

## Criteria in Sport Management

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**Abstract:** The aim of this study is to be someone who has responsibility, like from working as teamwork, communicate well with people have direction and guidance ability, be intelligent to sport in top level; it is to analyze about sport management by introducing new events and criteria in field of sport management in the country. Sport improves peace, dynamicism, health, ambition, sportsmanship and success feelings by providing psychological, social, physical, economic, cultural contributions to human and society. Sport is a phenomenon, which has very different, intense quality and functions for person and societies in the age. Having fairly different structure and operation of sport corps and organizations from other administration kinds, putting in operation with self need and conditions of sport activities rendered necessary sport management come about from this obligation. The most important feature of sport, which separates from sport management from other management fields is to take apart some to all of others field. However, sport management field and aims are vaster from other fields. In the country, sport management education is not given according as a certain system. Although, there are a vast area of employment, this deficiency was not removed. However, this system is a system, which is not in any country that developed in sport. Sport management education emphasizes to need to be given with academic programs at sport foundations of public (the youth and sport general directorship), special sector and sport councils that have organized so as to educate sport directors who will take office to be taken into service at voluntary organizations. Beginning from this point in recent years sport management department have been opened in physical education and sport college of the universities by taking notice sport councils results, too.

**Key words:** Criterion, merit, criteria in sport management, sport management, sport director, Turkey

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### INTRODUCTION

Efforts of having been managed as organized first sport activities in Turkey come up to the last period of the Ottoman empire. With beginning rise to the occasion football activities that brought foreign population that live inside the Ottoman borders in this periods, Turkish people become interested in football and first Turkish football associations were founded in this period. First being organized movements at sport became in football field. Being association movement, which occurred in last periods of the Ottoman brought along with first sport-football organizations, too. These formations based on voluntary units model from free of government find acceptance as also first formations of sport organized of present-day (Armstrong *et al.*, 1991; Barros and Lucas, 2001; Bell and Countiss, 1993).

Directors of Turkey training associations alliance, which is first sport foundation of turkey was determined with election and these directors also selected directors of every federation with election (athletism, football, wrestling). Ali Sami Yen was appointed to chairmanship of first training associations and Burhan Felek and Ali

Seyfi were appointed to vice-president, too. Atatürk was pleased in that way being organized of Turkish sport. By saying the thing, which is important is to provide physical education for Turkish in all-every age, Atatürk pointed out that target at sport was the health of public and community sport. Turkey training associations alliance was registered officially by public authority on April 1922 (Bell and Countiss, 1993; Brassie, 1989; Chalip, 2006).

Freedom Turkey training associations alliance, which directed Turkish sport have become a thing of the past since 1922, Turkey Sport Foundation that depended on people's republican party have been prepared by Dr. Carl Diem, was German sportsman who has been invited to Turkey by people's republican party occurred. Firstly, Turkey sport foundation was half-official character and was part of CHP party organization. Then, according to clublaw rules, name of general assembly, which ended on February 18, 1936 replaced as Turkey Sport Foundation. Also, it is legal suite of Turkey training associations alliance as private law juridical person (Chalip, 2006; Chelladurai and Chang, 2000; Chelladurai, 1987).

Also, first function is to get sport done in country wide to crowd of people in control and supervision of

uncontested direction. Political party and politicians put their force of gravity daily more increasingly to youth, sportsmen, Turkish sport. In 1936, all sportsmen in country had been asking to be party-member that would arrange with a ceremony, with circular that published with signing of Halit Bayrak, who was the second president of TSK. Thus, on October 29, 1936, all sportsmen became member to people's republican party with a magnificent ceremony, which arranged in province and counties. After registration ceremony, sportsmen did parade all together with six CHP signal flags and Turkish flags in their hands. Hereby, all certified sportsmen and country become official member of CHP. All sportsmen were drawn in policy with this decision (Cobb, 1997; Cunningham and Sagas, 2004; Cuskelly and McIntyre, 1999; Goral, 2008a).

The republican direction added physical education that youth respect as important as idea education, to government service completely with physical education law, which published on July 16, 1938, under effects of world events. Youth and sport ministry, which founded as based on 1969 date 4951 numbered, regulation is an important development inside national sport management, because sport management firstly was being organized in Ministry was founded (De Knop *et al.*, 1996, 2004; DeSensi *et al.*, 1990; Fielding *et al.*, 1991; Goral, 2008a).

