contribution to a country's economic growth and development at any point in time depends on the level of that country's development. At the early stages of an economy's life, the agricultural sector contributes relatively more to GDP growth than the other two sectors. It, however, gives way to the industrial sector over time in terms of its share in GDP growth. Finally, as the economy becomes developed, the service sector outperforms both the agricultural and industrial sectors in contribution to GDP growth. The stage of economic development where the service sector dominates an economy is known as "the service economy". The dominance of the service sector in economic activities results in rising employment levels and an increased share in GDP (Witt & Gross, 2019). Kim (2006) added that during this structural transformation in an economy, the share of service in production, employment, consumption, international trade, and intermediate inputs used for other industries' production increases.

Economic theory and economic development experiences of the developed world, starting with Britain, explain that countries that develop are those that place more emphasis on industrialisation throughout their

development paths. It presupposes that developing countries that want to develop must industrialise. According to Martorano, Sanfilippo & Haraguchi (2017), industrialisation is one of the critical elements of long-term economic growth in developing countries. They explain that it is because of the manufacturing sector's capacity to absorb workforce, enhance diversification and structural transformation, and at the same time promote the growth of other sectors through intersectoral linkages. Economic conditions, factor endowments, and country characteristics such as demographic structure and geography promote industrialisation. Tafirenyika (2016) argued that industrialisation could bring prosperity by creating new jobs and better incomes for all. The UN Economic Commission for Africa (ECA) stated that the contribution of Africa's manufacturing sector to the continent's gross domestic product declined from 12 per-cent in 1980 to 11 per-cent in 2013 (Tafirenyika (2016). Norbrook (2021) also compares the manufacturing sector's performance in Africa with that of China and other countries. He points out that on the continent of Africa, manufacturing has grown at 2.5 per cent over the past 20 years relative to the 15 per-cent and 20 per-cent growth rates recorded by China and other countries, including Vietnam. In the 1970s, the industrial sector in Africa contributed a fifth (20 per-cent) to gross domestic product (GDP), but it now contributes only a little over a tenth (10 per-cent) to Africa's GDP. The director of globalisation, the United Nations Conference on Trade and Development, Richard Kozul-Wright, is captured to have referred to this development as premature de-industrialisation.

There are many reasons for the decline in the performance of the industrial sector in Africa. In Tafirenyika (2016), one can read that Africa's leaders have failed to pursue bold economic policies out of fear of antagonising donors. Again, African leaders have also failed to spend the high commodity prices' windfalls on productive investments but instead used them to pay high salaries to public sector workers. Furthermore, Nzau (2010) argued that a bad political culture, weak political and social institutions, poor leadership, and bad governance seem to have contributed to the less industrialised state of African countries. Again, development partners' efforts to promote industrialisation in Africa through financial, logistical and technical aid became a plan to produce jobs for westerners in the name of expatriates and find a market for their exports (imported by African states as capital goods). Also, it is to continue exploiting the African economy on behalf of Western powers that essentially control them. In sum, several countries in the developing world still struggle to industrialise because of unfavourable social, economic, political, cultural, human, and natural conditions and a lack of technical skills. Among the questions that now bother the minds of the connoisseurs of industrialisation and economic growth and development in African, including McKinsey's Africa region chair, Acha Leke, are: Should

Africa look at a different model of economic development? Should Africa jump over the traditional path of economic development into services? (Norbrook, 2021).

Under these deficiencies in developing nations' pursuit of industrialisation, each nation and region needs to assess its strength and weaknesses in promoting industrialisation. One must bear in mind that industrialising developing nations do not sufficiently provide the magic wand for their economic transformation. Therefore, they must develop economic subsectors that can help promote economic growth and development faster to reduce the unemployment rate among the youth when adequately harnessed. One of such subsectors is the sports sector. The sports sector is a labour-intensive sector, so it can help promote economic growth faster at relatively low costs in developing nations. The government and the private sector must give it sufficient attention for it to develop. The large populations of their unskilled underemployed and unemployed youth, most of whom can resort to social and political vices, can also be absorbed by the sports sector. According to the World Bank, the youths in Africa account for about 60% of Africa's unemployed population (Ighobor, 2017). The African Development Bank Group (2018) also estimated that each year, ten (10) to twelve (12) million young Africans join the job market. Also, Vinicius Pinheiro, the Regional Director of the International Labour Organisation, revealed 9.4 million unemployed young people and more than 30 million who only got informal employment in Latin America and the Caribbean. The situation was not good and could become more complicated by the effects of COVID-19 (International Labour Organisation, ILO, 2020). Furthermore, the International Labour Organisation (2020) added that more than 700 million young people in Asia-Pacific accounted for almost half the Asia-Pacific's joblessness. Without sufficient numbers of new and decent job opportunities created by governments in developing countries, there will be a compromise of the regions' social and economic growth potential. Harnessing the increased youth population could support increased productivity and inclusive, sustainable economic growth and development across the regions.

Sports have become like a religion due to the passion with which people follow them. Because of their love for sports, many sports fans jubilate over victories chalked by their teams, heroes, and heroines inside and outside sporting facilities. They parade themselves on the principal streets and at entertainment centres during and after major sporting events. Also, sports fans of many countries have mourned the loss of games and trophies by both clubs and national teams for a very long time. One can remember the 2010 FIFA World Cup tournament in South Africa, during which Ghana's striker Asamoah Gyan missed a last-minute penalty kick against Uruguay. The goal would have sent Ghana into the semifinals stage of the tournament. That would

have made Ghana the first nation to have achieved that feat in the history of African football at the apex of world football. To date, many football-loving Ghanaians look back with great disappointment.

Many sports fans have died through fans hooliganism, vehicular and air disasters. Others, too, have been maimed for life. These unfortunate people and their families have become impoverished without any hope for the future. Despite the dark sides of sports, sports development offers many benefits that can lead to economic growth and development in developing countries when adequately harnessed. For this reason, governments, researchers, policy-makers, sports administrators, entrepreneurs, and development partners have put in frantic efforts to explore the ways through which they can develop sports in developing nations. Developing sports will make the sector one of the major subsectors of the economies of developing countries. Allah (2018) tells us that understanding the link between sports and economics can increase developing nations' knowledge of how they can use sports to promote economic development. Unfortunately, sports are underdeveloped in developing countries. In the words of Kakonge (2016), though sports have essential benefits, it is an area that is underdeveloped and underfunded, especially in Africa.

The motivation behind this paper is that some researchers have dwelt on factors that negatively affect sports development making the sector unattractive to the youth and other stakeholders. A few other researchers also have delved into some segments of the factors that contribute to sports development and the effects of sports development on economic growth and development. Among them are Maguire (2018); Xiong (2007, cited in Hallmann, Wicker, Breuer, & Schönherr, 2012); Panagiotopoulos (2013);, KPMG (2016); Bu`ch (2005); and Heinemann (1998, cited in Hallmann, Wicker, Breuer & Schönherr, 2012); Chappelet (2010); Shank (2019, cited in Greenwell and Thorn, 2012); and Diop (2016)]. Generally, sports stakeholders have paid little attention to the challenges developing nations currently face in developing sports. Also, they have given little consideration to how developing nations can develop sports to make the sector one of the major subsectors that will contribute to their economic growth and development. Furthermore, they give little attention to how developing nations can exploit the numerous benefits of sports development to help them achieve economic growth and development.

With regards to these gaps in the literature that the authors reviewed, this paper sought to:

- a. Explore the reasons for the underdevelopment of sports in developing countries.
- b. Explain in a holistic and synchronised manner the long-term complementary strategies or cardinal pillars of sports development, the

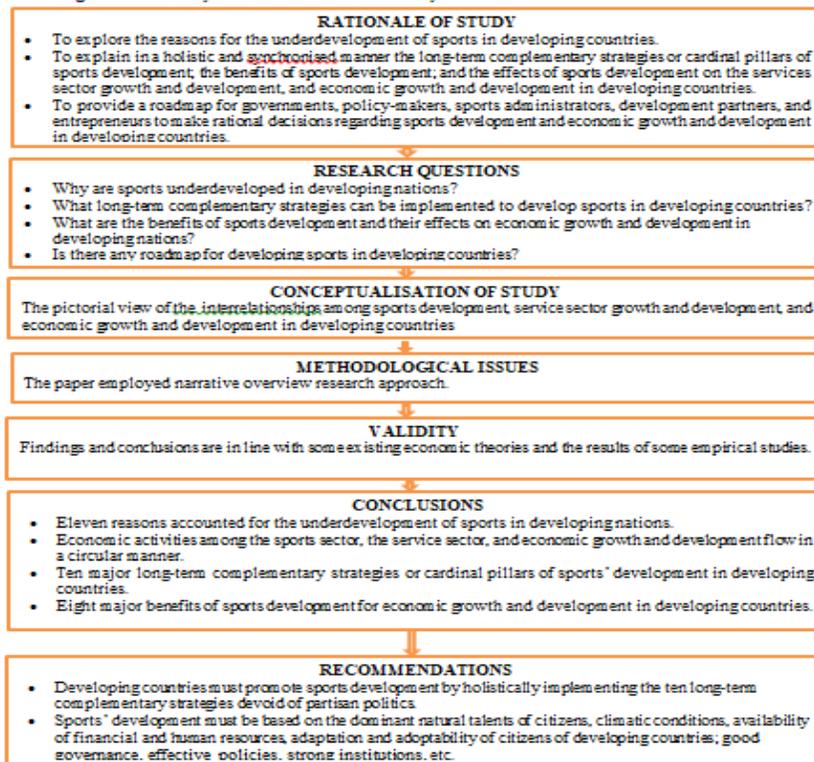
benefits of sports development, and the effects of sports development on the service sector growth and development and economic growth and development in developing countries.

