

Çağdaş Spor Yönetimi

Ü Ç Ü N C Ü B A S K I

Editörler

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Bowling Green Eyalet Üniversitesi, Ohio

Jerome Quarterman, PhD

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Lucie Thibault, PhD

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Çeviri Editörleri

Prof. Dr. Gazanfer DOĞU

Yard. Doç. Dr. Dilek SEVİMLİ

Öğr. Gör. Engin Altan DURUSOY



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Akademisyen Kitabevi

Halk sk. 5/A Yenişehir/ANKARA

Tel: 0312 431 16 33

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Yayın Koordinatörü : Yasin DİLMEN

Mizampaj : Kerem ACAR, Rahime DİLMEN, Emine KELLEÇİ

Kapak Uyarlama : Kerem ACAR

Baskı : Özyurt Matbaacılık

Büyük bir coşkuyla tüm kitap boyunca süren uluslararası olayların tarihsel süreçlerini hazırlayan yazarlara eşsiz katkıları için içten takdirlerimizi sunarız. *Çağdaş Spor Yönetimi* üçüncü baskısı yapılan kitabı, bu yazarlara ithaf etmek istiyoruz. Biz okuyuculara uyarıcı ve farklı bir boyut kazandırdıkları için çok minnettarız! Söylemek isteriz ki....

Marijke Taks'a (Belçika)
"bankjewel!"

Jun Oga'ya (Japonya)
"Taiken ariqatou!"

Allan Edwards, Dwight Zakus, James Paterson,
Sheranne Fairley ve Lisa Kihl'e (Avustralya)
"good on ya!"

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(Italy), "Qraziemille!"

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James Mandigo, Andy Anderson ve John Corlett'e (Kanada)
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"Muckas gracias!"

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"Muckas cjracias!"

Bill Gerrard'e (İngiltere)
"Thank you very much!"

Çağdaş Spor Yönetimi 3. baskı çevisiri yapılan bu kitap ile; Spor Yönetimi alanındaki yeni gelişmeleri ve yeni eğilimleri, Türk Spor Yönetimi alanına kazandırmaktır. Böylece ülkemizde Spor Yönetimi eğitim kalitesini artırılmasına katkıda bulunmak amaçlanmıştır.

Bu anlamda, bizleri kırmayarak, büyük bir isteklilikle bu çalışmaya katılan ve bölümlerin çevirilerini üstlenen meslektaşlarımıza teşekkür ediyoruz.

Türk Spor Yönetimi alanında bizlere öncülük etmiş ve yakın zamanda yitirdiğimiz hocamız *Prof. Dr. Kurt-han FİŞEK*'i bu vesile ile saygı ve rahmet ile anıyoruz.

Sevgilerimizle.

