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OF SPORTS SCIENTISTS  
(ISSS)**

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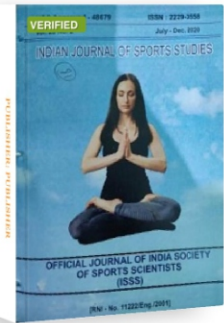
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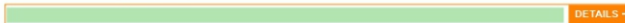
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Date: 2021/04/06

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**Journal title:** Indian Journal of Sports Studies

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**No. of Citations\*:** 23

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**Technical Editing Quality Contribution (TEQC):** 5 (13%)

**Review Process Contribution (RPC):** 6 (8%)

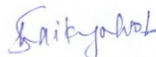
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## Cardiac Problems - An Overview

*Lt. Dr. Sudheer*

Associate Professor and Head  
Dept. Of Physical Education  
Christian College, Kattakada

### Abstract

*The practice of yoga in a regular basis and adopting a method that is suitable to traditional, systematic would keep off heart attack. Yoga peace of mind in a tranquilative of spirit and the balance of physique. It purifies the mind and body alike. The exercises called Asanas controls the physiological and psychological disposition of a person. The emergence of mushroom hospitals is the consequence of increasing diseases and illness. To lead a healthy and yogic life.*

The age old Indian tradition is considering the God given body as a means to practice dharma and attain moksha. The slogan of world cardiac healthy day is “Team up for cardiac health “To ensure cardiac health one should follow a style of life that is centred on punctuality and self discipline “Sareeram Adyam Khalu Dharma Sadhanam” Without body nothing can be attained. It is the prime duty, therefore all people to keep their body in condition of perfect health. If we analyse the death rate a majority of people in the world die due to cardiac arrest and cerebro vascular accident. (CVA) A combined activity ensures the heart that is totally healthy. Every year 30<sup>th</sup> September is celebrated to be the world cardiac health day. The abundance of love is expressed to something that overflows from our heart. Even when one loves with all this heart how many people do realise the condition of heart. A controlled diet, regular exercise will definitely offer a heart that is intact.

Ignorance is the prime cause of all illness. Our Women knows everything about management of a Home, but know practically nothing about the management of their health.

Once heart element was more seen in men than women. The reason was their habits and the habit of controlling the emotion as against their counter parts who express their emotion through laughter and tears. But now a days the rate of heart elements is on the increase among women. As the time it is the heart complains among women would rise to 12% as against the report of statistics of 1990 it is recorded that the death due to cerebro vascular accident (CVA) and heart failure was reported to be 1.75 cores. Every year at the rate of 15 ladies per minute die of heart attack resulting in a total 86 lakhs. The chances of heart complains are more among women who have reached menopos. Unlike men there is a great unwillingness among women to do exercise, lack of interest in doing exercise, high blood pressure, high heart rate, etc all these leads to heart problem one of the reasons for high cardiac complaint among women is their tendency to eat all the leftover food, being a passive smoker of their partner, Usage of contraceptive tablets, the delay in diagnosing their illness, failure in continuing treatment, the lack of attention given to the illness of women in the developing countries. The symptoms of women suffering from heart problem are different from that of women that man. A pain the chest need not necessarily be a sign of heart attack. The pain that is experiences at the shoulder which slowly spreads to the hand, backm stomach, neck is the symptom of heart element among women. The feeling that they don't have proper digestion, vomiting, exhaustion, sweating, anxiety, etc. When these symptoms appear it is advisable to route the person to the doctor. Heart element of a women is more among women than men.

“An illness of the body is always the outer expression and translation of a disorder disharmony in the inner being. Unless this inner disorder i heald, the outer care cannot be total and permanent.

The miserable plight if the heart condition of infance is very pitiable. Nearly 25 crores of infants of the world are recorded to suffer from heart element. Nearly ;half the population of the children in the world that too between the age of 12 to 19 out of six one child is said to suffer from the cardiac block. The children who live with parents who are in the habit of smoking are more exposed to heart diseases. When such children reach the age of five they are considered to inhale at least 102 packets of cigarettes smoke.

When this block is rated to rise above 70% . It results in a cardiac arrest. When these children reach adolescence they contract more or less 15% blocks in the hearts. Children above 2 years meet with disaster if their food habits are not controlled. The parents who overload their children with the view to make them to grow fast makes a big blunder in this regard. Statistics reveals; that 15 cores of the child population suffer from chastity. For the children up to the age of 14, 1800 Kalori of food is enough. After the age of 18, 2400 Kalori is required. In fact double of the requested Kalori is given to the children by parents.