- c. Provide a roadmap for governments, policy-makers, sports administrators, development partners, and entrepreneurs to make rational decisions regarding sports development and economic growth and development in developing countries.

Significantly, this paper will help governments, international sports associations, policy-makers, sports administrators, entrepreneurs, and other stakeholders work hand-in-hand to develop sports in developing countries to promote their economic growth and development. Again, it will provide extensive literature and possible research gaps for future researchers in the sector to exploit. It may also disabuse people of the notion that sports are for the academically disadvantaged youths.

The rest of the paper proceeds as follows: Section 2 duels on literature review. Section 3 explains the conceptual framework. Section 4 presents the methodological issues for the study. Section 5 is devoted to discussions of the three main objectives of the study. Finally, Section 6 highlights the conclusions and recommendations emanating from the study. Figure 1 summarises the model that guided the study.

Figure 1 Summary of the Model for the Study



Source: Author's Own Construct, 2021

Literature Review

Section 2 is devoted to the literature on the theories of ‘the service economy’ and Walt Whitman Rostow’s linear stages of growth.

Theories of “The Service Economy”

Allan George Barnard Fisher, a New Zealand economist, pioneered the dominant sequential contributions of the primary, secondary, and tertiary sectors to economic growth and development. He classified economies by the proportion of their labour force employed in the three sectors. Primary production included agriculture, pastoral production, fishing, forestry, hunting, and mining. Secondary production consisted of manufacturing and construction. Again, tertiary production comprised transportation, communications, trade, government, and personal services (Haksever & Render, 2013; Acquah-Sam, 2020). Today, these sectors are also called the agricultural sector, the industrial sector, and the service sector. At the early stages of an economy's life, the agricultural sector contributes relatively more to GDP than the other sectors. It, however, gives way to the industrial sector over time in terms of its share in GDP. Finally, as the economy develops, both the agricultural and industrial sectors shares in GDP reduce while the service sector's share in GDP increases significantly. This development is called “the service economy”. Witt & Gross (2019) wrote that the dominance of the service sector as an economy develops results in rising employment levels and a higher share in the growth of GDP. The following theories explain the leading role of the service sector in economic development:

- *Intersectoral linkages among economic sectors*: Intersectoral linkages promote the dominant role of the service sector in economic development. The agricultural sector becomes more dependent on the service sector for growth by using more resources produced by the service sector. In the age of growth in information and communication technology, financial sector growth and development, improved transportation, improve healthcare, etc., the demand for service sector goods and services by the population and the agricultural sector and industrial sector increases.
- *The traditional view*: The traditional view of “the service economy” posits that consumption structure changes from consumable goods to services as incomes grow (Fisher, 1935; and Clark, 1940, cited in Kim, 2006). Economic development is akin to high-income levels. The income elasticity of demand for durable consumable goods is less than one (income inelastic), and the income elasticity of demand for services that are high-grade goods is greater than one (income elastic). Thus, as personal disposable incomes rise, higher percentages of the rising personal disposable incomes are initially spent on durable consumer

goods such as housing, automobiles, and household appliances. Usually, households spend a further higher percentage of increases in personal disposable incomes on education, healthcare, vacations, entertainment, sports, etc. This consumption pattern leads to the growth of the service sector. The result is that the service sector's share in GDP and employment increases as more resources flow into the sector to meet the rising demand for services driven by higher income growth.

- *The cost disease hypothesis*: The cost disease hypothesis also talks about the higher growth rate of the service sector prices, rather than prices in the manufacturing sector through time (Baumol, 1967; Baumol et al., 1985, cited in Kim, 2006). Thus, the cost disease hypothesis argues that the shift to service is attributable to the transfer of resources from manufacturing to services due to a productivity gap between the two sectors. Baumol (2004) explained that the cost disease deals with the tendency of costs and prices of services such as healthcare, education, legal services, and live artistic performance to rise persistently and cumulatively faster than the rise in the general price level. Also, Maiello (2017) wrote that the cost disease explains why prices for the services offered by professions whose output cannot be quantified keep rising even though the productivity levels of the workers in those professions or industries have not simultaneously or necessarily increased. Examples are education, health care, and the arts. Ghavidel & Sheshkalany (2017) reported two reasons for the cost disease to occur from the supply-side in an economy. The first is when the growth rate of total factor productivity and technological progress in services is less than manufacturing. The second is when the elasticity of substitution between labour and raw materials in the services production function is large, and elasticity of substitution in manufacturing production function is small. For the demand side, they explained that the cost disease occurred if the growth rate of income elasticity of service was more than that of the manufacturing sector over time.
- *The exogenous demand shocks hypothesis*: The exogenous demand shocks hypothesis postulates that the shift to “the service economy” results from structural changes in an economy that move the demand curve for service outward. The proportion of service industries rises as service activities that used to produce within manufacturing firms' boundaries in the past are spun off to and outsourced from external service-providing specialists (Raa & Wolff 1996, Fixler & Siegel, 1999; cited in Kim, 2006). A sudden change in a variable outside the aggregate demand (AD) model causes an exogenous demand-side shock. An example of exogenous shock is a sudden change in the exchange rate

because the exchange rate is not an independent variable in the AD equation.

- *The de-industrialisation hypothesis*: De-industrialisation refers to a decrease in the share of the industrial sector in GDP and employment. Generally, de-industrialisation decreases the size and importance of the industrial sector in an economy. De-industrialisation is brought about in an advanced country as labour-intensive manufacturing industries are transferred to less developed countries. That expands the trade between them (Wood 1995; Freeman, 1995; cited in Kim, 2006).

The Linear Stages of Economic Growth and Development

Walter W. Rostow penned the stages of growth and development in 1960. The model asserts that both developing and developed countries exist somewhere on this linear growth path at some point in time and climb upward in their development processes. The linear stages of growth are underpinned by growth in domestic savings, capital accumulation, and investments in productive sectors by an economy. An economy looks outwardly for foreign aid, grants, and foreign direct investments when the domestic capital accumulated is insufficient to undertake the investments necessary and sufficient for economic growth and development. The idea gained recognition through the success story of the Marshall Plan, which helped in the reconstruction of most European countries after the Second World War. These linear stages of growth are the traditional society, the preconditions for take-off, the take-off, the drive to maturity, and the age of high mass consumption. According to Jacobs (2020), Singapore is an example of a country that grew in Rostow's prescribed pattern postulated. He explained that at its independence in 1965, Singapore did not show any unique prospects for growth. However, because of its early industrialisation (developing profitable manufacturing and high-tech industries), it has become a developed country and one of the major players globally. It has a higher per-capita income than many European countries.

Torodo & Smith (2006), Rostow (2012), Haksever & Render (2013), Jacobs (2020), and Debasish (n.d) explain Rostow's linear stages of growth. The stages of growth are the following:

- *The traditional society*: The traditional society is a subsistent agricultural-based economy with a labour-intensive method of production. Due to the low output levels among households, they sell very little of what they produce to generate incomes to purchase the things they do not directly produce. The traditional stage is alienated from modern scientific and world technologies. The economy depends on the seasons, the rains, and the nature of the soil. The low productivity and large population result in significant underemployment of resources.

- *The preconditions for take-off:* At the preconditions for the take-off stage, there is little dependence on agriculture compared to the traditional society because the industrial and service sectors are in the process of development. In this stage of economic development, society begins to develop manufacturing enterprises and more exports of excess produce. International linkages begin to develop between the domestic economy and the rest of the world. The government seeks to invest more in social overhead infrastructural facilities such as rail, roads, hospitals, dams, electricity, schools, etc. The savings and investment rates are likely to be below 5 per-cent of an economy's net national product or income. The country imports more finished goods and services for direct consumption and capital goods and machinery to produce goods and services, but it exports mainly raw agricultural materials, minerals, and semi-finished goods. Economic management and social life become mechanised and more efficient than in the traditional society. Machines and the energy that powers them replace muscle power in production. The productivity of the factors of production (the art of producing more goods and services with fewer amounts of resources) increases significantly. Economic goals are optimised, and division of labour increased. Technological advancements lead to new, faster, and more specialised machines that constantly improve productivity and replace more workers. The population's quality of life begins to improve as people begin to have access to more goods and services to consume.
- *The take-off:* The take-off stage is a short period of intensive growth in which industrialisation begins to occur. Workers and institutions become concentrated around a new industry. The take-off stage is akin to an industrial revolution because of the radical changes in production methods (from the workshops to the factories). The radical changes impact positively on productivity in a relatively short time. The period spans about 20 to 30 years, during which the growth process. This rapid and becomes self-sustaining, and the country becomes self-reliant. The economy develops without external assistance. The reason is that productive investments rise from about 5 per cent or less to at least 10 per cent of national income.
- *The drive to maturity:* The drive to maturity stage occurs over a long period of sustained economic growth, usually beyond forty years. Standards of living and the use of modern technology increase, and the national economy grows and diversifies because the society effectively applies the range of modern technology to the bulk of its productive resources. New production techniques take place over the old ones. The savings and investment rates reach a level that provides a catalyst for the automatic attainment of economic development. Also, there is an

increase in urbanisation and a change in the composition of the country's foreign trade. Again, there are increases in the exports of nontraditional goods and processed goods. Labour becomes technically skilled, giving rise to higher real wages and living standards. There is also a change in the character of entrepreneurship, where new classes of managers who are more polite and efficient emerge. The people get fed up with industrialisation and pursue constant changes toward more service sector activities. The rate of investments goes up from about 10 to 20 per-cent of the increase in national income. At this stage, the growth rate of national income is much more than the growth rate of the population, and that per capita income is high. The reason is that the population follows birth control measures. The country's dependence on other countries falls considerably.