Sporting activities in the country were made away with BGTM law 3530 numbered in 1938 and in addition to this, rules and standing rules, which made out. However, 25/05/1986 date and 3289 numbered law provided that remained true 3530 numbered law's rudiments prepared in a meeting the need for current conditions and became operative with aim of accommodating conditions that changed and developed at sport as it is every field in the country. About 3289 numbered law's aim is to found in headquarters depended on Prime Ministry Youth and Sport General Directorship that has supplementary budget and legal personality in province Youth and Sport province and county directorship with private budget and to arrange principle and procedure belonging foundation duty and authority. As a progressing conclusion; an organization contains least changeable. These duty or aim, human, technology and structure. Also, Turkish Sport Management need to alteration consequently socio-cultural importance of sport (Fielding *et al.*, 1991; Goral, 2008a, b).

## **MATERIALS AND METHODS**

Research is in scanning model. Information related to sport management and sport management criteria collected and at that rate, a descriptive study was done by doing net and literature scanning (Cunningham and Sagas, 2004; DeSensi *et al.*, 1990).

**Criteria:** Principle, criteria that applied to pass a judgement on or to esteem.

**Metric:** Principle that applied to pass a judgement on or to evaluate.

**Definition of sport management:** Sport management is a branch of sport science that try to find management technic that need for forwarding and management of these elements in a good way and investigate foundation and operation's forms of elements that bring about management at sport. Sport management can be evaluated as a mechanism that organize connections between public and sportsman-director, sportsman-sport and sport foundations (Horch, 1996, 1998).

**The basic aim of sport management:** The basic aim of sport administration is to search approaches of making away with of sport activities in a rational and scientific, to find and to convert to general principles. In other words, sport management pays attention with activities intended for carrying out targets-policy and decision concerning sport field. With reference to sport management contains subjects as providing personals, controlling and managing of sport foundations with together developing of physical education and sport activity programs. Directors in sport organizations always need to plan long and short deferred and take rational decisions related to producing sporting programs, taking material, running foundations and building new ones, budget, sport trainer and personal obtaining and selection. As a conclusion, we can describe as sport management's aims are to plan and collect elements of sport management, carry the sport activities, organize, arrange and control (De Knop *et al.*, 1996, 2004; Kelley *et al.*, 1994; Lambert, 1999; Lambrecht, 1987).

**The aim of sport management:** The aim of sport management is finding ways using methods of sources efficiently that consists these elements with elements that bring about sport management? It is to obtain more efficiency by using less person, money, material, time and place. That is it is to do the best without causing loss of source. It is to do the best by being committed to principles that need to management in competitive atmosphere at sport and to reach target (Joplin and Daus, 1997; Inglis, 1994; Jamieson, 1987).

**Field of sport management:** Sport management can be classified in variety forms. Many researchers divide sport as official and private, but some researchers are seen to

evaluate with together health, physical education, free time and dance (folklore) management by doing this distinction as more technic and functional. Consequently, business management and directorate subjects about features of different sport kinds take place as functional inside specialization fields (Hult *et al.*, 1997; Mawson *et al.*, 1993; McKercher, 2005).

**Sport management:** Sport director is found voice in (president, director, trainer), who take office in variety forms in forwarding and directing of sport service and activities as professional or voluntary person who contribute efforts to service activities. Sport director also defined as person who takes wage certain rate equivalent this service and takes office in variety form and positions in forwarding and directing of sport service and activities by doing similar definition. Sport director is a person, who has all of features that need to have features in modern director and in addition to all them, knows sport, sport management by enjoying, wishing, knowing. According to The Council of Europe Sport Development Committee, sport director is person who is responsible from managing source with financial and other aims in size providing necessary sources and prepared by authorities. Sport director is a person who has all of features that need to have features in modern director and in addition to all them, knows sport, sport manage by enjoying, wishing, knowing (MacLean and Chelladurai, 1995; Parkhouse, 1980; Parkhouse *et al.*, 1982).

Certain criteria take place for sport management in Turkey. Although, some circumstances of being director take place in others part of government mechanism, this is not subject at sport. Just say, there are persons from almost every job among sport directors. According to the sports authorities sport management is open people who have very different features as not in any field, but he points out that person who took education in this field does not do sport management. Many of sport directors do together management of professional and amateur departments and while, they are doing great investments to professional sport branches, they do not support to amateur sport branches. They do not take place in association management to trainer, monitor, technic establishment who have qualifications that will provide attention and wish of youth who does sport. Doing management of someone who are not interested in sport creates great problems. Therefore, sport management firstly should be accepted as job, so it needs to exist schools, which give education of sport management, being foundation in field of sport management, arrangements in laws and be forming norms of sport management. Someone who wants to be sport director

need to receive training at least some education (Li *et al.*, 2002; Lovell, 2009; Polonsky and Whitelaw, 2005; Sawyer, 1993; Shibli *et al.*, 1999).