Çeviri Editörleri

Prof. Dr. Gazanfer DOĞU

Yard. Doç. Dr. Dilek SEVİMLİ

Öğr. Gör. Engin Altan DURUSOY

Bölüm Çevirileri

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Yard. Doç. Dr. Manolya AKIN

Doç. Dr. İlhan TOKSÖZ

Yard. Doç. Dr. Ümid KARLI

Yard. Doç. Dr. Melih SALMAN

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Öğrencilere Mektup

Çağdaş Spor Yönetimi adlı bu kitap hem akademik hem de profesyonel anlamda spor yönetimi alanını öğrencilere tanıtmayı amaçlamaktadır. Bu amaç doğrultusunda, bu kitap spor kuruluşları ve organizasyonların nasıl yönetileceği ile ilgili ayrıntılı ve detay bilgiler vermek yerine spor yönetimi alanına geniş bir bakış açısı kazandırmayı hedeflemektedir. Bu ayrım bu kitabın hazırlanması düşüncesi açısından önemlidir, çünkü kitap öğrencilerin iki farklı ihtiyacını karşılamasına yönelik olarak; spor yönetimi alanında uzmanlaşmaya karar verenler ve hala bu alanda uzmanlaşma düşüncesi aşamasında olan öğrencilere yardımcı olmak amacıyla hazırlanmıştır. Eğer şu an spor yönetimi alanında uzmanlık aşamasındaysanız, özellikle de sizi bekleyen profesyonel fırsatların çeşitliliği konusunda ve bu alan hakkında daha fazla bilgi edinebileceğinizi tahmin ediyoruz. Fakat şu anda spor yönetimi alanında uzmanlaşma düşüncesi aşamasında iseniz, karar vermeden önce alan hakkında genel bilgiler elde etmek istediğinizi düşünüyoruz. Bu kitaptaki bilgileri okuduktan sonra, bazılarınız için spor yönetimi alanında kariyer yapma fikri daha ilgi çekici hale gelecektir ve eğitim süresini geri kalanını farklı bir anlayış ve kavrayışla ve daha olgunlaşmış bir düşünce ile takip edecektir. Öte yandan, bazılarınız da spor yönetimi alanını size göre olmadığını fark ettiğinde, farklı bir alanda uzmanlaşmayı düşüneceklerdir. Ancak her iki durumda da, bu kitap bizim açımızdan değerli bir amaca hizmet etmiş olacaktır. Çağdaş Spor Yönetimi kitabı 32 farklı yazar ile uyum içersinde üçümüzün editörlüğünde yazılmış ve toplam 20 bölümden oluşmaktadır. Hem kendi alanlarında uzman olan hem de yeni yetişecek spor yöneticileri ile bilgi paylaşımı konusunda kararlı olan 32 kişilik bir yazar grubunu bu projeye katılmaları için davet ettik. İnanıyoruz ki sizler bu yazarları, bu alanda son derece donanımlı bulacak ve bu yazarlardan öğreneceğinizden keyif alacaksınız. Yazarların fotoğrafları ve kısa özgeçmişleri de kitabın arkasında yer almaktadır. Yazarların fotoğraflarını görmek ve onların başarılarını okumak, sizleri onların yazmış olduğu bölümlerdeki konu ve materyallerle kişisel olarak ilişkilendirebilmek açısından kitap içinde yer alan konuların sizin için daha anlamlı olacağını umut ediyoruz. Bu anlamda yazarların deneyimleri ve bilgi birikimlerinden de etkileneceğinizi tahmin edebiliyoruz.

KİTABIN KAPSAMI VE İÇERİK ORGANİZASYONU

Çağdaş Spor Yönetimi'nin bu baskısı, Ulusal Spor ve Beden Eğitimi Birliği Spor Yönetimi Değerlendirme Kurulu-Kuzey Amerika Spor Yönetimi Derneği (NASPE-NASSM) tarafından spor yöneticilerinin mesleki hazırlık için gerekli gördükleri içerik alanlarının her birini kapsamaktadır. Bu içerik, sporun sosyo-kültürel boyutları (örneğin, ırk cinsiyet ve engellilik; saldırganlık, şiddet ve spordan sapma), sporda yönetim ve liderlik, spor yönetiminde etik, spor pazarlaması, sporda iletişim, sporda bütçe ve finans, sporun yasal yönleri, spor ekonomisi, spor denetimi ve spor yönetiminde alan deneyimi gibi konuları kapsamaktadır. Kitap bütün bu alanlara yönelik temel bilgiler sağlamaktadır. Kendi üniversite ya da yüksekokulunuzda mesleki hazırlık programı yoluyla ilerledikçe tüm bu konu alanlarının her birini çok daha detaylı olarak öğreneceksiniz.