- *The age of high mass consumption*: At this stage, a country's economy flourishes in a capitalist system having the properties of mass production and consumption of goods and services. Rostow associated the Western countries, most especially the United States, with this stage of economic development. According to Haksever & Render (2013), service production dominates economic activities in postindustrial society. Life becomes a game between persons. The country pays Greater attention to information and knowledge acquisition. A person's status or quality of life in society depends on the quantity and quality of services (such as health, education, and recreation) that he/she can afford. Market failures lead to government interventions in market activities at both the national and local levels. Rostow (2012) contended that the balance of attention of the society as it exits the stage of drive to maturity to this last stage shifts from supply to demand, from production problems to consumption problems and welfare problems. This stage is also characterised by the national pursuit of external power and influence. There is the allocation of increased resources to military and foreign policy and the use of the powers of the state, including the power to redistribute income through progressive taxation. The aim is to achieve improved human and social welfare such as increased leisure which the free-market forces of demand and supply could not achieve.

Conceptual Framework

Section 3 explains the conceptual framework of the study. Also, the conceptual framework is the authors' idea and construct emanating from theoretical and empirical reviews. Figure 2 summarises the conceptual framework. It serves as a value addition to the theoretical and empirical literature on the relationships among sports development, service sector development, and economic growth and development. Figure 2 is essential for

the study because the existing theories and empirical works which the author reviewed did not provide a general pictorial view of the above relationships. It will help future researchers to develop empirical models for the study area. Sports contribute positively to service sector growth and development and economic growth and development through the benefits sporting activities offer nations involved in sports. Sports development from the grassroots to the elite levels will help the services sector grow. The service sector growth, in turn, impacts positively on economic growth and development because the service sector is one of the three critical sectors of every economy that contribute to economic growth and development. Figure 2 has five main interrelated sections linked by arrows. These are the long-term complementary strategies or cardinal pillars of sports development, sports development, the benefits of sports development, services sector development, and economic growth and development.

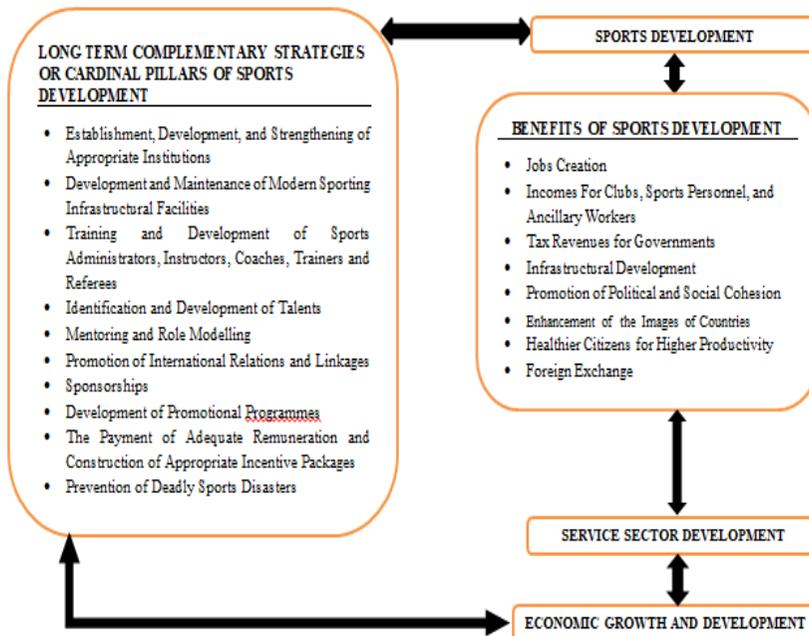
The left-hand side of Figure 2 shows that developing nations can develop sports through ten long-term complementary strategies that serve as its cardinal pillars. The complementary strategies or cardinal pillars of sports development include the establishment, development, and strengthening of relevant institutions; the development and maintenance of modern sporting infrastructural facilities; the training and development of sports administrators, instructors, coaches, trainers, and referees; the identification and development of talents; mentoring and role modeling; the promotion of international relations and linkages; sponsorships; the development of promotional programmes; the payment of adequate remuneration and construction of appropriate incentive packages; and the prevention of deadly sports disasters.

After sports have developed, as shown at the top right-hand side corner of Figure 2, they must, other things being equal, offer eight major benefits to the economy as follows: Jobs creation; incomes for clubs, sports personnel, and ancillary workers; tax revenues for governments; infrastructural development; promotion of political and social cohesion; enhancement of the images of countries; healthier citizens for higher productivity; and foreign exchange. As developing nations harness the benefits of sports, their service sector will grow and develop, which will eventually lead to economic growth and development, as shown at the bottom right-hand side corner of Figure 2. The long L-shaped arrow linking the long-term complementary strategies or cardinal pillars to economic growth and development implies that developing the cardinal pillars of sports development will also directly impact economic growth and development and vice versa.

Andreff (2001) supports the positive and bi-directional relationship between economic development and sports development. He wrote that we could not find a long-run solution to improving sports in developing countries

without ensuring that developing nations made progress toward achieving self-sustained economic growth. He reported the probability that a country will win medals at the Olympics increases with higher GDP per capita and population.

Figure 2 Relationships among Sports Development, Service Sector Development, and Economic Growth and Development



Source: Author's Own Construct, 2021

Methodological Issues

This paper employed a narrative overview research approach for its analysis and conclusions. According to Shah (2018), secondary research publications include narrative reviews, systematic reviews, or meta-analyses. Secondary research publications provide a different perspective on the current literature or additional analysis of the current literature. By this, researchers identify gaps in the current knowledge in a particular field and throw more light on the direction for future studies. A narrative review summarises what is known and highlights either new perspectives or reveals pending questions that remain unanswered or inadequately addressed in a field of study. Bourhis (2018) also posited that a narrative review is a description or the mixing of different ideas to make a whole idea that is different or new without using quantitative methods. Green, Johnson & Adams (2006) mentioned that the three types of narrative review are editorials, commentaries, and overview articles. These are comprehensive narrative syntheses of previously published information. Shah (2018) and Green, Johnson & Adams (2006) argued about several benefits of narrative reviews, including the following:

- Narrative reviews have more flexibility than quantitative reviews because quantitative reviews usually have very narrowly defined parameters and precise inclusion and exclusion rules.
- Narrative reviews provide more insight and opportunities for speculation than most quantitative review approaches. The ability to consider variation in formats and alternatives permits the generation of a wider and more inclusive picture of available research.
- Good quality narrative overviews are useful educational materials because they pull many pieces of information together into a readable format. Narrative overviews present a broad perspective on a topic or an issue.
- Narrative overviews can provoke thought and controversy when discussing theory and context. Narrative reviews may be an excellent avenue for presenting philosophical perspectives in a balanced manner.
- Critics mention that there may be a high degree of bias involved in narrative overviews than in some other research designs. However, narrative overviews constitute an important component in research.

The authors used online open-access peer-reviewed journals, books, technical reports, and newspaper articles for the study.

Discussions

Section 5 discusses the reasons for the underdevelopment of sports in developing nations, the long-term complementary strategies or cardinal pillars of sports development in developing nations, and the benefits of sports development for economic growth and development in developing nations.

Reasons for the Underdevelopment of Sports in Developing Nations

Generally, sports are underdeveloped or not promoted as expected in developing countries because of various reasons, including the following:

- (i) *Developing nations' poor economic performances*: Sports development has been affected by the level of economic development. Developing nations have low gross domestic incomes due to the small sizes of their business firms, the exports of large volumes of raw materials and semi-finished goods, economic mismanagement, corruption, etc. Developing nations suffer from high unemployment and poverty rates. The poor economic performances of developing nations have negatively affected the level and quality of their investments and their overall development plan. Chappellet (2010) wrote that the underdevelopment of sports in developing countries emanates from their economic underdevelopment. Particularly, developing nations suffer from a lack of financial capital for sports development, inadequate sports facilities and equipment, and a lack of capacity to host major sporting events. Andreff (2000) reported

that developing countries have the least sports practice, sports performance, sports facilities, and sport finance. In addition, Andreff (1988, cited in Andreff, 2000) wrote that most developing countries depend on the developed world to develop their sporting activities. The developed world gives them foreign aid, grants, imported sporting goods and equipment, multinational sponsors, and sometimes foreign direct investments by multinational corporations.

- (ii) *Inadequate sports infrastructural facilities*: Government and private sector investments in sports infrastructural facilities are inadequate because of the low returns on such investments. Sports development issues are not featured prominently on the national development plan, and as a result, sports have not received adequate budgetary supports. The importance of sports infrastructure for individuals and nations' participation in different sports had been overlooked by developing countries (Hallman, Wicker, Breuer & Schonher, 2012). Also, Sportanddev.org (n. d.) confirmed that research showed that investments in sport in developing countries are much less than in developed countries. They attributed this to the fact that sports development is usually not considered a critical issue in the national budgets of most developing countries. The low investments in sports in developing countries consequently decrease the ability of sportsmen and women to build their talents. According to Kakonge (2016), most existing sports infrastructural facilities in Africa are in awful conditions, which require heavy investments to bring them to international standards. Kakonge (2016) added that Chiweshe (2010) revealed that some African countries invested substantial sums of money into building and renovating sports stadia to host the African Cup of Nations. Unfortunately, the countries left most of the facilities to deteriorate after the tournaments.
- (iii) *Inadequate attention given to sports development in the educational curricula of most developing nations to promote grassroots sports*: Most developing nations do not give adequate attention to sports promotion and development, mostly at the grassroots level. The youth attend schools, so when sports issues are featured prominently in school curricula, more talents and skills can be identified and developed for the sports sector. According to Luiz & Fadal (2019), a country's performance in sports depends on financial resources and the level of investment in education and health. Diop (2016) wrote that in the developing world, and particularly in Africa, policy-makers tend to focus on so-called "elite" sports such as soccer, boxing, athletics, and basketball at a professional level and devote very little interest or budgetary support to the development of basic physical education.

