



# **A Different Lens: Examining Disability Sport From a Sport Management Perspective**

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(A project of the Center for Sport in Society's  
Disability Sport Research Initiative)

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## **WHY THIS TOPIC?**

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- Sport Management educator**
- Research focus on policy development in sport organizations**
- Specific focus on inclusion of all people into the management of sport**
- Sport industry is growing internationally**
- People with disabilities are the next group seeking access to the industry**



## **A. Sport is a Multi-Billion industry**

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**Professional**

**Health and Fitness**

**Facility Mgt**

**Sport Law**

**Event Mgt**

**Disability Sport**

**Sport Marketing**

**Youth Sport**

**Recreational Sport**

**Intercollegiate Sport**

**Club Sport**



## **B. What is Sport Management?**

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- 1. management of spectator sport**
- 2. management of participant sport**
- 3. emphasis on business and management approach**

## **C. Sport Management uses a business approach to the sport industry**

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- 1. professionalization of staff**
- 2. corporate involvement**
- 3. ability to generate income**
- 4. ability to generate media/fan interest**
- 5. ability to increase participation**

## **D. Sport Management Approach to Disability Sport**

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- 1. Sport Managers need to be able to see the "Big Picture"**
- 2. This means being able to look at all sides of an issue and the various ramifications of their decisions.**



### **3. “Big Picture” view for Sport Managers**

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**Social**

**Technology**

**Economic**

**Ethical**

**Political**

**Legal**

**Educational**

**STEEPLE perspective**

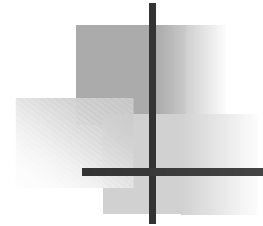


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**SOCIAL – Society's image of people with disabilities**  
**Society's image of disability sport**  
**Disability orientation or sport orientation**

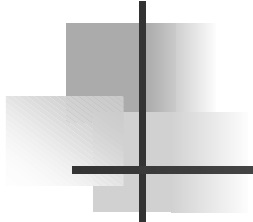


**TECHNOLOGY** – Improved prosthetics  
Innovative sport equipment  
Drug testing  
Web broadcasting



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**ECONOMIC – Marketing, sponsorship**  
**Paralympic sponsors**  
**Paralympic licensed products**  
**Paralympic media coverage**  
**Growth in attendance**  
**Sharing Olympic venues**



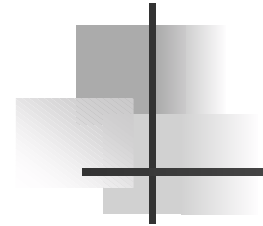
## **ETHICAL –**

## **Integration**

## **How to define?**

**(Wolff, Hums, & Fay, 2000)**

- 1. governance**
- 2. media and information distribution**
- 3. management**
- 4. funding and sponsorship**
- 5. awareness and education**
- 6. events and programs**
- 7. awards and recognition**
- 8. philosophy**
- 9. advocacy**



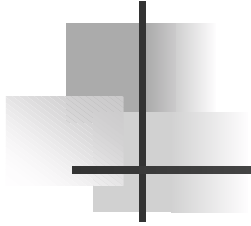
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**POLITICAL -**      **Change in governance structure**  
**Closely tied to integration**  
**Where does the power lie?**  
**Vocal political leaders**  
**Legislative action**



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**LEGAL – court cases**  
**legislation**  
**arbitration**



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**EDUCATIONAL –Various constituencies**  
**sponsors**  
**fans**  
**media**  
**prospective athletes**  
**critics of disability sport**  
**Sport Management curriculum**



## **E. Connecting Sport Management and Disability Sport**

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- 1. Professional preparation programs for sport managers**
  - a. disability sport managers understand sport management**
  - b. A/B sport managers understand disability sport**
- 2. Educate sponsors on benefits of investing**
- 3. Educate fans**
- 4. Actively advocate on legal issues for athletes with disabilities**



## **F. SUCCESS STORIES**

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- 1. Sydney Paralympic Games**
- 2. Growth of the IPC**
- 3. Casey Martin**



## **G. Future Considerations for Sport Managers Working in Disability Sport**

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- 1. Increasing pressure for economic self-sufficiency**
- 2. Increasing integration efforts**
- 3. Cohesive marketing programs**
- 4. Facility access**
- 5. Increasing awareness**



# **QUESTIONS?**

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