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ETHNOSPORT AND ETHNIC STYLED SPORT: COMPARATIVE ANALYSIS OF SOCIAL EFFICIENCY

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Abstract

For the preservation of traditional sports and games, there are two organizational models – ethnosport and ethnic styled sport. To assess the socio-economic efficiency of these two models, we developed a new approach and conducted a comparative analysis based on it. The relevance of our study is due to the fact that one of the aspects of the increased need for evaluating the performance of sport non-profit organizations is increasing struggle for resources, including those allocated in the form of government grants and sponsorship of transnational corporations. Although profit is not the main purpose of the existence of non-profit organizations, the evaluation of the activities and projects of non-profit organizations should be carried out on the basis of other indicators and methods. Here it should be especially noted that the methods and technologies for assessing social efficiency are in theory much less studied compared to the economic and financial assessment of commercial companies. The study of existing evaluation methods led the authors to develop their own approach to determining social efficiency and, on its basis, a comparative analysis of ethnosport and ethnic styled sport. The main research tool was the search engine Google. The study is based on the calculation of a number of indices reflecting various aspects of the socio-economic efficiency of the models under consideration. Both models are implemented by non-governmental organizations, to assess the effectiveness of their activities, the Weisbrod Publicness Index was calculated, and then the social profitability index of their activities was calculated. As the main indicator reflecting the socio-economic efficiency of the models, the assessment was based on three criteria: a sport / ethnosport promotion index, a federation promotion index, an event promotion index. According to the results of the study, the authors came to the conclusion that the model that provides the most social effectiveness in promoting traditional sports and games is ethnosport, which has clear advantages over ethnic styled sport.

Key words: ethnosport, promotion effectiveness, social efficiency, traditional sports and games, Weisbrod's publicness index.



The original form of the competitions of all ethnics was the traditional games held as part of the festivities. The emergence of sport led to the rejection of cultural differences in competition in favor of the universal rules of the Anglo-Saxon sport, ensuring the inclusiveness of universal participation. Throughout the XX century traditional games are rapidly losing their popularity against the backdrop of the global development of sport. The situation began to change with the advent of sports in the ethnic style, which we consider using the example of sportified Russian playing traditions – gorodki sport, kila, lapta and belt-wrestling. At the same time, interest was also revived in the traditional games themselves, which was caused by the processes of self-identification of peoples, who were striving to preserve their originality in the context of globalization erosion of ethnicity. Both processes – sportification (adopted to ethnic styled sports) and preserving authentic forms of traditional games (ethnosport) were presented in the *ethnosport theory* as an actual form of re-institutionalization of traditional forms of physical activity¹.

The process of sportization of traditional games began with the formation of the Anglo-Saxon sport and was a trend to erasure of ethnocultural differences in many ways similar competitions of different ethnic groups. The turning point, had a decisive impact on this process, was the emergence of the *nation-states* as a result of the collapse of empires during the two World Wars. The emerging *nation-states* encouraged the search for a distinctive identity in everything, including sport, which by that time was acquiring an increasing role in intercultural communication. In the second half of the XX century international federations of ethnic styled sports is appeared – judo, muay thai, taekwondo, etc.² However, ethnic elements in equipment and transcribed vocabulary in the rules became just a decoration of a bright visual image that facilitates the promotion of the sport on the world market of shows.

The process of becoming an ethnosport began with the implementation of the theoretical model described in the *ethnosport theory*. The basis for the development of ethnosport has become the high mobility of a modern Man, who increasingly often prefers to rest in remote corners of the planet. The development of the global transport infrastructure has led to a significant easing of travel to previously inaccessible places of settled indigenous peoples, whose holidays and rituals rather quickly became subjects of event tourism and rural recreation³. The greatest interest of the audience was directed to those holidays where there are traditional games that are still held during the national holidays of the solar-lunar calendar and attract tourists with an authentic form of existential simplicity of competitions, seemingly forever lost in the modalities of modern sport⁴.

¹ Kylasov, A. (2012) Ethnosport. The End of Decline (Sport: Kultur, Veränderung / Sport: Culture, Change). Published by LIT Verlag, 2015.

² The list of ethnic styled sports is based on membership in the Global Association of International Sports Federations, which unites sports organizations that are most prevalent in the world: aikido, Basque pelota, dragon boats, go, judo, jujitsu, karate, kendo, lacrosse, muay thai, rugby, savat, sepaktakrau, sumo, taekwondo, wushu. To this list should be added the newly formed international sports federations Zurhane, yoga, Kabbadi, capoeira, etc.

³ Kylasov A.V., Rastorguev V.N. (2017) Ethnosport in event tourism. International Journal of Cultural Research, № 1 (26), 2017: Cultural Industries. P. 170–182.

