

Ekonomické požadavky na 8–18leté atlety v České republice

Economical demands on athletes from 8 to 18 years in Czech Republic

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Abstract

Today's world is increasingly more dealing with a constant problem of finance and financial aspects whether it is the functioning of a state, company, household, sport club or an individual. After the outbreak of the world and financial and economic crisis, economic decision-making gets more and more to the forefront and all of the economic subjects mentioned above will think twice before they invest their money in some effort. The same goes for sport itself. In the Czech Republic sport receives money from three sources – from the state, from the sports club and ultimately also from households themselves. The state contributes a certain percentage of the state budget to the development of Youth and sports in the country each year, however this number is far from covering all the expenses that are necessary to provide for the needs and functioning the sport. The second source are the club owners who attract sponsors and other entities which provide financial assistance. Money can be obtained from sponsorships, advertising, TV rights etc. However, not even this does not absolutely cover all the expenses that are associated with practicing a particular sport. Therefore, there is one last entity and these are households. In order for the sports clubs and individual sports to function properly, a part of the funds needs to be covered by households. Unfortunately, this percentage increases year after year. To support the children to practice the sport of their choice is extremely difficult both financially and sometimes even mentally. This article is focused on the financial aspect of athletes sport.

The research was based on a survey in Prague city and Central Bohemian region. The questionnaire survey aimed to find out how big are the financial costs covered by the households in different age categories from 8 to 18 years. Individual values for all age categories were added to the total number that should reflect the total costs incurred in raising a child from an early age to senior age – the time when the sportsman usually starts earning money by practicing the sport.

The research and paper was prepared within the project "Economy of sportsman in Czech Republic" funded by Internal grant agency at University of Economics, Prague.

Abstrakt

Dnešní svět se stále více zabývá konstantním problémem financí a finančních aspektů, zda se jedná o fungování státního rozpočtu, společnosti, domácnosti, sportovního klubu nebo jednotlivce. Po vypuknutí světové finanční a hospodářské krizi se ekonomické rozhodování dostava stále více a více do popředí u všech hospodářských subjektů uvedených výše. Všichni si velmi dobře rozmyslí, zda investovat své peníze nebo nikoliv. Totéž platí pro sport samotný. V České republice se do sportu dostává peníze ze tří zdrojů – od státu, od sportovního klubu, a nakonec i z domácností samotných. Stát přispívá určité procento státního rozpočtu pro rozvoj mládeže a sportu v zemi každý rok, ale toto číslo zdaleka nepokrývá všechny náklady, které jsou nezbytné pro potřeby a fungování sport. Druhým zdrojem jsou majitelé klubů, sponzori a další subjekty, které poskytují finanční pomoc. Peníze lze získat ze sponzorství, reklam, televizních práv atd. Avšak ani to není zcela dostatečný na pokrytí všech nákladu, které jsou spojené se sportem. Proto je jeste poslední jednotka a to jsou domácnosti. Aby sport mohl správně fungovat, část prostředků je třeba pokrýt z domácností. Bohužel, tento podíl se zvyšuje z roku na rok. Tento článek je zaměřen na finanční aspekt jednotlivých sportů.

Výzkum byl založen na průzkume v městě Praha a Středočeskem kraji. Dotazníkové šetření s cílem zjistit, jak velké jsou finanční náklady, které se vztahují na domácností v různých věkových kategoriích

8 do 18 roků. Jednotlivé hodnoty byly sečteny pro všechny věkové kategorie na celkovou sumu, který by měl odrážet celkové náklady spojené s výchovou dítěte od útlého věku do seniorského věku – čas, kdy sportovec obvykle začíná vydělávat peníze. Výzkum a dokument byl připraven v rámci projektu „Ekonomické náklady na sportovce v České republice“, financovaného z Interní grantové agentury na Vysoké škole ekonomické v Praze

Key words: *athletics, costs, finance, households, age.*

Klíčová slova: *atletika, náklady, finance, domácnosti, věk.*

INTRODUCTION

Children's sport is currently very hot topic. There are various projects designed to attract children to do sports. In contrast, sport is nowadays also exposed to a strong competition against modern technologies such as mobile phones, tablets, television, and internet and so on. Ten and more years ago children were socialized through sport and various physical activities. Today, all you need is to join a social network and it does not matter how far you are from each other, you can communicate with a friend without waiting. So why should they go out and why should they do sport, when today's children can play tennis or soccer online? Who convinces kids to do sports?