- (iv) *Inadequate remuneration and appropriate incentive packages for sports personnel*: Due to the low incomes of developing nations, sports personnel are underpaid, and as a result, the best talents leave the shores of developing nations to seek greener pastures in developed nations. Disney (2006) disclosed that many people who engage in sport in developing nations are without remuneration because of a lack of any exceptional talent and because their activities do not generate any revenue for the organisers. Onyishi & Okou (2016) argued that in football, European countries exploited African countries through the migration of talented African footballers into Europe. This situation had contributed to European countries' dominance in the global sport. They, as a result, create inequality in football development between Europe and Africa. This development is similar to what exists in Latin America and other underdeveloped regions.
- (v) *Poor planning, bad governance, and lack of monitoring and evaluation of performances of identified talents, programmes, and investments*: Governments and sports officials fail to plan properly toward sports development and do not monitor and evaluate programmes and investments made in sports. According to the United Nations Development Programme (2009), good planning, monitoring, and evaluation of sporting activities and policies can enhance sports development by contributing to establishing clear links between past, present, and future initiatives and development results. Without effective planning, monitoring and evaluation, it would be very difficult and possibly impossible to judge if work was on track, whether progress and success could be made, and how future efforts might be improved. Kakonge (2016) wrote that most sports ministries in Africa suffer from bad governance, yet sports development hinges firmly on good governance, respect for the rules, fair play, honesty, and discipline. Kakonge (2016; cited in Mwisukha & Mabagala, 2011) argued that personnel who served in the various national sports federations and organisations in East Africa as managers were not trained professionals in sports management and administration. They lacked the scientific basis of what they were assigned to do with the obvious results of mediocre performances in sports administration and management. Andreff (2001) wrote about some observed signs of corruption, bribery, embezzlement, and money laundering through sport in developing countries.
- (vi) *Insufficient formulated and implemented active, inclusive, and interrelated sports policies*: Governments, domestic sports associations, confederations of sports associations of developing nations, and international sports federations do not have sufficient, active, and

interrelated policies for sports development in developing nations. To fully exploit the benefits of sports development in developing nations, there must be many active sports policies formulated and implemented to ensure programmes' success. Active, inclusive, and interrelated sports policies and programmes must involve all key stakeholder groups based on country-specific characteristics. These include the history of the government's involvement in sports issues, the existing political framework, and the government's public policy development process; these will help define the needs, opportunities, and priorities of the sports sector (www.un.org.sport/files). Kakonge (2016) added that some African countries have many fragmented and uncoordinated sports policies and ministries of sports that usually exist within other ministries and departments in charge of sports. The results have been inadequate funding that has made it difficult for them to finance and promote sports programmes and pursue appropriate sports policies for sports development.

- (vii) *Lack of interest in sports by most households in developing nations:* Most households in developing nations view sports as an area for those who are not academically brilliant. The inadequate exploration of the complementary role between sports and education by sports stakeholders has contributed to the underdevelopment of sports in developing countries. Education and sports are mutually inclusive or are complementary services. That is, education and sports are essential for each other. Sahni (2019) stated that when children get equal exposure to sports and academics, they become better focused and disciplined with higher punctuality values. Mandrapa (2014) added that sports teach a person many valuable lessons. When sports and education are combined, they give persons an added advantage to succeed in life.
- (viii) *Inadequate competitions organised by governments and sports associations:* Due to lack of funds, sports associations cannot organise enough competitions for sportsmen and women to unearth talents and develop their skills for the development of sports. Inadequate participation of developing nations in international competitions and poor performances of sportsmen and women from developing nations at major international sporting events has negatively affected sports development. Participation in international sports by developing countries has been very low (sportsanddev.org, n. d.). This unfortunate development has been exacerbated by a shortage of physical education and sports for all programmes. Other factors are inadequate financing for sports, inadequate sports facilities and equipment, lack of capacity to host major sporting events, and social and cultural barriers such as religion, culture, language, and the lingering influence of colonialism in

many parts of the world. Boit (2000) wrote that Africa had made little impact on soccer and athletics (track and field) while in other sports, the performance has been minimal. Many African soccer players and athletes playing and running for professional clubs in Europe have performed very well and have earned much money from their chosen fields. However, African sportsmen and women have not contributed much to the growth of sports in their indigenous economies due to the inability of African countries to stage professional championships.

- (ix) *Inadequate legal frameworks for regulating various sporting disciplines at all levels:* Developing nations lack the legal frameworks that can generally support sports development through clubs growth, contracts enforcements, discipline, teamwork, and a competitive spirit. There have been inadequate legal frameworks for regulating various sporting disciplines at all levels. In most developing countries, rules relating to sports are not adequately implemented and adhered to by stakeholders. The outcome of most sports games and events are allegedly pre-determined by officiating referees and sports officials, which in most cases result in riots, loss of games, and lives. Contracts between sportsmen and women and clubs are usually not respected with their attendant adverse effects. Club officials who take sports associations to court are either fined or expelled from sports associations. Eksteen (2012) reported that sports rules promote order and discipline among sportsmen and sportswomen. Sports rules contribute to fairness in sports to determine who the ultimate winner of a game or event will be. Sports are part of society, and for this reason, it is within the remit of the general law of the country. Sports issues that require legal interpretations and judgments by the courts include contractual, employer-employee relationships, invasion by the media of rights to privacy, defamation, and spectators' rights.
- (x) *Inadequate relevant data on sporting activities for more research work toward sports promotion and development:* Availability of relevant data help to evaluate the trends and impact of sports programmes and investments. It helps more research into activities in the sector for planning purposes. Luiz & Fadal (2019) contended that the lack of research into sports and organisational economics, especially in emerging countries, has partly explained the lack of data on sporting activities in developing countries for planning and sports development despite the bi-directional relationship between them.
- (xi) *The impact of sports development on economic growth and development is underrated:* The role of sports in solving unemployment problems among the youth and contributing to economic growth and development has been underrated compared to the industrialisation agenda of many

developing nations. Unfortunately, as a result of various reasons, developing nations still struggle to industrialise. Also, industrialisation does not sufficiently provide the magic wand for economic development in developing nations.

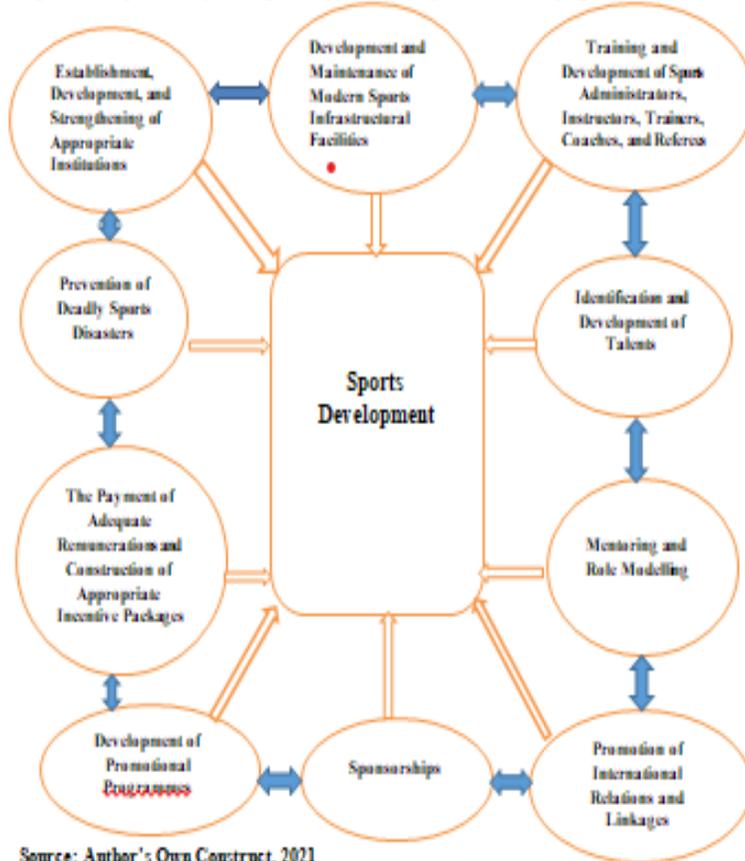
Long-Term Complementary Strategies or Cardinal Pillars of Sports Development in Developing Nations

Developing nations must implement ten (10) long-term complementary strategies or cardinal pillars necessary for promoting and developing sports in developing nations in a holistically and synchronised manner to harness the numerous benefits of sports development. Section 5.2 explains these ten long-term complementary strategies and illustrates them in Figure 3.

The ten long-term complementary strategies or cardinal pillars of sports development include the establishment, and development and strengthening of relevant institutions; the development and maintenance of modern sporting infrastructural facilities; the training and development of sports administrators, instructors, coaches, trainers, and referees; the identification and development of talents; mentoring and role modelling; the promotion of international relations and linkages; sponsorships; the development of promotional programmes; the payment of adequate remuneration and construction of appropriate incentive packages; and the prevention of deadly sports disasters.

The link between each of the ten long-term complementary strategies captured in the circles in Figure 3 and sports development, as shown by the rectangle in Figure 3, is indicated by the long brown arrows. The short brown arrows that connect the long-term strategies shown in the various circles explain that the strategies complement each other for sports development in developing countries.

