



**A Descriptive Study of Youth Attitudes to the Commercialization of Sports in
Afghanistan**

By

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AUAF Declaration of Authorship

Masters in Business Administration Thesis

I hereby declare that:

- This thesis for the Masters in Business Administration at the American University of Afghanistan is my original work. I wrote this myself under the supervision of the MBA faculty assigned to me by the program director.
- To the best of my knowledge, I have cited accurately all sources I have used for this thesis.
- I have acknowledged those parts of this thesis that are based on the collaborative work with third parties other than my supervisor.
- I have not submitted this thesis or substantial parts of it for a degree or any other qualification at another institution.

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ABSTRACT

This research study focuses extensively on the role of private sector investment in sports business and its socio-economic impacts on life-style of Afghan youth. It discusses various challenges that the Afghan sports industry is currently facing and provides reasonable suggestions for the improvement of the sports business by presenting investment opportunities for private and corporate investors. It discusses various aspects of private sector investment in sports industry, elaborates public demands and expectations and highlights how investors could benefit from investing in sports industry and investment areas to be considered.

The main reason for selection of this topic was to look into the gaps of the sports business where private investment could fill in and the areas where the general public desire for improvements via private sector involvement.

The primary data which were mainly collected using survey questionnaires were analyzed using qualitative approaches. Questionnaires were developed with support from professionals that included all dimensions of the research patterns. Data were collected using online as well as offline (printed) means to obtain the targeted audiences' views on the subject matter.

The results from the research findings justify the factors influencing the sports industry and how commercialization and private sector involvement in the business could resolve the existing challenges in the market. Findings reveal the optimism of general public for the privatization of sports business in Afghanistan.

Key Words: Sports, Sports Industry, Sports Business, Commercial Sports Business, Sports in Afghanistan.

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TABLE OF CONTENTS

TITLE	PAGE NUMBER
AUAF Declaration	I
Abstract	II
Acknowledgments	III
Table of Contents	IV
List of Tables	IX
List of Figures and Illustrations	X

CHAPTER ONE. INTRODUCTION

1.0. Introduction	1
1.1. Background of the Study - Why I chose this topic to research about?	2
1.2. Problem Statement: Issues of Sports in Afghanistan	3
1.3. Research Objectives	5
1.4. Research Question	5
1.5. Significance of the Study	5
1.6. Organization of Remaining Chapters	6

CHAPTER TWO. LITERATURE SURVEY

2.0.	Introduction	8
2.1.	History of Sports and Sports Industry	8
2.2.	Sports Popularity	13
2.3.	The Industry of Sport Business	14
2.4.	Sports Merchandize	19
2.5.	Benefits of Sports	22
2.6.	Sports in Afghanistan	24
2.7.	Commercializing Sports Business in Afghanistan	29
2.8.	Private Sector Involvement & Investment in Sports Business in Afghanistan	34
2.9.	Challenges and Obstacles / Why Invest in Sports Business?	42

CHAPTER THREE. METHODOLOGY AND RESEARCH DESIGN

3.0.	Introduction	47
3.1.	Research Design	47
3.1.1.	Data Sources	48
3.1.1.1.	Primary Data	48
3.1.1.2.	Secondary Data	49

3.1.2. Unit of Analysis	50
3.2. Population and Sample Size	51
3.3. Procedures for Data Collection	53
3.4. Measurement and Instrumentation	54
3.5. Data Analysis Techniques	56
3.5.1. Frequency Analysis	57
3.5.2. Qualitative Analysis	57

CHAPTER FOUR. EMPIRICAL ANALYSIS AND FINDINGS

4.0. Introduction	58
4.1. Overview of Data Collected	58
4.1.1. Response Rate	58
4.2. Profile of the Respondents	60
4.2.1. Gender Dispersion	62
4.2.2. Age Range	62
4.2.3. Education Level	64
4.2.4. Employment Status	65
4.2.5. Type of Employment	66
4.2.6. Income Range	67

4.2.7. Exercise Frequency	68
4.2.8. Sports Importance from Respondents' Point of View	69
4.2.9. Sports Facilities and Services Conditions in Kabul	70
4.2.10. Have You Ever Joined a Professional Sports Entity?	72
4.2.11. Impacts of a Privately Owned Sports Complex	73
4.2.12. Will You Consider Joining Such a Complex?	74
4.2.13. Preferred Location for a Standard Private Sports Complex in Kabul city	77
4.2.14. Which Sports Activity You Prefer and Participate Mostly in?	80
4.2.15. Current Challenges to Sports Industry in Afghanistan	81
4.2.16. Opinions about a Private Sports Complex in Kabul City	83
4.2.17. Points Important for Joining a Sports Facility	83
4.2.18. Key Suggestions and Recommendations	85
4.3. Cross Analysis of Responses	86

CHAPTER FIVE. CONCLUSIONS

5.0. Introduction	88
5.1. Discussion	88
5.1.1. Research questions	88

5.2.	Research Limitations and Recommendations for Future Research	90
5.3.	Conclusion	91
REFERENCES		92
APPENDIX A: Questionnaire (English)		104
APPENDIX B: Questionnaire (Persian/Dari)		110
APPENDIX C: Survey Respondents' Important Suggestions and Comments on Commercialization of Sports Business in Afghanistan		116

List of Tables

Table 3.1. Table of Determining Sample Size from a Given Population	52
Table 3.2. Questions Layout on Survey Questionnaire	55
Table 3.3. Rating Scale: Five Point Likert Scale, importance-scale, rating-scale, intention-to-(join) scales	56
Table 4.1. Questionnaires response rate	59
Table 4.2. Responses rate / online vs. offline questionnaire dissemination	59
Table 4.3. Profile of the survey respondents	60
Table 4.4. Sports mostly preferred by survey respondents	80
Table 4.5. Current Challenges to Sports Industry in Afghanistan	82
Table 4.6. Points important for joining or subscribing to a sports facility	83

List of Illustrations and Figures

Figure 1.	Statista's report on total revenue of global sports market from 2005 to 2017	20
Figure 2.	Projected compound annual growth rate of the global sports market segments	21
Figure 3.	Questionnaires' Response Rate	60
Figure 4.	Respondents' Gender Dispersion	62
Figure 5.	Respondents' Age Range	63
Figure 6.	Male Respondents' Age Range	64
Figure 7.	Female Respondents' Age Range	64
Figure 8.	Respondents' Education Level	65
Figure 9.	Respondents' Employment Status	66
Figure 10.	Respondents' Type of Employment	67
Figure 11.	Respondents' Monthly Income Range	68
Figure 12.	Frequency of daily or weekly routine exercise by respondents	69
Figure 13.	Sports and its relation with youth health and wellbeing	70
Figure 14.	Respondent's views on current sports facilities and their services conditions in Kabul	71
Figure 15.	Breakdown of respondents' views on the current sports facilities and their services conditions in Kabul	72

Figure 16. Respondents' answers to the question: Have they ever joined any professional entity and when/where?	72
Figure 17. Respondents views on the statement "A privately owned and operated sports complex can bring positive changes to the overall condition of sports in Kabul"	74
Figure 18. Breakdown of respondents' views on the statement "A privately owned and operated sports complex can bring positive changes to the overall condition of sports in Kabul"	74
Figure 19. Respondent's responses to the question, will you consider joining a private standard sports facility, if all the necessary standards are met	76
Figure 20. Breakdown of respondent's responses to the question, will you consider joining a private standard sports facility, if all the necessary standards are met	76
Figure 21. A map of Kabul city with areas highlighted that are mostly favored by the research respondents	78
Figure 22. Respondents' preferences on locations for a standard private sport facility in Kabul city	79

CHAPTER ONE

INTRODUCTION

1.0. Introduction

Sports are rapidly growing form of entertainment among youth in Afghanistan and its popularity among various age and gender groups had made it to be considered as a joining bond of cultures and societies in the country (Tilley, 2014). Various types of sports and sporting events had gained tremendous popularity since the establishment of the new democratic government in 2001 (Tolonews, 2013). Sports are now considered as the beacon of hope for peace and convergence among nations (Irna, 2016).

Despite the intensive popularity of this industry in the country as well as its huge potentials, especially in urban areas, little attention has been given to this sector by public as well as the private sectors (Iwpr, 2015).

There is a major need for an intensive study to sketch and measure the potentials of investments in the sports business in Afghanistan, especially in its capital city of Kabul with over 5 million residents (Azhand, 2016a). There is a lack of academic and authentic researches conducted in order to study the main issues and challenges pertaining in sports industry in Afghanistan. No prior research has been conducted on the barriers of private sector investment in sports business, the social and economical impacts of private sector investment in sports as well as the measurement of youth enthusiasm towards sporting initiatives in Afghanistan.

The aim of this research study is to not only measure the youth enthusiasm towards the sports and sporting events in country, but also discuss the challenges

and issues that lessen private sector interest in investing in sports business in Afghanistan. This study compares the current role of Afghan government involvement in sports sector with the available potentials for the improvement of this sector and a slight feasibility study of the possibilities of commercializing sports industry in Afghanistan.

The main target group for this study are the professional athletes and enthusiastic and sports devotee youth, that are regularly participating in the sports and penchant for the improvement of sporting events, facilities and regulations in Afghanistan (Afghanpaper, 2011).

Findings from this research study could be further explored to develop feasible investment opportunities for the potential private sector investors in the sports business in country.

1.1. Background of the Study - Why I chose this topic to research about?

Despite the fact that less consideration has been targeted towards the improvement and standardization of the sports events in Afghanistan, sports are gaining rapid popularity throughout Afghanistan, especially among youth of school and college ages (Tolonews, 2013).

This lack of attention had lead to the lack of credible and authentic sources that could give answers to some of the important questions regarding the current status and the future of the sports industry in Afghanistan. Topics like the organization, management and finances of sports activities, development and growth prospects of sports in Afghanistan, the pertaining challenges and reasonable solutions, extent of private sector involvement in sports business and their role in development and improvement of sporting activities and potentials of

sports industry commercialization and privatization are among the top issues that led to consider initiating an academic research on finding credible answers for the aforementioned topics.

After discussing this idea with a few of the sports pioneers in the Olympic committee of Afghanistan, the passion for conducting an academic, in-depth and credible research study on a topic that spin around the theme of sports industry privatization and commercialization in Afghanistan grew and towered and it builds the foundation idea of this thesis.

This research study is the first of its kind in exploring the idea of private sector involvement in sports business in Afghanistan, and how it may improve this industry in the country.

As mentioned earlier, the outcomes from this research study aims to provide a basis to develop a solid framework for establishing a privately owned and operated sports complex, e.g. a private Olympics committee. The research findings are intended to be used for developing the statute for such a sports entity.

1.2. Problem Statement: Issues with sports business in Afghanistan

Political instability and security hazards are among the top two issues that pertain in Afghanistan. Investors in these uncertain political and economic times in Afghanistan look for stability and predictability when they decide to invest extra money in any sector or field of interest. There are many investing proposition available for investors to consider. For example, there is a chance to invest in a business or a business sector that has been around for decades and is now rapidly growing in popularity too (Irna, 2016). This industry is "Professional Sports Management Business", particularly its franchises and ancillary businesses

in Afghanistan. This sector is a huge stream of opportunities for an investment theme for private sector (Koshan, 2017). Surprisingly this sector had been undermined or even neglected by private businessmen for so long, until some bright minds, coming from abroad sparked the idea of getting involved in this business, invest in it, popularize it further and bring a social change and a better alternative to youth entertainment as well as their skills building and health insurance (UNAMA, 2013). One of the main ideas behind this research paper is to look into the possibilities and opportunities to consider while attracting investment in this sector.

Private investors with piles of idle cash can't find a persuaded and confident area to invest, while government is busy dealing with other political and security issues. Due to the unstable political conditions of the country, millions of dollars are fleeing the country which could be batted here to be invested domestically (Mohammadi, 2012). Highlighting potential areas in sports business can attract attention of these potential investors to consider investing in this sector, rather than fleeing with their money to foreign countries.

Sports business is mainly managed and administered by government in Afghanistan, with so much little involvement from private sector. Government is involved in organization of sport management bodies and is directly in contact with international and global sport management bodies, i.e. International Federation of Association Football (FIFA), International Cricket Council (ICC), International Olympics Committee (IOC), etc. Private sector has just been pretty much involved locally, i.e. establishing small sports facilities, clubs and arenas and funding a few of national level sports leagues like Roshan Afghanistan Football Premier League or the efforts made by Alokzai and Etisalat for

promoting Cricket and Football among youth in some areas of Afghanistan (SportsCourt, 2013).

1.3. Research Objectives

The main objective of this research is to find answers to some of the important questions that pertain in the sports industry in Afghanistan. The goal is to measure how private sector involvement in sports business could commercialize this industry and would impact the youth enthusiasm for sports and exercise activities and in turns, that should impact the socio-economic public life in Afghanistan.

1.4. Research Questions

The questions that has been posed for this research study are:

- Does the sports need to be commercialized in Afghanistan?
- Do public, especially the youth, need the sports to be controlled by government or the private sector?
- How private sector involvement in the sports business would impact for the improvement of the sports business in Afghanistan?

1.5. Significance of the Study

This research study discusses the current challenges to the growth of the sports business in Afghanistan and the role private investment could play in the betterment of the sports business in country. It studies various aspects of potential private sector investment in sports industry and highlights how investors can benefit from investing in the sports industry and which sectors of sports are most favorable to attract more funding and investment. By highlighting challenges and issues pertaining to the sports industry in Afghanistan, this research study aims to

provide suggestions for resolving the current challenges in sports market in Afghanistan.

This research study collects the required data and information and generates the main ideas for possible investments in the sports business by private as well as corporate investors. By studying the public opinions about privately owned and operated sports entities, clubs, arenas and complexes and comparing such entities' services with government owned and operated sports entities, the rationale for more private sector investment / involvement could be further emphasized.

Keeping the importance of such a theme in mind, it is important to first study the history of sports in the world as well as in Afghanistan, then it is also important to conduct a preliminary research on regional sports activities as well as global sports commercialization efforts, in order to see the private sector involvement in the development of sports business regionally as well as globally. Then keeping the global experiences in mind, explore the potentials that Afghan industry may present for privatization and commercialization of sports activities. This makes the base for this research's literature review.

1.6. Organization of Remaining Chapters

This thesis consists of five chapters. Chapter One discusses the background and general idea for this research study, its importance, its implications for the public and investors. It gives a rationale of why the topic was chosen. The problem statement and research questions parts of this chapter highlight the main aspects and pathway of the research topic.

Chapter Two comprises the literature review and other researchers' findings and recommendations. It also studies the main characteristics of the sports market

in Afghanistan, as well as challenges and opportunities in this industry in Afghanistan.

Chapter Three discusses the research methodology and how the research study was designed and what procedures have been undertaken for this study. It mentions the sources of data and units of analysis for those data, as well as sample size, data collection tools and procedures, construction and development of data collection measurements, including questionnaire and interviews. Chapter Three also covers the data analysis techniques.

Chapter Four presents the results of the survey and data collected in Chapter Three and presents the findings of the research.

Chapter Five discusses conclusions drawn from the research findings. This chapter also discusses the research limitations and provides recommendations for further research.

At the end of this research paper, survey questionnaires in two languages (English and Dari) are attached.

CHAPTER TWO

LITERATURE SURVEY

2.0. Introduction

This chapter reviews relevant research on private sector investment in the sports business and the impacts these incorporates on the growth and development of sports industry in a developing country like Afghanistan.

This chapter covers the history of the sports in ancient times till modern era, regionally, globally and country-wide. Later it discusses role of gender balance in the sports is and how sports evolved and become a popular entertainment. This chapter also discusses the importance of sports for youth lifestyle as well. At the end of this chapter, the role of private sector involvement in the sports business is elaborated and what challenges and opportunities prevail for private investors in sports business globally and country-wide.

2.1. History of Sports and Sports Industry

Sports history is mainly focused on the modern era and its rise is primarily associated with modern world, but the history of sports can be studied in two distinct eras respectively, the Pre-modern era sports (prior to the 1900) and Modern era (post Twentieth century) sports and sporting activities.

Evolution of Sports: Sports history has evolved since the centuries and had remained a developing field and it had recently begun to establish a solid base in the business industry and occupy a significant space in the larger profession.

Improvement and day-to-day advancement in the area of communication technology had provided a great chance for the development and growth of

modern era sports. From the era of mass-market newspapers, to the times of Telegraph, Telephone and Radio and later Newsreels and Television, all had played extensive roles in the promotion of sports and providing quick and detailed information about various sports and sporting events to the interest audience. These mass-media had played great role in intensifying the appetite of sports for public and greater spectacles in the sporting arenas throughout the world. At the meantime, the power of sporting accounts attracted more readers to the mass-media and had acted as an intensifier for the improvement of readership and advertising revenues. (Edelman, 2017)

Pre-Modern Era of Sports: Sports and entertainment has always been part of human social life but the documented or recorder history of sports ranges back to 3000 years from now. (Bellis, 2017) The very early sports history often evolved the war preparations or trainings for hunting; hence some of the very first sports games included spears, rocks and stakes throwing and play-fighting.

The very first steps towards the formalization of sports and sporting events were taken by ancient Greeks, who introduced first Olympic Games in 776 BC which included races, jumping, wrestling and stone and disk throwing. Many current sports did not exist a century ago and many other sports which existed a century ago are barely recognizable nowadays (Smith, 2017). With the passage of time, modern sports history had evolved from entertainment and leisure purposes to a strong industry in size and power globally that had brought cultural as well as social influences.

Once sports grew increasingly competitive, they became profitable too (Smith, 2017). As a result of globalization, some sports were known and accepted internationally and other societies absorbed those sports into their own societies.

As a result of the ever-growing popularity of some of these sports, international organizing bodies were established to regulate and standardize these sports and events held worldwide. These internationally recognized sports activities are now played and organized among leagues, associations and their respective teams globally as well as they perform at their local or regional levels too (Jozsa, 2009b).

Sports have always been the most popular form of recreation and entertainment for humankind since the archaic times, thus it is very difficult to surely know what sports or sporting activity was the first sports every played, but most consider wrestling and boxing as the very first sports every played by our ancient ancestors (Britannica, 2017). Running, hunting and power-show-off would also have been among the very first sports played by human being. Later some other sorts of sporting hobbies, including kick-sports, hitting, objects-throwing and hunting were also brought into competitions. Once human race evolved many other sports and entertainment activities also evolved which included competitions from horse riding and canoeing to military activity sports such as archery, athletic wrestling and running.

The Ancient Olympic Games: The ancient Greeks were among the very first recorded humans who revered healthy human bodies as illustrated in their sculptures. Competitive athletics, part of their religious beliefs, have portrayed in their weddings, seasonal competitions, and even funerals. This resulted in the Olympic Games, also known as the or "The Games of Olympia" established as early as year 776 BC (HistoryWorld, 2017b). The Olympics were the first recorded international professional games spirit and had only one event, running race. Later other games were introduced including wrestling, boxing, disc

throwing, javelin throwing, long jumping, horse and chariot racing, and the Pentathlon, which was a power-struggle and challenges to test all-round abilities (Wood, 2009).

Boxing and wrestling, among the very first Olympic Games events, came from ancient Egypt but their inclusion as competitive sports in the Olympic Games with some modifications and upgrades to traditional Greek standards in the early seventh century BC gave them a higher profile. These games were practiced to win exclusive medals and prizes which included mules, mugs, coins and other prizes as well as appreciation and recognition by the people and local rulers.

Among the very first human nature was taming and riding animals for breeding, hunting, traveling and hunting purposes. Horse riding was not only an essential part of ancient life style, but they used it for entertainment purposes as well. Horse races and jockeys have been part of ancient humankind lifestyle since the beginning. In classical times, the second day of Olympic Games was dedicated for chariot races which was the most dangerous and yet the most exciting spectacles of the Roman amphitheaters (HistoryWorld, 2017a).

In Medieval Europe, Christian Roman rulers banned Olympic Games beginning 393 AD. Until then, the Olympic Games had continuously existed as an athletic fixture for a record period of over 1000 years.

Modern Outdoor Games: Many of the modern outdoor games including were originally developed for elites. Table games were mostly introduced and developed in medieval France in the 15th and 16th centuries (HistoryWorld, 2017a).

Modern Olympic Games: The classic era of modern Olympic games were held every four years for almost 1200 years but the modern era of Olympic games started in 1890, when a Frenchman called Pierre de Coubertin revived the ancient Olympic Games through serious efforts by establishing an organization called "Union des Sociétés Francaises de Sports Athlétiques" (USFSA). In 1894 Athens, the capital city of Greece and the birthplace of Olympic Games were chosen as the venue to restart Olympic Games events (Jezek, 2015a).

Modern Games: Modern day Olympic games now include indoor and outdoor sports including the following:

Badminton, Baseball, Basketball, Beach Volleyball, Boxing, Archery, Canoeing, Cycling, Diving, Equestrian, Fencing, Field Hockey, Modern Pent, Mountain Biking, Gymnastics, Judo, Rhythmic Gym, Taekwondo, Rowing, Sailing, Shooting, Soccer (Football), Softball, Table Tennis, Team Handball, Tennis, Water Polo, Swimming, Track & Field, Trampoline, Triathlon, Weightlifting, and Wrestling (Jezek, 2015a).

