

Total Quality Management (TQM) and Sports (Development, Concepts and Definitions)

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Abstract

Sports entrepreneurship among countries is to achieve a good sporting performance in sportive competitions. At the present time, sports are considered as one of the essential parts in our life, which are sought out by the governments, due to the main role that sports take at the national and international levels in the political, economic, cultural and social levels.

The sports level has been improving over the past several decades, this improving coinciding with the changes of the sport concept that is generally recognised as system of activities which are based in physical athleticism or physical dexterity. The concept of the athlete has changed into a wide concept that is become a unit of feeling, excited, affected and tired.

Sports has got the attention of persons who interested in scientific, medical, social, political and economic matters, which made sports have different specializations such as administration and management.

Key Words: Total Quality, Concept of Administrative, (TQM) and Sports.

Introduction

The development of administrative thought study is important as it helps to explain the past, practice and the different thinking styles that prevailed in it. Hence, this is due to the positive in understanding the present, and the changes that are happening such as: problems and challenges.

So, the prediction, the requirements and challenges of the future may be effect on the development of administrative thought that leads to decrease the deviations as well as to reduce the problems that may be effect on the productivity of the organization.

The development of sports management thought is related to the development of administrative thought at the level of the state as a whole and in all the various parts; It could even be said that sport in its various fields reflects the extent to which administrative thought has evolved, but in the Arabic countries such as Iraq, these countries interested in sports. So, the management is

considered as a secondary element. The development of administrative thought has shown in sports a little while ago, especially in Arab world, which may be due to those who chronicling the management thought. Recent legislations and laws also made sport in the Arab world an area full of innovators and volunteers in form, and the issue is obligatory.

Management is considered as one of the practices that is as old as human, because the management is a part of knowledge. So, it is appeared in this century. As a result of the efforts of some intellectuals and scholars such as Taylor, Henri Fayol, Charles and Charles Babbage who try to put the scientific bases of administrative management; whose studies has stated that there is a scientific management that is used to achieve the aims, which every organization aims to.

The administration is also part of the world civilizations that have flourished; it is not possible to talk about administrative thought without referring to the

administrative capacity of ancient civilizations, because modern administrative thought did not appear except by being affected by what preceded it.

Researchers in the heritage of Sumerian civilization found written documents, indicating that the Sumerians exercised a color of administrative control, as the priests of their temples had a tight tax system, which they collected and managed large quantities of worldly goods, the Sumerian priests followed the writing system by recording all the data on all the transactions of the various priests responsible for the vast wealth of the religious establishment. Thus, the creation of Sumerian writing was for administrative control, not for religious rituals, i.e. it is found for administrative needs.

So, Management was the practice of man in the past, as they used to do planning; i.e., setting plans and making special decisions in the event of war, except that it did not appear as a science until the end of the last century, when man was interested in it as a thought and as a social philosophy of life We cannot talk about management as a science without getting to know management in ancient civilizations.

Based on all of the above, in this study we are going to talk about overall quality, as well as the development of administrative thought in general, and then the development of this thought in the field of sports.

Section One (Total Quality)

1. The Concept of TQ

Total quality means “a method that aims to cooperate and participate from all employees of the sports authority, with the aim of improving services and activities, thereby achieving the satisfaction of the beneficiaries of the activities, and achieving the objectives of the authority itself”¹.

To achieve the overall quality of the sports body, a number of components must be met:

1. Correct performance: it is intended to implement the work procedures correctly, from the first

practice, and in time to complete it.

2. The use of information systems to solve problems: it means implementing the work procedures correctly, from the first practice, and in time to complete it.

3. Focusing on both processes and results: i.e. attention to the way of work, the way it is implemented, and the scrutiny of its continued development, i.e. attention to the administrative processes in the authority besides its results.

4. Human resources development: it means working to improve the performance of the individuals working in the sports body, through attention to training, to keep pace with changes and development in the field of career specialization, and to improve the conditions surrounding the work².

2. The Concept of Administrative

The word administrative comes from Latin, which made up of two syllables (ad=to), (ministrare =save) that means to save or to present a service³.