Figure 3 Complementary Strategies for Sports Development in Developing Countries:



Source: Author's Own Construct, 2021

These ten long-term complementary strategies or cardinal pillars of sports development are the followings:

(a) *Establishment, development, and strengthening of appropriate institutions*: The establishment, development, and strengthening of critical institutions will promote sports policy formulation and implementation, financing, education, sanity, and publicity in the sports sector. These institutions include government institutions, international sports federations, financial institutions, and the media. Governments provide policy directions to create an enabling environment for sports development. In Ghana, the Ministry of Youth and Sports, the Ghana Football Association, the National Sports Authority, the Ghana Olympic Committee, the courts or legal system, and the security services (police, military and immigration) all help execute government policies for sports development. Without governments' policy direction, many sporting disciplines will become haphazardly managed and may become extinct. Security services enforce law and order before, during, and after sporting events to bring sanity into sports. The immigration service

works on travelling issues and issuance of residence permits to sports personnel. In Ghana, the National Democratic Congress (NDC) mentioned in its 2020 manifesto that it would develop a comprehensive national sports policy to outline the vision and strategies for sports development in Ghana. It emphasised female sports and remuneration of sportspersons if it had the opportunity to govern the nation from 2021 to 2024. According to Xiong (2007; cited in Hallmann, Wicker, Breuer, & Schönherr, 2012), the Chinese government, having identified the vital role of sports infrastructure in the nation's fitness level, implemented a nationwide policy in 1995 to improve spending on sports and the quality of life of the China people.

Sports thrive on specific pre-established rules that help fulfil the core values of sports, which provide fair play in competitions. Panagiotopoulos (2013) wrote that international law theory says that “law is a coercive order”. The law creates socially organised sanctions. The law attempts to bring about the desired social conduct of men through the threat of coercion in case of legally wrong conduct. Nanev (2013) also added that because sport is one of the leading human activities, it is the responsibility of the state and its legal system to provide special norms to govern it. The state's role is to enable and support the realisation of the social functions of sports by establishing special pre-defined rules and laws for sports and sporting activities that enjoy protection by the state. Various sports have their own technical rules and laws that govern them. International sports federations usually establish such rules and laws. There are also the ethical principles of sports that border on fairness and integrity. These ethical principles are well known as 'the spirit of the game'. They serve as an essential protection for sports and sports personnel. International sports federations manage and monitor the running of the various sports disciplines globally. These organisations include the World Anti-Doping Agency (WADA), the Federation of International Football Association (FIFA), the International Cricket Council (ICC), the International Olympic Committee (IOC), the International Netball Federation (INF), the International Federation of Sports Medicine, and the Confederation of African Football (CAF).

The media promote sports by helping sports enthusiasts access sports information and breaking the distance barriers between sports and sports enthusiasts to inform the public and all stakeholders about sporting activities. They whip up public interest in sports and reduce the costs of asymmetric information. The various types of media that impact sports development are television, radio, print (press, newspapers, and magazines), and the internet (websites, blogs, and social media). Broadcasting sporting activities on various media platforms and channels regularly enables media organisations to connect advertisers to consumers. Consumers of sports in the Middle East and Africa are among the most active social media platforms users because of

the high mobile phone penetration rate (Kavanagh, 2019). As a result, the youth participate in sports, emulate the sports stars they see on television, hear about on the radio, and read about in the print and electronic media. The increase in computers and computer programmes in sports has helped experts in sports analyse the games and performances of boxers, players, athletes, and coaches. The benefit the media derives from the commercialisation of sport is that high profile sports stories help attract audiences, listeners, and readers. For this reason, the media, in turn, makes sure that sports keep a high profile (Bitesize, 2021).

Financial institutions provide financial support to governments, business organisations, entrepreneurs, individuals, and sports personnel to finance their economic activities. They finance governments' social overhead infrastructural projects and entrepreneurs' profitable investments. They serve as channels through which the wages and salaries of sports personnel are paid and received. Banks do the transfer of incomes of foreign-based players, boxers, and athletes into their accounts and domestic economies. Insurance companies provide insurance policies to cover sporting facilities, travels, and sports personnel against the occurrence of unexpected adverse events such as thefts, accidents, and fire outbreaks. Insurance companies compensate those who suffer a loss due to accidents, burglary, vandalism, terrorism, and hooliganism. Sports personnel and spectators suffer injuries before, during, and after competitions, no matter how careful they may be. With reliable sports insurance plans and packages, sportsmen and sportswomen will be more confident to participate in games, hoping that they will be supported throughout their healing and rehabilitation processes even if they are injured. It will also help them maintain a regular flow of their incomes. The capital market also helps sports clubs and companies to cheap source capital for their activities. Investors who are into sports invest in capital market instruments to balance their portfolios and to seek good returns on their investments. According to KPMG (2016), in the late 1990s and early 2000s, many football clubs, especially in the United Kingdom (UK), saw the floating of shares on stock markets as the most preferred means to raise capital for development. The number of listed sports clubs on the stock exchange has reduced in recent years. The reason may be that clubs are generating sufficient internal funds to finance their expenditures. Governments of developing nations must review the listing requirements of their stock exchanges to enable more clubs to raise more capital to finance their expenditures. It will also ensure transparency in the management of clubs in developing countries. The establishment of the Ghana Alternative Market is an excellent example of this.

(b) *Development and maintenance of modern sports infrastructural facilities:* Both the public and private sectors must invest heavily in sports infrastructure to promote sports development in developing countries.

However, governments' contribution must be significantly more than that of the private sector because of the substantial initial capital outlays involved in infrastructural development. Sports infrastructure differs from one sport to another because of the differences in the requirements for their facilities. For example, football and hockey pitches, titan tracks, swimming pools, etc., must be provided for the various sporting disciplines. The availability of space is crucial for sport-related activities (Bu"ch, 2005; Heinemann, 1998, cited in Hallmann, Wicker, Breuer, & Schönherr, 2012). Also, the location of sports facilities has a significant influence on individuals' participation and sports development. The reason is that the probability of spending additional time and money travelling to the facility decreases if it is closer to the users and vice versa (Pawlowski et al., 2009, cited in Hallmann, Wicker, Breuer, & Schönherr, 2012). Arnott (2017) revealed that in the public sector of the United Kingdom when people were selecting a sports development initiative, they based their choices on the marketing mix variable of place. The Vice President of Ghana, Dr. Mahamudu Bawumia, on Tuesday, August 18, 2020, mentioned that the NPP government undertook sixty-eight (68) sports infrastructural projects between 2017 and 2020 in Ghana. The projects included the construction of ten 500-seater sports centres of excellence in ten regions and the construction of AstroTurf pitches in some constituencies. Also, the government would renovate the Accra, Kumasi, and Tamale sports stadia (Roberts, 2020). In the 2020 New Patriotic Party's (NPP) Manifesto, the party promised to build fully functional multi-purpose youth and sports centres of excellence in each of the six newly created regions and host and organise the 13th African Games in 2023. These projects were expected to be completed by the close of 2024. The government proposed to construct a national Olympic stadium complex to bridge the nation's sports infrastructure deficit. The ultimate purpose is to establish a university for sports development in Ghana.

(c) *Training and development of sports administrators, instructors, trainers, coaches, and referees:* Sports administrators, instructors, trainers, coaches, and referees are crucial in managing administrative issues in sports, teaching the basic tenets, skills, and rules of sports to sportsmen and sportswomen, to those who may want to keep fit, and for officiating games at both the grassroots and elite levels. The training can take place locally or in foreign countries with the help of foreign experts so that referees, coaches and trainers can acquire adequate knowledge for its onward transfer to participants. These sports instructors, trainers, coaches, and referees can work in sports clubs, schools, colleges, universities, etc. Unfortunately, many developing countries continue to rely on foreign experts to offer such services to their citizens to the detriment of the indigenous groups. In consequence, they waste huge sums of money on their salaries and accommodation. For

instance, Ghana can pride itself on four African Cup of Nations trophies, and three youth world cups and continental club cups at both the national and club levels under the tutelage of local coaches and administrators. The local coaches who have won laurels for Ghana at the international level are the late coaches like C. K. Gyamfi, Sam Arday, Osam Duodo, Cecil Jones Attuquefio, Herbert Addo, Kwesi Afranie; and alive and kicking Sellas Tetteh. In boxing, too, D. K. Poison, Azumah Nelson, Nana Yaw Konadu, Alfred Quartey, Isaac Dogboe, etc., were all once world champions and were trained by both local and foreign trainers at one point in time or another. I join many sports-loving Ghanaians to say "Ayekoo" (well done) to all those who have contributed to these achievements. Developing local coaches at any costs will have much more long term benefits and a multiplier effect on developing nations. It will help them to save money for investments in other developmental projects. In the long run, local coaches can also begin to seek foreign jobs for foreign exchange.

(d) *Identification and development of talents*: The early identification and the development of talented performers are crucial for sports development because sports are synonymous with age. Ghana must send experts around the nooks and crannies of communities to identify talented youth or children and nurture them to become successful sportsmen and sportswomen. Educational institutions such as universities, sports colleges, fitness centres, primary schools, Junior High Schools, Senior High Schools, and sports academies, and local communities' sporting clubs can become avenues for talents identification and development. It, however, requires adequate financial resource injections. Jacob (2014) investigated assets and modes of identifying and developing talented student-athletes in selected sports disciplines in Kenyan universities. He wrote that the quality and appropriateness of the sports talent identification and development environment was a significant factor that influenced all sportsmen and women in their sporting careers. The results of the study indicated, among other things, that the identification of talented student-athletes was based on the observation of the coaches during internal competitions without the application of scientific methods in the identification process. Inadequate financial support, a lack of scholarships, an absence of talent identification structures and modalities, a lack of equipment to facilitate talent identification, and a lack of knowledgeable coaches also faced Kenya's talents identification programme. However, field-based data suggest that early and higher volume of discipline-specific training and competition and institutional talent promotion programmes during adolescence do not necessarily lead to tremendous success in senior international elite sports (Vaeyens, Gullich, Warr & Philippaerts, 2009). It requires constant monitoring of higher performers throughout their entire careers.