The local authoritative bodies in each country that is linked or associated to International Olympics Committee has its international federations, that are non-governmental entities and they are responsible for applying the International Olympics rules and ensure the integrity of Olympic sports (Jezek, 2015a).

Though most of the modern day sports take their origin from ancient pastime and primitive sports but almost all are developed in their current form and techniques in the Nineteenth and Twentieth century (Wood, 2009).

2.2. Sports Popularity

Many facets are involved in the popularity of any sports. Culture, history of a specific sport and regional influences could be considered as important factors in popularity and fame of sports in a specific region. Colonialism of 18th and 19th centuries and then globalization had helped some sports gain more popularity in many parts of the world. For example, English invaders and then traders and merchants helped in introducing and promoting Football and Cricket in Indian subcontinent and Africa. Though there are many factors that had affected and still impact the popularity of sports in various parts of the world, but the spirit of sports has very less relations with one particular sport. The most important factor is the ever-lasting spirit of sports and the sheer enjoying sports bestow to the public.

Regional efforts and later national efforts have tried to popularize a specific type of sports by creating and formalizing rules and regulations to normalize and standardize sports and in some countries laws have been passed to make a sport their national pastime. Some sports are only popular in some parts of the world; some are like and played globally. For example, Buzkashi is a popular game in Afghanistan, while it is barely known in other parts of the world. Some sports even though have a global recognition, but have barely been adopted by some countries. For example Hockey is a popular game in South Asian countries and some other countries around the globe, but it is not played or recognized in South American countries. Football (Soccer) is the world most popular sport and is popular in most of the countries, but people in China and Australia do not prefer playing it, instead they prefer athletic games and Cricket.

Some countries have a wide spread of fans for more than one sport. For example, in India, people love and play Hockey as well as Cricket. In Saudi

Arabia, Falconry and Horse Racing are equally popular and practiced as traditional sports (Jezek, 2015b).

2.3. The Industry of Sport Business

Porter defines industry as "a market in which similar or closely related products are sold to buyers" (Essays, 2013). Industries vary in terms of offering of products, some offer or contain just one product, some comprise a variety of products offered to consumers in various demographic and geographical locations.

The cricket bat industry is an example of single product industry. Inside this industry, a variety of cricket bats are offered that range in size, raw-materials, color and price that are based on the consumers interest and market demand. Besides, the cricket bat industry is a segment of the Sporting Goods Industry.

The larger multi-product industry of "Sporting Goods Industry" is an example of an industry that is comprised of various related products and services. This industry not only produces goods, equipments and apparel for sports and recreational activities usage, but it is subdivided in many categories/segments that vary from indoor to outdoor and from surface sports to water and camping sports activities.

Sport Industry is a combined market of people, businesses and organizations that are involved in production, facilitation, promotion and organization of sports-focused activities and business ventures (Wikipedia, 2017c). In this market sports related products that vary from goods, services, events, ideas, places and people are offered and traded.

Sports industry as a whole is so interrelated that in a single sporting sub-segment for example Volleyball, many other products can be found, i.e. balls, sportsmen shoes and socks, net, bags, towels, shirts, water bottles and other refreshment and many more products. There you may find many more products that are not needed directly for the Volleyball game and products that promote this game, i.e. stickers, banners, posters, apparels, and T-shirts for people other than the players. That shows that an Industry is composed of a single product or a line of interrelated or complementing products that vary from being very similar and closely related to each other, to products that aren't even closely related or not similar in nature. Not to forget, these products can be either goods, people, ideas, services, places and events. An industry can be any of these or a combination of these, as they are normally interrelated to each other in one way or other.

According to a study published by West Virginia University, the sport business industry consists of various sectors that vary from tourism, goods, apparel, professional and amateur sports, recreational sports, schools and colleges athletics, indoor and outdoor sports, sports marketing, sponsorship and governing bodies (FOSM, 2000). Seemingly endless careers in this industry vary from one inside-sector to another and from one segment to another. Sports business is very much interrelated with other businesses in various sectors. For example, shoe and apparels manufacturing businesses are directly related to sports business industry, where they produce shoes and other apparel for athletes and popular sports people.

Considering the enormous size and variety of this industry, one can imagine the popularity of sports management and sports administration fields. Plunkett Research estimates the size of global sports industry to be \$1.3 Trillion (PlunkettResearch, 2017). Many universities around the globe have now

considered offering special professional degrees on Sports Management and Sports Business Administration.

Sports industry as mentioned earlier comprises of sport sociology, physical education and recreation. By Sport Sociology, we mean the study of sport, society and people involved in it. Physical education means physical trainings and teaching sports to public (Brenda G. Pitts, 2002). As we have defined Sport Industry, it is a market where the product that is offered to buyers are, "sport", "recreation", "fitness" and "leisure" related that could be "goods", "activities", "services", "ideas", "events", "places" and "people". Some of these products types can be:

- Sports participation products, i.e. participation in a hockey match between A and B teams, etc.
- Entertainment products, i.e. a football match between Barcelona FC and Real Madrid FC, etc.
- Equipments and Apparels, i.e. Jerseys for sportspeople, pads for Cricket batsmen, helmets for motorcycle racers, etc.
- Marketing and Promotional Merchandise, i.e. football leagues and their specific apparel and promotional material, including logos, banners, shirts, etc.
- Sport facilities, i.e. construction of a new sports stadium, establishment of a new sports club, preparation and construction of a new sports ground, etc.
- Sports services i.e. sport marketing research, cricket ground care, etc.
- Recreational activities i.e. sport products that are sold as participation products like hiking, horse riding, sailing, etc.

- Sports management and marketing services that are professional presentation of various sport activities to different markets, i.e. management of a cricket tournament, marketing and promotion of an athlete, etc.
- Sport media business, i.e. sports channels, magazine, internet based sports entities, etc.

The sports industry has prevailed for a long time, but it had experienced a tremendous growth only within the last 5 decades. Many factors have impacted and resulted in such growth that include, inclusion of female participation in sports and sport activities, increase in the number and variety of sports and recreational activities, expansion of existing and the new sports campaign and promotional activities, increase in peoples' leisure time, increase in mass media exposure, increase in the number and type of sports events, public participation and sport facilities, expansion of sport related goods and services for various markets and athletic events, increase in the number and type of profession level sport and recreational activities, the movement from single-purpose to multi-purpose sporting facilities, increase in sports sponsorship and funding, increase in endorsement contracts for athletes and sportsmen and women, increase in sports education, increase in investment in sports and as a result increase in profits, increase and improvement of technology in sport related goods, services and sports education, increase in sports marketing, increase in competency of the management of sports and entertainment events and the globalization of sports in the global market (HS, 2010).

Five different professional studies conducted by Sport Inc. and Sporting News with WEFA (Wharton Econometric Forecasting Association) in order to gauge the

size of the sports industry in the world had indicated that sports business is growing very rapidly. The first study conducted in 1986 shows the size of sports industry at around \$47.3 billion. Second study conducted a year later had shown the size of industry growing to over \$50.2 billion (an average 6.1% growth), the third study in 1988 shows the size to grow to over \$63.1 billion (an average 7.5% growth), the fourth study being conducted in 1995 indicates the industry to be over \$152 billion and the last study by the same source had shown that sports industry had grown to over \$213 billion globally (StudyLib, 2012).

A fresh report by KPMG states that Sports is still a massively growing industry globally with high inspiration, huge engagement, a plunging and aspirating business sector worldwide (KPMG, 2016a). This report mentions that global sports industry contributes one percent to the world GDP and the sports market which comprises of trainings, events, infrastructure, manufacturing and retail of sports goods is now estimated to have a value of USD 600 to 700 billion globally that reaches from the food and memorabilia stands to media rights and sponsorships (KPMG, 2016b). According to a study conducted by A.T. Kearney Inc. in 2014, almost \$650 billion is spent every year in sports business globally with an annual compound growth rate of 3.7 percent (ATKearney, 2016) (Marcel Fenez, 2015). This report claims that the global sports industry is growing at a faster pace than the overall global Gross Domestic Product (GDP) and the worldwide sports value chain that includes size, revenues and its makeup has remarkable growth outlook for future.

Sports industry not only has a significant impact on the economy of the world, but as it has interrelated association with other sectors, like education, tourism,

health and real estate, it also has an extensive impact on the improvement of general health conditions and people well being in a country or community.

A report by Nielsen Sports under the title of "Commercial Trends in Sports" mentions that, professional sport and its related industries, especially tech and mass media around it are growing rapidly and new comers in the fields of new partnerships, new ideas, innovations and modern models have changed its prospect for branding, copyrights, mass publication, agencies and everyone involved in the management and business of professional sports (RePuCom, 2016).

This report gives some very interesting statistics about the global spending from the world of sport and sports industry. It mentions that the global sponsorship had reached to over \$62 billion by 2017 and it is 1.8 times higher than the stats from 2010. There is even more potential for growth and expansion of the industry based on the new innovations and more opportunities in the field. The technological advancements, consumers' consumption habits, and fresh entrants to sports & athletics and more importantly, the economic boom currently arising in the developing Asia and Latin America have given further boost to these available opportunities. The following graphics shows the growth in the global sponsorship spending.

2.4. Sports Merchandize

Sports business is one of the top business market with huge potentials for growth and prosperity and projections for rapidly growing ever-since the emergence of new trends in this market and the new technological advancements in the field of marketing, digital markets, finances, fan base, sponsorships and

sports event management. Projections claim huge opportunities available in sports business merchandize for individual and corporate investors to reap the benefits of this market. Highlights of some of these projections and statistics from global sports market have been highlighted in the upcoming few paragraphs.

Statistics from Statista.com from years between 2005 to 2017 indicate that the global sports market had generate over \$46.5 Billion in 2005 and at a growing pace the amount had increased to \$58.4 Billion, \$78.2 Billion, \$76.1 Billion at

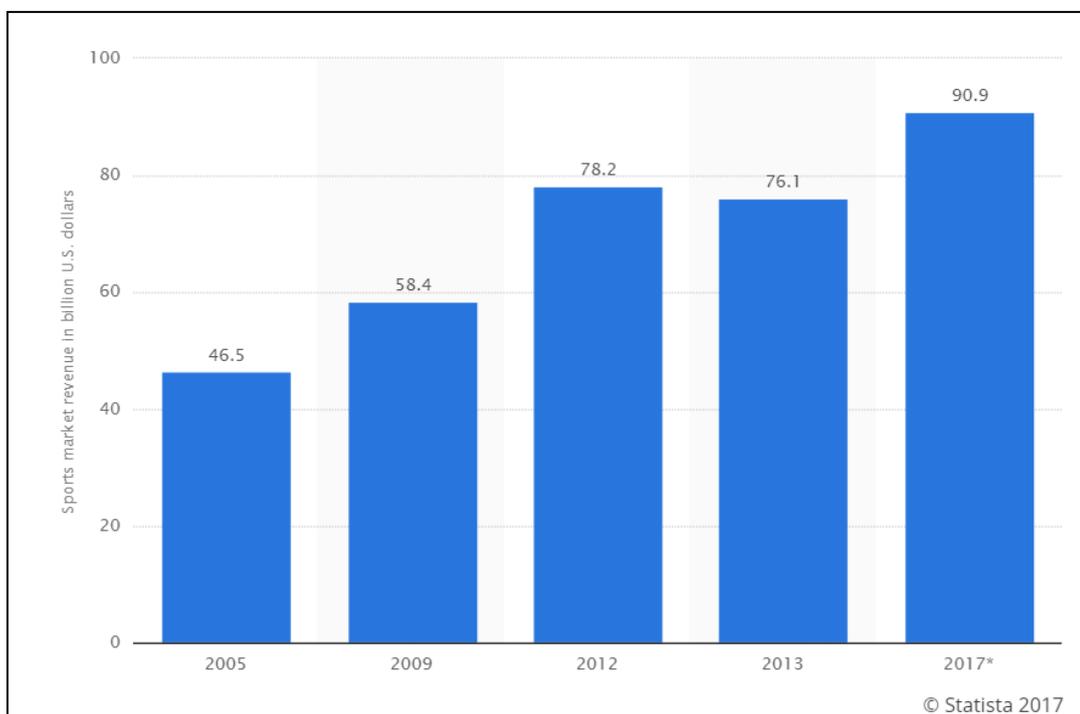


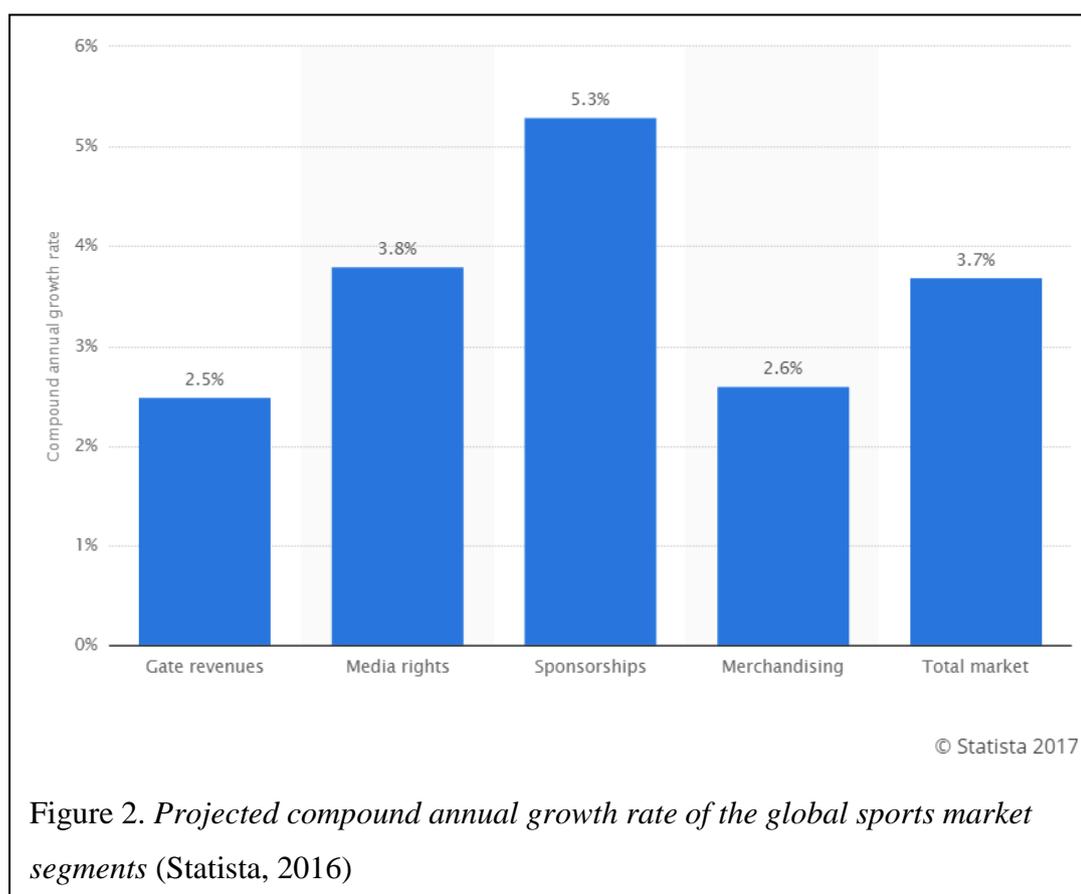
Figure 1. Statista's report on total revenue of global sports market from 2005 to 2017 (in billion U.S. dollars) (Statista, 2017)

years 2009, 2012 and 2013 respectively (Statista, 2017). This report expects that the global market for sports will generate revenue of around \$90.9 Billion by 2017. The detail is enlisted in the following graphics:

The same source's statistics illustrate that the biggest share of revenue from global sports industry goes to EMEA (Europe, Middle East and Africa) which is over 43%. North America and Asia-Pacific regions are next with 38% and 13% of

the global sports industry revenue respectively. Latin American countries generate 6% of global revenue of sports industry (Statista, 2015).

Another infographics from the same source shows the total global sports merchandise revenue by each region from years 2009 to 2012. According to this infographics, the worldwide sports merchandising revenue for North America had been the largest from 2009 to 2012 which is 71.82% at 2009 and it had reduced a bit to 70.94% by year 2012. Worldwide sports merchandising revenue for Asia Pacific region has been between 13% and 13.81% from year 2009 and 2012. EMEA region and Latin American countries share had been between 12.81 to 13.32% and 2.37% to 2.48% for the same years respectively (Statista, 2012).



Statista.com also projects the compound annual growth rate of global sports market segments for the year 2017 and it indicates that total sports market is expected to grow by 3.7%. The most growth in sports industry is expected to

happen with sponsorships (5.3%) and media rights (3.8%). Merchandize and gate revenues are expected to grow 2.6% and 2.5% respectively by year 2017 (Statista, 2016). This statistics clearly show what aspects / industries inside sports bigger industry have more potential for further growth in near future, i.e. the sponsorships, media rights, ticketing and gate revenues as well as sport merchandize as a whole.

2.5. Benefits of Sports

Organized, well-structured youth sports and on-going physical activities can provide many benefits for youth as well as adults. Positive experiences that sports and an active lifestyle bring play an important role in a young person's life.

Health Benefits: According to a study conducted by University of Missouri's Health Care department, on the importance of sports on the physical activities and lifestyle of youth, they have found out that, physical exercises are good not only for mind but body and spirit as well. Team sports help learn and practice many important skills including accountability, dedication and leadership (MUHealth, 2017).

According to this study, athletes perform better academically, as sports require memorization, repetition and learning as well as determination and goal-setting skills could be improved by sports (MUHealth, 2017).

Sports also teach teamwork and problem-solving skills for athletes. It also helps to improve effective communication skills as it boosts the self-esteem and the dedication for hard working and achieving a pre-set goals (MUHealth, 2017).

Sports is also a powerful measure to encourage fitness goals and healthy decision making processes. It helps to reduce stress and loosen pressure on life.

Beside the mental and physical health benefits of the sports and physical activities, sports have economic, social and cultural impacts too.

Economic Benefits: According to a report by Sport England, in 2010 only, sport and sport-related activities contributed over \$27 billion to the English economy alone as well as 400,000 full-time equivalent jobs (2.3% of all jobs in England) (SportEngland, 2013).

Lasting economic benefits from major events may ultimately come from new infrastructure and land regeneration, but the appeal of regular sporting fixtures to foreign tourists can have a more immediate effect (Throne, 2015).

Sport has a massive global impact. Over 80 world championships and multisport games took place only in 2015, generating millions of spectators and billions of hours of media coverage (SportEngland, 2013). Supported by the major annual events, they have a huge impact on the world's economy. These events alone generated over 13 million spectators and generating over \$2 billion income for their host cities (SportCal, 2016).

Social and Cultural Benefits: The socio-cultural benefits of sports and sport activities could be counted as positive impacts on education that includes improved attainment, lower absenteeism and drop-outs and increased progression to higher education. According to a study by the Sport England, youth participation in sport improves their numeracy scores by 8% on average above non-participants. Besides, sport programs aimed at youths at risk of criminal behavior can enhance their self-esteem and reduce re-offending (SportEngland, 2013).

Researches have found out that sport is most effective in crime reduction and community safety. Besides there is a positive link between sporting and academic achievements of youth.

Other studies suggest that sports programs have the potential to strengthen social networks and community identity (SportEngland, 2013).

2.6. Sports in Afghanistan

Sport is considered as an impressive tool for bringing peace among nations and a universal language to facilitate dialogue between communities (UNIATF, 2005). Sports activities and sport events convey a message of peace and friendship between people (OlympicMuseum, 2011). It brings together men and women from various backgrounds, races, status, classes and locations and it's a beacon of hope to reach the aspirant will and objective of gender equality between men and women. The unifying and gap-closing impact of sports in any society, especially a multi-cultural society such as Afghanistan, ignoring the religion, race, age, tribe and geographical limitations had emerged as a powerful force to mobilize cultures and making societies more open and friendly to each other. UNITAF, a task force on sport for development and peace initiated by the UN recommends that, sports should be better integrated into the development agendas and as a useful tool in programs for development and peace (UNIATF, 2005).

Keeping in mind the above factors, it becomes the responsibility of professional athletes and amateur sportspeople to serve to their best for the purpose of peace and unity among nations, people and races.

Not a single sport activity can be considered unimportant, as all have an important role of their own on different cultures and societies with social,

economical and cultural importance on nations' state of being as well as contribute to the local and regional economies of both large and small cities and towns and rural communities (Jozsa, 2009a).

Sports in Afghanistan date back to centuries ago when the most popular entertainment sport of Afghan culture "Buzkashi" (a team sport played on horseback) was introduced in around 900 AD (AfghanWeb, 2017).

Classic Games: Among the classic sporting entertainment activities Afghans practiced in old ages were some local games, like hunting, archery, wrestling, horse riding and races, and running. Arians, the very first known civilized nations residing here introduced dance and fighting games here. Later Greeks brought acrobatic exercises and gymnastics to this part of the world and promoted such entertaining games during Nawrooz celebrations. During the Greco-Bactrian era (250 to 110 BC) and then Indo-Greeks era (155 to 90 BC), Nawrooz was celebrated for 40 days in ancient Bakhtaran (current Balkh in northern Afghanistan), where all types of games and entertainment activities were practiced by locals and visitors from across ancient Arianna. These games included Buzkashi, circus, spears fighting, horse races, dog fighting, camel riding and camel fighting, eggs colliding, wrestling, ram fighting and dances (Wikipedia, 2017d).