An important factor in children's sport is the attitude of their parents. The decision whether children will or will not do any sport is influenced by many factors, such as parents' preferences, sport facilities, availability of free time, education, culture and customs, but definitely among most important factors is the economic aspect of sport.

“Mr. Dorsch, who is now an assistant professor at Utah State University, where his research involves parents' engagement in their children's sports, said that spending on sports has grown so high – up to 10.5 percent of gross income in his research – that it is hurting family harmony.”

Today's world is increasingly more dealing with a constant problem of finance and financial aspects whether in governance of state, company, household, sport club or an individual. After the outbreak of the world's financial and economic crisis, economic decision-making gets more and more to the front and all of the economic subjects mentioned above will think twice before they invest their money into something. It is the same with the sport itself. In Czech Republic sport receives money from three sources – from the state, from sports club and ultimately also from households. The state contributes a certain percentage of the state budget to the development of youth and sports in the country each year, however this number is far from covering all the expenses that are necessary to cover all the needs. The second source are the club owners who attract sponsors and other entities which provide financial assistance. Money can be obtained from sponsorships, advertising, TV rights etc. However, even this does not absolutely cover all the expenses that are associated with practicing a sport. Therefore, there is one last entity and these are households. In order for the sport clubs and individual sports to function properly, a part of the funds needs to be covered by households. Unfortunately, this percentage increases year after year and thus the sport is still far away from the slogan “sports for all”. It is not the leisure activity in which everybody can take part. To support the children to practice the sport of their choice is extremely difficult both financially and sometimes even mentally. This article is focused on the financial aspect of athletes.

The advantage of athletics is that you can start doing it no matter how old you are, whenever and wherever you want because when an athlete performs he only uses his natural mobility skills and at the same time it is possible to do athletics outdoor or indoor in the gym when the weather conditions are not well. There is no need to buy any special accessories all you need are regular clothes and shoes.

Although before mentioned financial modesty is true, it is not enough for the preparation to be of high quality. To the training of young athletes belong also other activities or equipment that is

necessary to increase athletic performance. Listing all these equipment and other activities and their cash demands was the main topic of research.

METHODS

For this purpose, the questionnaire was compiled. The questionnaire survey aimed to find out how big are the financial costs covered by the households in different age categories from 8 to 18 years. The questionnaire was converted to electronic form and sent by mail to parents.

The survey was targeted to the Central Bohemian region compared to the capital city Prague. Of the 437 questionnaires sent, 281 were filled. The number of completed questionnaires for each age category of children is available in Table 1. The data were processed and evaluated for the purposes of this research. In this article only outputs from these data are available. Based on the replies about the amounts of money spent, an average value was calculated using a weighted average. These values were then summed for each year.

The research and paper were prepared within the project “Economy of sportsman in Czech Republic” funded by Internal grant agency at University of Economics, Prague.

Table 1: The number of completed questionnaires by age categories

Age category	Number of completed questionnaires
mini prep	87
prep	64
youth	59
junior	71

Source: Results of the questionnaire

Athletics

Athletics is a queen of sport. It is indivisible part of every summer Olympic Games and at the same time there are constant competitions all over the world where athletes compete and compare their results. In present athletics is the most popular sport in history. Under this term we consider a person athlete everyone who runs regularly with no difference whether it is a sprint or long distance.