(e) *Mentoring and role modelling*: Mentoring and role modelling involve the use of retired sports personnel and current professional sports personnel (both local and foreign) to inspire up-and-coming stars to reach greater heights. During high profile sports competitions, mentors are needed around teams to calm nerves through pep talks. Players can seek advice on transfers and contracts from senior and old players. According to McQuade, Davis & Nash (2015), the Department for Education and Skills (DfES, 2005) and Green (2002) mentioned that mentoring is a form of induction or apprenticeship that helps to develop competency, provide challenges, and support progression. Bloom, Durand-Bush, Schinke & Salmela (1998) reported that more experienced coaches mentored most coaches during their athletic and early coaching careers, which gave them valuable knowledge and insight that shaped their coaching philosophies and careers. Mentoring programmes need to be formalised and made available to many developing coaches and athletes. Also, Crisp (2018) revealed that in the field of learning theories associated with coach education, there is evidence that informal learning has a more significant impact and importance on the development of coaching practise than that of formal coach education. Given this, many national sports governing bodies and sports clubs have turned more toward mentoring as a learning and support strategy for their coaches.

(f) *Promotion of international relations and linkages*: Associating with international sports associations, sporting clubs of major sporting nations, sports companies, and non-governmental organisations (NGOs) and participating in international sporting events help tap innovations and technical assistance in the new ways of doing things in sports. Sports are dynamic. Therefore, there is the need to have access to modern skills and knowledge about sports development from nations where research and development are increasing to become an avenue for learning new things in sports (one avoids reinventing the wheel). International relations and linkages develop global and multi-disciplinary networks of organisations that promote policy formulation and projects implementations for sports development. Generally, countries with little or no international recognition struggle to compete in international sports programmes hoping to gain international recognition (Kobierecki, 2013). According to Maguire (2018), today's sports hinges on a global network of interdependency chains influenced by global flows and inequality in power relations. Developed nations and some international institutions are more endowed with talents, technologies, innovations, equipment, and infrastructural facilities, which can help developing nations' sports development. UKEssays (November 2018) published that sports had reached the international level and had social and political influences. For example, the International Olympic Committee (IOC) has 202 member states while the United Nations has 192 member states. Sports

influence international politics and diplomacy. Sports-loving fans worldwide view satellite broadcasts of European Leagues and Champions League matches, boxing and athletic competitions in which the best sportsmen and women compete for laurels. Sports personnel and associations use sports equipment produced by multinational corporations such as Adidas, Puma, Lotto, Nike, etc. We look forward to experiencing more co-operation between clubs in developing nations and their counterparts in developed nations to develop sports in developing nations. English Premier League side Southampton football Club announced their partnership deal with Kumasi Asante Kotoko SC, Ghana, in January 2021 (Ghanaweb.com, 2021). Souchaud (1996c, cited in Andreff, 2001) adds his voice to the need for bilateral international co-operations in sports development between sports stakeholders in developed and developing countries. Mention was made of Germany signing bilateral agreements with over 40 developing countries; and co-operation between France and all French-speaking developing countries and some English speaking Least Developed Countries and some Central Eastern European countries (CEECs). Denmark signed similar agreements with South Africa, Tanzania, and Zimbabwe. Finland also agreed with Tanzania. Furthermore, Sweden collaborated with South Africa, Tanzania, Uganda, and Zimbabwe. Again, Norway had a deal with South Africa, Tanzania, Zambia, and Zimbabwe. The UK with Commonwealth countries; Spain with Mozambique, for the development of grassroots football talents. These agreements involved sending football coaches and sporting goods to various developing countries involved. These agreements must be suitable for developing nations for the development of their sports.

(g) *Sponsorships*: Sponsorship is the financial and material support given to sporting disciplines, clubs, sports associations, and sports personnel for the mutual benefits of the sponsor and the entity or person sponsored. Governments' support, private sector support, and public-private partnerships are paramount in sports promotion and development in developing countries. Sports involve participation, commercialisation, management, and marketing to generate income for their development. Sponsorships increase the revenues of clubs, associations, and sports personnel. School teams may have sponsored kit, while elite sports personnel may receive a substantial amount of money for wearing specific sportswear or using branded equipment. Increased revenue from sponsorships helps increase participation in sports, enhances the performances of sports personnel and sports organisations, and helps attract large followings. Sponsors benefit from commercialising sports through high profile coverage of sports and ensuring a high profile for companies and their products (Bitesize, 2021). Nuseir (2020) indicated that sponsors give technical, expert and financial support to improve brand awareness and brand image. In return, they increase their revenues. The funding of sports should be

at all levels. Availability of sponsorship funding enables sports authorities to organise more competitions, sports personnel to focus more on their training schedules and reduce the stress they go through when finding money to train and participate in sporting competitions. Toyota signed an eight-year deal worth \$1.64 billion with the International Olympic Committee in 2015, spanning 2017 to 2024 (Sports Business, 2016, cited in Nuseir, 2020). Also, Nike signed a \$1 billion deal with the National Basketball Association (NBA) for eight years from the 2017/2018 season to the 2024/2025 season. Adidas signed a \$940 million deal with Bayern Munich for 15 years starting from 2015/2016 football season to 2029/2030 football season. Verizon, likewise, signed a \$400 million deal with the NBA for three years from 2015/2016 to 2017/2018. The sport of cricket is sponsored mainly by PepsiCo, Toyota, and Coca-Cola. Coca-Cola, Unilever, and Adidas sponsor rugby. Rolex, Anheuser-Busch, Emirates, MasterCard, and Coca Cola sponsor golf (PRO Sports, 2015, cited in Nuseir, 2020).

(h) *Development of promotional programmes*: Sports promotion helps to stimulate consumers' interest and increase participation in sports. Sports promotion helps to win over the interest or hearts of many sports-loving fans and users of sports products or services as much as possible while increasing brand awareness. The sale of a firm's product or service is driven by promoting its benefits to different potential buyers. According to Shank (2019; cited in Greenwell & Thorn, 2012), conservative organisations take a strategic approach to sports marketing. With strategic sports marketing, organisations engage in careful planning before implementing marketing activities designed to meet organisational goals. The organisation of sporting competitions like domestic clubs' leagues, schools and colleges games at the district level, regional level, and national level, and participation in international competitions are essential for sports development. Companies or business firms use promotional mixes such as advertising, public relations, sales promotion (direct marketing), and personal selling as multi-dimensional communication tools to brand their products and services. They do this to stimulate the taste, desire, preference and emotions of prospective consumers to patronise their services or products. Celebrities in the entertainment industry are also involved in sports promotional activities by sports authorities to help attract people to sporting events. Promotion develops businesses. Arnott (2017) make one understands that in terms of promotion, word of mouth communications influenced the development of the sport in the public sector in the United Kingdom. A well-chosen promotional mix increases the visibility and profitability of goods and services put on markets for sale (Attia, Chepyator-Thomson, Sonkeng & Add el Azim, n.d.). Sports marketers must invest sufficient time and resources in conducting a thorough

market and consumer behaviour analysis as a foundation for a compelling promotional mix.

(i) *Payment of adequate remunerations and construction of appropriate incentive packages*: The payments of adequate and appropriate financial and material rewards to employees in organisations boost employees' morale to work hard to increase productivity, attract new employees, and keep their best employees. These monetary and material rewards are because of differences in skills, interests, needs, and employees' preferences, making each employee unique. The development of sports in developing countries will require heavy financial and material commitments on the part of owners of sporting clubs/teams, national and local governments, and international bodies. Financial and material commitments will motivate the best talents to give off their best and make sports more attractive to prospective consumers to become profitable to entrepreneurs in sports. The active years of sports personnel are relatively short, so in the prime of their youthfulness, they need adequate remuneration to enable them to feed themselves well, take care of other personal needs, and prepare adequately for their future. Underpinning the competitive model of sports remuneration is that pay or reward is associated with preferences, abilities, and the 'personal scale of operations' of sports stars (Disney, 2006). The organisation of sports leagues and tournaments affects the remuneration of sportsmen and sportswomen. Unfortunately, many people who engage in sports are without remuneration because of a lack of exceptional talent. Also, most sporting activities do not generate any revenue for the organisers. Adequate remuneration and the payment of appropriate incentive packages to sports administrators, players, athletes, and instructors or coaches are paramount for sports development in developing countries.

(j) *Prevention of deadly sports disasters*: Stadium disasters, plane crashes, vehicular accidents, terrorism, and hooliganisms result in deaths and injuries to sportsmen and sportswomen, officialdom, and spectators. These unfortunate incidents discourage prospective sportsmen and women from participating in sports. They hinder sports fans from attending sports programmes at the various sports centres. Although it may be impossible to prevent all sports-related injuries and disasters from occurring, governments and sports officials must ensure that appropriate measures are in place to reduce their occurrences. Sports officials must educate sports personnel on wearing appropriate protective gears such as boots, goggles, helmets, gloves, etc. They are to ensure that sports equipment is in good working conditions before a sportsman or sportswoman can use it. Again, sports officials must educate spectators on the negative consequences of hooliganism. Intelligence gathering by the security agencies before and during major sporting events

will also help prevent unfortunate situations at sporting events. Everyone wants to live long and be free from troubles.