**Features and duties of sport director:** Being successful of sport directors in their duties and having many occupational, personal quality and features are possible with putting into practice adraitment these qualities. Some of these qualities: direction and leadership skill, experience, diplomacy, flexibility, self-motivate and teamwork. A good sport director must have features like administrative attention, truthfulness, being regular of human and social relation, making decision ability, health and physical suitability for job, accepting voluntary responsibility, job comprehension, using management technics and intellectual capacity, because success of sport foundation and organizations depends on features and qualities of directors mainly (Parkhouse, 1978; Polonsky and Whitelaw, 2006; Hatfield *et al.*, 1987).

Therefore, sport director who will direct sport and provide to become true sport management as modern need to not waste human and material sources of foundation by using like a device planning, being foundation, coordination, communication and control functions of management, so sport director should have branch information. In the age, it needs to directors who research factual without being afraid, know what should be done to improve at sport, do forward looking implementations. Directors who know well structure of society, evaluate sport potential right away, find solution long term problems with together daily issues can set on the sport good fundamentals (Parkhouse and Ulrich, 1979; Parkhouse, 1980; Parkhouse *et al.*, 1982).

Taking rapid decisions that will compel from quick changeable, being ready to innovations are from requirements of sport management. Sport director should have wide field of view and should evaluate events inside social facts. A good director can increase sporting excitement in his or her region and he or she can create great potential with his or her personal efforts, too. Directors who like their duties, goer, not being pressed inside constricted forms of bureaucracy can provide private developments to benefit of the sport. Sport directors should be someone, who always wants innovation, knows his or her responsibilities, evaluates problems versatile, inclines to issues in the future with together topical issues, coherent, has reckless features. Sport director must make contact with personals, who have different expectations, in variety education and cultural levels like trainer, sportsman referee, personnel, tutor, audience, directors of self-foundation and other foundations, journalists, representative of international

foundations, politicians and sport director must actualize management that will provide their variety expectations (Parkhouse, 1987; Parks and Quain, 1986; Peters, 1984).

Sport directors are known to volunteer importantly in making away with as suitable to country profits and modern sport understanding in international level and every stage as minimum unit at country. Sport directors would determine policies with aim and principles of sport directors and would do planning and program and would take decisions and would provide coordination and also would evaluate and control. Sport directors provide operation of foundation on the other hand, they adapt development and changing that occurred at country or in abroad to foundation or field, which directed (Parkhouse, 1987; Mullin, 1980; Quain and Parks, 1986).

Other duties of sport directors to contribute occupational development of trainer and other cooperative directors to collaborate with other directors, to help in preparing programs and provide practicing, to collaborate with environment closely to do evaluation and supervision, to approach to Personnel in a humanistic way to work up into a friendly atmosphere for them to foundation to provide confidence feeling and socializing among staff members, to provide being formed of sport atmosphere (sportsman, trainer, referee, institution, material) and being well in. Institutions feel the need for director in adequate number and quality in order to reach defined aims. Therefore, improving of directors abilities and knowledge is very important. Improving of directors abilities and knowledge, providing rational working of them with foundation's aims are possible with education, because directors bring in management and leadership attitude and behaviors with education. Also, they bring in needed knowledge and ability in accommodating conditions that developed and changed quickly. Director education is important for sport field as other fields. With operating and specific structure of sport and sport organizations and quick progress and changing at this field show need to sport directors who have adequate capacity and ability. Director is very important person of society in point of his or her successful duties and his or her authority and responsibilities. These people must have some quality and features in order to do their functions in an active and efficient way (Parks and Quain, 1986; Shilbury and Rentschler, 2007; Silva and Parkhouse, 1982).

**Intellectual features of director:** Director must have these intellectual features to be a person who plans, gives decision, implicates, comments, thinks (Parkhouse, 1978, 1980; Parkhouse and Ulrich, 1979).