Modern Era: The very first sports introduced by English invaders was in was Baseball and Cricket, brought to Afghanistan in 1839. But within no time, local religious scholars banned these games, calling it games of infidels (Wikipedia, 2017d).

Later in the 19th century Afghan kings introduced western-type sports like football, volleyball, basketball, tennis and golf and these were incorporated into the school and college educational syllabuses too. The first national sports stadium was established in 1923 by King Amanullah Khan which was named after him as "Ghazi Stadium" for football matches. A decade later in 1933 Afghanistan Football Federation was established to govern and manage the Afghanistan national football team and events.

International Appearance: The first time Afghanistan appeared in any international competition was in 1936, when Afghanistan competed at the Summer Olympic Games in Berlin, Germany. Since then until the Soviet invasion of Afghanistan in 1979, sports activities, especially football became popular among the Afghan people. International competitions were held in Kabul between the Afghan national team and other teams from neighboring countries. Afghanistan received international recognition by joining Federation of Association Football, The Asian Football Confederation and other international sports governing bodies and competed in many Olympic and non-Olympic international sports events.

The first official sport's governing body was established in 1934 under the title of "Sports Association". Under this sports authority Afghanistan introduced five of its active sports categories, football, wrestling, hockey, light and heavy athletics to International Olympic Committee in 1934 and by then Afghanistan membership to this committee was approved and the "Afghan Sports Association" was renamed to "National Olympics Committee" in 1936 and after three decades it was renamed once again to "National Directorate of Physical Education, Sports

and National Olympics Committee of Afghanistan" which is still in control of all sports and physical education activities management in country (AOP, 2017).

Olympics: Afghanistan participated for the first time in international Olympic Games in 1936 in Hockey and 100 meters running races. Afghanistan's first international football contest happened in 1941 when Afghan and Iranian football teams competed in Ghazi stadium and none of the teams won the friendly match. By 1948, Afghanistan attained FIFA membership as well and participated in London Olympic Games with no medals. First Afghan golf club was inaugurated in 1967 in Qargha lake side in Kabul but it was closed a decade later in 1978 (Qazi, 2016).

After the Soviet invasion in 1979, Afghan athletes participated in Moscow Olympic Games in 1980 but refused to participate in Los Angeles Olympic Games in 1984. After the expulsion of Russian troops from Afghanistan and establishment of Mujahideen regime, some attention was given by newly established government to sports. Afghan Cricket Federation was established in 1995 by returning Afghan refugees from Pakistan and got ICC membership in 2001. Afghan athletes participated in Atlanta Olympic Games in 1996 but the civil war demolished whatsoever was left of sports infrastructure and sport esteem in the country.

War Era: Many decades of war had stopped all sports activities and events and sportsmen were forced to flee or quit their activities, infrastructure was damaged and hunger and war made people almost forget about all types of sports activities inside the county. Under the dark Taliban regime, all types of sports activities were banned and people were punished if they were caught playing or engaging in any sort of sporting activities. The once famous Ghazi Stadium became execution

arena for thieves, criminals and death penalties. Afghanistan was banned from all international sports festivals and events and all sporting infrastructure were either destroyed or allocated to other purpose than sports. In one phrase, Sports esteem died during Taliban regime in Afghanistan.

The Era of Democracy (2001): After the fall of Taliban dark regime and establishment of new democratic government under the support from US and its international allies in 2001, sports activities regained its esteem once again. More youth centric sports events and traditional sports competitions and events returned back and opened to general public. The first international sports competition held after decades was a friendly football match between the newly refurbished Afghan football team and the English football teams (Wood, 2014). Later Afghan athletes and sportsmen/women who had fled to other countries found coherence into different Afghan sports teams.

After decades of being away from international competitions, Afghan athletes for the first time participated in Asian Games in Bussan South Korea in 2002 (AfghanLand, 2002). By 2006, local sports clubs could get to the point that some of their trained athletes competed on international levels which is still prevailing. Hundreds of new clubs and sports centers were established throughout the country, especially in central city of Kabul (ASF, 2017). Afghanistan gained back trust of international sports federations and Afghanistan's membership in most of these federations and associations was reinstated (BBC, 2003).

Afghanistan's athletes in cricket, football, basketball, kung-fu, boxing, karate, taekwondo, weight lifting, snooker, fitness and power lifting, cycling, wushu and other local sports gained fame internationally and came back home with lots of wins, medals and championships, which includes but not limited to Afghan heavy

weight body builders winning the Eight South Asian Heavy Weight Body Building Championship in 2011, reaching to FIFA's 122nd top international men Football team in 2014 (Afghanistan's National Men's Football Team is currently 158th top national Football team according to the latest FIFA rankings (FIFA, 2017)), winning Asian Nations Volleyball Championship against Pakistan in 2011, winning the Third Asian Beach Games championship of Volleyball in 2010 in China, gaining ICC permanent Cricket test team in 2017, Ruhullah Nekpa's two consecutive wins in 2008 and 2012 Olympic Games in tae-kwan-do and receiving Olympic Bronze Medals and many more wins, medals and appreciations in regional, continental and international competitions (Olympics, 2012).

2.7. Commercializing Sports Business in Afghanistan

The rapid growth in all fields of sports business industry in the world provides a glimpse of opportunities available for investors to consider investing in country. The global commercial trends that prevail can provide extensive opportunities for insider investors for the commercialization of sports industry in Afghanistan as well.

The report by RePuCom have indicated the top ten commercial issues and trends that persist in the global sport industry and it could be a pathway for us to consider for the idea of commercialization of sports in Afghanistan (RePuCom, 2016).

According to this report, the sports market throughout the world is changing and growing rapidly (RePuCom, 2016). As mentioned earlier the global spending on sponsorships had surpassed \$62 billion by 2017 which is 1.8 times higher than the statistics from 2010 and new innovations in technology and the rapid growth in the developing world provides huge potential for further growth and expansion

of the industry globally. How can Afghanistan benefit from this opportunity? The steady growth in sponsorships and media rights as well as gaming rights that includes digital rights and betting too, provides an opportunity for investments in this field. Despite the political and economic turbulences inside and around the country, there is huge amount of investments in Asian, especially Middle Eastern countries in the field of Sport and Sport management. Sponsorships through technology is among the most rapidly growing sector in this field (RePuCom, 2016).

This report further discusses that the global partnerships for the promotion of sports have become more plunging and compensative. Report shows that, right-holders are looking for value and return from their commercial relationships in this matter and brands are seeking for the efficient trends to ameliorate their brand impression and further opportunities to improve their social and economical impulse. Investors in Afghanistan may get involved in the growing trends for integrated partnerships that have been getting more immersive and as a result they ensure higher values and force the industry to create more value for brands and existing trends (RePuCom, 2016).

The third important trend that, this report by RePuCom discusses is, the intense competition in this market. Viewers and audience are keen for new things and competitors are under pressure to produce and broadcast according to their need and desires and the pressure forces them to adjust in order to capture more new audiences. According to this report competitors have heavy focus on women and Millennia's who present more opportunities and even further challenges. Keeping in view the above points, Afghan investors should take more interest in building more audience base among women and Millennia's who not only have

more purchasing power but also represent the biggest portion of potential new fans. According to the RePuCom Analysis, in year 2016, global purchasing powers of Millennials have reached to record \$2.5 Trillion and women purchasing power is around \$30 Trillion worldwide. Afghan sports industry lacks the women's sport, at participation as well as professional levels and there is much need for investments in these areas with huge potentials both in participation and professional levels (RePuCom, 2016).

The fourth trend according to RePuCom is the Mass Media which is much more valuable than perceived, but is under heavy competitive pressure. Competition has drove-up the premium rights prices and it had caused sports to produce their own media products. Fees paid by giant broadcasting entities to obtain premium sports rights has heavily increased and this will rise further as competition hardens further (RePuCom, 2016).

Another major trend prevailing in sports market is the growth of rapidly-growing sports and sporting events, i.e. e-Sports, modern formats for the existing sport leagues and events, recreational and fitness sports and combat sports. For example, the global interest for Mixed Martial Arts has grown 18% within past 3 years (2012 to 2015) and the global interest for UFC combat sports has risen from 50 Million to 56 Million within this period of time, a growth of over 19%. Technological advancements that enhances people connectivity, share-ability and rapid analysis has been playing major role in building public interest in these fast-growing sports and sporting events. Almost all the modern sporting events are now broadcasted directly through available digital and social media platforms and people can watch and collaborate on them instantly. Modern formats of existing sports, i.e. cricket T20 games had attracted more attention and popularity

compared to traditional One Day and Test Matches. By adopting the new forms and modes of games in Afghanistan, more entertaining opportunities could be brought to youth and general public herein which in turn brings much more modes of financial benefits to the investing pioneers as well (RePuCom, 2016).

The sixth global trend, this report mentions about is the intense scrutiny of sports and its management nowadays. Corruption, bribery and match-fixing, illegal use of drugs and doping tests, athletic and management behavior and bidding and gambling have become a mainstream topic globally. Intense reforming steps towards good governance and transparent management of sports and sport events have now become a global need. Sponsors and those who invest in sports or any sporting events demand transparent governance and integrity. Public also demand more socially responsible approaches for gaming and sports gambling. Though Afghan sports market hasn't matured to the level to reap the fruits of such intense competition in sports business and neither had it been under scrutiny for governance and reform but once sports industry is commercialized, global standards and international sporting bodies require intense monitoring of all sporting events for socially responsible gaming standards. Once sponsors invest in such commercial sport events, they will be surely looking for transparent sports governance and integrity (RePuCom, 2016).

RePuCom mentions, the digital and social revenue roadmap as one of the another important commercial trends in sports. Sports industry is now focusing more in reaping more cash from digital and social media platforms. Social media networks and digital platforms have provided more opportunities for brands and right owners to consider monetizing digital world of sports by providing enriched content experience to fan-bases. These could be in shape of video contents, Fan

Stories or creation of new assets like sticker messages or emojis used in social media and other online platforms. These new routes towards monetization of digital are creating new opportunities for branding and sponsorship. Investors in sports business are considering to produce digital data for in-house consumers in order to capture more of the value that is out of reach in the sporting venues and outdoor (RePuCom, 2016).

Modern technologies have aggressively transformed the user experience indoor and outdoor. More tech based applications and accessories have emerged and almost all sports trends have been impregnated by modern technologies. For example, tracking and wearable applications and accessories for runners and racers or the virtual reality in games and social experiments. These modern technologies give a personalized and user-friendly experience to users and a sense of "at-home" experience. More tech giants have considered putting more efforts in R&D (Research & Development) and investments in VR (Virtual Reality) experiences for user-bases in order to create more "at-home" experience as well as make the games and events more "fun-base" and "entertaining". These new experience provide interesting opportunities for potential investors in Afghanistan as well, as the rapid innovative world of technology shows that every other day a new and revolutionary things, that we haven't even seen, imagined or thought of, will emerge and it is better to be prepared for it, rather than panicking once competitors or those who are rapidly-resilient to innovations and new ideas and reap the fruits sooner than you! (RePuCom, 2016).

The last and important trend that RePuCom mentions about the existing commercial opportunities in Sports market is Accountability and Measurability. Every investor invests in order to benefit from his/her investment. They have keen

interest in measuring the ROI (Return on Investment) of the investment potential. Data tracking and steep follow up is a must to ensure steady growth of a business and in return more return on such investment initiative. Same is with sports business. Everyone involved in this industry, from the investors to financial analysts and marketing leaders have a monitoring eye on the ROIs. Statistics indicate that, now investors carefully conduct the pre and post evaluation of ROIs prior to considering investing in such business opportunity. Nowadays brands are all figures and data based and their financial performance gives proof for investors and right holders (RePuCom, 2016).

2.8. Private Sector Involvement and Investment in the Afghan Sports Business

Kabul, the capital city of the country is among the top ten fastest growing cities in the world and sports is among the very few sectors where the most growth and efforts had been placed in (Rasmussen, 2014). Indoor as well as outdoor sports are rapidly popularizing among youth, especially in urban areas of Afghanistan, where facilities and equipments are available at large and the sporting conditions are much more safer, available and suitable for youth to practice and entertain. Some of the outdoor sports e.g. cricket, wrestling, stone-throwing, football are not even banned by the insurgents in the most insecure areas of the country (Berry, 2015). Although the growth and potential is there in the country, especially in the urban areas, not much work has been done towards formalizing or standardization of sports or sports facilities in Afghanistan (Roche, 2001). The potentials in youth with self-esteem makes it easy to guess the huge potentials in sports sector/industry, that needs to be explored and facilitated to

youth that are enthusiastic about sports activities, especially in Kabul city, the center of political, economical and social activities of the whole country.

Government Role: Sports activities in Afghanistan are managed by the National Directorate of Sports and Physical Trainings and the National Olympics Committee of Afghanistan, two state-owned and sponsored entities (previously one entity but now separated), which promote cricket, football, basketball, volleyball, golf, handball, boxing, taekwondo, weightlifting, bodybuilding, track and field, skating, bowling, snooker, chess, and other sports. A few of these including cricket and football have attracted more popularity and followers than others and people are interested in attending the national or international level matches played by these professional athletes (Tilley, 2014).

An article written in Persian (Dari) language and published on a local Afghan website states that, neither the government had a keen interest towards investing heavily in sports activities, nor the private sector and other business-personalities, who have accumulated huge piles of wealth from investments in other sectors in country. There are people who want to help boost the sports industry in the country, but bureaucracy and nepotism in various stages blocks them from attracting social attention or financial aid from interested investors. This article also quotes that, even the individuals who sponsor some local sports competitions are either only looking for fame and social attention, or they are just thinking of their own pocket to get two dollars for each penny they spend of sponsorships. This article emphasizes on the important role the private sector involvements in sports activities could play in opening the field for other investors alongside the government entities. It emphasizes that the individual or corporate investors should finance some aspects of sports management and sports business in country.

It further emphasizes that, Afghan athletes are very talented and equipped with God-gifted talents and skills, the only thing they require is professional push-up and qualified training by providing such an environment for them, which, unfortunately state sponsored training facilities and sports academies severely lack (Rafizada, 2015).

Private Sector Involvement: The first private sector involvement in professional sports activities was the Roshan Football Premier League in 2012, launched by the Roshan Mobile Phone Network, Afghanistan International Bank and Moby Media Group. According to Ben Farmer of Daily Telegraph, the launch of the first ever professional football league in Afghanistan gave many hopes to its organizers, that it will raise the standard of Afghan national team and can one day rival cricket as the country's most popular sport (Farmer, 2012).

Azhand, a sport analyst points out some of the causes why Afghan athletes fail to accomplish world class achievements and mentions that the lack of proper attention towards their training compared to other nationals is the main cause they fail to perform their bests. The lack of proper consideration of sports from government has not only caused this industry to doom, it had also caused high performing athletes get despondent and downhearted, or even stop trying to stand up for higher performance. He suggests that, while government is forgetting or ignoring the sports industry, private investors should fill that gap and save this industry from further deviation (Azhand, 2016b).

Zainab Mohammadi writes to BBC Persian portal about the available great opportunities for private sector investments in Afghanistan. Among which is the sports industry, which has never attracted proper attention, neither from public sector, nor from private investors. She talks about the reasons of capital flight

from country and why investor hesitate from investment in country, which obviously is lack of support from government and political and security instability in country. She emphasizes that, sports industry is one of the rising and very popular sector in country, but the lack of support and proper attention from public and private sectors fail to address it professionally and at full (Mohammadi, 2013).

Nangialay Osmani, a columnist to famous Afghan daily newspaper Mandegar says, Athletes don't receive enough investment and sports industry is one of the least attained industry in Afghanistan. Except for a few governmental initiatives to support and develop sports activities in country, the private investors have always lingered in dipping into this sector, though the opportunities have always been attractive in there. He mentions a few stories of famous athletes who have gloomed and dropped out of sports due to the lack of attention from government and absence of proper precision from investors. It emphasizes on the role of sports in development and prosperity in the country and quotes a famous Persian proverb saying: Sound Mind is in a Healthy Body. He vouches that if nation or society wants to prosper and get rid of moral corruption and narcotics, it should invest heavily on sports and sport activities. He further elaborates why Afghan athletes fail to perform their best during their professional careers and mentions that the main reason is their financial needs. Government fail to attain their needs and private sector also abnegate it, so whatever they attain, they attain it based on their own dependence and then lose it in next steps, due to absence of further persuasion and financial push-forwarders (Osmani, 2016).

Another valuable key initiative towards providing Afghan female youth with opportunities to participate in education, sports and education employment has

been provided by a prestigious non-profit international organization, Skateistan, which has been providing innovative programs, for female youth in Afghanistan and many other poor and under-developed countries. They attract and receive donations and financial aid from foreign donors and invest it in sports activities and education for youth empowerment in these countries (Skateistan, 2015).

How sports activities in regional countries have attracted billions of dollars of private sector investment and how private sector boosted sports sector by pouring hundreds of millions of dollars into this business (Schnabel,2015). A story from a Chinese firm has been illustrated by Summer Zhen on South China Morning Post. She mentions that large corporations like Kaisa, Wanda Group and Alibaba are creating multibillion dollar huge sports funds and tons of cash has been poured into acquiring, building and establishing new sports facilities in Chinese sports industry. She mentions that sports industry in China has been attracting huge piles of corporate funding as a result of solid and consistent support from its government in sports sectors (Zhen, 2016). Afghan potential or interested investors can get benefited from these ideas and learn from these lessons too.

A study on women in sports under the title of "Women, Sports, and Development: Does It Pay to Let Girls Play?" by Barbara Kotschwar, a research associate with Peterson Institute for International Economics (PIIE) think tank, mentions about the many main barriers for women in sports including perdurability and insolubility of strict roles and traditions including gender biased roles, lack of persuasion, encouragement and inspiration from family and society, traditional and legal barriers on free movement, lack of support from society and common criticizing tradition. There are no proper private facilities in these countries for women to practice and prosper in their respected fields. Women lack

motivation and support from their surrounding and as the result there are very few female athletes rising in underdeveloped countries such as Afghanistan (Kotschwar, 2014).

Larissa Davies, a research fellow from Sheffield Hallam University, had done an extensive research study on sports and economic regeneration in United Kingdom, questioning whether sports and economic regeneration in urban policies of the country could be a winning combination or not. She talks about the desirable changes in UK's urban policies, according to which how to use sports as a favorable automation refining and rehabilitating various declining areas. She has found out in her literature review that, sporting bodies has been established in various parts of UK, keeping in mind the dyadic goal of sports and urban development and rehabilitation. However, her findings support the concept that whether if sports can underpin and support regeneration aims can be highly floating and uncertain. Her research paper had further delved the expansion of sports based regeneration efforts in UK and had tested its effects too. She had put more focus on the economic literature and had done a SWOT analysis of rising new evidence in her research paper. Her paper suggests that as a result of many factors, investment in sport fields might expand, but prior to that it is important to develop a clear conception of the role sports can play or bring up in the rehabilitation process of the country, so to magnify the possible benefits it might bring with and vindicate government spending in this sector at anytime (Davies, 2010). Keeping in mind the points, Ms. Davies had discussed in the above article, potential investors in sports business in Afghanistan can contribute heavily to the economic and infrastructure development of Afghan societies.

Harrison Campbell of Southern Regional Science Association had discussed the importance, economic effects and positive impacts of investing in professional sports to local regions in his research paper under the title of " Professional Sports and Urban Development: A Brief Review of Issues and Studies". He had raised many important question including, Why do people consider professional sports important? What are the factors of boom in sports facilities construction fields? What are the impacts of such efforts on the urban development? In his research paper he had tried to give reasonable responses to these questions and had highlighted some of the perceptual and experimental barriers in identifying and diagnosing the impacts of sports in urban development. His research had found out that, despite the fact that professional sports has a significant impact over the spirit, many have criticized and questioned whether and how professional sports complexes might bring real jobs to the society (Campbell, 1999). Considering all the opportunities prevailing currently in sports market in Afghanistan, one may wonder why Afghan heavy weight wealthy businessmen not consider any of such opportunities for investment.

Another study of the impacts and importance of investment in human and cultural infrastructure and services has been conducted by Dr. Peter Phibbs has tried to identify the credible linkage between investment in human and cultural services and superior results for people and society. It further tries to explore potential impacts it might bring up to support Local Government of New South Wales's advocacy on the societal benefits in this areas. This research paper had illustrated that investment in human and cultural services and facilities can in long-run reduce government costs for service provision. It further notices the possible risks of neglecting investment in community services and facilities and

the possible negative impacts it might have on society overall in the long run (Phibbs, 2016).

An another research paper developed by TOP Foundation for Ofsted, studies the effects of competitive sports on students performances in schools and how it may get them to become future elite athletes. This research paper notes that, while you may find lots of information and writings on the development of talent and schools sport, yet there is very less consensus on how to achieve the optimal goals in competitive sports. This research paper suggests that perhaps this clarifies that youth are all unique and everyone plays sports in a different style and different patterns (Ofsted, 2014).