Not to be seen as a way of revisiting dark memories or days of sports, but as a reminder of the lessons to be learned, the following deadly football incidents that occurred across the globe are referred to: (1) May 24, 1964 - Lima, Peru: 318 people died and another 500 injured in riots at the National Stadium. (2) June 23, 1968 - Buenos Aires - Argentina: 74 people died, and more than 150 injured when fans tried to leave the stadium by a closed exit. (3) January 2, 1971 – Glasgow, Scotland: 66 people died, and 140 were injured when barriers in Ibrox Stadium collapsed near the end of a match. (4) October 20, 1982 - Moscow: 340 sports fans died at a European Cup match. (5) May 11, 1985 – Bradford, England: 56 people died when a cigarette stub ignited a stadium's wooden terrace section, and fire engulfed the structure. (6) May 29, 1985 - Brussels: 39 fans were killed before the European Cup final when Liverpool fans attacked their Juventus counterparts and died against a wall that eventually collapsed. (7) June 16, 1996 - Lusaka - Zambia: 9 soccer fans died and 78 others injured during a stampede. (8) April 6, 1997 – Lagos, Nigeria: 5 fans died, and more than a dozen injured when the crowd headed for exits and found most of them locked. (9) April 23, 2000 – Monrovia, Liberia: 3 people suffocated to death, and others were injured. (10) July 9, 2000 – Harare, Zimbabwe: 13 fans died after police fired tear gas into a crowd estimated at 50,000 to quell growing unruliness. (11) April 11, 2001 - Johannesburg, South Africa: 43 people died and 155 injured as fans tried to push into an overcrowded stadium. (12) April 29, 2001 – Lubumbashi, Congo: seven people were crushed to death in a stampede after police fired tear gas into an unruly crowd. (13) May 9, 2001 – Accra, Ghana: At least 123 people died in a stampede after police fired tear gas to disperse disgruntled Accra Hearts of Oaks FC and Kumasi Asante Kotoko SC fans. (14) March 29, 2009 - Abidjan, Ivory Coast: thousands of fans pushing to attend a football game between Ivory Coast and Malawi set off a stampede that killed 19 people and injured more than 100 (Global News and the Associated Press, 2012); <http://www.pr-inside.com/football-stadium-disasters-1150259.htm>, and <http://www.pr-inside.com/football-stadium-disasters-r1150259.htm>).

The violence which ensued between sports fans at England's Euro 2016 match with Russia in Marseille resulted in injuries to more than 30 people. This incident raised concerns about the need to prevent hooliganism in sports stadia (Parkinson, 2016).

Benefits of Sports Development and How They Affect Economic Growth and Development

The question many readers may want to ask is: “Considering the above incidents, what then makes the game of football and sports in general so attractive that people tend to overlook its negative effects on societies and still follow them?” Sports development impacts positively on the service sector growth and development and economic growth and development through the following benefits they offer societies: jobs creation; incomes for clubs, sports personnel, and ancillary workers; tax revenues for governments; infrastructural development; promotion of political and social cohesion; enhancement of the images of countries; healthier citizens for higher productivity; and foreign exchange.

(a) *Jobs creation*: Many projects carried out by governments in the sports sector, profitable investments of sports companies, sports clubs, sports associations, and other ancillary companies toward sports development provide job opportunities to many people. For example, sports offer jobs to sports administrators, managers, coaches, instructors, sportsmen and sportswomen, and workers of companies involved in sports-related activities. These include Nike, Puma, Adidas, Lotto, food vendors, hoteliers, cleaners, security officers, accountants, secretaries, sports reporters and analysts, retailers and wholesalers who contribute to the production and sale of sports kit and paraphernalia, as well as the promotion of sports. Sports have helped to reduce unemployment in many countries. According to the World Bank, the youth in Africa account for about 60% of Africa's unemployed population. The youth unemployment rate in North Africa is 25%. It is greater in Botswana, the Republic of the Congo, Senegal, and South Africa. Africa has 200 million people aged between 15 and 24. Africa has the largest population of young people in the world (Ighobor, 2017). The African Development Bank Group (2018) likewise projected that Africa's youth population of 1.2 billion would more than double by 2050. Africa will have one-fourth of the world's population, making Africa the world's youngest region with a median age of 25. Each year, 10 to 12 million young Africans join the job market. The increased youth population can increase productivity and strengthen inclusive, sustainable economic growth and development across the African continent. Sports are labour-intensive and can employ more people. Africa's youth unemployment challenges can be tackled in part through sports promotion and development by governments and the private sector if the youth participate in sports. In recent years, sports-related employment is increasing and is creating jobs in other related industries.

Boateng (2018) reported that the sports industry created about 4.46 million jobs in the European Union. This represented 2.12% of the total employment in the European Union. In the New Patriotic Party's (NPP's) 2020 Manifesto, the government of Nana Akufo-Addo promised to create job opportunities for Ghanaians through sports. CareerBuilder and Economic Modeling Specialists International (EMSI) looked at post-recession job growth in the six largest sports-related industries in the United States. It reported that job growth in the six largest sports-related industries in the United States increased by 12.6 per-cent between 2010 and 2014 (CareerBuilder, 2014). Moreover, sports jobs had a multiplier effect in creating more jobs in other occupations and industries. For example, 100 new jobs in sports teams and clubs in Pittsburg generated \$46.2 million new earnings across the city. About 422 additional jobs were created outside of the industry in construction, healthcare, sales, food preparation and maintenance, and hotel. Average earnings across these occupations amounted to \$78,455, above the national average, \$57,947.

- (b) *Incomes for sports clubs, sports personnel, and ancillary workers:* Sports have provided career opportunities for many people, as mentioned under point (a) above. Many talented but academically not brilliant have found solace in sports and have become more prosperous than their more educated (academic) counterparts. Workers in the sports sector and other ancillary sectors are paid wages and salaries, which are spent on goods and services. Savings of these categories of workers are also borrowed and invested by deficit spending units to produce more goods and services. These incomes have multiplier effects with a significant positive impact on economic growth and development in developing countries. Wages and salaries in football are paid to players, technical and administrative employees. Also, signing-on fees, bonuses, termination payments, social security contributions, and other employee benefit expenses are paid to deserving employees. Western (2020) published a list of the twenty (20) wealthiest athletes in 2020, as compiled by Forbes and Celebrity Net Worth. The list included Vince McMahon, an American former professional wrestler, who had a net worth to the tune of \$2.2 billion. The net worth of Ion Tiriac, a Romanian former professional tennis and ice hockey player, was \$2 billion. He is now the owner of the Mutua Madrid Open Tennis Tournament. Michael Jordan, an American retired professional basketball player, had a net worth estimated at \$1.9 billion. Also, Tiger Woods, an American professional golfer, had a net worth estimated at \$740 million. Furthermore, Floyd Mayweather, a former professional boxer and the founder of Mayweather Promotions, was worth \$565 million. LeBron James, an American professional basketball player in the NBA for the Cleveland Cavaliers, had a net worth of \$480 million.

Cristiano Ronaldo, a Portuguese footballer, was reported to have had a net worth of \$460 million. According to Wilson (2018), the big five European leagues generated a record 14.7 billion euros (an equivalent of 12.6 billion pounds) in revenue in the 2016/2017 season, a 9 per-cent annual increase. Again, Deloitte's Annual Review of Football Finance revealed that the European football market generated €28.4 billion in revenues in the 2017/18 season. The 'big five' European leagues generated a record €15.6 billion in revenue in 2017/18, a 6 per-cent increase from the previous year. On May 30, 2019, Deloitte & Touche (2019) reported that the European football market's revenues grew by 11 per-cent to €28 billion. The increase in revenue resulted from the increased revenue of the 'big five' European leagues, which increased their combined revenues by 6 per-cent in 2017/18 and the revenue from the FIFA World Cup in Russia. Chappelet (2010) adds that sports contribute about two per cent to the gross domestic product in industrial countries.

- (c) *Tax revenues for governments:* Governments contribute to economic activities by providing social overhead infrastructural facilities, addressing market failures, etc. (Acquah-Sam, 2020). Governments' finance their expenditures through tax revenues collected from the citizenry and companies. These companies include those in the sports sector. In November 2020, New Jersey collected a total of US\$6.23 million in tax from sports betting, lower than the previous month's total of US\$7.44 million (Lock, 2021). These government-financed activities contribute to the growth of economies of the world. Sports personnel and sports companies pay road tolls, income taxes, and corporate taxes on their wages and salaries, and corporate profits. Again, sports clubs pay taxes on entrance fees (proceeds) earned from sporting activities. Sports clubs pay taxes on incomes from other revenue-generating activities of sports clubs. It means that when sports are well-developed in developing countries, the major players of sports may receive higher wages and salaries. These sports personnel can pay higher taxes to develop their nations. In many developing nations like Ghana, sports contribution to tax revenue generation is inadequate because of the low incomes of sports personnel and sports clubs. There is an adage in the Akan language in Ghana that "kitiwa biara nsoa". It means that "there is nothing too small". Ghana should start collecting income taxes from the incomes of footballers and sports officials, no matter how small they may be, and develop it from there. Many workers working in other sectors earn "peanuts", yet they pay taxes to the states for economic growth and development.
- (d) *Infrastructural development:* Sports thrives on adequate sports infrastructures such as sports stadia, tennis courts, hotels, roads, telecommunication networks, and market centres. Lange (2020) reported

that a survey on a two-year projected non-player capital expenditure of English Premier League clubs revealed that 7% of club directors stated that they intended to allocate 50 million pounds. Governments use sports events to develop cities by combining economic, social, environmental, and other concerns. In the 2020 New Patriotic Party's (NPP's) Manifesto, the party promised to build a fully-functional multi-purpose youth and sports centre of excellence in each of the six newly-created regions in Ghana. These were to augment the Ten (10) which were already under construction and near completion. Also, to host and organise the 13th All African Games in 2023, the party planned to construct a national Olympic stadium complex to bridge the nation's sports infrastructure deficit which would ultimately serve as a university for sports development in Ghana. Sports infrastructure leads to economic growth and development since they provide the tools for the efficient running of sports and their related economic enterprises. During the construction of sporting infrastructural facilities, roads, bridges, rail networks, airports, water, electricity, etc., are also provided. International sports governing bodies also give monies to member countries to help them develop sports infrastructure. The FIFA Goal Project, aimed at helping developing countries mainly in Africa and Asia to establish infrastructure and facilities to boost the game's growth, has assisted in the infrastructural development of Member Associations on the continent of Africa. In 2015, FIFA embarked on funding a four-star hotel in Rwanda through its Goal projects. The hotel, when built, would reduce the expenses that the Ministry of Sports and Culture (MINISPOC) used to incur on national teams during residential training and accommodation for visiting national teams (Africa for Africa, 2015).