Kitabın 20 bölümü, “*Spor Yönetimine Giriş*”, “Seçilmiş Spor Yönetimi Siteleri”, “Spor Yönetiminin İşlevleri”, “Spor Yönetiminin Örgütsel Ve Yönetimsel Organları”, “Spor Yönetiminde Güncel Sorunlar” ve “Spor Yönetiminin Geleceği” adı altında 6 ayrı kısımda başlıklar altında organize edilmiştir. Bu başlıkların her biri kendi amacı ile ilgili kısa bir açıklama ile ve ilgili başlığın alt bölümlerinde bulacağınız bilgi türleri ile ilgili açıklama ve bölüm konularıyla ilgili ek kaynakları tanımlayan “Daha Fazla Bilgi için” adıyla başlıklandırılan alt bölümler ile başlamaktadır. Tüm bölümleri inceledikten ve bölümler arasında yer alan öğrenme faaliyetlerini tamamladıktan sonra, “Daha Fazla Bilgi için” bölümlerinden yararlanarak; (1) spor yönetimini tanımlayabilecek; (2) uluslar arası bir sosyal kurum olarak sporun önemini tartışabilecek; (3) elde edilen beceri ve tutumları sergileyebilecek; (4) spor sektöründeki profesyonel fırsatların doğasını ve kapsamını açıklayabilecek; (5) spor yöneticilerinin tipik olarak sergiledikleri tutumlarını ve yönetim fonksiyonları açıklayabilecek; (6) yönetim, liderlik ve örgütsel davranış ile ilgili teorik anlayışları ve bu anlayışların spor işletmelerinde nasıl uygulanabileceğini açıklayabilecek; (7) spor sektörünün çeşitli bölümlerinin karşı karşıya kaldığı önemli güçlük-

leri değerlendirebilecek; (8) spor yönetiminin psikolojik, sosyolojik, tarihsel, yasal ve etik kavramlarla ilişkisini açıklayabilecek; (9) insan ilişkilerini kapsayan konularda tarafsız bir yaklaşımı ve çeşitliliği takdir edebilecek; (10) spor yönetiminin araştırma sorularını tanımlayabilecek ve yayınlanmış araştırma konularını analiz etme ve bunları yorumlama becerileri gösterebilecek ve (11) gelecekte sporun yönetilmesinde olumlu etkilere sahip olan profesyonel yönetici olabileceksiniz.

KİTABIN ÖZELLİKLERİ

Bu *Çağdaş Spor Yönetimi* kitabının üçüncü baskısıdır. Pek çok öğrenci, akademisyen ve fakülte tarafından kullanılmış bulunan ikinci baskısından aldığımız tepkilerden memnunuz, Öğrencilerden, meslektaşlarımızdan, çeşitli kişi ve okuyuculardan gelen öneriler doğrultusunda bu baskıda bazı değişiklikler yaptık bu nedenle yeni ve geliştirilmiş olan bu baskının sizin ihtiyaçlarınız açısından daha yararlı olacağını umut ediyoruz.

Bu baskının en önemli özelliği, uluslararası bir ilgi alanı olan spora yönelik çekim gücünün azımsanamayacak oranda artmış olmasıdır. Kitabın tüm bölümleri dünya çapında çeşitli örnekleri içermektedir ve bu örnekler uluslararası örnekleri içeren bölümlerde yer almaktadır. Bu örnek bölümlerin her biri, ABD dışında çalışan ve değişik ülkelerden gelen yazarlar tarafından yazılmıştır. Bu bölümlere örnek olarak İtalya'dan profesyonel basketbol, Venezüella'dan spor örgütü ve Kanada'dan üniversitelerarası sporların yer aldığı bölümler örnek verilebilir. Bu bölümlerde yazarların yazım tarzları korunmuştur, çünkü bütün ülkelerin farklı dil kullanımına ve adetlerine saygı duyuyoruz. Sonuç olarak, bunlardan bazıları sizin için yeni sayılabilecek kelimeler, ifadeler ve yazım şekillerini içerebilir. ABD dışındaki kültürler hakkında daha fazla bilgi edinmeniz için bu yeni kelimelerden faydalanmanızı öneriyoruz. Bu makaleleri bilgilendirici bulmanızı ve bunların diğer ülkelerdeki spor ve spor yönetimi hakkındaki bilgilerinizi ve öğrenme isteğinizi arttırmasını umuyoruz. İkinci önemli değişiklik de birçok bölümde yer alan tarihsel süreçler ile ilgili bir bölümün eklenmesidir. Bu tarihsel anlar önemlidir, çünkü geçmişteki olayları bilen ve doğru değerlendirebilen spor yöneticileri içinde buldukları zamanın olaylarını daha iyi anlayabilir ve geleceği planlamada daha dikkatli olabilirler. Tarihsel gelişimlerle iletişim sağlama ve zaman sürecindeki anahtar olaylar arasında bağlantı kurabilme açısından bu tarihsel olaylar dizisinin sizi etkileyeceğini umuyoruz. Aynı zamanda öğretim görevlileri, uluslararası