⁴ Kylasov A.V., Gureeva E.A. (2017) Ethnic sports branding and promotion aspects. Theory and Practice of Physical Culture, 2017, № 5. P. 18.



Thus, today for the preservation of traditional sports and games there are two organizational models – 1) ethnosport and 2) ethnic styled sports. To assess the socio-economic efficiency of these two models, we developed a new approach and conducted a comparative analysis based on it.

Research methodology

The development of both models in Russia is carried out by non-profit organizations:

- **ethnosport** is being developed by the All-Russian Public Organization “Ethnosport Federation of Russia”;
- **ethnic styled sports**⁵ are being developed – All-Russian Public Organization “Gorodki Sport Federation of Russia”, Inter-regional Public Organization “Federation of Kila”, All-Russian Public Organization “Federation of Russian Lapta”, All-Russian Public Organization “Russian Belt-wrestling Federation”.

The relevance of our study is due to the fact that one of the aspects of the increased need for evaluating the performance of sport non-profit organizations is increasing struggle for resources, including those allocated in the form of government grants and sponsorship of transnational corporations. Since profit is not the main purpose of the existence of non-profit organizations, the evaluation of the activities and projects of non-profit organizations should be carried out on the basis of other indicators and methods. Here it should be especially noted that the methods and technologies for assessing social efficiency are in theory much less studied compared to the economic and financial assessment of commercial companies.

The methodology for measuring social efficiency is underdeveloped. It's partly due to unsuccessful attempts to “get universal models and methods for evaluating the effectiveness of NPOs”, which “led to the appearance of the hopelessness of searching for similar models (Cameron, Whetten, 1983) and the need to choose an approach to evaluating effectiveness in each particular case”, – conclude E. Borisova and L. Polishchuk⁶.

In most scientific papers on assessing the social effectiveness of NPOs, health, culture and education are primarily considered, which is quite consistent with the general problems of our research. The most frequent criteria for evaluating the effectiveness of non-profit organizations are performance, quality, sales or services rendered, market share and competitiveness, as well as the moral climate and commitment of the employees of their organization.

One of the most common methods for determining the social efficiency of a non-profit organization is a typology of competing values, which was developed on the basis of empirical data by Kim S. Cameron and Robert E. Quinn⁷. The design of competing values is based on thirty-nine indicator-measures that determine the effectiveness of organizations, which, in turn, were divided into four groups. The first group includes indicators that determine flexibility, discreteness and dynamism. The second group

⁵ Lists selected sports for analysis.

⁶ Borisova E.I., Polishchuk L.I. Analiz effektivnosti v nekommercheskom sektore: problemy i resheniya // Ekonomicheskij zhurnal Vyshej shkoly ekonomiki. 2009. № 1. S. 80—100.

⁷ Cameron, K.S., Quinn R.E. (2011) Diagnosing and Changing Organizational Culture: Based on the Competing Values Framework. 3rd Edition, Kindle Edition. 288 p.



includes indicators reflecting stability, order and control. The third and fourth group of indicators are focused on the internal and external environment of the organization. The third group also includes indicators of internal orientation, order and control, and the fourth group includes external orientation of the company, differentiation and rivalry.

With regard to the field of sports, special attention is paid to assessing the socio-economic effect of sports events. Stefan Szymanski sees the main effect of major sporting events in stimulating consumer demand⁸. Richard Cashman identifies six segments of the heritage of major sporting events: economics, infrastructure, information and education, social life, politics and culture, sports, symbols, memory and history⁹. Holger Preuss in the structure of the heritage of sporting events added an emotional aspect and connection¹⁰. Victor Matheson in the evaluation of the effectiveness of sporting events plays a major role in the legacy of the infrastructure created for the subsequent development of regional and local initiatives¹¹.

Vladimir Andreff uses two types of analysis to evaluate the effects of sporting events: *ex ante* analysis and *ex post* analysis. Macroeconomic analysis *ex ante* represents predictive modeling of economic processes, while *ex post* analysis is based on data obtained after carrying out activities¹².

Alexey Kylasov and Oxana Kuchmaeva, based on the All-Russian poll on the topic "Willingness of citizens to increase spending on holding peoples' holidays," conducted by the Ethnosport Federation of Russia, proved that interest in peoples' holidays is formed through personal participation, including in traditional games¹³. In continuation of this study, Elena Gureeva has calculated the capacity of the ethnosport market in the regions of Russia, both in relation to the conduct of ethnosport events and in relation to the construction of specialized places – ethno parks¹⁴.