A literature review on Private Sector Infrastructure Investment which was conducted by British Department For International Development (DFID) WSP International Management Consulting (IMC) evaluation team, studies the impacts of DFID support and investment on private sector infrastructure on the economic growth and poverty level in the targeted areas and the best lessons learned for future programs and practices for the improvement of DFID's future contributions. This research paper finds out that in broader perspective, there is a solid linkage between investment in infrastructure and socio-economic growth & poverty level but the steps that lead from one to another and how it works are not so clear (Batley, 2007).

A research paper co-authored by Airton Saboya Valente, a PhD student at Institute of Local Development of Universidad de Valencia and Joan Noguera Tur, a professor at the same university had looked into the importance and impacts of mega sporting events and their legacy. Their research had measured the impacts of such events on economy, society, urban development efforts and tourism in the

region, with more focus on the 2014 Football World Cup in Brazil. The aim of this research paper is to find such points to enrich the methodologies and indicators for future evaluations of such events. They had suggested constructing a database to study the correlations between such sports events and the urbanization efforts in the area of study (Valente, 2014).

2.9. Challenges and Obstacles / Why Invest in Sports Business?

This research paper had found out that, there is a lack of resources on the topic of private sector investment opportunities and entailing obstacles in sports business or sports area of businesses in Afghanistan. A detailed study of how the general public view the role of private sector in the sports business could not only document the need for private sector investment in the sports businesses but also generate a reliable source for further in-depth studies of how the sports businesses in Afghanistan could be commercialized and profited for individual or corporate investors in the country.

Research from Afghan market indicate some preliminary steps being taken in bringing private sector involvement and investment in sports field by some business pioneers including Etisalat Telecome, Roshan Telecom and Alokozai Group of Companies, but there is a lack of proper documentation of such events for discussions and elaborations of how such investments were attracted at first place and how much these investments had impacted the social, economical and cultural trends in Afghan societies.

Considering these constraints, the prevailing challenges and obstacles of sports market growth and pros and cons of commercializing sports business in Afghanistan have been discussed quoting a few of the field experts and analysts in the following paragraphs.

An author of an article to toptrendsports.com points an interesting mot, saying, a lot of people outside the sports world might be amazed to know that Afghanistan is not just limited to Buzkashi or war, it actually has a long list of traditional as well as modern day sports including football, basketball and martial arts (Wood, 2014). All these sports have gained enough attention from youth and sports enthusiasts since the beginning of the new democratic era in 2001, but due to the lack of government support and less interest from private sector investors in these sectors, mostly have been struggling to sustain (ArianaNews, 2015).

Ghulam Akbar Nawabi, a columnist to an online Afghan media, Khusanzameen.net mentions another big challenge in the sports industry in country. He urges to all Afghan athletes to avoid ethnical discrimination among various tribes, ethnicities and races in Afghanistan. Praising all the efforts these athletes have been putting together and successes they have achieved in Cricket, Football, Martial Arts and all other sports nationally and globally, he points one of the challenges currently prevailing in Afghan culture, which is ethnical prejudice among various sectors of Afghan politics and society and urges athletes to avoid it in order to sustain the trust, love and respect they have earned from all the people in country. He blames the government as well as private sector for not taking extra efforts towards promotion of sports among youth, as according to him, sports have become one of the very strongest symbols of national unity among Afghan people, despite all the obstacles Afghan society is currently facing with. According to him ethnicizing a sport to just one ethnicity will reduce the growth pace of it and it is the responsibility of not only the Afghan National Olympics Directorate to hedge sports from ethnicizing but also athletes and sportsmen also have a responsibility not to just avoid themselves, but promote the sense of interdependence and cooperation among Afghans (Nawabi, 2016).

Another author writes to a famous Afghan online media, Afghan Paper, quoting, "Save the Afghan Sports". Talking about the recent achievements of Afghan sportsmen in various fields, including Cricket and Football, he complains about the lack of interest and enough efforts from sports managing bodies towards self development of athletes and their regular and professional practices. He complains that most of Afghan athletes face limited facilities. Afghan national sports committee had established many federations but none of these have a proper place to settle and practice. Most of these federations do not have proper classrooms for teaching and coaching. Besides, corruption is another factor affecting the growth pace of sports in Afghanistan. According to the author, when Afghan national sports committee receives a sum of finances, it is wasted in areas with very less effect on the growth of sports in country and professional development of sportsmen. The author further mentions that, under Hamid Karzai regime, Sports High Council was supposed to be established under direct viewership of the President or either of his Deputies, in order to resolve all the issues with sports in country as well as encourage it more, but due to negligence from government side, this council was forgotten. Author further argues that, sports establishment in country is not properly in-line with international regulations and standards. We still have the same establishments and organization of decades ago. No proper attention has been given to modernize the structure of sports in country. He argues that most of Afghans love sports and sportsmen and our country is full of potentials and talent, but lack of proper planning and compassionate performance from related sports authorities prevent Afghan sports from reaching to the point it really deserves. He concludes with an important argument saying, Afghan politicians should remember, competition with world is not just limited to political struggle or military combats, competition is in all

areas, from reform in schools and classes to reform in sports throughout the country. Serving sports and valuing the athletes is one of the priorities for the reconstruction of the country (AfghanPaper, 2016).

Asaq, a reporter to IRNA news agency talks about the relationship between investment in sports in Afghanistan and the promising results in international competitions. He says Afghan government had hired foreign experts to train and lead Afghan athletes, especially in Cricket and Football grounds, where Afghan athletes had shown great achievements in their respective areas. Afghan Cricket is not that old, but it had reached to very promising heights in one or one and half decades which took decades for some neighboring countries to reach. The challenges Afghan sports is currently facing with are lack of proper installments and facilities for athletes and sportsmen and less attention towards female sports. Despite all the challenges and shortfalls, Afghan female athletes had reached international competitions but can't win because they still lack the standard trainings and facilities that other athletes enjoy in other countries. The author emphasizes to Afghan government as well as sports stakeholders in country to realize the important role of sports in social and economic development of the country and one of the strongest means of strengthening relations with other countries and bringing the message of peace and reconciliation in the international grounds (Asaq, 2016).

Another issue that has been pointed out by Mr. Misbah in an article to nationwide famous newspaper, 8am.af is that the joint actuality of National Olympics Committee and the National Sports and Physical Activities Directorate under one umbrella where government would appoint one person to oversee both entities. According to International Olympic Committee charter, national and

regional Olympic committees shouldn't be under government influence and should act independent from government, but in the past 25 years, both were merged in Afghanistan and government was supervising its activities. Lately in April 2017 the International Olympics Committee and International Football Federation (FIFA) warned Afghanistan from banning all its Olympic and non-olympic games from competing in international festivals, which forced Afghan government to take action and take the initial steps in separating these two entities into to totally independent sports organizations. This separation created legal and accounting issues for some of the Olympic federations which is still prevailing in sports industry in country and had kind of paralyzed the whole sports industry in Afghanistan (Misbah, 2015).

Keeping in view the challenges, concerns and issues raised by different authors and those who are involved with sports and sports business in country, we will be analyzing the factors that prevent Afghan sports industry from growth through a series of survey questionnaires and qualitative analysis techniques in the upcoming two chapters.

CHAPTER THREE

METHODOLOGY AND RESEARCH DESIGN

3.0. Introduction

This chapter includes the research design, type of study, data collection techniques and procedures, data measurement and data analysis techniques.

3.1. Research Design

This research was designed to gauge the level of interest of general public and sports enthusiasts in commercializing sports business in Afghanistan, by emphasizing on the role of private sector investments in the sports businesses in the country. The research methodology was designed based on the consultations and discussions with sports pioneers, professional athletes, former and current sports managing directors and managers of Afghan sports directorate.

This research utilizes a qualitative approach to examine the level of public tendency towards privatization of the sports industry in Afghanistan and the relationship between private sector involvement in sports and its impact on betterment and improvement of sports in Afghanistan.

The research is carried out through personal interviews with professional athletes who have received professional trainings or have participated in local, national or international competitions; professional sports managers from both government and non-governmental sectors and experts in the field. By experts, we mean the sportspeople, sporting club owners and sports journalists. The research study consists of individual surveys from a sample size of 250+ professional athletes, youth and general public as well, in order to gather their ideas and

suggestions on the topics of how to improve the condition of sports activities via professional private sector involvement in the field and the role it can play in bringing positive changes to the lifestyle of youth generation of the country. The findings of this research is based on questions asked about the current sports condition in the country, how private / individual / corporate sector investment in this field can help boost it, how private investment can bring new opportunities and how would it affect the beneficiaries involved in it and its impacts on the general public, especially youth; male and female. Questions are designed with the professional help from those who have been involved in this sector. Questionnaire, surveys and comments have been collected using available tools, i.e. online media and in-person interactions/interviews.

3.1.1. Data Sources

This study employs primary data as well as secondary data which are discussed below in detail.

3.1.1.1 Primary Data

Primary Data, the first hand original data that are collected through various measurements and instruments of the research procedure. As the intentions for this research study indicate, the main target for primary data resources were private sector who are involved directly or indirectly - through participations, investment, sponsorships, fundraising, etc - in sports activities, events and business throughout Afghanistan.

For this purpose a comprehensive questionnaire was developed to collect most suitable first hand data from young respondents, who

are mainly youth, residing in Kabul and enthusiastic towards sporting activities and physical exercises and trainings.

In order to obtain true and trustworthy information, these questionnaires were printed and distributed to various people, that vary across different age groups; gender categories; societies; ethnicities; geographical locations; social, political and economical backgrounds and employment statuses.

Besides the printed copies of the questionnaire, "Google Forms" online platform was also utilized to develop the survey questionnaire online and various social media networks, including Facebook, Twitter, LinkedIn, Google Plus, Viber, WhatsApp, Google+ and Skype were used to disseminate the survey to a larger audience scale.

This questionnaire was developed in two major languages, English and Persian (Dari) in order to facilitate responding to non-English speaker respondents.

3.1.1.2. Secondary Data

The Secondary data is understood as information or data that has been collected by someone other than the researcher and exists before the research, such as an individual's work, various publications, any organizations records and historical data, media publications, industry analysis, web sources and many other sources other than the first hand collected data or the primary data. The main reason for using secondary data is, that it's cheaper to obtain, sometimes free

accessible, lesser time consuming, ready in hand and easily accessible from various already existing sources.

Besides, as it is someone else's already done (completed) work on a topic related to the research, its findings could be of great help to the intended research purpose. It can provide valuable insight to the intended research subject matter from the author's perspective, which might vary from the intending researcher's perspective.

In this research study, various articles, journals and writings from online as well as offline resources have been accessed, which were authored, co-authored or compiled by different authors, experts, researchers, reporters, data collectors and professionals. In order to gather trustable secondary data, academic as well as professional articles and journals available on different channels have also been accessed, which includes Google Databases (mainly Google Scholar and Google Books), AUAF online libraries and library databases and various online articles and news bulletins as well as featured stories on this research subject matter written by various reporters and authors.

3.1.2. Unit of Analysis

The unit of analysis for this research was the 5 people interviewed for this study and the 372 respondents to the survey questionnaire printed as well as posted online. Interviewees included athletes, sports managers and ordinary public and young respondents to the survey questionnaires included athletes, general public, sports authorities and youth.

3.2. Population and Sample Size

The population size for this study is all the target market for commercial sports business in Kabul city, especially youth.

The main target group is youth with deep interest in sporting activities who are mainly residing in Kabul urban areas where not only the youth interest prevails, but there are opportunities and facilities available too. The aim of research is to select this population frame is to study the impacts of a youth centric sports management business in Kabul, on the status and conditions of professional sports coaching and trainings, professional sports education, sporting activities and tournaments on targeted occasions in Kabul city.

The random sampling technique has been used, using the Sample Size Calculator to select the sample size to conduct survey on these and then the survey questionnaires had been distributed to them.

The population size for this research subject matter is "All Youth Residing in Kabul". According to CountryMeters.info, Afghanistan's population as of June 2017 is around 34.5 million (Afghan sources, Central Statistics Organization shows a figure of 29.6 million, but we trust the international sources more than the local source, including CSO for our data collection for this research study) (CountryMeters, 2017). UNFPA statistics on Afghanistan shows that about 63 percent of Afghan population comprise of youth below the age of 25 (UNFPA, 2017). (CSO statistics show 67.6% of Afghan population is under 25 and 74.4% of total population is under 30) (CSO, 2017).

Narrowing it down to just Kabul city population, according to CSO statistics (no accurate and credible statistics from any international source was found on

this topic) Kabul is home to at least 13.3% of the total population, which is around 3.96 million people. Considering the fact that over 67.6% (CSO sources) of total population comprising of youth, we can estimate that the same percentage would also apply to Kabul city population as well. Based on this statistics, the population size for our research study would be at least 3.96 million youth residing in Kabul city. By Kabul city, we mean only youth residing in urban areas of Kabul, not in the Kabul suburbs and Kabul provincial districts that aren't too far from Kabul city.

Using the Sample Size Calculator, (Systems, 2012) we calculate our sample size as:

Total Population: 3,960,000

Confidence Level: 95%

Confidence Interval: 5

Sample Size would be = 384

The table 3.1 shows the sampling size from a given population size:

Table 3.1.: *Table of Determining Sample Size from a Given Population*

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364

50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384
<i>Note: N = Population Size and S = Sample Size</i>									

3.3. Procedures for Data Collection

The primary data was collected through survey questionnaires printed and distributed to mainly young respondents as well as developed using Google Forms online resources and disseminated through social media channels to young respondents. Questions on the questionnaire were developed in English as well as Persian (Dari) languages for the ease of respondents who couldn't understand English. Questions were all open to respondents and anonymity of the respondents and their responses were maintained.

In order to encourage young respondents for high participation in the survey and increasing the participation rate of return, respondents were encouraged to first read a half page disclaimer in order to fully and clearly understand the idea of the survey and get familiar with the purpose and aims of survey and questions plus they were given freedom of quitting the survey at anytime, they felt responding to any question were inappropriate or ambiguous.

The survey is a freelance and everyone had the liberty to take it and respond to the questions, no matter he/she be an athlete or an ordinary sports enthusiastic or even a non-sporting individual.

A total of 22 printed questionnaires were distributed to young respondents on 14th June, 2017 and then 20 more were distributed on 15th June, 2017. The responses (filled questionnaire) were collected half an hour later. Online surveys were posted to Google Forms Online Portal on 14th June, 2017 and the links to both surveys were posted to popular social networks including Facebook, Twitter, LinkedIn and Google Plus as well as sent to online friends via Facebook Messenger, Viber, WhatsApp and Skype. Online respondents were given a 5 days' time to submit their responses via Google Forms and their answers were collected using Google's online resources for further analysis.

3.4. Measurement and Instrumentation

The qualitative approach has been used for analyzing the findings of this research study. The data collected using survey questionnaires and individual interviews were analyzed based on the public opinion for sports and their feelings about current situations pertaining to sports and sports market in the country. The questionnaires respondents had to respond to all the questions on the questionnaire which carried 4 sections and questions ranged from various types of closed-ended questions to open-ended questions, that included dichotomous, multiple-choice, likert-scale, importance-scale, rating-scale, intention-to-(join), completely unstructured and sentence completion questions.

The first section that consisted of demographic, psychographic and lifestyle questions had Six questions in order to get to know the respondents' gender, age, income, occupation and level of education.

The second section consisted of questions regarding the relationship between sports engagement in youth life and their personal experience in the field. Respondents had to reply to the questions based on their own experience with sports and sporting activities. This section had Four questions.

The third section consisted of questions regarding the second independent variable of the study, which is Sports Condition. Respondents were asked to reply to the questions based on their experience with current sports activities and sporting facilities conditions in Kabul city. This section had Three questions.

The fourth and final section of the questionnaire consisted of questions about the young respondents perception about private sector involvement in sports business in Afghanistan. Participants were asked about their views about and expectations regarding private sector involvement in sports market in Afghanistan, through establishment of a privately owned and operated standard sports facility in center city of Kabul. This section consisted of Five important questions.

The following table summarizes the question categories and layout of the wholesome questionnaire:

Section	Questions Dimension	Number of Questions	Variability
1	Demographic Profile	6	-
2	Sports Engagement	4	Independent Variable
3	Sports Condition	3	Independent Variable
4	Private Sector Involvement in Sports Business	5	Dependent Variable

Analysis of responses utilizes the five point likert scale, multiple-choice and open-ended questions to measure the dependent and independent variables. Likert scale questions were used so that the young respondents had to indicate the extent to which they agree or disagree with each of the statements. Multiple-choice questions were used so that the respondents had to choose among the most appropriate answers based on their personal experience and expectations to the statement. Open-ended questions were used to collect information from respondents about their experience and expectations regarding a particular parameter of the study.

Table 3.3: *Rating Scale: Five Point Likert Scale, importance-scale, rating-scale, intention-to-(join) scales.*

Scale	Description
1	Strongly Important, Excellent, Strongly Agree, Definitely
2	Very Important, Very Good, Agree, Probably
3	Somewhat Important, Good, Indifferent, Not Sure
4	Not very Important, Fair, Disagree, Probably Not
5	Not Important At All, Poor, Strongly Disagree, Definitely Not

3.5. Data Analysis Techniques

The data collected using the survey questionnaires were compiled and responses given in any other language other than English (mostly responded in Dari and some in Pashto language as well) were translated and inserted to a

Microsoft Excel sheet for data analysis, which are discussed in detail in the following sections:

3.5.1. Frequency Analysis

This analysis technique was used to analyze the demographic, psychographic and lifestyle factors of young participant respondents in order to measure respondents' gender, age, income, occupation and level of education. The purpose of this analysis is to determine the percentage as well as frequency of respondent participation in survey study.

3.5.2. Qualitative Analysis

This analysis technique was used to analyze the data collected through survey questionnaire in qualitative terms. The aim is to determine what factors are involved in responding to the survey questionnaire, what type of responses were received and why respondents chose to answer this specific answer.

CHAPTER FOUR

EMPIRICAL ANALYSIS AND FINDINGS

4.0. Introduction

Once the research data is collected, using the survey questionnaires, an analysis was run on the obtained data and the research findings has been discussed in this chapter. The main purpose from this research study is to assay the relationship between Sports Tendency of youth and Private Sector Involvement in Sports Business. The main idea from this analysis is to achieve the research objectives and provide a reliable answer to the research questions early mentioned in Chapter One of this thesis.

This chapter consists of the following parts:

Overview of data collected, respondents' profile, reliability analysis, descriptive analysis, findings and discussion and at the end summary of the findings.

4.1. Overview of the Data Collected

The total turnover of the responses for questionnaires and response rate is discussed under this title.

4.1.1. Response Rate

A total of 42 copies of questionnaires were printed and distributed to respondents in workspace, university and friends'-circle. From the 42 sets, 39 filled questionnaire were returned and 3 sets were returned empty and the reasons were not-comfort-ability with answers and not-relevancy of the questions plus one of the questionnaires went missing. Thus its concluded that

the percentage for response rate for the printed hard-copy questionnaires for this study was 92.86%.

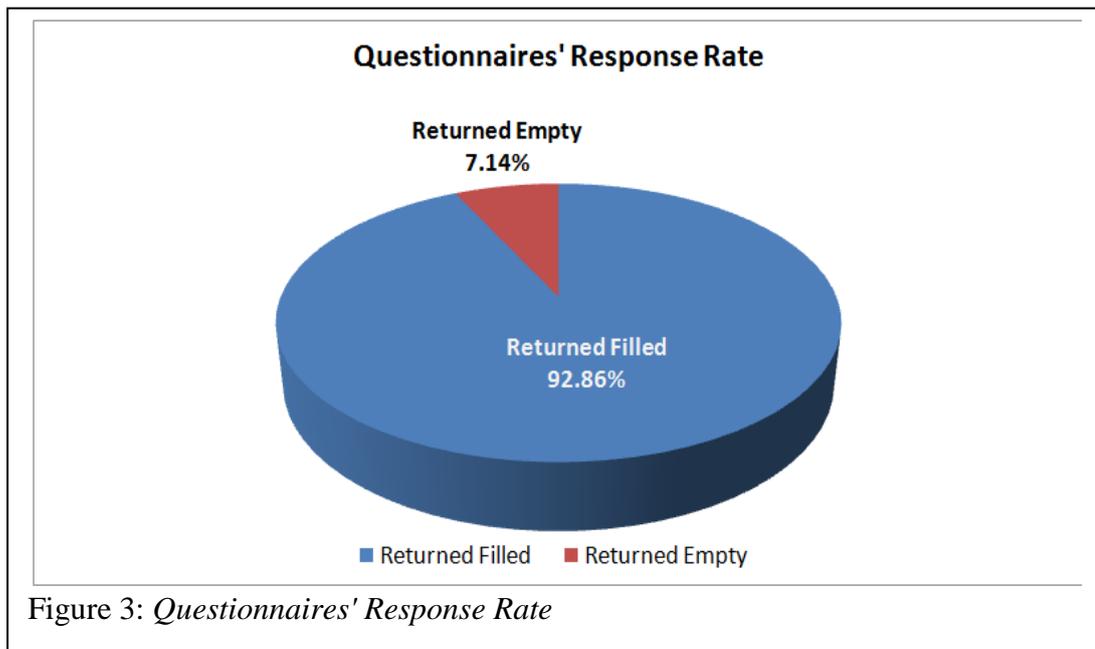
Table 4.1: *Questionnaires response rate*

Description	Questionnaire Copies	Percentage
Total number of questionnaires distributed	42	100%
Filled and returned questionnaires	39	92.86%
Empty returned or missing questionnaires	3	7.14%

This is just for the printed questionnaire that were distributed in hard copies which contributes just slightly above 10% of the total response rate for the whole survey questionnaire disseminated for young respondents. More than 89% of the responses came from online resources using multiple social media channels.