sı olayları, tarihsel bilgileri ve konular ile ilgili öğrenme aktivitelerini derslerinde, ödev ve sınav uygulamalarında kullanabilirler. Üçüncü olarak, kitabın bu baskısında yer alan tüm bölümler gözden geçirilmiş ve güncellenmiştir. Ayrıca, ikinci baskıda yaptığımız spor yönetiminin etik sorunları ve yasal yönlerini tek bir bölüm yerine iki ayrı bölüme ayrılmıştır. Bu yeni düzenleme, bu iki bölümün yazarlarına, konuların daha iyi anlaşılması için gerekli olan ek bilgileri aktarmalarına olanak sağlamıştır.

Çağdaş Spor Yönetimi isimli kitabın diğer önemli özellikleri şunlardır:

- Her bölüm farklı yaş, cinsiyet, yetenek, sosyal sınıf, cinsel yönelim, ırk, etnik köken ve kültürdeki farklı topluluklar ile ilgili bölümleri kapsamaktadır. “Kadın ve spor”, “engelliler için spor” ve “siyahî sporcular” gibi konu başlıklarını içeren bölümler yer almaktadır. Metinlerin içeriği spor endüstrisinde tüketici davranışlarının daha iyi anlaşılmasına ve kavranılmasına katkıda bulunacağına inanıyoruz.

- Kitapta kullanılan dile cinsiyet kapsayıcı dil denir. Örneğin, takımlar özellikle ya erkekler takımı ya da kadınlar takımı olarak isimlendirilirler, bizim kullandığımız dil ise her iki cinsiyeti kapsayan bir uygulamadır. Fair Play ve sportif davranış sportmenlik yerine kullanılmaktadır, buna benzer kavramlar sporun erkekler için olduğunu belirten bu gibi kurnazca kullanılan kelimeler ve cinsiyet ayrımını kapsayıcı terimlerden bizlerin kaçınmasını sağlayan dil cinsiyet kapsayıcı dil olarak tanımlanır. Tarafsız dilin kullanımı, kitap boyunca birçok şekilde kullanılan dil, çeşitliliği kucaklayan ve yansıtan bilinçli bir girişimdir.

- Kitabın her bir bölümü spor yönetiminin belli bir yönünü almasına rağmen, bölümlerin çoğu önemli benzerliklere sahiptir. Örneğin, bölümlerin çoğu spor yönetiminde kariyer olanakları ile ilgili yayın listelerini, yönetim organlarını ve profesyonel kurumları kapsamaktadır. Çeşitli bölümler ise etik, ekonomik, iletişim ve hukuksal sorunları ele almaktadır. Çeşitli bölümlerde bu konulara ait yer alan bu kavramların profesyonel hazırlık çalışmalarınızda sizler tarafından daha kullanışlı olabileceğini ve bunlarla ilgili bilgilerinizi pekiştirebileceğinizi umuyoruz.

- Bölümlerin her biri öğrenme hedefleri ile başlamaktadır. Bu hedefler, bölümleri, okuma ve çalışma esnasında bir rehber görevi görmektedir. Her bölüm, metinde sunulan öğrenme materyallerini uygulama fırsatı sağlayan çeşitli öğrenme etkinliklerini de içerir. Farklı öğrenme şekilleri ve uygulamalarına yer vermek amacıyla kitap boyunca farklı biçimlerde alıştırmalar hazırlanmıştır.

