

26. Risk Management and its Importance for Sports and Leisure

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Abstract

The sport has changed rapidly in recent years, so to has the environment in which sports operates. Although sports or any other kind of physichal activiyt can be entertaining and beneficial for people's health. Risk has always been related to upleasant outcomes like harm, danger, hazard or loss. In order to minimize or even elimniate these risks, the sports and leisure industry needs to implement an effective risk management process as part of a well desingend managment system. A systematic approach to rksk management will ensure all representatives involved understand the environment in which they operate and allow them to anticipate and mange issues that may impact upon desired objectives and goals. The purpose of this paper is to present the Scopes, and Objectives of risk management and process of risk manangement that includes a methodical risk assessment; identification of an appropriate risk management strategy, and application of all necessary safety measure.

Introduction

Most sports council certain level of risk, ranging from a small injury to a serious accident, especially when people are not caution (Appenzeller, 1998). Hence, it is important that operators and governing bodies within the sport and leisure industry understatnd these risks and apply all measures needed to mange them. Bearing this in mind, they should not only implement a comphrhensive risk management process (Swarbrooke et al 2003), but also ensure that realistic safety measures are applied, in terms of time, money, materials and people involved (GNVQ, 2000)

A effective Risk Management is both an individual and a corpoarte responsibility. A systematic approach to risk management will ensure all representative involved understatnd the environment in which they operate and allow them to anticipate and mange issues that may impact upon desired objectives and goals.

Risk transfer : The risks transfer method, in which the risk is transferred to insurance companies, to the clients or to third parties (Centner, 2005, Swarbrook et al, 2003; Boyle, 2000) accepted either unconsciously or because of incapability to transfer them to others.

Safety Measures

Besides a risk assessment procedure and a strategy selection process, an effective risk management process also needs reliable safety measures. In other words to assure good safety possible communication should do the following:

- Have well qualified and skilled people to manage the different activities.
- Exercises good leadership, that is provide the best kind of direction and support peoples needs so that they will be efficient and productive (Covell et al, 2003)
- Collect information on weather forecasts
- Ensure excellent collaboration and communication among participants (HSE 2003; Robinson, 2004)
- Ensure that all participants have covered their basis for example in food arrangements (Priest, 1997)
- Keep record of participants
- Keep record of previous dangerous situations (Connaughton, 2002, Appenzeller, 1998)

Conclusion

In summary all physical activities could be both beneficial and perilous for one's health and this is something that all participants should be aware of. Therefore, risk management should be considered as an enabler of an effective and efficient sport management process. It might not be feasible for managers in the sports and leisure industry to provide absolute safety, but they should be able to ensure the maximum level of awareness and attentiveness to safety issues. To do so, they ought to develop and apply policies; consider all potential risk; take as many precautions as possible; choose an operative strategy, and always take appropriate strategy measures:

Establish the context : The framework has been established following Three major factors were clarified, being:-

- Strategic Context
- Organizational context
- Risk Management Context

Through a detailed review and careful consideration of the above factors, four categories of risk have been identified . All identified risks will be assessed against following criteria:-

- Safety
- Financial direct and in direct
- Image and Reputation
- Compliance

Identifying risks : To constitute a risk three key components will be present:-

- A sources
- Something at risk
- An effect

Once a risk is identified a mix of knowledge, experience and lateral thinking will be applied to determine:-

- What can happen?
- How can it happen?
- What is the likelihood of it happening?
- What will be the consequences if it happens?

Risk Strategies

There are four types of strategies that are being used according to the level of risk that exists:

Risk avoidance : It takes places when there are either poor arrangement or hazards that cannot be controlled, and hence, managers postpone the activity or offer an alternative one (Swarbrooke et al, 2003; Parkhouse, 2005;)

Risk reduction : In risk reduction, all activities should be managed by capable and well trained leaders who have the experience and the competence to cope with possible risk (Swarbrooke et al 2003; Outhart et al, 2003)

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