**Liberal education:** Director must have knowledge in many subjects instead of specializing in single subject.

**Logicalness:** Director might reach to details from general, to general from details.

**Analysis soul:** Director must analyze an event's reasons in an analytic way.

**Synthesis soul:** Director might assemble an event's changeable to do a plan or solution.

**Perception power:** Director might foresee possibility, opportunity, dangers.

**Imagination power:** Director must envisage possible developments of events concerning future.

**Adjudication (judgement power):** Director might distinguish good one from bad one, right one from wrong one, rightful from unfair.

These quality and features will provide ability of effecting people around director, guiding them, guidance by imposing his or her thought and decisions.

**Features related director's character:** A director must have these character features in order to be a person who finishes his or her working successfully, be balanced his or her behaviors, be trustful to people around him or her (Mawson, 1993; McKercher, 2005; Mullin, 1980; Parkhouse, 1978; Parkhouse and Ulrich, 1979).

Balance between intelligence and feeling must be provided. That is director might succeed harmony between objectivism and subjectivism.

Director might adjust people who have different personality, changeable conditions and atmospheres.

- Carefulness
- Cautiousness (excessive taking no risk)
- Initiative (courage of taking risk)
- His or her memory ability must be strong. Director might keep important event, person and changeable in his or her mind

**Dynamic link:** Director must observe many subjects and events on time and place and take measures.

**Tidiness and being systematic:** Director must keep everything in its original position and work inside file and Archiving system.

**Methodicalness:** Director must benefit from ways and methods that proved utility as he or she gets workings done and he or she does workings and make away with them by putting in order workings with respect to urgency situation.

**Being quick:** Director must make away with workings on time without collecting and delaying.

**Seriousness:** Director must give necessary importance to every working and must not underrate danger and problems.

**Social features of director:** Director must have these features in order to get himself or herself to accept by environment, inferiors, if it exists, superiors in institution (Ulrich and Parkhouse, 1979, 1982; Parkhouse and Ulrich, 1979).

- Director must find acceptance in his or her environment with his or her appearance and clothes and finery
- Director must be in convenient quality to group
- Director might understand group structure, common aim, value and feelings
- Director might know benefiting from every person, who will work with together him or her and collaborate with them
- Knowledge, experience, justice, rightness, confidence. Director must be know as a person who have authoritarian and persuasion, be effective in his or her environment with carefulness in his or her private life
- Having all social features and features concerning intellectual character for a director is very difficult. However, it is very beneficial in point of seeing his or her insufficient and analyzing himself or herself for a director

**Good courage:** Courage is first character of sport in addition to the key of every kind success. A courageous sport director has a self-confident appearance for having know his or her branch and himself or herself. Any sportsman or other workers do not wish getting under control of an uncourageous sport director.

**Providing confident:** Sport directors can arouse confidence feeling to personals bounded them by assuming a positive and optimistic attitude in the face of problems.

**Determination:** Director who makes clear to have been doubtful in his or her decisions does not practice his or her decisions.

**Planning:** A successful sport director plans his or her working and directs. Sport directors who make away with respect to others profits and with estimation without doing useful and modern plans cause to be unsuccessful both their foundation and sportsman. A good sport director should control competition plans of his or her sportsman.

**A pretty personality:** Disrespectful, rude and daydreamer person cannot be sport director, that is, it is very difficult. Management involves respect and sympathy. Directors who have extended culture and viewpoint are not always respected by their sportsmen.

**Being knowledgeable about every subject:** A successful sport director must know main rules of sport and do planning for practicing when it needs.

**Accepting responsibilities:** A successful sport director might also accept reason and results of sportsmen' error and defeats calmness. Director must never forget first responsible himself or herself.

**Collaboration:** A successful sport director is person who clears away fanatic feelings and reaches success with together sportsmen. Any more relation between director and sportsman must be like relation between employer and worker. Now, we need to think that director and sportsman are like a partner. Sport director must not us for his or her individual dream and profits person and foundations.

Sport director must like sport, sportsmen and other employees, read editions related sport and improve himself or herself in this field. He or she must be receptive innovations related sport. He or she must have at least a foreign language. Sport director might use well verbal and written communication. While, she or he is speaking with person and groups, he or she must use understandable and effective expressions and declare his or her opinions in writings as net with respect to grammar rules. He or she might show endurance over against press and opposition in a speaking or discussion atmosphere. Also, features of a good director includes planning, adjudication, communication and leadership abilities. However, more important thing from them, an active management depends on respecting himself or herself and others (Mawson, 1993; McKercher, 2005; Mullin, 1980; Van Hoecke and De Knop, 1998; Zinkhan and Leigh, 1999).