Table 4.2: *Responses rate / online vs. offline questionnaire dissemination*

Description	Total Number	Percentage
Responses on Printed Questionnaire Distributed	39	10.48%
Responses on Online Questionnaires	333	89.52%
Total number of Questionnaire Collected	372	100%



4.2. Profiles of the Respondents

This survey demonstrated the following details about the demographic, psychographic and lifestyle characteristics of respondents' profiles, enlisted in the following table:

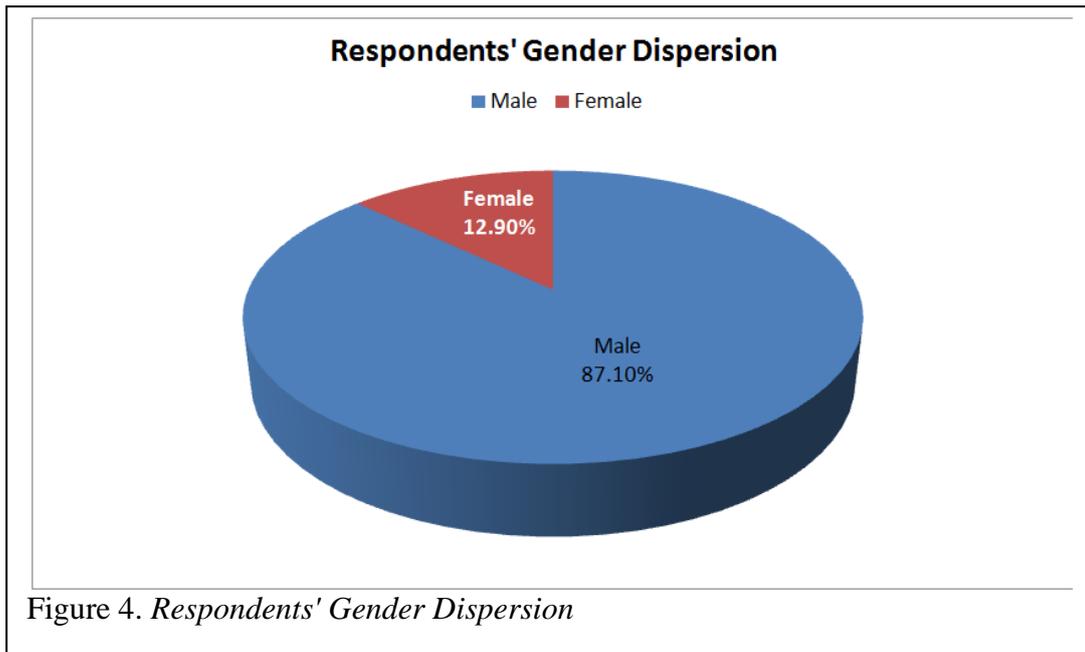
Table 4.3: <i>Profile of the survey respondents</i>			
Gender			
	Description	Number	Percentage
	Male	324	87.10%
	Female	48	12.90%
Age Range			
	12 – 20 years	14	3.76%
	21 – 30 years	265	71.24%
	31 – 40 years	75	20.16%
	41 – 50 years	12	3.23%
	51 – older	6	1.61%
Education Level			

	High School	45	12.10%
	Bachelors	227	61.02%
	Masters	94	25.27%
	PhD or higher	6	1.61%
Employment Status			
	Employed	272	73.12%
	Part Time Employed	41	11.02%
	Unemployed	59	15.86%
Employment Type			
	Government Employee	85	22.85%
	Private Sector / NGO Employee	148	39.78%
	Self Employed	55	14.78%
	Student	25	6.72%
	Unemployed	59	15.86%
Income Range			
	Low Income	93	25.00%
	Middle Income	122	32.80%
	High Income	102	27.42%
	Super Scale Income	55	14.78%
Total Respondents		372	100.00%

The following is the summary of the above table. (Table 4.2.)

4.2.1. Gender Dispersion

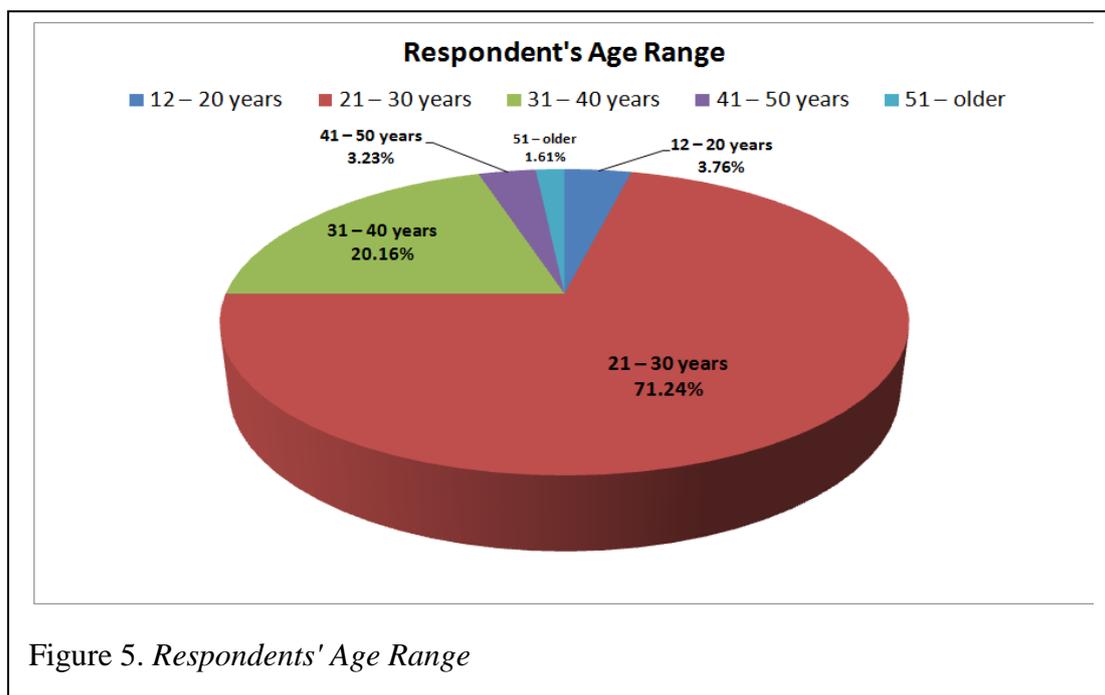
From the 372 respondents of the questionnaire survey, the respondents were unfairly distributed between male and female. More than 87% (324) respondents were male and around 13% (48) respondents were female. It is shown graphically underneath.



4.2.2. Age Range

The age ranges of respondents have been categorized into five distinct categories, which include 12 to 20 years of age, 21 to 30 years old, 31 to 40 years old, 41 to 50 years old and 51 and older ranges. Majority of the respondents were youth under the age of 30 years and specifically from the category of between 21 to 30 years old, which is 265 respondents or above three fourth (71.24%) of the total respondents (below 30 years respondents are 279 in number which comprises 75% of the total responses.)

The second age range with most responses is youth between the age of 31 to 40 years, which comprises of 75 respondents and 20.16% of total responses. 14 respondents (3.76% of total responses) are youth under the age of 20 and 12 more (3.23%) are between 41 to 50 years of age. Only 6 respondents were recorded above the age of 50 which is just 1.61% of the total respondents. The age range dispersion of respondents is illustrated in the following graphs.



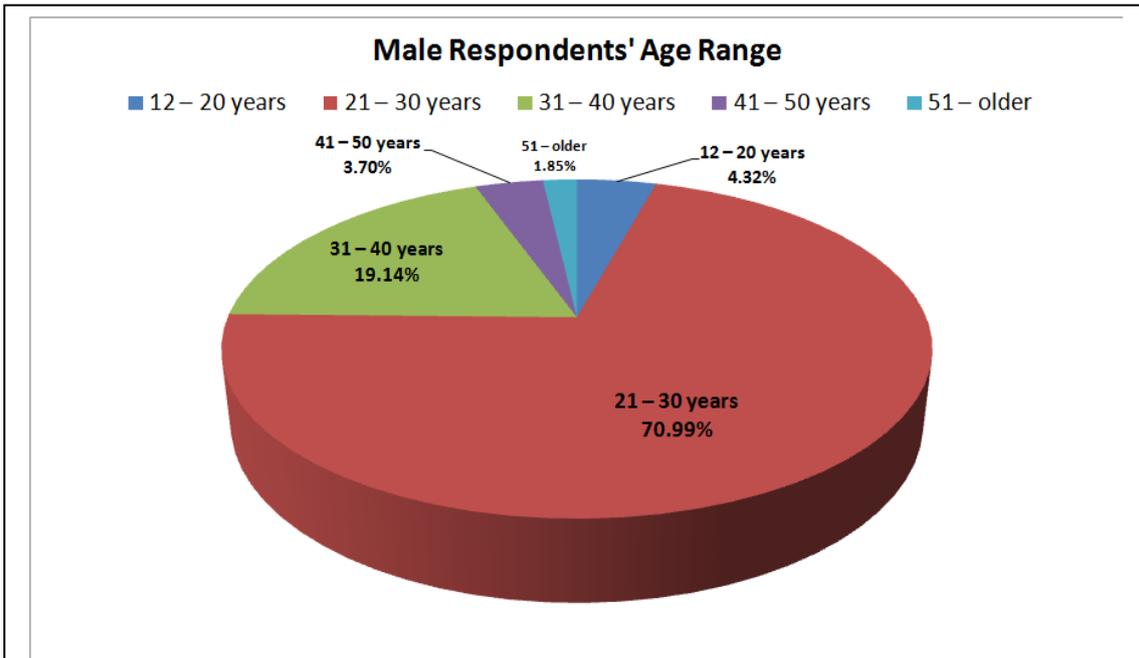


Figure 6. *Male Respondents' Age Range*

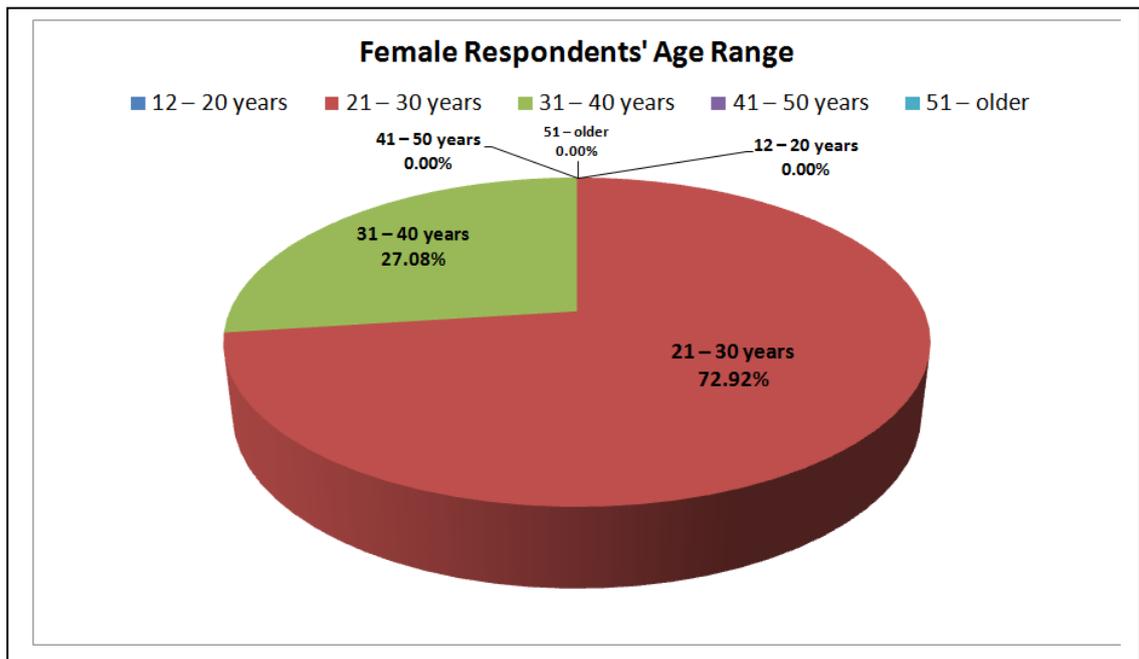
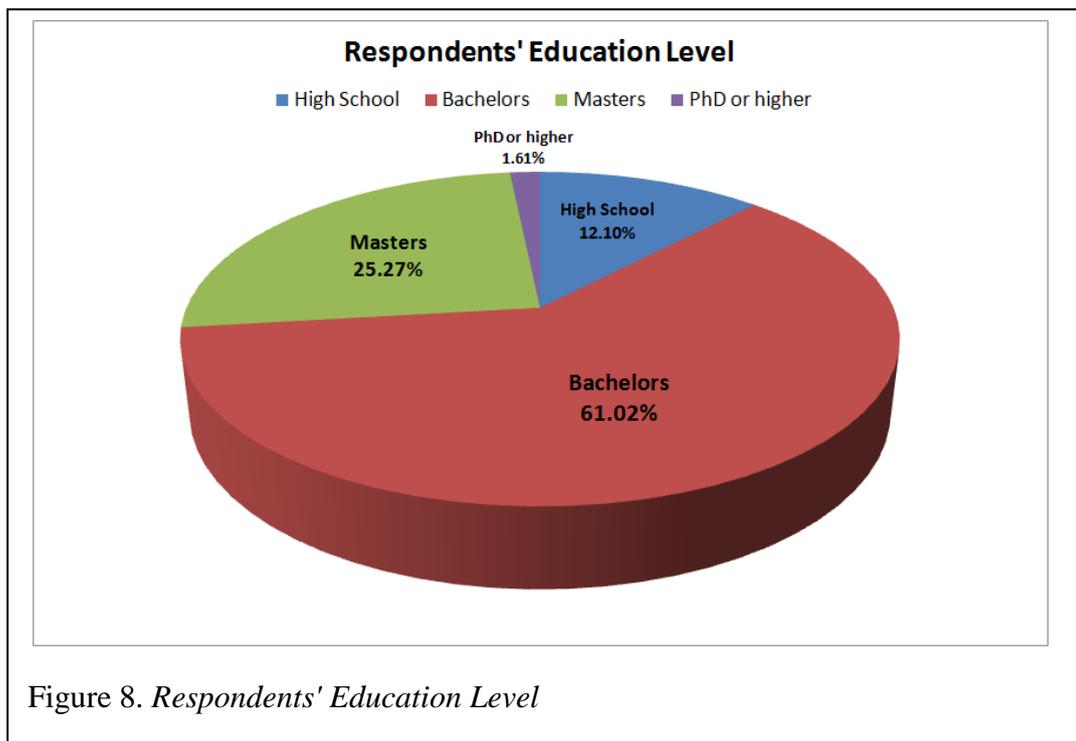


Figure 7. *Female Respondents' Age Range*

4.2.3. Education Level

Looking into the education level of the respondents, it is clear that majority of the respondents had a higher education (Bachelors and Masters

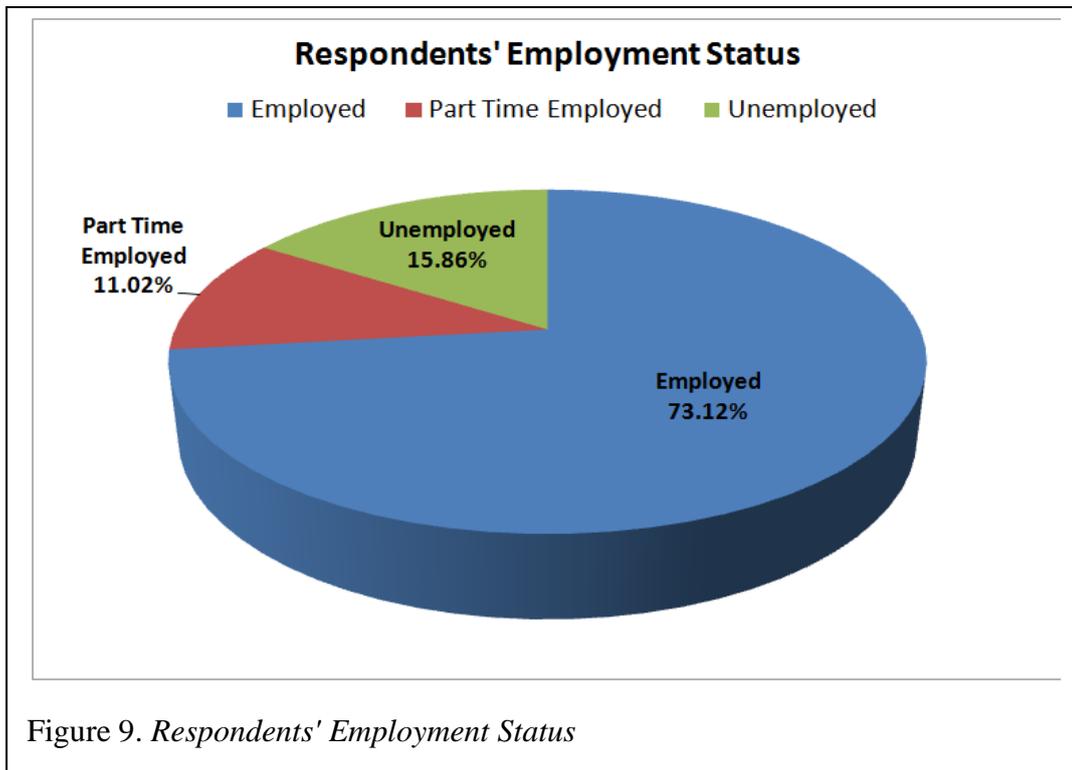
degrees). Among the 372 respondents, 227 of them (61.02%) had a bachelors degree and 94 respondents (25.27% of the total respondents) had a Masters degree. 45 respondents had high school or lower education which makes the 12.1% of the total number of responses. Interestingly, 6 PhD holders also responded to this survey which is about 1.61% of the total surveyed respondents. The following graph illustrates the education level of surveyed respondents.



4.2.4. Employment Status

Data collected through questionnaire surveys show that majority of the respondents have a job (or an occupation) and they are either full time or partially employed. 272 respondents (73.12%) had responded that they have a job. 41 person (11.02%) had said they are partially employed and 59 other (15.86%) had responded that they don't have any job and they are

unemployed. The following illustrations show the employment status of respondents.

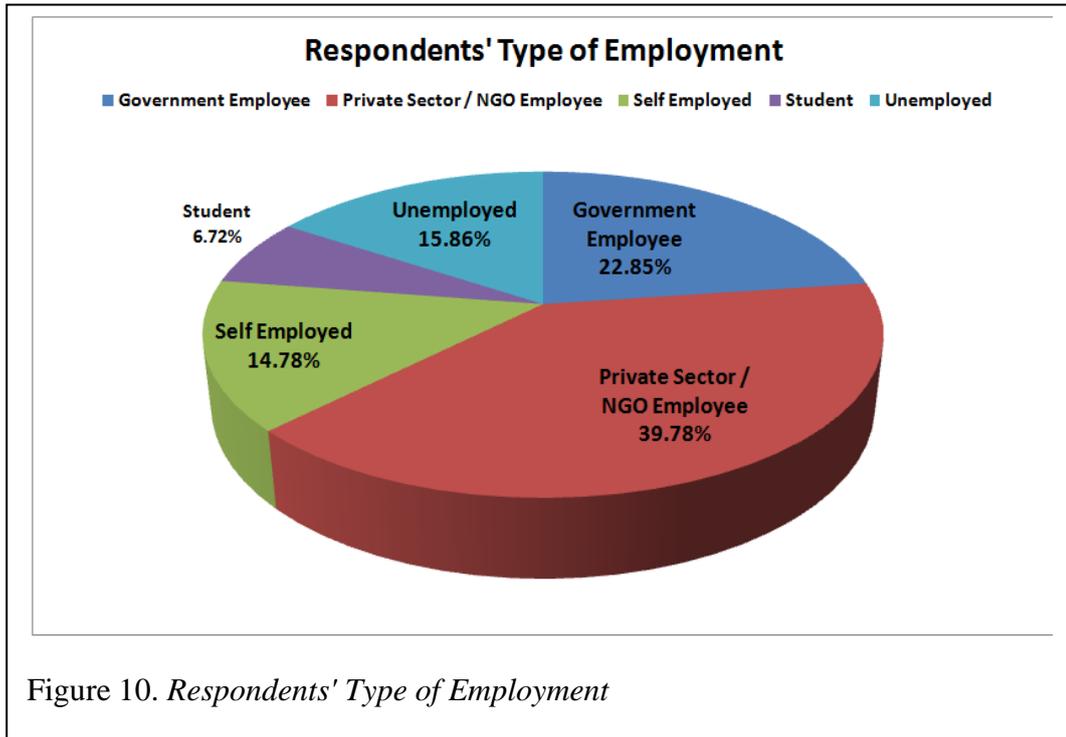


4.2.5. Type of Employment

Looking into the data obtained from the survey responses, the employment types of respondents are so diverse.