The word management comes from the English verb “manage”, which also comes from the Italian maneggiare (to handle, especially tools or a horse), which derives from the two Latin words manus (hand) and agere (to act)⁴.

Management (or managing) is the administration of an organization, whether it is a business, a not-for-profit organization, or government body⁵.

The concepts that have been outlined for us have been made possible by many researchers in this field, Henri Fayol (1841-1925) stated: “to manage is to forecast and to plan, to organise, to command, to coordinate and to control”⁶.

In another way of thinking, Mary Parker Follett (1868–1933), allegedly defined management as “the art of getting things done through people”. She described management as philosophy⁷.

Jamal al-Din Laweisat defines it as: “is the coordination of different resources through planning, guidance and control processes, in order to reach established objectives”⁸.

According to Amar Buhash, administrative is “the executive body charged with enforcing state laws and providing the necessary services to citizens, within the framework of the established laws and the objectives set by the political, economic and social leadership”⁹.

Hassan Shelton and Hassan Mouawad also defined it as “the process of carrying out the work by others by planning, organizing, directing and controlling their efforts”¹⁰.

Al-Hawari defined it as: “That member responsible for achieving the results for which any institution or body existed”¹¹.

To achieve results, management must essentially commit to¹²:

1. Choose the best elements to achieve the planned results.
2. Use those elements, the best possible use.
3. Continuity in balancing short-term and long-term requirements.

3. Administrative and Other Sciences:

Science is an integrated structure, consisting of overlapping parts that are affected by each other, and affect each other; for example, psychology uses medical sciences, and the close relationship that exists between the humanities and each other, is evidence of influence and influence; The science of administration, history, economics, and law, they have close ties, as well as sport is associated with a lot of medical, psychological and social sciences¹³.

4. The Administrative Level

After the industrial revolution, enterprises expanded and enterprises developed significantly, which increased the number of administrators, and this was a reason for

their ranking at top to bottom levels; these levels are:

1. Top-Level Management

Top-Level Management is at the top of the organizational pyramid, with the organization’s policy being developed at its level; It has a group of administrators who develop the organization’s policy and general plans, in order to achieve the goal to be reached.

Top-Level Management is the mind of the organization: The mental management skills are the basis before human and technical skills, which is the ones that formulate policies, rules and laws, with objectives, setting plans, supervising them and following up on their implementation.

2. Middle Level Management

Middle manager is a link between the senior management and the lower (junior) levels of the organization. Due to involvement into day-to-day running of a business, middle managers have the opportunity to report valuable information and suggestions from the inside of an organization. Moreover, the middle manager is a channel of communication within the organization, as they pass on major decisions of executives and the main goals of an organization to lower levels of employees. This contributes to better coordination between workers and makes a company more united¹⁴.

3. Supervision Management

The supervisory Management represents the various members of the organization, who hold the executive functions, and who oversee the performance, i.e. deal with the executor.

Section Tow (The Development of Total Quality Management (TQM) and Sports)

1. The History of Sportive Thought

The development of sportive management thought is no different from that of administrative thought in general, except in the field of sports here, as it is full of

various activities and different levels of administrative work. The development of sports management thought is closely linked to the development of administrative thought at the state level as a whole and in its various sectors, but in developing countries, interest in management in the field of sports is lacking.

The administration is a secondary element, and attention to it has only emerged a short time ago, and this is due to historians of sports administrative thought, although the lack of law and the multiplicity of legislation and the change of senior administrations have made sport in the Arab world an area full of innovators and enthusiasts of volunteerism, which has led to their lack of interest in developing sports administrative thought and recording its history. Therefore, the management scientists, with great regret, did not give great importance to management in the field of sports, in order to apply their principles and theories, so they left for personal experience and the desire to achieve special benefit and political affiliations¹⁵.

The department in the field of sport has also existed for a long time, as this is evident in the holding of the Old and Modern Olympic Games, as it is clear that they were sporadic efforts by individuals and groups, coordinating the administration among themselves to achieve the goal of organizing and establishing the modern Olympic Games, which began in 1896 and have continued to date once every four years; the presence of organizers, promoters, administrators and trainers is evidence of the concept of sports management¹⁶.