- (e) *Promotion of political and social cohesion:* The victories chalked by local and national sports teams and individual sportspersons help promote unity among the citizens of countries. One hardly hears citizens talk about partisan politics when national teams or football clubs win matches at major international tournaments. In the same vein, boxers and athletes winning boxing fights and races or events at major competitions bring national unity. Opposing parties in parliaments, organisations, and on the street, all celebrate victories in sports. National and private television and radio stations become occupied with sports-related issues. In times of civil conflicts, sports have played a significant role in reconciling opposing parties. The government of Ghana resorted to football matches to reconcile the Kokombas and Nanombas in 1993 and 1994. The building of sports facilities also boosts the chances of a sitting government winning an election. Peace brings development as people go about their regular duties in peace and security. Countries such as Germany capitalised on football to improve the process of social integration of descendants of immigrants.

According to Diop (2016), in September 2015, Jim Yong Kim, President of the World Bank Group, was reported to have signed a US\$50 million agreement with Novak Djokovic's foundation to support social inclusion and early childhood development programmes in Serbia. This agreement was to more effectively combat the inequality affecting young children from poor and disadvantaged backgrounds. Sugden (2010) referred to sports as a social good because of their fraternal and character-building qualities and their capacity to bring together different kinds of people, communities, and nations through regional sports festivals, club football matches, athletic competitions, and international sports competitions.

- (f) *Enhancement of the images of countries:* Sports serve as a critical strategy for cities and countries to promote their images and global positions. These benefits make nations compete to host major international sporting events, despite the enormous costs involved. Sport Management Association of Australia and New Zealand (1998) wrote that major sporting events usually do not generate enough tax revenue to justify the taxpayers' funds used to organise them. Gripsrud, Nes & Olsson (2014) argued that when countries host major sports events, they earn opportunities and likewise face challenges. Whenever sports teams and players are involved in major international competitions, the countries whose nationals are involved in the competitions become household names to the rest of the world. For example, Ghana is a household name in world football circles through the following achievements in football: The four-time African Cup of nations gold medals won by the Black Stars of Ghana. The 1991 and 1995 Under 17 FIFA World Cup gold medals won by the Black Starlets of Ghana. The bronze medal feat of the Black Meteors of Ghana at the Olympic Games in Atlanta in 1996. The country's participation in 2006, 2010, and 2014 FIFA World Cup tournaments. The Gold medal won in 2009 in Egypt, and the Silver Medals won in Australia in 1993 and Argentina in 2005 by the Black Satellites of Ghana. Ghana's image enhancement and other countries have the positive effects of boosting aid, grants, international trade, and attracting substantial foreign direct investments into various sectors of the Ghanaian economy.
- (g) *Healthier citizens for higher productivity:* Sports and recreations improve people's physical fitness and health, which in the long run reduce the medical bills of people and nations, which would have negatively affected individuals' living standards and economic growth and development. Sports help reduce heart problems, high cholesterol, mental stress, and high blood pressure. Sports make it possible for people to develop their brains and to think better and faster. During a game, individuals must make quick decisions within split seconds to outperform their opponents.

Physical activities contribute to forming a healthier society. Skills and abilities developed through sports promote people's well-being and directly improve their physical, mental, and psychological performance and produce a better quality of life. The state of health of the workforce is critical. Those who are more active physically, other things being equal, are more efficient in their jobs hence increasing the productivity of workers and the growth of GDP. Sick leave benefits and health insurance costs are lower in organisations that have a healthy workforce. Promoting good health among the workforce can be an investment in the future (Nagy & Tobak, 2018). According to Diop (2016), in November 2014, the World Bank, in partnership with the World Health Organisation (WHO) and the Federation of International Football Association (FIFA), organised an awareness-building campaign in the fight against Ebola in West Africa. The campaign brought together the world's top football players, including Didier Drogba and Cristiano Ronaldo. Football was also used as an effective vehicle for raising awareness of the ravages of AIDS, with FIFA establishing HIV/AIDS prevention and control programmes as part of its "football for hope" initiative.

- (h) *Foreign exchange generation:* Remittances from sportsmen, sportswomen, and sports officials who ply their trades in foreign countries generate foreign exchange for local economies. Likewise, the sale of sports kits overseas by kit-producing companies, the transfer fees of footballers, and the organisation of international sporting events generate foreign exchange for countries. The monies foreign sporting personalities and sports fans spend on hotels and other forms of accommodation, meals, water, and other goods and services during sporting events help generate foreign exchange for the host countries. Foreign nationals who attend and participate in international sporting events buy goods and services in countries that host the sporting events. They do so by changing their foreign currencies into domestic currencies. These sources of revenue help reduce the exchange rate problems of domestic economies and reduce the costs of importation of goods and services. It also helps to improve the balance of trade position of countries. The increase in demand for goods and services during sporting events and the foreign exchange earned when invested in productive sectors of economies will increase the production of goods and services to increase economic growth and development. Hatzigeorgiou (2016) wrote that sports could help to increase foreign trade and promote global economic integration. Sports can provide visibility opportunities for countries and spur the interest of firms and consumers in respective foreign markets. In this regard, countries which engage in sporting activities with each other improve their bilateral trade.

Conclusions and Recommendations

Section 6 concludes the paper and recommends the ways forward for developing sports in developing nations for them to impact positively on economic growth and development in developing countries.

Conclusions

This paper explored some of the existing theories and empirical literature on sports development, service sector development, and economic growth and development. Specifically, it synchronises the underdevelopment of sports in developing countries, the long-term complementary strategies or cardinal pillars of sports development in developing countries, and the benefits of developing sports in developing countries. The paper employed a narrative overview research approach with the following findings:

- (a) There are eleven general reasons for the underdevelopment of sports in developing countries that need critical attention from various stakeholders of sports development.
- (b) Sports development hinges on the holistic development of ten long-run complementary strategies or cardinal pillars. These strategies are the establishment, development, and strengthening of relevant institutions; the development and maintenance of modern sporting infrastructural facilities; the training and development of sports administrators, instructors, coaches, trainers, and referees; the identification and development of talents; mentoring and role modelling; the promotion of international relations and linkages; sponsorships; the development of promotional programmes; the payment of adequate remuneration and construction of appropriate incentive packages; and the prevention of deadly sports disasters.
- (c) Sports development can help developing nations as follows: Jobs creation; incomes for clubs, sports personnel, and ancillary workers; tax revenues for governments; infrastructural development; promotion of political and social cohesion; enhancement of the images of countries; healthier citizens for higher productivity; and foreign exchange.
- (d) Interrelationships exist among sports development, service sector growth and development, and economic growth and development of developing countries.

Recommendations

Developing nations must develop sports based on the appropriate sports infrastructural facilities, natural talents of the citizenry (children and youth), and climatic conditions. They must also consider the availability of financial, material, and human resources and the adaptation and adaptability of the citizenry to foreign sports and sports technologies. For example, in

athletics, athletes from Kenya, Ethiopia, and most East African countries excel more in long-distance running mainly due to the natural talents of their citizens, the climatic conditions of the countries, and the availability of human resources.

Developing nations must implement more and active national sports policies that seek to tackle the development of the channels of sports development holistically and devoid of partisan politics. Governments must give tax incentive packages to sponsors of sports programmes and clubs to attract more sponsors into the sector. There must be more public-private partnerships and investments in sports.

The statistical service and its equivalent institutions in developing nations must compile appropriate and accurate sports data to promote research into the sector for national planning.

Developing nations must ban the sale of alcoholic drinks in and outside sports stadia to reduce sports hooliganism. Clubs must play matches during the day. They must also play games that have the potential of igniting violence between rival supporters behind closed doors. Sports authorities must educate supporters on putting up appropriate behaviour during and after sporting events and fine those who go contrary to sports protocols. Sportsmen and sportswomen must desist from making gestures of contempt during and after sporting events.

Governments of developing nations must maximise the returns on their investments in sports. They must ensure that all government agencies mandated to promote the sector's development effectively monitor, evaluate, and account for governments' investments or resources committed to sports promotion and development.

Governments' interest in sports must not be limited to national teams only. Governments must scrutinise progress at grassroots sports and club level management to ensure sports personnel are adequately remunerated and are well treated. The national teams must not be allowed to be used by a few sports and government officials to amass wealth at the state's expense. Allah (2018) referred to a report of the World Economic Forum that generally, grassroots sports where innovative public-private partnerships and investments could benefit society most were not receiving the appropriate levels of support from various stakeholders.

Sportsmen and sportswomen must be educated and advised on the efficient use of their wealth or incomes to impact economic growth and development positively. They must not engage in wasteful spending to help grow their economies and live decent lives after retirement. Sportsmen and women have a limited number of active years of service of at most 35 years, so they need to maximise the gains of their active years in sports.

Sufficient and sustained levels of all kinds of investment in sports coupled with strong institutions, good governance, and effective policies are critical for sports development and economic growth and development to improve the quality of life of the people in developing countries.

Future research works must look at the quantitative approach to measuring the effects of sports development on the service sector growth and development and economic growth and development in developing nations. Other improved methodological designs such as systematic reviews and meta-analysis are also recommended for future researchers in the area to exploit.

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