Majority of the respondents have job in private sector or in a Non-Governmental Organization. Among the 372 respondents, 148 people (39.78%) had said they work in private sector or with an NGO. 85 respondents (22.85%) had said they are civil servants, working with a governmental entity. 55 people (14.78%) had said they are self employed, which includes either they have a business of their own or work partially in a family businesses. 25 respondents (6.72%) had said they are students. 59 person among the respondents had said they are jobless which is inclusive of 15.86% of the total

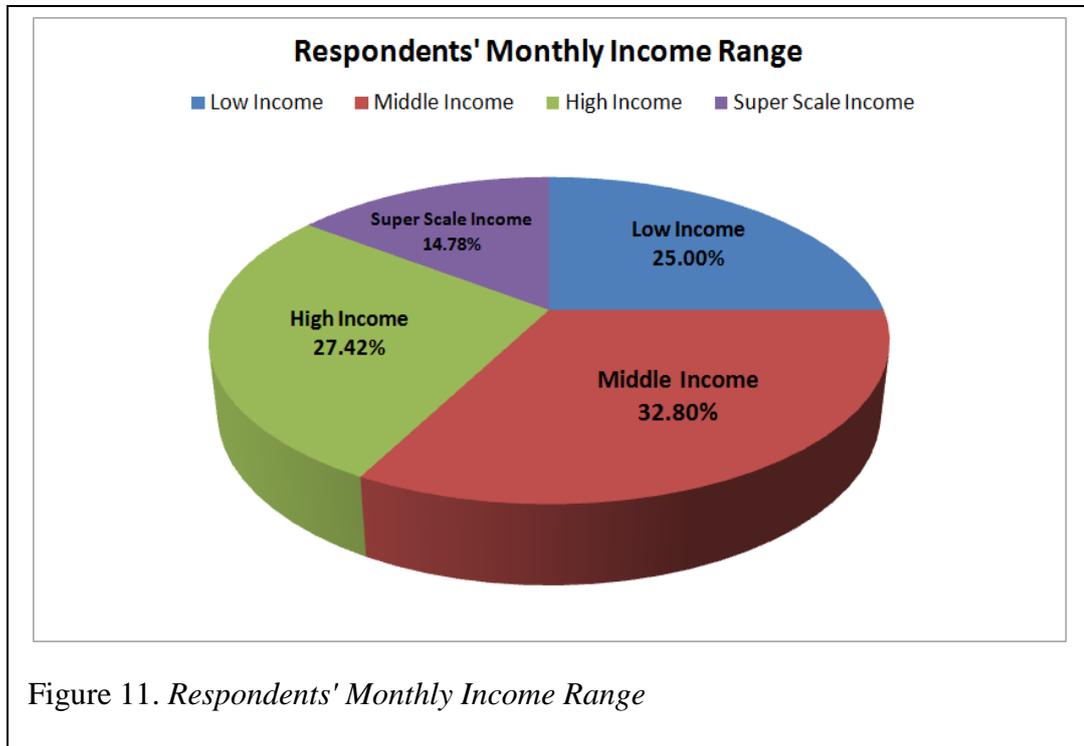
response rate. The following graph illustrates the type of employment of respondents.



4.2.6. Income Range

There is diversity in income range of respondents' as well. Majority of the respondents belonged to a middle income category with monthly between \$200 to \$500 (or in Afghanis term, Afs. 12,000 to Afs. 30,000). Among the 372 respondents, 122 people said they belong to this income range which makes 32.8% of the whole responses. 102 people (27.42%) said they have higher incomes, between \$500 to \$1500 (or in Afghanis scale, between Afs. 30,000 to Afs. 90,000). 25% of the respondents (93 people) said, they have basically no income or belong to low income class, which is lesser than \$200 (Afs. 12,000) a month. Only 55 people out of 372 respondents (14.78%) said they have super scale incomes, which ranges above \$1500 or in Afghanis term, more than Afs. 90,000 a month.

The income range diversity of respondents has been illustrated in the following graph:

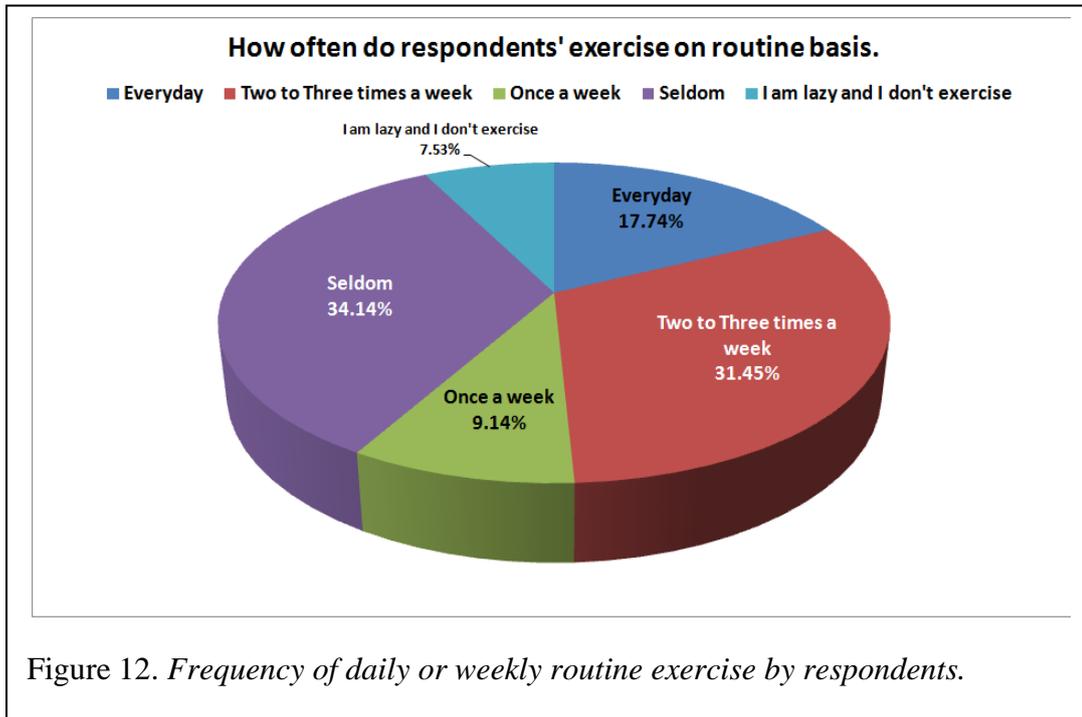


4.2.7. Exercise Frequency

Results from this question of the survey questionnaire are very interesting. More than half of the respondents had said, they either do not exercise, because they are lazy or any other reasons, or they exercise rarely. Only 49.19% had said they exercise regularly at least two to three times a week.

Responses show, 17.74% of the respondents exercise regularly on daily basis, 31.45% workout two to three times a week, 9.14% go for a slight exercise just once a week, 34.14% say they exercise once in a while and 7.53% never see a gym or an exercise spot in years!

The following graph shows the frequency of daily or weekly routine exercise by respondents.

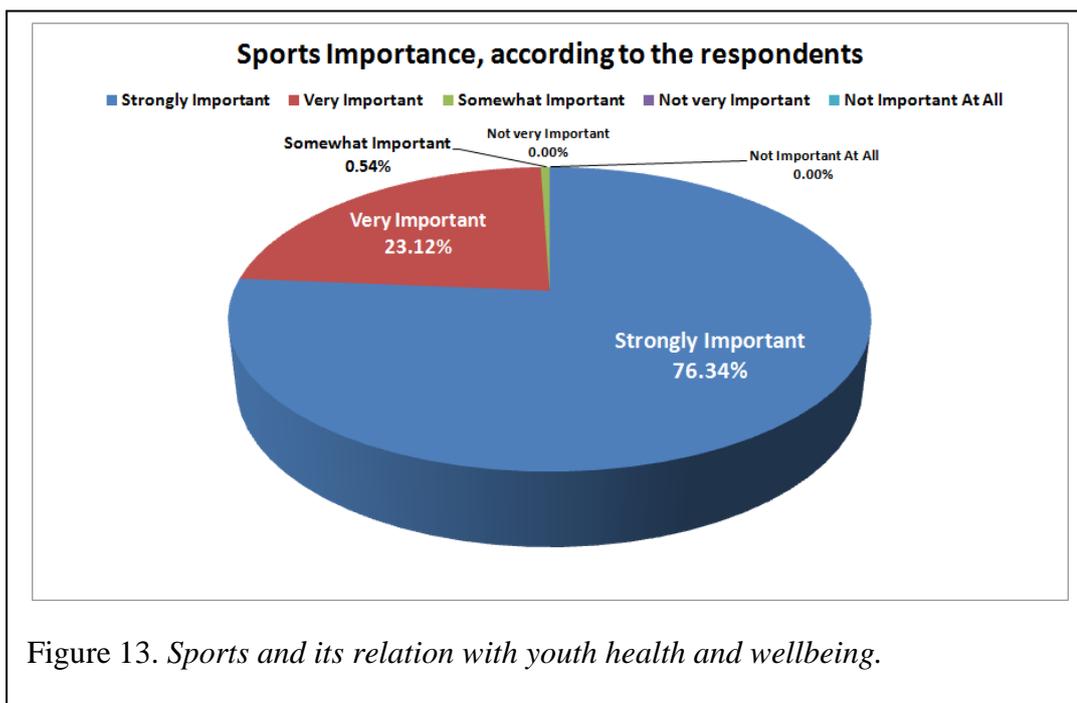


4.2.8. Sports Importance from Respondents' Point of View

As expected, despite all the factors that prevent them to do exercise or go for a routine workout daily or at least weekly, heavy majority of the respondents have agreed that, sports is very important for the youth health and wellbeing.

Among the 372 responses, 370 person (99.46%) had said, sports is very important for our health and surprisingly, 2 of them had said, "Sports is somewhat important for youth health and wellbeing"! Maybe they are too lazy to go for a slight routine workout and want to cook an excuse for themselves!

This is illustrated in the following graph.



4.2.9. Sports Facilities and Services Conditions in Kabul

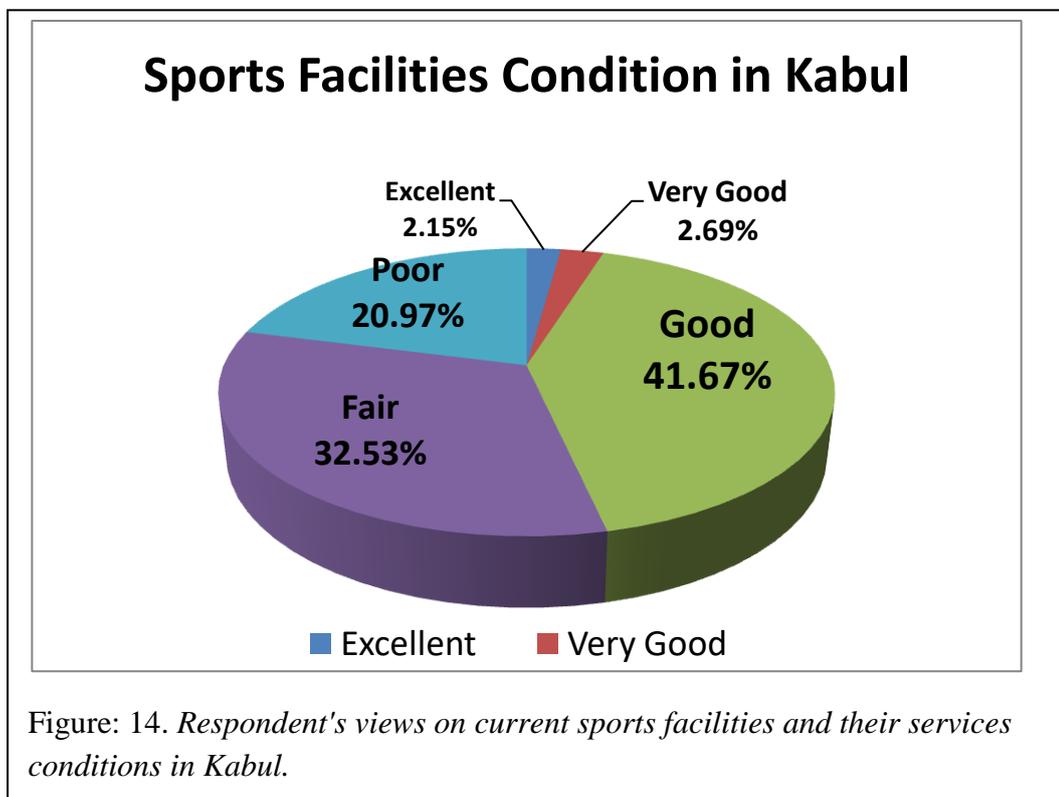
The survey questionnaire asked the respondents' views on the current status and condition of sports facilities and the available services they are currently providing to their members, subscribers or whoever exercises there, in central city of Kabul. Responses show that the majority of the respondents were merely satisfied with current status of available facilities and their services in Kabul city.

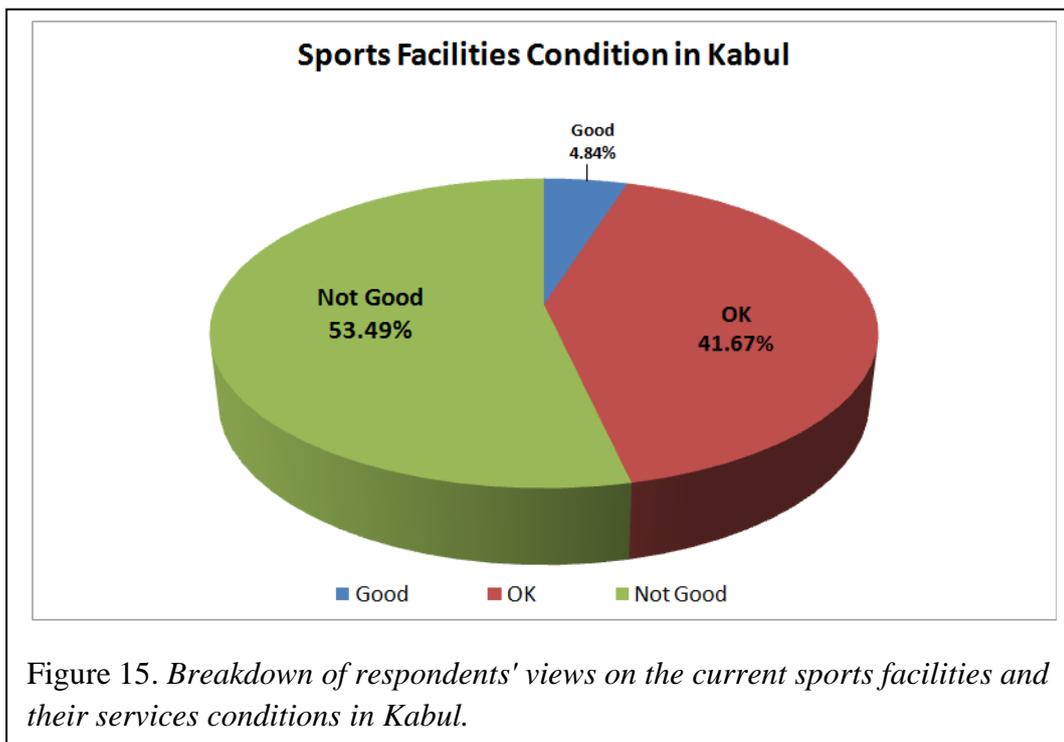
53.49% of the respondents had said, sports facilities/services are in worst condition right now. 41.67% had said, these services and facilities are just OK, neither that good, nor that bad. Only 4.84% of the total responses have said, they are very good!

Breaking down further the responses, it becomes obvious that just 2.15% are fully satisfied with current sports facilities and their services in Kabul city. The other 2.69% of respondents say these are very good and they

are happy with facilities and their services. 41.67% of the respondents are not complaining about them. They say it's good, neither that bad to curse them, nor that good to be praised and appreciated. On the other side, 32.53% of the respondents are not happy with them. Further 20.97% of the respondents are very upset about current sports facilities in Kabul city and they say their services are extremely poor.

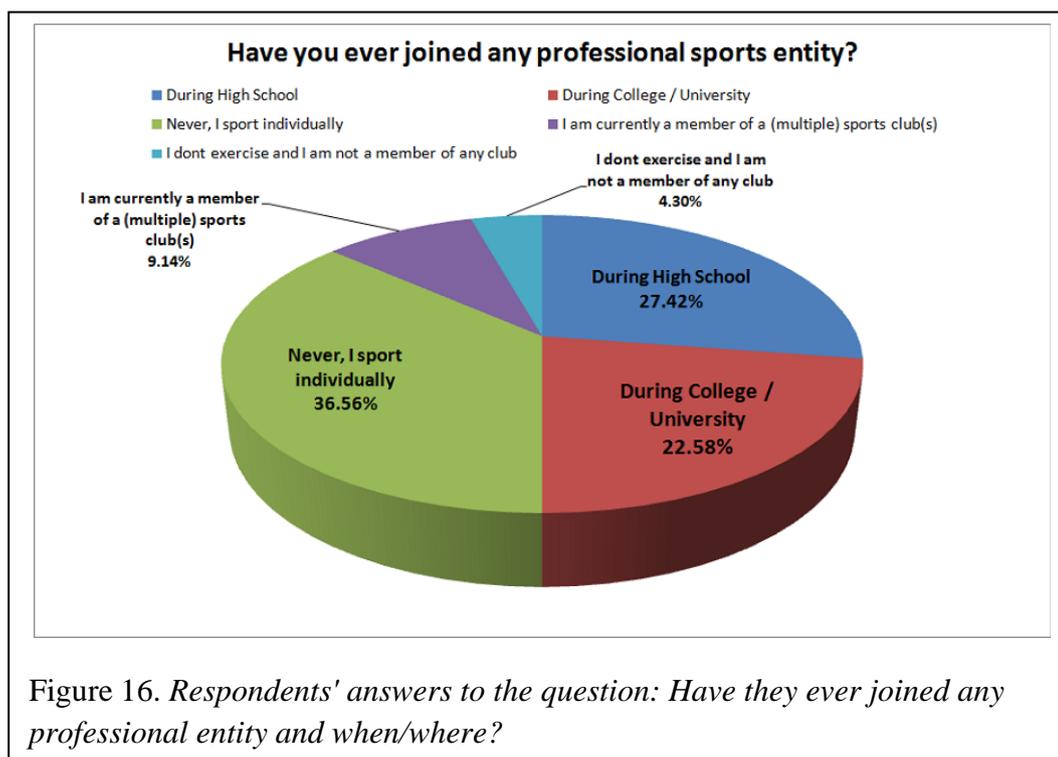
Their responses have been illustrated in the following two graphs for better review.





4.2.10. Have you ever joined a professional sports entity?

Responses to this question were so diverse. 27.42% of the respondents had said, we have started to exercise during high school. 22.58% of them had



said, we joined a sports facility later during college or university. But majority of them, 36.56%, had said they have never joined any professional sports entity but they exercise individually or out of a professional sports entity. 9.14% of the respondents have said, they are still a member of one of multiple sports entities for their routine workouts. The remaining 4.3% had said, they have never joined any sports club in their lifetime. Responses are illustrated in the following graph.