- Her bölümün sonundaki gözden geçirme soruları, bölümün başındaki hedeflerle bağlantılıdır. Bu sorular bölümün içeriğindeki anahtar noktaları yeniden vurgulamakta ve güçlendirmektedir.

- Her bölüm bir referans listesi içermektedir. Ayrıca, daha önce de belirtildiği üzere, altı kısımdan oluşan kitabın konu başlıklarının başında “Daha Fazla Bilgi İçin” bölümleri bulacaksınız. Daha fazla okumanız ve araştırma yapmanız için bu kısımlardaki bilgilerden faydalanacağınızı düşünüyoruz.

- Bazı bölümler konuyla ilgili önemli bilgileri içeren gerçek hayat hikayelerini, vaka çalışmalarını, spor yöneticilerinin profillerini ya da hayat hikayelerini içermektedir. Bu bölümlerin kitabın kullanım amaçlarına sağlayacağı umuyoruz.

- Birçok bölüm belirli spor alanlarındaki kariyer fırsatları ile ilgili bizim tarafımızdan türetilen ama gerçekçi duran kariyer pozisyonlarını içeren duyuruları da içermektedir. Bu iş ve kariyer pozisyonlarına ait duyurular, potansiyel işverenlerin arayışlarını ve özel işlerdeki gereksinimleri için nasıl ve ne tür beceriler aradıklarını anlamana yardımcı olacaktır.

- Modern bir ders kitabından beklediğiniz gibi, Çağdaş Spor Yönetimi kitabı da çok sayıda Web site adreslerini içermektedir. Bu URL adresleri online olarak oldukça fazla sayıda bilgiye ulaşmanıza olanak sağlayacaktır. Bunlar sizin için uygun olan zaman ve yerlerde ilgi duyduğunuz konuları araştırmanız açısından da fayda sağlayacaktır.

Janet B. Parks, Bowling Green Devlet Üniversitesi
Jerome Quarterman, Florida Devlet Üniversitesi
Lucie Thibault, Brock Üniversitesi

Teşekkür

Janet B. Parks ve Jerome Quarterman, *Çağdaş Spor Yönetimi* kitabının bu sayısına editör olarak katıldığı için Lucie Thibault' a şükranlarını sunarlar. Dr. Thibault, Kanada, Ontario, St. Catherines'deki Brock Üniversitesi'nde spor yönetimi dersleri vermektedir. Kitabın geliştirilmesini üstlenmede keskin zekasıyla katkı sağlayan seçkin bir bilim kadınıdır. Spor yönetiminin uluslararası gelişiminin farkında olan ve özgür iradesiyle kendi bilgi ve uzmanlığını paylaşan birisidir. Bu baskıda yapılan düzenlemelerin çoğu Dr. Thibault'un değerli katkılarıyla sağlanmıştır.

Bunun gibi bir projeyi uygulamaya kalkışan herkes, birçok kişinin yardımı olmadan bu gibi projelerin yapılamayacağını bilir. Bu nedenle, bu kitabın ortaya çıkmasında katkısı olan tüm kişi ve gruplara teşekkür ediyoruz.

İlk olarak, kitaptaki bölümlerin çoğunu yazan 32 kişilik yazar grubuna samimi olarak teşekkürlerimizi sunarız. Eminiz ki kitabın kalitesi hepinizin enerji ve deneyimlerinizi paylaşmadaki istekli oluşunuzla ortaya çıkmıştır ve bu cömertliğiniz için ayrıca teşekkür ediyoruz. Dayton Üniversitesi'nden Dr. Corinne Daprano ve İndiana Üniversitesi'nden Dr. Paul Pedersen'e ise özel teşekkürlerimizi yolluyoruz. Dr. Daprano 400'ün üzerinde tarihsel süreci ve bunlarla ilgili öğrenme aktivitelerini hazırlamış ve Dr. Pedersen kitap boyunca yer alan pek çok kavramı aydınlatan fotoğraflarla katkı sağlamıştır.