Czech Republic is represented by quality sportsmen on the competitions and many of them write history records by their performances. Three gold medals of Emil Zátopek from Olympic Games in Helsinki, world record in javelin held by Jan Železny or total dominance of Zuzana Hejnova last year at 400 m obstacle race are just one of many performances well known by the athletic world. Successes of Czech or other national athletes are important in attracting new potential athletes. When there are sportsmen who inspire young athletes who try to reach their performances it is always a good precondition for bigger base of young and perspective athletes. It is necessary to realize that the journey to world record or Olympic medal is very long and it requires trying hard and constantly increasing intensity of training from young age to the first class career. When we want to find out economic demandingness of athletics bringing up, it is necessary to know athletics as such. Children can start with athletics from kindergarten. According to the trainers of athletics it is a trend to set up athletic mini preparatory schools which are in many cases established by kindergartens itself. Then children continue in preparatory schools, juniors and end up in seniors. You can see categories in table number 2. It depicts 10 years of sport education which is financed by parents. During these 10 years children are not dedicated to only one discipline but they undergo sport preparation in general. When they are 18, the best athletes that are chosen become seniors or professionals. It means that they start to get money

from different sources, not only from their parents. Sometimes this can't be truth and they remain to be financed by their family.

Table 2: Children categories in athletics

Category	Year of birth	Number of years spent in category
mini prep	2008–2006	3
prep	2005–2003	3
youth	2002–2001	2
juniors	2000–1999	2

Source: interviews with coaches and managers associations

Analysis of spending

For the calculation of economical demands of sport it had to be appointed what amount of money parents have to spend during their children sport development. Table number 3 includes the list of spending.

Table 3: Spending

Spending	Concrete examples
Clothes	Shirt, shorts, jacket, tracksuit...
Sports dress	Sport shirt, and other clothes in the colour of the club
Shoes	Regular outdoor shoes, hall shoes, spiked running shoe
Other equipment	Bottle for drinks, thermos flask, sport bag,...
fees	Member fees
Training camps	Training camps
Administration fees	Administration fees – different kinds of competitions
Transport	Transportation to training
Relax	Pool, saun, steam room...

RESULTS

Whole costs are made of several items. All of these items are inevitable for quality athletic preparation therefore they are included in the results. These items are written further in the text together with the real spending, according to research, which are part of sport preparation and bringing up of young athlete.

Real costs were acquired thanks to the parents of young athletes that were given questionnaire made specifically for the purposes of this research. Tables 4 and 5 show these spending in the Central Bohemian region and capital city Prague.

Table 4: Actual cost by category in the Central Bohemian region

	mini prep	prep	youth	juniors
Clothes	850 Kč	1 400 Kč	1 400 Kč	2 200 Kč
Sports dress	100 Kč	100 Kč	100 Kč	100 Kč
Shoes	1 450 Kč	1 650 Kč	2 400 Kč	5 875 Kč
Other equipment	600 Kč	700 Kč	600 Kč	400 Kč
fees	400 Kč	400 Kč	400 Kč	400 Kč
Training camps	0 Kč	3 500 Kč	7 000 Kč	7 000 Kč
Administration fees	130 Kč	150 Kč	500 Kč	1 000 Kč
Transport	1 600 Kč	3 200 Kč	6 400 Kč	6 400 Kč
Relax	2 500 Kč	3 000 Kč	1 770 Kč	4 250 Kč
Total	7 630 Kč	14 100 Kč	20 570 Kč	27 625 Kč

Source: Results of the questionnaire

Table 5: Actual costs by category for the City of Prague

	mini prep	prep	youth	juniors
Clothes	1000 Kč	1 500 Kč	1 850 Kč	3 000 Kč
Sports dress	150 Kč	150 Kč	100 Kč	100 Kč
Shoes	1 600 Kč	1 700 Kč	3 100 Kč	7 250 Kč
Other equipment	100 Kč	100 Kč	100 Kč	200 Kč
fees	3 000 Kč	3 000 Kč	1 800 Kč	1 000 Kč
Training camps	0 Kč	5 000 Kč	7 000 Kč	7 000 Kč
Administration fees	100 Kč	150 Kč	500 Kč	1 000 Kč
Transport	4 000 Kč	4 000 Kč	2 500 Kč	2 500 Kč
Relax	3 500 Kč	3 000 Kč	4 200 Kč	3 000 Kč
Total	13 450 Kč	18 600 Kč	21 150 Kč	25 050 Kč