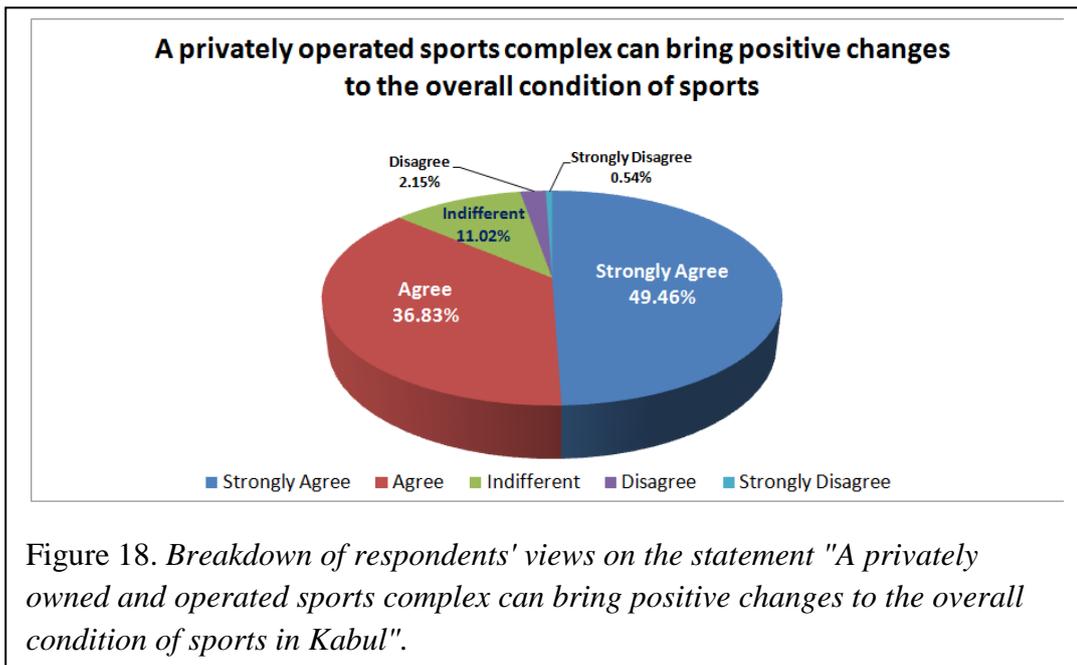
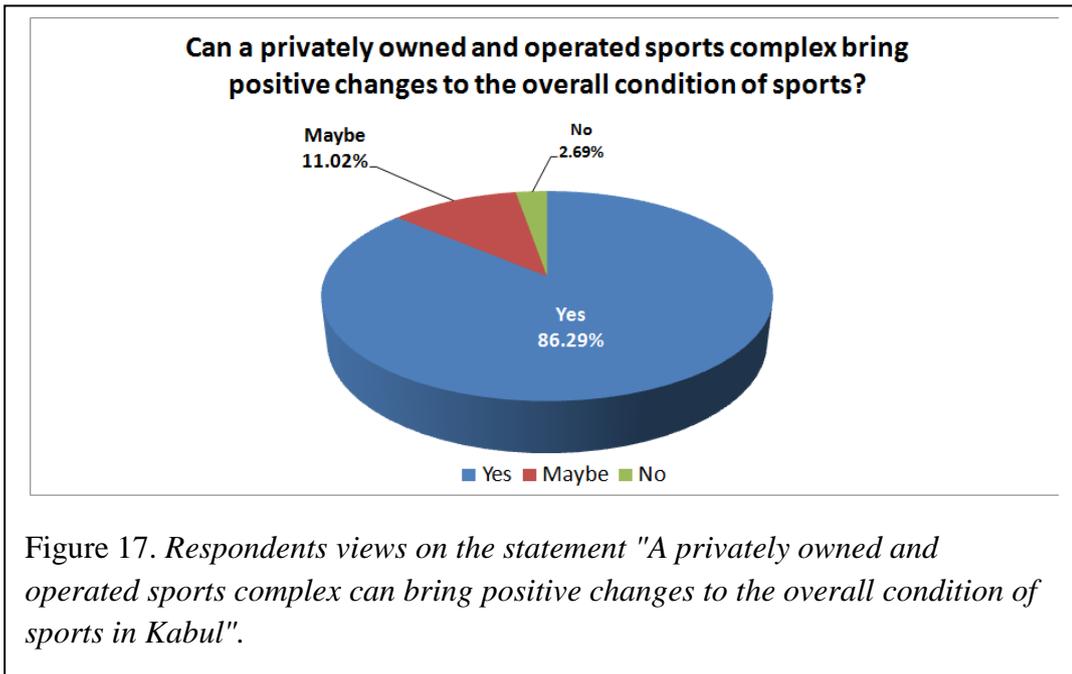
4.2.11. Impacts of a Privately-Owned Sports Complex

In order to obtain public opinion about the opportunities private sector investment can provide for the betterment and improvement of sports condition in country, especially in Kabul city, a question was included in the survey questionnaire asking public "whether a privately owned and operated sports complex with all the standard facilities, equipments and services could impact the overall sports condition in Kabul".

More than 86 percent of the respondents said that private sector involvement in sports business can bring positive changes to the overall condition of sports in country. Only 11 percent have shown doubt and just two and half percent had come with a negative response to the question.

Almost half of the respondents, 49.46 percent strongly agree with the statement "a privately owned and operated sports complex can bring positive changes to the overall condition of sports in Kabul". 36.83% said, they somehow agree with it, meaning it might bring positive changes or may not. 11.02% say, they do not see any chance and their stand is as indifferent in this matter. Only 2.15% had disagreed with the above statement and 0.54% disagreed with the private sector involvement in sports business..

These responses have been illustrated in the following two graphs.



4.2.12. Will you consider joining such a complex?

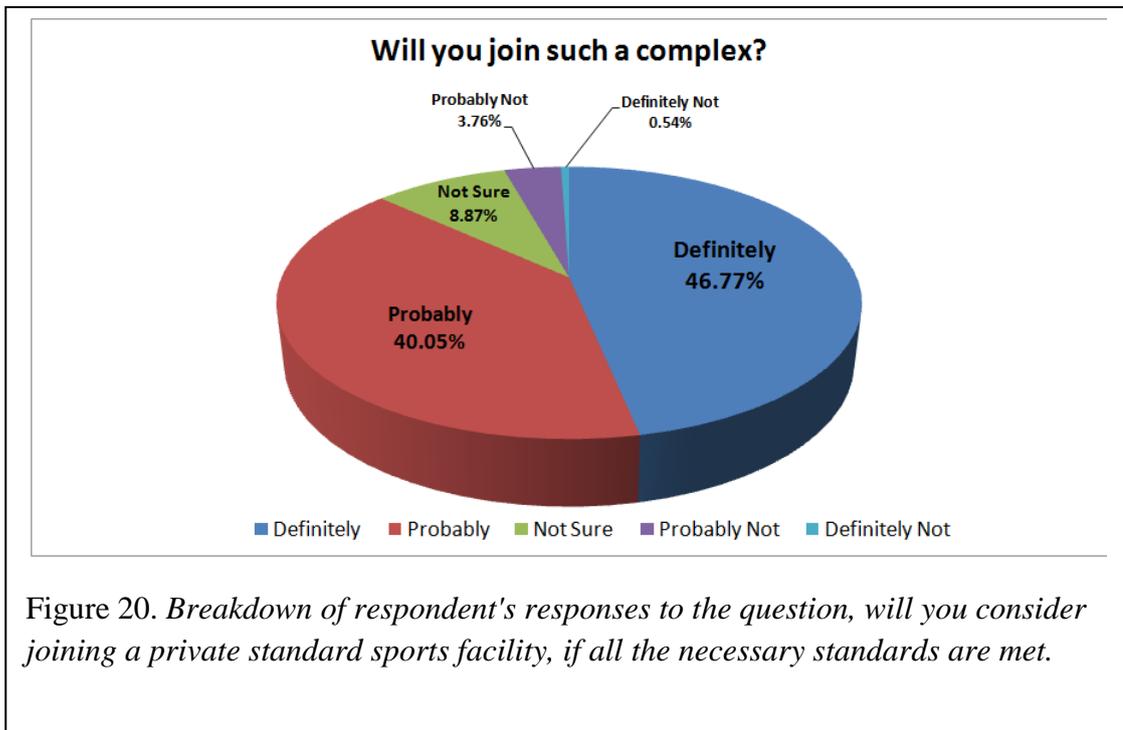
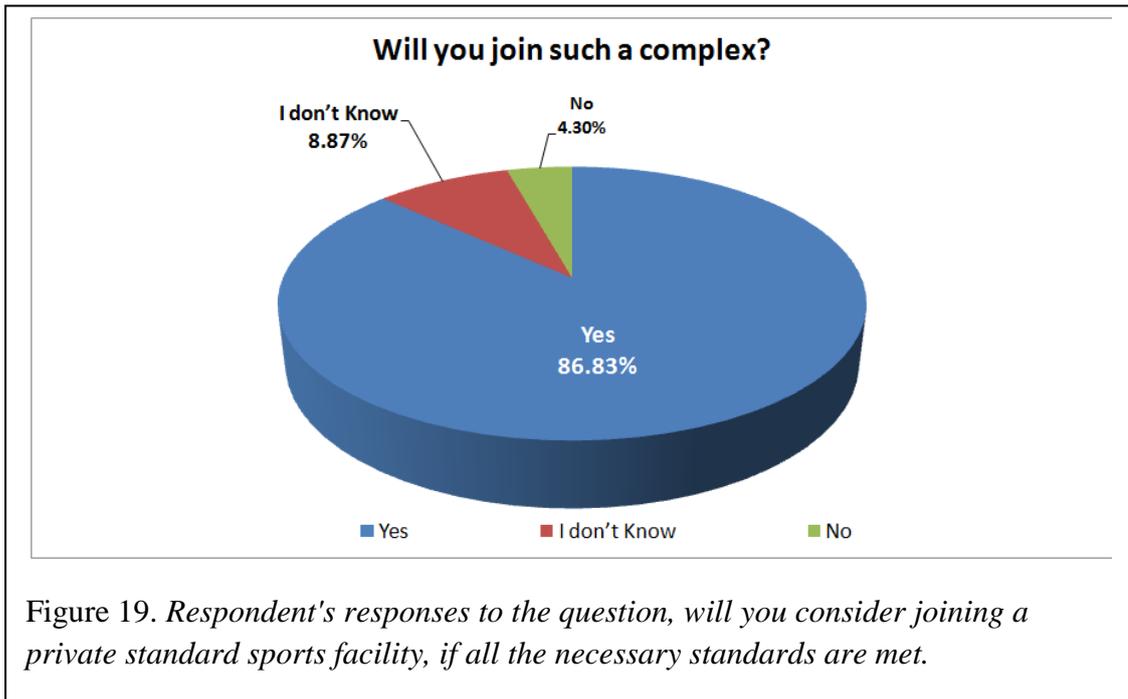
Another question was added to the survey questionnaire asking, if such a sports complex where all the standard facilities, equipments and services are available, is established in Kabul city where all the esteemed necessities for

enjoyment, exercise and wellbeing are provided, will you consider joining or subscribing to its services. Responses to this question were optimistic as well.

The majority of the respondents (86.83%) had had shown eager to join or consider joining such a sport entity. The rest have shown doubt about it or had rejected the offer.

Breaking down the responses, we have come to know that, 46.77% of the respondents are very much keen towards this offer and will definitely join such a standard facility. 40.05% had said, they will probably join it, looking into the conditions and other factors. 8.87% of the respondents were in doubt as they doubt if such a standard facility could be established in Kabul. Looking into the negative or pessimistic respondents, only 3.76% of the respondents had said, they probably stay better off from such a facility and only 0.54% had shown strong opposition against such a sport facility. They are the ones that considered private sector involvement in sport business will further worsen the sports condition in country. (Ref. previous question analysis - 4.2.11)

The following graphs illustrate their responses on this statement.



4.2.13. Preferred Location for a Standard Private Sports Complex in Kabul City

Once the youth opinion on the current condition of sport facilities and their services status in Kabul city was received and then gauging their views about private sector involvement in sports business in country, we wanted to see where do the public, especially the sports enthusiastic youth would prefer such a standard private sport facility should locate. For this purpose a question was designed in the survey questionnaire, asking, where in Kabul city would you prefer a high standard sports complex should locate?

Youth respondents have preferred a location mostly near to their residence or locations that are considered relatively safe and affordable to majority.

One quarter of the young respondents (24.46%) had selected Karte-3 or Karte-4 location, the most preferred location for establishment and operation of a private standard sport complex. Karte-3 and Karte-4 areas are considered relatively upscale neighborhood and safer areas compared to other parts of Kabul city (CBSNews, 2015). 17.74% and 17.20% of the respondents preferred the Khair Khana and Microryan, respectively. Khair Khana areas are considered the most relatively safest areas in Kabul city and Microryan residential blocks are the most crowded and home to over a million habitance of Kabul city (Guardian, 2013).

13.98% of the respondents preferred the Shahr-e-Naw area, the city's commercial and business center. 3.23% selected the Barchi area in western Kabul, where conditions are relatively much better compared to other parts of the city (Guardian, 2013). Only 2.15% thought Wazir Akbar Khan and Sher Pur areas of Kabul would be the best location for such a high standard sport entity. The Wazir Akbar Khan and Sher Pur areas are considered mostly the diplomatic areas or home to VIP personnel. Other respondents have selected other locations based on their own personal preferences, i.e. Kote Sangi in the western Kabul, the Qargha Lake side, Ahmad Shah Baba Meena (southern Kabul), Chardihi (south-western Kabul), Dehbori (western Kabul) and Karte Naw (southern Kabul).



Figure 21. A map of Kabul city with areas highlighted that are mostly favored by the research respondents (GoogleMaps, 2017).

As the question was left open ended, many more suggestions were received as well. Thirty-four people had suggested thinking of establishing such an entity throughout Kabul city in multiple locations so people could have easy access to its promised (potential) services. Nine people had gone

further and had suggested to think nation-wide and consider opening it in multiple locations throughout Afghanistan, maybe in different provinces or cities. Twelve people had suggested, specifying an exact location for such an entity doesn't matter, the only thing that really matters (according to them) is that such an entity should be built in a free unpolluted space, preferably outside Kabul city where pollution and population congestion are low. Six people had suggested that this kind of facilities should be built in areas where there are more demand. Looking to the facts, Karte-3 and Karte-4 had attracted more demand then.

Look at the following graph to judge public opinions/suggestions for this statement/question.

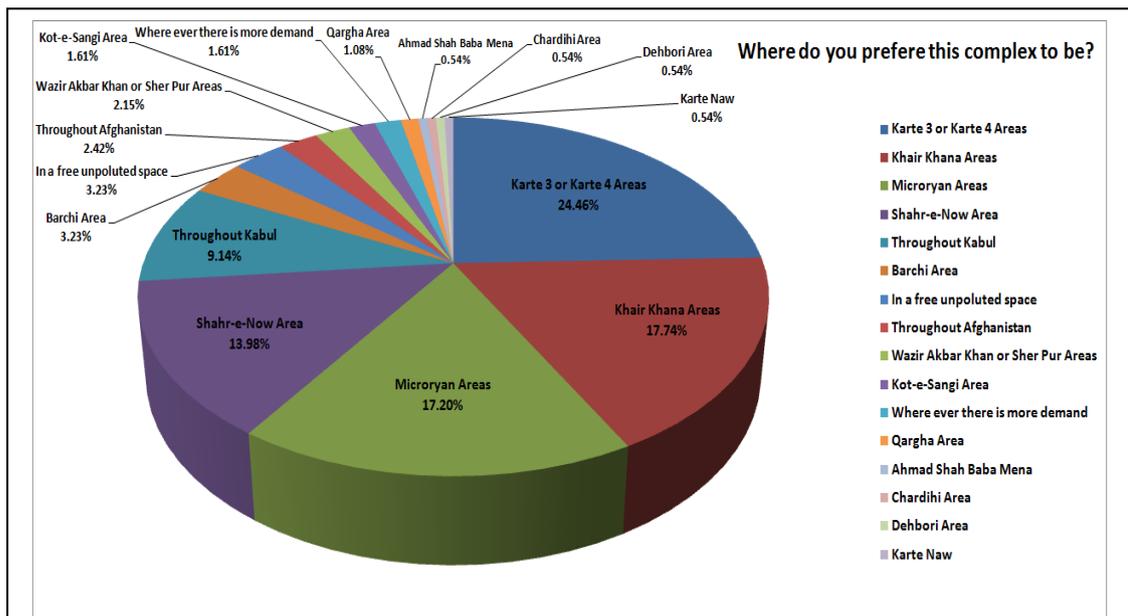


Figure 22. Respondents' preferences on locations for a standard private sport facility in Kabul city.

4.2.14. Which Sports Activity You Prefer and Participate Mostly In?

In the survey questionnaire, a freedom of choice was given to the young respondents to select their preferred games, among a list of various most popular sports in Afghan culture, namely football (soccer), cricket, volleyball, tennis, table tennis, badminton, running, swimming, gym sports and any other.

Table 4.4: *Sports mostly preferred by survey respondents*

Sport	Responses	Sport	Responses
Football / Soccer	214	Basketball	30
Swimming	176	Cycling	8
Volleyball	86	Snooker - Billiards	5
Running	86	Chess	4
Cricket	56	Hiking	3
Tennis	52	Zurkhane Sports	2
Badminton	34	Golf	2
Table Tennis	34	Polo	2
Fitness & Gym	31	Ping Pong	1

57.53% of the respondents had selected football (soccer) and 43.31% had selected swimming. Data findings show that these two sports have the most popularity. Each of these two had obtained 214 and 176 responds. Volleyball and running are the next two popular games getting 23.12% responses each. Cricket is getting popularity nowadays and had obtained 15.05% responses in this survey. The rest of the games preferred by this survey participants are illustrated in the Table 4.4.

4.2.15. Current Challenges to Sports Industry in Afghanistan

Question 15 asked respondents about challenges the sports industry in Afghanistan is currently facing. Political interposition (intervention) in Sport, Lack of talent among athletes and youngsters, Lack of professionalism among athletes and managers, Lack of government support to sport and sports industry in country, Lack of private sector investment and involvement in sports business, Security concerns, Political instability and any other challenge that survey participants think is pertaining on the path to sports industry growth in country.

Respondents to the survey questionnaire mentioned many challenges from the given list and besides the responses provided in the questionnaire, they have pointed many other challenges they think exist in current sports business/industry in Afghanistan which is highlighted in the Table 4.5.

According to the respondents, the biggest challenge is lack of proper support from government side. 65.86% of the respondents said, government is doing very less for the betterment and development of sports in country. 51.34% mentioned security as a threat to the growth of sports industry in Afghanistan. Among the 372 respondents, around half of them, 182 people, had said private sector is not involved in sports industry that much. The lack from private sector involvement had decreased the chances for commercialization of sports market in country.

Among the other major challenges voted by survey participants are political instability in country, lack of professional behavior by athletes, sportspeople, and sports managers. Data results show that majority do not

agree with "lack of talent in sports market", that's why only 38 out of 372 people (just 10.2%) had said there is a lack of talent among sportspeople.

Survey participants had mentioned a few other quite important factors that slows the sport industry growth in country too. Among which they have mentioned about discriminations on racial basis, lack of proper sports establishments in country, lack of a widespread culture towards sports and exercise in Afghan societies, some economic factors that prevent people from joining professional sports, lack of support from family sides, no proper attention towards fundamentals of sports business in country and gender violence against female athletes and sportspeople.

The following table summarizes the current challenges to sports industry in Afghanistan, obviously according to the survey participants.

Challenge	Reponses	Percentage
Lack of Government Support	245	65.86%
Political Interposition	212	56.99%
Security Concerns	191	51.34%
Lack of Private Sector Investment in Sports Business	182	48.92%
Political Instability	146	39.25%
Lack of Professionalism	134	36.02%
Lack of Talent	38	10.22%
Racial Discrimination	5	1.34%
Lack of Proper Establishment for Sports	4	1.06%
Lack of Widespread Culture of Sport and Exercise in Society	2	0.54%
Economic Issues	2	0.54%
None of these	1	0.27%

Lack of Family Support	2	0.54%
Lack of Attention to Fundamentals of Sports	1	0.27%
Violence Against Female Sportsperson	2	0.54%
Total	1167*	
* Respondents could provide multiple responses to the question.		

4.2.16. Opinions about a Private Sports Complex in Kabul city

A question was designed to see what people would think of a sports complex established in Kabul city by an individual as an initiative by private sector to whoop into sports market in order to strengthen the backbone of sports industry in country, especially in central city of Kabul and provide more room for development and betterment of sports in Afghanistan.

Responses for this survey also received lots of positive comments, appreciation of such initiative, positive suggestions and recommendations, good will and emphasize from public for private sector increased role in this industry. There are some negative comments and pessimistic views about such initiative too, but most of them had shown great interest as well as concerns about a privately owned and operated standard sports complex.

Due to the large number of comments and suggestions on this question, some of respondents' important views, comments and suggestions on this topic will be attached to the end of this report as an appendix. (See Appendix C).

4.2.17. Points Important for Joining a Sports Facility

This question was designed to know what important points athletes and sports enthusiastic youth consider while going to or joining a sports facility for their routine or professional exercises.

Data collected show that majority of the respondents look for cleanliness, security and safety and environment of the facility. For lots of others professionalism, the facilities and services provided by (available at) the exercise facility as well as the standard equipments that are available in there is important factor in choosing a sports facility for their routine or professional exercises.

The following table summarizes the key points that matter the most to the respondent participants of the survey questionnaire, which according to them are important for them in choosing a sports facility for their routine or professional exercise.

<i>Table 4.6. Points important for joining or subscribing to a sports facility</i>	
Description	Responses
Cleanliness	69
Security	67
Environment	64
Professionalism	27
Facilities and Services	27
Everything is important	26
Equipments	24
Quality and Standards	22
Location	21
Coaches and Trainers	20
Hygiene and Health Concerns	15
Management Behavior	13
Pricing & Cost	11
Commitment	7
Gender Equality	3

4.2.18. Key Suggestions and Recommendations

The questionnaire consisted of an open ended question asking from respondents to give key suggestions for privatization or commercialization of sports market in Afghanistan, specifically establishment of a privately owned and operated standards sports facility in Kabul where all the standards meet international standards and is feasible and accessible to everyone. Many interesting suggestions were received via the survey questionnaire.

Many have emphasized the importance of such entity to exist in Kabul so that people may have easy access to standard physical exercise facilities. Professionalism, gender concerns, cleanliness of the facility, location, facilities and services, environment, high standards, price and costing are among the top suggestions from respondents. Interestingly all the key points that the respondents thought are important for them while choosing a sports facility for their routine or normal exercises, they have suggested to be considered while establishing such an entity. A few had had some negative thoughts, i.e. not trusting corporate investors to consider investing in such sector, negative feelings about potential investors who only think about their return on investment, rather than quality assurance and perfection in services provision. A few other have emphasized on building the culture of professionalism in sports, calling it "Sportism Spirit" or "Sports Spirit". Some had emphasized more on the costing and pricing of services such entity aims to provide, which should be reasonable for middle-class society as well.