Bu projenin başarıya ulaşmasını sağlayan Human Kinetics editör takımının olağanüstü yetenek ve çabalarına çok şey borçluyuz. Genel yayın editörümüz Myles Scrag, bu baskının içeriği için değerli öneriler ve yardımlarda bulunmuştur. Nihai ürünün kalitesi, büyük ölçüde, Myles'in deneyiminden, imgelemesinden, enerjisinden ve heyecanından kaynaklanmıştır. Bir kez daha olmak üzere bize katkı sağlayan yetenekli ve kararlı gelişim editörü Elaine Mustain, yayınlanmış kaynaklardaki materyalleri adapte ya da çoğaltmada zorlu izinleri sağlama yoluyla bize yardım eden, Dalene Reeder, yardımcı editörler Lee Alexander ve Melissa McCasky ile Elaine aslında kitabı ortaya çıkaran kişilerdir. Bu kişilerin değerli bilgi, yardım ve tavsiyeleri ile her zaman yanımızda olmaları işimizi oldukça kolaylaştırmıştır. Myles, Elaine, Lee, Dalene'ye ve

bu proje ile ilgili tüm diğer Human Kinetics personelinin ortak çabalarına teşekkür ederiz!

Bu kitabın tamamlanmasını kolaylaştırmada kaynaklarını bize sunan Green Bowling Devlet Üniversitesi'ne, Florida Devlet Üniversitesi'ne ve Brock Üniversitesi'ne minnettarız. Çabalarımızı destekleyen ve ortamlarında çalışmamızı sağlayan üniversite çalışanlarına teşekkür ederiz.

Öğrenciler de bu baskıya önemli katkılarda bulunmuşlardır. Bowling Green Devlet Üniversitesi'nde ön lisans öğrencisi olan Omari Aldridge'ye çok teşekkür ediyoruz, üçüncü baskı ile ilgili önerisi baskıyı daha geniş bir uluslar arası perspektife ulaştırdı. Bu tavsiye kitabın doğasını tamamen değiştirdi, biliyoruz ki bu girişimi bu kitabı öğrenciler için daha anlamlı yapacak. Hoşcakal İyi ki Varsın Omari! Giriş Bölümünde yazarlara sunduğu argümanlar için Bowling Green Devlet Üniversitesi lisans öğrencisi olan Beth Klocke Fox'a teşekkür ediyoruz. Ayrıca, Bölüm 11'e yazarlar olarak katılan bizler, bölüme olan katkısından dolayı Wichita Devlet Üniversitesi spor yönetimi lisans öğrencisi Sarah Ratzlaff'a ayrıca teşekkür ediyoruz. İkinci baskıya yönelik olumlu eleştirileriyle bize katkı sağlayan Bowling Green Devlet Üniversitesi spor yönetimine giriş dersi lisans öğrencilerine teşekkür ediyoruz. Yorumlarını ciddi bir şekilde dikkate aldık ve inanıyoruz ki onların fikirleri bu baskının gelişimine önemli oranda katkı sağlamıştır. Bizler bu baskının geliştirilmesinde birçok değerli katkı sağlayan 2003 baskısının değerlendircilerine ve okuyucularına da borçluyuz. Çabalarınızın sonuçları kitap boyunca görülmektedir. Kitaba eşlik eden ikincil materyaller için Bemidji Devlet Üniversitesi'nden Eric Forsyth'te içtenlikle teşekkür ediyoruz. Dr. Forsyth PowerPoint slaytları ve çok sayıda test soruları ekleyerek öğretim kılavuzunu revize etti ve geliştirdi. Onun kılavuzunun yüksek kalitede ve oldukça kullanışlı olduğunu bölümlerin de fark edeceğini biliyoruz. Her zaman olduğu gibi, yıllar boyunca öğretmenlik yapma ayrıcalığı yaşadığımız binlerce öğrenciye içtenlikle şükranlarımızı sunuyoruz. Sizler her zaman çağdaş spor yönetimi için varoluş nedeni olmuştunuzdur. Hayatlarımızı zenginleştirdiğiniz için teşekkür ederiz.

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