**Specific criteria of effective sport management:** Sport director must know very well and practice points that he or she will pay attention for an effective management (Cunningham and Sagas, 2004; Hatfield *et al.*, 1987; Van Hoecke and De Knop, 1998; Verhoeven *et al.*, 1999).

A good director must know at all points persons in his or her subordinate and establish good relations with them in order to direct them. However, knowing and understanding people are very difficult and need long time. As for sport director has very less time to provide success with team

A good director must know closely relations between sportsman and club. He or she must provide being committed with psychological contract together with official contract with club of sportsman for taking high efficiency.

A good director must be a good model with his or her life and personality. A good sport director has features and quality like attention, truthfulness, regular, human and social relations, ability of taking decision, health and physical convenience for job, voluntary responsibility acceptance, business attitude, using of management technics and intellectual capacity.

Sport trainer, sportsman and other lower degree directors must not be inspected and controlled. Reasons of success and unsuccess can be found, so a good reward and punishment system can be founded.

Sport director must work in a coordinate way with management foundation, sport trainer and sportsmen in order to provide effective management.

Sport director must say errors of sportsmen, sport trainer and his or her inferiors properly and also must not fear assuming responsibility that came about these people errors.

Sport director must be gentle, far from argument and must have tolerance feature. Certainly, sport director must keep away from sperating into factions and gossips and must not allow these behaviors.

Sport director must know well sportsman, sport trainer and personals of club that did presidentship, know how he or she has a system and he or she might success establishing a dialogue with supporters.

Sport director must give orders with respect to hierarchy, directors must not outperform from others, rely on his or her team, sport trainer and sportsman. Everybody's duty must be defined as net. Everybody must take care to not interfere workings of sport trainer and technic committee.

Sport director must not withhold opportunities of club from sportsmen. Sport director must be fair, objective and modesty. A good sport director is director who is far

from sensibility, can show the best behaviors with respect to conditions. Sport director must be strong-minded, decided and especially brave.

Sport director might use authority mainly and must not fear from responsibility. Nowadays, we need directors who study factual carefully without being afraid, know what need to do to improve at sport, do forward looking implementation. Directors who know well structure of society, evaluate sport potential right away, search solution to long term problems with current issues can put the sport to strong fundamentals.

Briefly, director must become distinguished as a guider leader in providing efficiency and success at upper level in institutions about his or her qualities, functions, duties, responsibilities and management's subjects. An effective sport director has to carry out scientific management. In the age, sport is a science branch. Sport directors who will give decisions related sport's future and will do planning must have power to develop both management knowledge as scientific and positive relationship of human beings. Also, personality structure must be appropriate (Mawson, 1993; Zakrajsek, 1993; Zeithaml *et al.*, 1993).

When, looking to management branches, sport management is seen to not being defined as needed in the country. In order to cause authority and responsibility confusion at a sport club or other units related sport, firstly duties of director must be described well. After being described these duties, sufficiencies concerning those duties must be determined. Directors who is low-level in point of those sufficiencies must try to remove these deficiencies with course, seminar in service training and other approaches. Director must be careful in dissolving responsibilities. He or she must arrange aims with respect to situation. A director might think conceptional. Director might work with together others. Director is peacemaker. Director is like a politician. Director is like diplomat. Director gives difficult decisions (Chalip, 2006; Horch, 1998; Hult *et al.*, 1997; Parkhouse, 1980, 1987; Parkhouse *et al.*, 1982).

## DISCUSSION

Reaching targets of sport foundation and organizations depends on mainly practicing rule, principle and methods of management science. As in every field, at sport foundation and organizations, qualified personal needing especially in point of persons in director position propound more importance. Now-a-days, sport management is accepted as a job and despite of today's sport potential, sport is know that would not direct with love, eagerly, unprofessional. Therefore, sport directors who will take office at sport field need to have personal

ability, experience, occupational knowledge and sport management education (Barros and Lucas, 2001; Cunningham and Sagas, 2004; Parkhouse and Ulrich, 1979).