The overall results obtained from the survey responses is that, people are very optimistic about private sector more involvement in sports business in Afghanistan, as the government (according to them) lacks the proper

capabilities to promote good sport culture in country and can't develop sports to higher standards, due to incapability, corruption, not-much-interest and political instability. According to the respondents, private sector is free of these incapability and can fill the gap instead of public sector, which not only benefits them in terms of high returns on their investments, but will also help the sport industry in country to raise and shine again.

4.3. Cross Analysis of Responses

While analyzing the responses individually according to each question, we have seen that majority of our respondents were male ((87.10%) with age range between 21 to 30 years (71.24%), and well educated with at least a bachelors degree (87.9%). Majority of them had a job or an occupation (73.12%) and mostly involved with private sector or NGOs (39.78%). Besides, majority of the respondents belonged to a middle or higher income class (32.8% and 27.42%) and they were enthusiastic about sports and exercise at least two to three times a week (49.19%). Almost all of them knew and understood the importance of sports in youth life (99.46%).

Analyzing the responses regarding respondents' thoughts on current sports facilities and services condition in Kabul, we have come to know majority of them think there should be a reformation to current situation of sports facilities and their services in Kabul (53.49%).

Their thoughts on the role of private investment in sports on the betterment of sports activities in Kabul is very positive or better to say optimistic. Over 86.29% of them had shown strong positive reaction towards the direct involvement of private sector in sports business in Kabul, and majority (86.83) have shown eager

to think of joining routine or professional or at least their normal exercises if a private sports institution is available for practice.

CHAPTER FIVE

CONCLUSIONS

5.0. Introduction

This chapter concludes the research findings and discusses the research limitations, suggestions and recommendations for further researches in future.

5.1. Discussion

The aim of this research study is to identify the prevailing gaps in currently government-controlled sports business in Afghanistan and explore the reasons for less interest of corporate and individual interests in investing in sports industry in Afghanistan as well as highlighting the potentials in commercializing sports for youth in Afghanistan. The following discussion is based on the research findings and the preliminary research questions that was developed for this study.

5.1.1 Research Questions:

- **Do public, especially the youth, need the sports to be controlled by government or the private sector?**

The outcome results of the research data indicated that majority of the survey respondents are not satisfied with the current situation of sports and sport facilities available in Kabul (and Afghanistan as a whole) which are mostly controlled and managed by the government. Central as well as regional government authorities lack of capacity in developing and maintaining standard infrastructure for sports in country, lack of wholesome interest from government to promote sports among youth generation and interested enthusiastic sportspeople in country are the main reasons why government

can't give enough and proper attention to building a sustainable sports infrastructure in Afghanistan. Political instability and security tensions are another two major concerns of central government that divert government attention from sports. While government is busy in political matters, opportunities are available for private sector, corporate investors and individuals to enter sports market and fill the gaps where government had failed to provide enough support. Majority of the respondents to the research survey have shown a positive and optimistic view on the role, private sector can play in strengthening the sports infrastructure in country as well as promoting peace, solidarity and brotherhood among the divided ethnicities of Afghan nation.

Majority of Afghan population believe sports can play a vital role in bringing peace and interdependence in Afghanistan, but the weak sports infrastructure can't even sustain, forget thinking about major roles it should play in greater context.

- **Does the sports need to be commercialized in Afghanistan?**

The outcome results of the research data indicated that most of the respondents favor privately owned and operated sports facilities compared to the government ones. In their perspective, the government lacks the capacity in maintaining the standard services in sporting facilities and sports events.

From the results of the research data, we get to know that, private sector involvement and investment in the sports business would not only commercialize and profiteer the sector, but will also provide valuable growth

and development opportunities for the sports industry and those involved in this business.

- **How private sector involvement in the sports business would impact for the improvement of the sports business in Afghanistan?**

Private sector have lots of opportunities in this sector to consider, i.e. the rapid changes and the growing pace of sports market globally, steady growth in sponsorships and media rights, commercialization of sports rights via integrated partnerships with related right-holders, saturation of public desires for new and modern things against competition in the market, competition in mass media market, e-sports and other sport formats, sports scrutiny and transparency and the rapidly evolving digital world and social revenue platforms. Private sector may consider any of these trends (discussed in detail in "2.7. Commercializing Sports Business in Afghanistan") to participate in development and promotion of sports in Afghanistan.

Unfortunately no previous research was conducted on our subject matter to compare this research study findings with existent ones, in order to justify the research questions in a broader sense.

5.2. Research Limitations and Recommendations for Future Research

The first limitation of this research study is the lack of past researches on the subject matter, in order to gain sufficient information to deeply study the research question from various aspects or from a wider perspective.

Secondly, time constraint. The amount of time given to this research study was not sufficient enough to fully study the subject matter in a deep and wider perspective, gather data from local markets (provinces and cities other than the

capital) and analyze it within this given time frame. Due to this reason, researcher couldn't conduct enough interviews to get broader view points from different categories of stakeholders of sports industry in Afghanistan.

This research study provides very limited information about the potentials of commercialization of sports industry in country, with more concentration on Kabul city only. Future researchers can discuss the subject matter in a more open context and discuss it deeply, such as from quantitative perspectives and more analytical contexts.

It is recommended for the future researchers to include variables other than discussed in this study to justify the statements claimed in this study. It is also recommended for the future researches to conduct a quantitative analysis of the data collected using various variables on the subject matter.

5.3. Conclusion

The core objective of this research study was to study exclusively the important factors prevailing in the current Afghan sports market which prevent sports growth, expansion and development in Afghanistan. Researcher had found based on research data that public are more interested in private sector involvement in sports market compared to the government involvement, so it could help this industry escape from current stagnant situation to a more prudent and progressive stage. Public demands from the research data indicate high potential of investment opportunities available for individual and corporate investors to consider in the sports industry (as a whole) in the country. Researcher had provided reasonable suggestions to potential private and corporate investors to consider and the important trends for future investment in sports market in Afghanistan, through extensive research of market and public opinions.

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APPENDIX A: Questionnaire (English)



Survey Questionnaire on measuring the

{Pros, Cons, and How to of "Commercialization of Sports Industry Business in Afghanistan"}

Dear Participant

You are kindly invited to participate in our important survey for measuring the Pros, Cons, and How to of "Commercialization of Sports Industry Business in Afghanistan". Approximately 200 people will be asked in order to gather their ideas and views on the status of Sports industry in Afghanistan and public opinion and expectations from Sports facilities and services currently available in country, especially in the center city of Kabul and their views on the potentials and opportunities prevailing in commercialization of sports industry and private sector involvement of sports industry in Afghanistan. This questionnaire survey is part of the thesis research required for the Masters of Business Administration (MBA) degree accreditation from American University of Afghanistan (AUAF).

Your participation in this research study is completely voluntary and this questionnaire should not take more than 10 minutes of your valuable time to complete.

The sole purpose of this questionnaire survey is academic, with no intention for any profitable usage of your provided answers. We believe there are no known risks associated with this research study; However if you feel uncomfortable answering any questions, you can withdraw from the survey at any point. It is very important for us to learn your opinions. Your responses are completely anonymous and we assure you all your answers will be kept in the strictest confidentiality.

Thank You

Sohaib Obaidi

MBA Student at AUAF

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ebtihaj.ib@gmail.com

Please circle the most suitable answer and in case of multiple answers, circle all the suitable answers. Please respond to the non-MCQ questions in brief.

1. Your gender:

- Male
- Female

2. Your age range:

- 12 – 20 years
- 21 – 30 "
- 31 – 40 "
- 41 – 50 "
- 51 – older

3. Your education level:

- a) High School b) Bachelors c) Masters d) PhD or higher

4. Are you employed?

Yes No

5. Type of Employment:

- a) Government Employee b) Private Sector / NGO Employee
- c) Self Employed d) Unemployed e) Other

6. Monthly Income Range:

- a) Less than \$200 (less than Afs. 12,000) b) \$200 to \$500 (Afs. 12,000 to 30,000)
- c) \$500 to \$1500 (Afs. 30,000 to 90,000) d) Above \$1500 (Afs. 90,000 and above)

7. Which sports activity do you like the most to play / participate in? (You can select more than one choice)

- Swimming
- Football / Soccer
- Volleyball
- Basketball
- Table Tennis
- Badminton
- Tennis
- Running
- Cricket
- Other, please specify -----

8. How many times do you exercise on daily or weekly basis?

- a) Everyday b) Two to Three times a week c) Once a week
- d) Seldom e) I am lazy and I don't exercise

9. What do you think of sports and its relation to a youth health?

1. Strongly Important 2. Very Important 3. Somewhat Important
4. Not very Important 5. Not Important At All

10. What do you think of sports facilities and their services currently available in Kabul city?

1. Excellent 2. Very Good 3. Good 4. Fair 5. Poor

11. Have you ever joined any sports club till now and where?

- a) During High School b) During College / University
c) Never, I sport individually
d) I am currently a member of a (multiple) sports club(s)

12. What challenges do you think sports industry in Afghanistan is currently facing? (You may select multiple answers, if you may see it proper.)

- a) Political Interposition b) Lack of talent
c) Lack of professionalism d) Lack of government support
e) Lack of private sector investment in sports market f) Security concern
g) Political Instability h) Other. Please
Specify_____

13. What's your opinion of a private sports complex in Kabul city?

Ans.: _____

14. A privately owned and operated sports complex can bring positive changes to the overall condition of sports in Kabul city.

1. Strongly Agree 2. Agree 3. Indifferent 4. Disagree
5. Strongly Disagree

15. Points you consider and are important for you while choosing a sports facility for your physical exercises:

a) _____

b) _____

c) _____

d) _____

16. Will you consider joining (subscribing to) a privately owned sports complex for your routine exercises if all the standard facilities and services were available in there?

1. Definitely 2. Probably 3. Not Sure 4. Probably Not 5. Definitely Not

17. Where in Kabul city would you prefer a high standard sports complex should locate?

1. Shahr-e-Now area

2. Wazir Akbar Khan or Sher Pur Areas

3. Khair Khana Areas

4. Karte 3 or Karte 4 Areas

5. Microryan Areas

6. Other, Please specify _____

18. Do you have any suggestions for establishment of a high standard privately owned sports complex in Kabul city?

Ans.: _____

APPENDIX B: Questionnaire (Persian/Dari)



پرسشنامه نظرسنجی برای سنجش

{مفاد، اضرار و روش های "تجاری سازی صنعت ورزش در افغانستان"}

پاسخ دهنده گرامی!

از شما با کمال احترام تقاضا میکنیم تا درین نظرسنجی برای سنجش مفاد، اضرار و روش های تجاری سازی صنعت ورزش در افغانستان با ما همکاری نمایید. ما تصمیم داریم تا نظریات و ایده های حدود 200 تن را در رابطه با وضعیت صنعت ورزش در افغانستان و همچنان نظر و توقعات آنها از تاسیسات و خدمات موجود ورزشی در کشور، به ویژه در شهر کابل را جمع آوری نماییم و در کنار آن، نظریات آنها را در رابطه با پتانسیل ها و فرصت های موجود برای تجاری سازی صنعت ورزش و همکاری سکتور خصوصی برای سرمایه گذاری درین صنعت در افغانستان را به سنجش میگیریم.

مشارکت شما درین نظرسنجی کاملاً داوطلبانه بوده و این پرسشنامه کمتر از ده دقیقه شما را خواهد گرفت.

یگانه مقصد ازین پرسشنامه نظرسنجی، علمی و اکادمیک بوده و هیچ مقصدی جهت استفاده دیگری از پاسخ های شما را نداریم. ما متیقینیم این پرسشنامه هیچ گونه تهدید یا ریسکی را به شما متوجه نخواهد ساخت، اما اگر شما به پاسخ دادن هر پرسشی مشکل داشته باشید، بدون اندک ترین ضیاع وقت، پرسشنامه را خالی یا ناتمام برگردانید. دانستن نظریات شما برای ما خیلی مهم است. پاسخ های شما کاملاً ناشناس باقی خواهد ماند و به شما اطمینان میدهم که پاسخ های شما کاملاً بشکل محرم نگهداری خواهد شد.

تشکر

صهیب عبیدی

دانشجوی مقطع ماستری، در دانشگاه آمریکایی افغانستان

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و ebtihaz.ib@gmail.com

لطفاً یکی از پاسخ های مناسب را حلقه نمایید و در صورت چند پاسخ، همه آنها را حلقه نمایید. لطفاً به پرسش های غیرانتخابی پاسخ های حتمالاً امکان کوتاه بنویسید:

1. جنسیت شما:

- مرد
- زن

2. عمر شما:

- بین 12 تا 20 سال
- بین 21 تا 30 سال
- بین 31 تا 40 سال
- بین 41 تا 50 سال
- بالاتر از 51 سال

3. سطح تحصیلات شما:

ا. تحصیلات متوسطه و عالی ب. لیسانس ج. ماسترد. دکترا یا بالاتر

4. آیا شما وظیفه دارید؟

بلی نخیر

5. نوع شغل شما چیست؟

ا. وظیفه دولتی ب. وظیفه سکتور خصوصی و غیردولتی ج. شغل آزاد

د. بیکار هستم

6. اوسط عواید ماهانه شما:

ا. کمتر از 200 دالر (کمتر از 12 هزار افغانی)

ب. بین 200 تا 500 دالر (بین 12 هزار تا 30 هزار افغانی)

ج. بین 500 تا 1500 دالر (بین 30 هزار تا 90 هزار افغانی)

د. بالاتر از 1500 دالر (بالاتر از 90 هزار افغانی)

7. شما بیشتر به کدام نوع ورزش علاقمندی دارید یا مشغولید؟ (میتوانید چندین گزینه را انتخاب نمایید)

- آب بازی
- فوتبال
- والی بال
- باسکتبال
- تنیس
- بیدمنتون
- تنیس
- دوش
- کریکت
- دیگر، لطفا بنویسید.....

8. شما روزانه یا هفته وار، چند بار ورزش می کنید؟

- ا. هر روز
- ب. دو یا سه بار در هفته
- ج. هفته یک بار
- د. گاهیگاهی
- ه. من تنبل ام و ورزش نمی کنم.

9. بنظر شما ورزش با صحت جوانان چه ربطی دارد؟

- ا. بسیار مهم است.
- ب. مهم است.
- ج. شاید مهم باشد.
- د. آنقدر مهم نیست.
- ه. هیچ مهم نیست.

10. بنظر شما وضعیت کنونی تاسیسات و خدمات ورزشی در شهر کابل چگونه است؟

- ا. عالی است.
- ب. بسیار خوب است.
- ج. خوب است.
- د. خوب نیست.
- ه. خیلی خراب است.

11. آیا شما با کدام باشگاه (کلب) ورزشی تا بحال پیوسته اید و چه زمانی؟

ا. در دوران مکتب ب. در دوران محصلی در دانشگاه ج. من بشکل انفرادی ورزش میکنم.

د. من همین حالا عضویت چندین باشگاه (کلب / تیم) را دارا هستم.

12. بنظر شما صنعت ورزشی افغانستان، همین اکنون با کدام نوع چالش ها مواجه است؟ (شما میتوانید بیش از یک گزینه را انتخاب نمایید.)

ا. مداخلات سیاسی ب. کمبود استعداد ج. کمبود اهل حرفه ی

د. کمبود حمایت دولت ه. کمبود حمایت سکتور خصوصی

و. مشکلات امنیتی ز. بی ثباتی سیاسی

ح. دیگر، لطفا بیان دارید.....

13. نظر شما در رابطه با تاسیس و فعالیت یک «مجمع خصوصی ورزشی» در شهر کابل چیست؟

14. یک مجمع خصوصی و شخصی ورزشی میتواند تاثیرات مثبتی روی وضعیت ورزش در شهر کابل بگذارد.

ا. کاملاً موافقم. ب. موافقم. ج. نمیدانم. د. مخالفم

ه. کاملاً مخالفم

15. حین انتخاب یک باشگاه یا مرکز ورزشی برای تمرینات ورزشی خودتان، کدام نقاط یا گزینه ها برای شما اهمیت دارند؟

ا. _____

ب. _____

ج. _____

د. _____

16. اگر یک مجمع خصوصی / شخصی ورزشی با تمامی امکانات، وسایل و خدمات استاندارد در شهر تاسیس و فعال شود، شما عضویت آن را خواهید گرفت؟

ا. حتماً ب. شاید ج. نمیدانم د. شاید نه ه. هرگز

17. بنظر شما یک مجمع ورزشی با استاندارد بالا در کدام قسمت شهر کابل باید موقعیت داشته باشد؟

ا. شهر نو کابل

ب. منطقه وزیر اکبر خان یا شیرپور

ج. منطقه خیرخانه

د. کارته سه یا کارته چهار

ه. مکروریان ها

و. دیگر.....

18. آیا شما کدام پیشنهاد برای تاسیس یک مجمع خصوصی ورزشی با استانداردهای بالا در شهر کابل دارید؟

APPENDIX C: Survey Respondents' Important Suggestions and Comments on Commercialization of Sports Business in Afghanistan

Below are some of the important suggestions and comments received from survey respondents about establishment and operation of a private sports complex that provides all standard services for the sports and physical exercises.

It's very important for private sector to step-in in this sector and invest in order to help sports industry in Afghanistan.
In the need in the market , it will help regulate the system .
It is a good idea if there is professionalism and ability to create need .
It would be great and helpful for youth and sportsmen.
It's good if we have private sports complex in Kabul city, because they only seek and take talented people and actually private sectors only make expense when they see something best and profitable.
Government operated sports agencies are not serving very well. The private sports complex need to be highly considered to improve health and well-being of the citizens.
It is a good idea and it will be a great initiative.
These sports complexes would be very expensive and not that much available for women and girls.
It is indeed very good to have private sports complexes in order for youngsters to play and exercise in groups.
They are the best alternatives for the people who love the sport but the big concern this they are very less in numbers as well as they charges too much for a short period of time , the people who want to go there they are broke and the rich people are not willing to attend.
It is a great idea and is very important.
It's just an amazing concept, in any country if we see; we will be witnesses of private sports investments in both sport complexes and in sportsmen. Beside this, nowadays sports are great sources of business and it affects the economy of countries also.
There is a need for such initiative, as not enough investment by either private or public sector has been carried out in this sector.
Its good idea and it will develop by taking time.

<p>A sound mind is in a sound body! This is something that every single one says, but few may have paid attention the benefits of sport. In reality, exercising sports and providing such facilities to the Youngsters, helps them to be fresh minded, energetic and thoughtful and this process will help them avoid using narcotics.</p>
<p>It is fairly good.</p>
<p>Private sports complexes would be quite beneficial to both society and health conditions of youth and elderly people as well. They will prevent youth from addiction and provide the opportunity for them to exercise on regular basis and improve their health. On the other hand the owners of these private sport complexes would make profits from this business.</p>
<p>That will be very good if private sector will invest in sports in Afghanistan. It will help a lot the improvement of sport in Afghanistan.</p>
<p>It's very important as there is non or a few.</p>
<p>From my personal perspective, the private sports complex in Kabul are neither easily accessible in every parts of Kabul and nor affordable to everyone.</p>
<p>As most of our people are of low and middle level income class; it's not fine for us.</p>
<p>It would be great if we have private sport complex.</p>
<p>Private sports complex is very important for a city, most of athletics cannot find proper place for sport, the current sport centers in Kabul is in fair level, lack of trainers plus no standard equipments is a big challenge</p>
<p>I would suggest to include these sports and physical training sessions in such sports complex: bodybuilding, martial arts, yoga and meditation, dance and fitness.</p>
<p>So far, there isn't any investment on sport. Indeed, there are political interposition in sports too. For instance, cricket team is supported by government because they belong to a particular tribe. Whereas, football is not backed by government. In this case, I would prefer private sectors to invest in this area. Consequently, we will be able to fill the gap. The space left neglected by government based on nepotism.</p>
<p>Although the maximum economy of afghans people are weak so there for private sports can encourage and maintain others to sport in Afghanistan. in my opinion it will be great idea to start private sport in Kabul city.</p>
<p>It is a good idea if it is actually deployed.</p>
<p>It's always enjoyable to see people moving from the dark side to the bright one and it will pave the way for individuals to get better, safer and healthy life.</p>

It would be helpful for both the owner and the customers if services are provided wisely and professionally, also it would help our country in maximizing its GDP and per capita incomes.

In my opinion, private sport complexes are the integral part of the community not only the private sport complexes offer the people enjoyable and competitive sporting events, but also they help the athletes to promote an active and healthy lifestyle, also the private sport complexes are playing a very important role in the growth of athletic talents in the community and create more opportunities for the people specially for the youth and teenager athletes to exercise and promote their favorite sports and find the way to the Olympic competitions, but first of all it's important to have equipped private sport complexes with all necessary high standards, and the government of Afghanistan is supposed to encourage the investors to invest in the field of sport and establish private sport complexes in the Kabul city.

To privatize the sport section will enhance the professionalism of Sport.