But the current situation is quite different: work in sports management requires the study of theories, arts, work and management, sports planning, potential in the sports sectors, administrative communication and laws, regulations and administration in the sports field, administrative leadership in the field of sports, organizational behaviour and supervision, guidance, follow-up and sports marketing¹⁷.

2. The Concept of Sportive Management

With the diversity of sources of management

knowledge between experience and study of public administration science, it has become difficult to define a specific definition of sports management since scientists differed in the definition of management, because of their differing views of definition. However, we mention some of the definitions of sports management developed by sports management students.

In this sense, the Department is a guaranteed activity with key components, carried out by individuals who are able to use the available resources to guide staff towards specific objectives. Therefore, more analysis and characterization of the components of management are needed. From that characterization, the definition of sports management would be acceptable. Accordingly, sports management is defined as: “a process of planning, leadership and control, the efforts of the members of the sports organization, and the use of all resources to achieve the specified objectives” . (Badawi (Op. Cit.), p. 17)

Sports management was also defined as “skills associated with planning, organization, guidance, follow-up, budgets, leadership and evaluation within a body that provides a sports service, physical or recreational activities. Since the lack of expertise of sports bodies, the organization of the management of a tournament, a competition, a stadium, or a team started the sports management program, Ohio University began master’s studies in sports management in 1966, it was the first study in America, and then many other universities began to organize studies in this field”.

The Department is also a humanitarian, social process in which the efforts of the organization’s staff or body as individuals and groups to achieve the goals established to achieve them are coordinated, with the best possible use of the physical, human and technical potential available to the Authority¹⁸.

Accordingly, the administrator is the person who directs the efforts of others with him/her to achieve the agreed objectives, using administrative processes and management skills, with optimal recruitment of capabilities and capabilities: planning, implementing,

following up and evaluating all sports activities.

3. The Importance of Administrative in Sports

The sports field of work absorbs large numbers of graduates of sports education to work in the management of sports bodies and institutions.

Although the talent for leadership is one of the requirements of administrative work in the field of sports, as in the management of the best areas. However: refinement, qualification, training, and study are important as a place to refine this talent, which can be said to be: the study of sports management is necessary to achieve success in administrative work, whatever the field in which it occurred¹⁹.

All physical and sports activities are a collective effort; management is essential for the development of community spirit, advance planning of any programme, participation, coordination and cooperation in action, which requires accurate knowledge of the potential of management. Therefore, sports management is one of the most important components of modern scientific sports development; it helps to increase sports achievement and its development in quantity and quality.

4. The Characteristics of Effective Scientific Sports Management

The characteristics of effective scientific sports management are as the following²⁰:

1. Inclusion: that means the need for management to cover all aspects and areas of work in the sports body, within the limits of its competences.

2. Integration: that means intended to take over each department or part of the sports body for specialized functions, taking into account that all departments or parts of the administrative process of the sports body as a whole are completed, taking into account coordination to achieve the desired results.

3. Futurism: that means the sports management must work not only for the present, but also for the future through goals, aspirations and aspirations in a

time to come, and in the course of its work to do so, it must look to the past and learn lessons from it. Here, the importance of predicting the future is evident as a fundamental duty of sports management.

4. Open-mindedness: It means that the sports management of the authority is characterized by openness to the environment in which it operates, so that it is affected and affected.

Conclusion

The development of sports management thought is related to the development of administrative thought at the level of the state as a whole and in all the various parts; It could even be said that sport in its various fields reflects the extent to which administrative thought has evolved, but in the Arabic countries such as Iraq, these countries interested in sports.

So, the management is considered as a secondary element. The development of administrative thought has shown in sports a little while ago, especially in Arab world, which may be due to those who chronicling the management thought. Recent legislations and laws also made sport in the Arab world an area full of innovators and volunteers in form, and the issue is obligatory.

On the basis of all of the above, sports management uses the elements and theories of management, and benefits from the development of administrative thought, in order to achieve the best social, educational, cultural, economic, and educational aims of the society, as well as the sports field, which is a catalyst in the success of other organizations: economic, industrial, commercial, government, political and educational institutions.

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