The study of the described research methods led the authors to develop their own approach to the assessment of social efficiency and, on its basis, a comparative analysis of ethnosport and ethnic styled sports. The main research tool was the search engine Google. The study is based on the calculation of a number of indices reflecting various aspects of the socio-economic efficiency of the models under consideration. Both models are implemented by non-governmental organizations, to assess the

⁸ Szymanski, S. The Economic Impact of the World Cup. *World Economics*, Vol. 3, No. 1. January–March, 2002.

⁹ Cashman, R. Impact of the Games on Olympic host cities. University lecture on the Olympics. March 23th 2019, retrieved from: <http://ceo.uab.cat/lec/pdf/cashman.pdf>

¹⁰ Preuss, H. Lasting Effects of Major Sporting Events. March 23th 2019, retrieved from: <http://idrottsforum.org/articles/preuss/preuss061213.html>

¹¹ Matheson, Victor A. Economic multipliers and mega-event analysis. *International Journal of Sport Finance*. Publisher: Fitness Information. Feb, 2009.

¹² Andreff W. Economic development as major determinant of Olympic medal wins: Predicting performances of Russian and Chinese teams at Sochi Games / *International Journal of Economic Policy in Emerging Economies*, 2013.

¹³ Kylasov A.V., Kuchmaeva O.V. Rezul'taty vserossijskogo oprosa na temu «Gotovnost' grazhdan k uvelicheniyu zatrat na provedenie narodnyh prazdnikov» // *Kul'turnoe nasledie Rossii*, 2016, №3 (14). S. 51–59.

¹⁴ Gureeva E.A. Primenenie metodiki "gotovnost' platit'" dlya ocenki priemlemyh zatrat so storony naseleniya na provedenie tradicionnyh igr i narodnyh prazdnikov v razreze sub"ektov RF // *Vestnik sportivnoj istorii*. 2016. № 4 (6). S. 18-23.



effectiveness of their activities, the Weissbrod social index was calculated, and then the social profitability index of their activities was calculated¹⁵. As the main indicator reflecting the socio-economic efficiency of the models, an assessment of progress using three criteria was used:

- Promotion index of event;
- Promotion index of federation;
- Promotion index of sport / ethnosport.

The *promotion index of sports / ethnosport* was compiled in the process of studying the effectiveness of the forms of promotion of traditional games. We hypothesized that the best illustration is the cognitive and behavioral responses of consumers of sports events. Based on a comparison of these reactions, the authors proposed the "Promotion index of sports / ethnosport". The cognitive reaction of the audience is represented by the number of mentions at the request of one of the types of competitions, and the behavioral reaction is represented by the number of mentions within the framework of this type of competitions of the corresponding sport federation or ethnosport federation. The semantics of this formulation serves to identify consumer loyalty to the organizational form – either the sport developed by the sports federation or the ethnosport discipline in the framework of traditional games. Large indices of the index demonstrate a gap between ideas about the authentic form of the competition and the satisfaction of the public with its modern representation. Small values of the index mean a cognitive reaction to the recognition of an authentic form, its conformity with a specific historical image in the mass consciousness.

The *promotion index of federation* was compiled on the basis of the hypothesis that the efficiency of sports federations and ethnosport federation is determined by the ratio of the number of mentions in the search engine at the request of "competition together with the mention of sport / ethnosport federation", which allows to fix consumer behavioral responses to the organization's role kind of competition. We called this indicator the "Promotion index of federation". Large values of the index suggest that consumers do not associate this type of competition with the activities of a particular federation, moreover, the chosen promotion strategy does not meet the expectations of the target audience.

The *promotion index of event* was compiled to assess the social effectiveness of events. It is advisable to first analyze the ratio of participants in the event and the number of visitors. This ratio is the "Promotion index of event".

Given the fact that non-profit organizations operate on the market as separate economic entities, it is advisable to evaluate the performance of such organizations by considering them as an actor producing certain products (services) and spending on it the appropriate resources.

Since the main actor in implementing these models is NPO, it is also advisable to evaluate the socio-economic efficiency of its activities using the Weissbrod's social index, which reflects the level of social effects produced in a non-profit organization. To identify the effectiveness of NPO activities, a social profitability index is calculated, reflecting the relation of social effect to production costs:

¹⁵ Weissbrod, B. A. The Nonprofit Economy. Cambridge: Harvard University Press, 1988.



$SR = SE / CP$, where
SR – social profitability;
SE – social effect (number of participants);
CP – cost of production (cost of the event).