Source: Results of the questionnaire

Total actual cost of raising a child sports for 10 years in the Central Bohemian region:

$$\text{Total} = 3 * 7\,630 + 3 * 14\,100 + 2 * 20\,570 + 2 * 27\,625 = \mathbf{163\,680\,Kč}$$

Total actual cost of raising a child sports for 10 years in the capital city Prague:

$$\text{Total} = 3 * 13\,450 + 3 * 18\,600 + 2 * 21\,150 + 2 * 25\,050 = 188\,550\,Kč$$

Central Bohemian region:

It is obvious from the results that parents really care about their off springs and usually provide them the opportunity to regenerate since their very first athletic steps. They devote their time to take and accompany their children to their training sessions and most importantly they financially contribute into their athletic growth and prosperity. The reason why the amount of money used on relaxation of youngsters is lower, is due to the fact that these youngsters possess season tickets into swimming pools, which are less expensive than the individual tickets into aqua parks. The growth of the actual costs for the starting fees in competitions is caused by the increasing number of competitions, higher quality and longer distances. Other relatively big differences are visible in the items related to other equipment.

As the parents stated, in the young age categories, the purchase of shoes is influenced by the choice of the child, as it is the only element of fashion trends (the appearance of a jersey is set

by a team). In the younger categories, the use of a smart wear is not so common that is why the actual costs are not so high. According to obtained information little children wear to their training sessions clothing, which is not primarily designated for sport. The smart wear is more frequent in older categories, until we reach a category where it becomes a necessity. Considering the high number of training sessions some children need even more pieces of such specialised clothes.

Prague:

The capital city Prague is in general the most expensive city in Czech Republic. It is the same with athletics. Whether the costs are analysed figure by figure, or in total, the costs for a development of a young athlete in Prague are always higher than in the Central Bohemian region.

The most visible differences were observed in membership fees, shoes and relaxation. These figures are in this case much higher, compared to the Central Bohemian region. On the other hand, the costs for commuting to training sessions are lower, because children in Prague tend to use public transport, which is “relatively cheap”.

CONCLUSION

The real costs of 10 years of athletic sports education is for the Central Bohemian Region 163 680 CZK and for the Prague city 188 550 CZK. It is necessary to realise that an important role is played by club. Every club has own policy for the amount of membership fees, the cost and frequency of athletic camps and facilities provided by the child. Some clubs offer children some sport equipment free of charge, such as jersey troop, sport suit or transport to races. The club acquires finance in various ways. These ways are shown in Table 6.

Table 6: Selected revenue

donations	20 000–100 000 Kč
sponsoring	136 000–250 000 Kč
subsidies - city	20 000 Kč
Czech Athletic Association	1 500 Kč

Source: interviews with coaches and managers associations

Sports education of children is currently very important and hot topic. The attitude of parents is very important here. It can be influenced by financial demands of child’s sport. The media often give surveys that assess individual sports in terms of financial cost, but only few of them go really in depth and examine how it really is for households which are carrying the costs.

With questionnaire and collaboration with the coaches, who did the survey, we managed to analyse the cost part left to the parents in the Central Bohemian region and in the capital city of Prague. Among the expenditures, which are included in this amount is sportswear, shoes, the club’s T-shirt, membership fees, training camps, transport to trainings, relaxation, entry fees for races and other equipment. Thanks to the responses of parents of athletes it was found out that the actual amount of money spent on athletic education is in average of 24 870 CZK in Prague, which is more expensive than it is in Central Bohemian region. This amount almost corresponds with the average monthly salary in both regions.

The final amount, however, cannot be generalized for the whole Czech Republic. Much of the spending is dependent on the athletic section which child attends and on everything that club provides for child for free. For more informative result the project will continue and the survey will be carried out on a larger sample of the whole country.

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