Briefly, sport director has all features that needed to be in modern director and sport director is person, who does forwarding and organizing duty devotedly in a conscious way and by wishing, enjoying with aims of sport organizations, know sport, management, human, sportsman and society. Absolutely, the sport changed with society is not possible to be made away with the same methods. Behaviors, ability and opinion of the sport directors affect the sport as positive or negative. Taking sudden decisions that rapid changeable would compel, be prepared to innovations are requirements of sport management. Providing this will be possible with making away with sport management as systematic, active and efficient. Success in sport management depends on performance of sport directors. Today's sport director must have adequate knowledge about discipline related very different quality, ability and sport. More important thing, sport director must obtain a complicated phenomenon like sport and its organization by always modernizing his or her practical experiences and by supporting these experiences with theoretic knowledge, because, scientific and technological sport directors must be more successful, careful, versatile, qualified in sport field. All these developments, we cannot say that activities related education of sport directors in the country are not in level needed in the age (Cunningham and Sagas, 2004; Cobb, 1997; Goral and Caliskan, 2009; Lovell, 2009).

Actually, having an opinion like all of sport directors must do physical education and sport education does not adapt to modern management comprehension of the age, because sport directors who equipped with sport and management formation from different branches work with together directors who have origin and took sport education. This provides to obtain a more great perspective to sport foundation and management. However, representing at very low rate at management stages people who took sport education at Turkish sport foundation can be evaluated as a handicap for field.

In general, Turkey sport history, great part of writings about history of sport management on special based on memories, not documents. Further seeing as normal this feature of the basis sources, it needs to see as both obligation and vicious circle. It is naturel, because sport phenomenon was not seen important to take place at public archive in any period of the history, it is obligation, because memory intervenes when document dies out, it is vicious circle, because writings based on too relied on

documents to memories infallibility assume as document and it has been habit (Goral *et al.*, 2009; Chelladurai, 1995; Parkhouse and Ulrich, 1979; Sawyer, 1993).

In history researching, even not replacing of document, memory has unsuspecting a source value. However, the second society region assumed memories inerrable like sport and this region assimilated things that said and written before like godly speech free of problems unquestioned. Researchers of the sport history have too confident to memory in the absence of document, willingly or unwillingly writings are thought as source of wrong ones as right ones (Hult *et al.*, 1997; Lambert, 1999; Parkhouse, 1980; Shilbury and Rentschler, 2007).

## CONCLUSION

Nowadays, sport management is accepted as a job and despite of today's sport potential, sport is know that would not direct with love, eagerly, unprofessional. Therefore, sport directors, who will take office at sport field need to have certain criteria, personal ability, experience, occupational knowledge and sport management education. Someone who wants to be sport director need to take some education at least like in coaching courses (Barros and Lucas, 2001; Chelladurai and Chang, 2000; Cuskelly and McIntyre, 1999; Goral, 2008a, b; Goral and Caliskan, 2009).

Therefore, as determining sport management criteria, directors who took sport education among directors who took office at sport foundations must be given greater chance. After graduating, chances of finding job of students who study at sport management department of physical education and sport colleges are limited mainly. Youth and Sport General Directorship with Ministry of State concerned sport will give priority in their foundations to students who graduated from these departments as coordinated and systematic and they will be useful in solving of problem by providing employment possibility. About issue of rising of official directors, someone who has diploma must be provided absolutely advance. Making diplomaed sport director work in certain rate at clubs must be done obliged (Chelladurai and Chang, 2000; Kelley *et al.*, 1994; Parkhouse, 1978, 1980; Parkhouse *et al.*, 1982; Ulrich and Parkhouse, 1982).

Sporting foundations that give education in field of sport management and giving priority to in field of sport management to persons, who took sport management formation and graduated from these foundations are very important in the light of being reached to modern level country sport. When, we evaluated sport in the light of national, for close relation with education success of in

sport field countries that have systematic and developed education increases, too. Thanks to determining criteria in sport management; sport directors raised in the country must take office at national organizations and must be in important place in order to be active at international platform. Therefore, international successes that the country will obtain, will not be limited with performance at field and these successes will increase thanks to lobby activities that felt deficiency for the past (Bell and Countiss, 1993; Brassie, 1989; Fielding *et al.*, 1991; Inglis, 1994; Lambrecht, 1987; Mawson, 1993; McKercher, 2005).