Research results

According to the results obtained in the course of this study, the authors concluded that the ethnosport model, which has clear advantages over ethnic styled sports, demonstrates the greatest social effectiveness in promoting traditional games. The basis of the study was a comparative analysis of the results of calculating promotion indexes applied to models implemented by sports federations, developing separately traditional sports, and the Ethnosport Federation of Russia, conducting traditional games with a well-established set of original fun during peoples' holidays. The results of the analysis are presented in Table 1.

Table 1.
Promotion Index of Sports / Ethnosport

Sports (blue) / Ethnosport	Basic Citation by Google	+ Competitions Citations by Google	Promotion Index of Sports (blue) / Ethnosport	+ Federation Citations by Google	Promotion Index of Federation
Traditional Wrestling (on belts)	3 000 000	579 000	5,2	45 400	12,8
Traditional Wrestling (za-vorotok)	30 800	13 700	2,2	30 600	0,44
Gorodki sport	4 420 000	325 000	13,6	134 000	2,4
Ryuhi	26 800	11 600	1,8	7 980	1,45
Kila game	207 000	81 000	2,6	35 400	2,3
Rusmyach game	5 430	3 770	1,4	2 230	1,7
Lapta sport	513 000	90 600	5,7	39 800	2,3
Wall Fist Fighting	69 900	89 700	0,77	60 300	1,2

Making comparisons on the Promotion Index of Sports / Ethnosport, we see that the index value differs by a factor of 2 between sport and ethnosport. Practically the same can be said about the Federation Promotion Index.

The Promotion Index of Event is presented in Table 2. The values in the table illustrate the low attractiveness and low attendance of sports competitions by the audience and, on the contrary, high interest in traditional games. This means that the social effect of the sports disciplines of traditional games is extremely low. Further, in order to understand the details of the social effectiveness of the activities presented, it is necessary to estimate the amount of money spent.



Table 2.
Promotion Index of Event

Main Event of Sports (blue) / Ethnosport	Numbers of Viewers	Numbers of Participants	Promotion Index of Event
Belt-wrestling Championship of Russia	500	250	2
Gorodki Sport Championship of Russia	90	83	1,08
Kila Bogatyr Strength Tournament	50	84	0,6
Lapta Championship of Russia	50	200	0,25
Atmanov's Kulachki Traditional Games	12 000	250	48

Assessing the indicators of Weisbrod's Publicness Index is presented in Table 3, it is necessary to make the following remark. According to the mathematical rules, the division by 0 is impossible, therefore, activities that do not have attracted funds, and which are organized only through subsidies and grants, in principle, do not have social efficiency.

Table 3.
Weisbrod Publicness Index

Main Event of Sports (blue) / Ethnosport	Grants, Subsidies (RUR)	Attracted Funds (RUR)	Weisbrod Publicness Index
Belt-wrestling Championship of Russia	250 000	1 500 000	0,16
Gorodki Sport Championship of Russia	300 000	50 000	6
Kila Bogatyr Strength Tournament	284 000	50 000	5,7
Lapta Championship of Russia	250 000	50 000	5
Atmanov's Kulachki Traditional Games	1 350 000	700 000	1,9

By itself, the index reflects in many ways the effectiveness of the activities of the federations in raising funds and promoting events. The next indicator, reflecting the social efficiency of federations' activities in holding sports events, is an estimate of the cost of holding the event per participant (see Table 4).

Table 4.
Index of Costs of Event in Calculation for One Participant

Main Event of Sports (blue) / Ethnosport	Numbers of Participants	Total Cost of Event (RUR)	Cost per Participant (RUR / Person)
Belt-wrestling Championship of Russia	250	1 750 000	7 000
Gorodki Sport Championship of Russia	83	350 000	4 217
Kila Bogatyr Strength Tournament	84	334 000	3 974
Lapta Championship of Russia	200	300 000	1 500
Atmanov's Kulachki Traditional Games	250	2 050 000	8 200



Next, we calculate the social profitability of the event by comparing the number of attracted spectators and comparing the costs of holding per participant (see Table 5).

Table 5.
Social Profitability of Event

Main Event of Sports (blue) / Ethnosport	Numbers of Participants	Cost per Participant (RUR / Person)	Social Profitability of Event
Belt-wrestling Championship of Russia	500	7 000	1,463
Gorodki Sport Championship of Russia	90	4 217	0,071
Kila Bogatyr Strength Tournament	50	3 974	0,021
Lapta Championship of Russia	50	1 500	0,012
Atmanov's Kulachki Traditional Games	12 000	8 200	0,033

Analyzing the results obtained, it can be concluded that the costs of carrying out activities correlate in direct proportion to the promotion index, increasing / decreasing the social efficiency of the projects implemented.

Conclusion

According to our research, the model that provides the greatest social effectiveness in promoting traditional games is ethnosport, which has clear advantages over ethnic styled sports.

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