How can be happened more effective in sport management? What can be done? What are features and responsibilities of director? What are practical knowledges that reached to successes directors of different sectors with sport sector. When handled in many aspects in the first instance club in substructure education, sport director, sport management and ethic, relation of management-supporter; not sport management model based on persons' treasures and persons in Turkey, it needs to start sport management model that directed by professional sport directors and teams, not basing on person who will come, being foundation. That is the way saving on the verse of bankruptcy clubs, which are million dollar. We do not forget that sport management is a job and it needs to have cadres, which took education as every job. There is department of sport management at many universities in Turkey and persons who took education in these departments must be provided to take place in management model of clubs (Chelladurai, 1987; DeSensi *et al.*, 1990; Joplin and Daus, 1997; McKercher, 2005; Polonsky and Whitelaw, 2006; Verhoeven *et al.*, 1999).

As determining criteria of sport management, sport's stage, which had to today from the past propound importance in determining criterion. Nowadays, sport has been one of the most important social foundations with variety its features. Boardening mainly performance limits of sportsmen and coming into question of sport in the point of social, economic and political caused great changeable in quality and quantity of sport. Sport has been seen as a new job among variety job groups and sportsman has been seen as a new kind worker. However, until first half of 20th century, sport was means of physical growing and assessment of spare time and competition was an entertainment, too. Nowadays, sport has been great field of production and consumption in the point of economic. Also, sport has been an effective propaganda means as it will be war reason in international level. Aim at sport changed and aim has been a war that

tried every way in order to gain instead of a sportsmanlike competition. Performance conception that propelled to the second plan all morals and society values in countries, which completed Industry Revolution showed its effect at sport, too and competition and winning have been synonymous. In order to comprehend well this development, firstly, the thing needed is to do sport's definition. Sport word has Latin Language origin and OF: Delport and ME is shortened style of dis-port words. Game conveys meanings of amusement, going far work (Bell and Countiss, 1993; Cobb, 1997; De Knop *et al.*, 2004; Horch, 1996; Kelley *et al.*, 1994; Polonsky and Whitelaw, 2005; Silva and Parkhouse, 1982).

However, sport philosophers who did not want to be satisfied with this meaning did variety definitions, which gave more importance to sport's aim or sport's some features. If shortly given these definitions; Today's the most important role of sport is to provide a peaceful and cleaner releasing possibility for aggression motivation. While, a country's National March is being played, the unique place that not aroused enmity feelings is Olympic Games. Sport provides social harmony of person and takes under confidence psychological and physical healths of persons. Sport's real mission is to prepare young people to war. Opium of sport masses and also, Olympic Games are a kind of supporter nationalism. Sport is an effort that put out in point of winning and overbearing in competition and boardening success (Chelladurai, 1987; Goral, 2008b; Goral and Caliskan, 2009. Daus, 1997; Polonsky and Whitelaw, 2005; Ulrich and Parkhouse, 1982).

However, as seen, these definitions cannot comprehend sport's genuine and so cannot give clues that will occur reasons of importance gained and sport's development in the age. In the opinion, first suitable sport definition must be like that. Sport; provides to reach to aim motivations, which caused biological origin instincts of person and sport is a behavior style, which supplies its basis requirements. Sport's aim can be personal, social and economic. There is not other behavior style, which can supply in an extensive and comprehensive way the basis instincts as reaching satisfaction instincts of person. Therefore, sport has been a universal and social foundation in the age (Brassie, 1989; Cunningham and Sagas, 2004; De Knop *et al.*, 2004; Mawson, 1993; McKercher, 2005; Parkhouse, 1987; Parks and Quain, 1986).

However in order to be universal of sport too much, supplying requirements and instinct of person is not enough. Other some circumstances actualized at the second half of 20th century to reach this universal sizes of sport. Technological explosion in years that went on



the Second World War changed the world opinion. Developments in the tools of production increased production and as parallel this, portions of workers, which took from increased production and raised richness level of them. On the other hand, these developments decreased working times of workers and provided to increased spare times of workers. Anymore, working sections were working lesser and earning more. This provided to be interested in sport by a great number of sportsman and audience. In addition to this development, developments in the mass of communication and transportation tools gave easily watching possibility sport match and competitions at variety places of world to people. Today, any more thousands of people go around to city from city, to country from country for a competition at any place of world and hundred millions of people who cannot do this can watch from TV the same competition right away by sitting in a comfortable way in their houses (Armstrong *et al.*, 1991; Cunningham and Sagas, 2004; DeSensi *et al.*, 1990; Goral *et al.*, 2009; Hult *et al.*, 1997; Lambert, 1999; Parkhouse *et al.*, 1982; Sawyer, 1993; Zakrajsek, 1993).

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