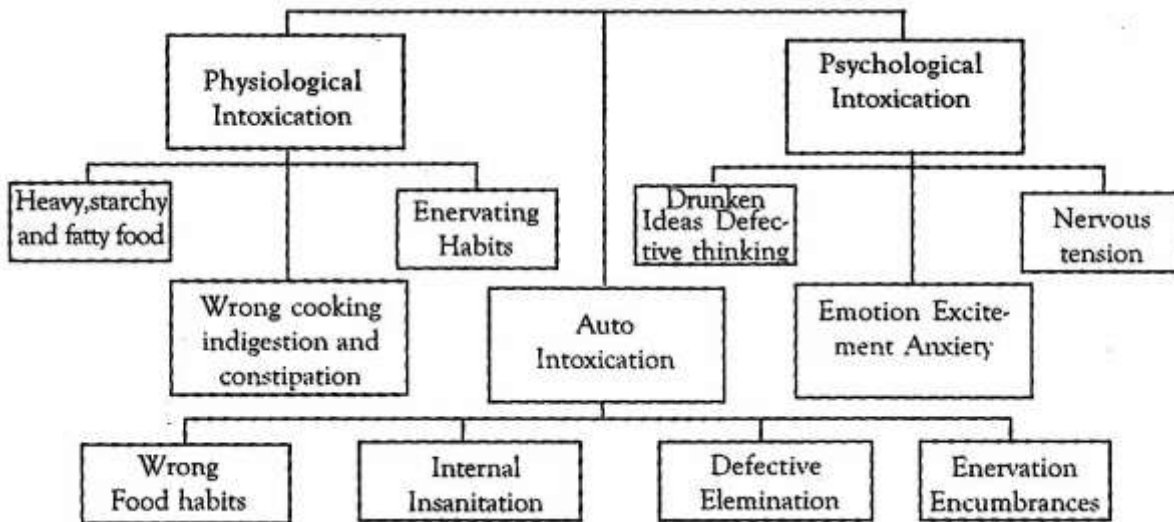
*Modern man is addicted with scores of diseases most of the disease are manmade and mainly the product of ones own habits. On scientific Analysis it can be seen that the cause of disease are three fold. Viz. Physiological intoxication, psychological intoxication.*

**Chart (1)**

**Cause of ill Health**

*As far as massive heart attacks or myocardial interactions are concerned the*

*following reasons are having a deep influence*



**Cholesterol :**

The increased

amount of cholesterol rate in the body leads to heart attack.

## **Usage of hormones:**

Smoking habits and tobacco chewing is equally harmful as the smoke of counterpart. Smoking at an early age increase the danger to heart attack.

## **Diabetics**

If one fails to control diabetic whether be younger or old will raise the chances to heart disease.

## **Alcohol**

Too much use of alcohol affect the heart on the other hand desired amount of alcoholic usage will protect the heart.

## **Hereditary factors**

The sanjuink relation with a heart patient who expired before the age of 55 enhances the chance of cardiac arrest in his discentends.

## **Use of Hormones:**

Use of hormones, steroids contraceptives, sexual stimulants increases the chances of heart problems.

## **How to prevent heart attacks**

Fruit, Vegetables, green leaves and nuts are the positive food. In milk, egg, fish, meat etc. Negative elements are more and the continuous conception of these will create problems to our inner organs and leads to cardiac diseases.

Health is one thing that one should cherish lifelong. It is very precious. A healthy conscious man should project his health by reforming diet. According

to Acharya Lakashmana Sarma” Health is the way and there is no way to health”.

**Chart (2)**

**Suitable Food**

Vital	Essential	Undesirable	Dangerous
Raw Veg.			
Salad	Steam cooked	Oily	Chemically Treated
Juices	Soup	Spicy	Preserved foods
Pudding	Stew	Deeply Fried	Fast food
Pudding	Stew	Deeply Fried	Packed food
Fruits	Rice	Milk	Tin food
Vegetables	Wheat	Egg	Dried and
Green Leaves	Pulses	Fish	Fried Food
Nuts	Grams	Meat	

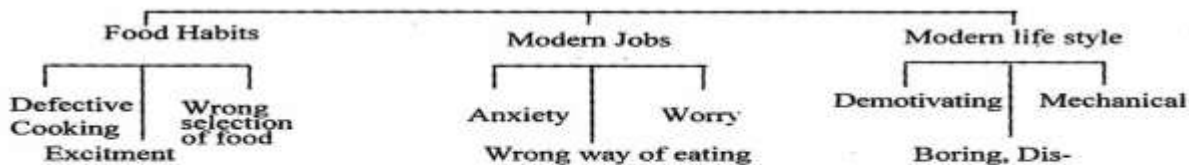
**Yogic Practice**

The practice of yoga in a regular basis and adopting a method that is suitable to traditional, systematic would keep off heart attack. Yoga peace of mind in a tranquility of spirit and the balance of physique. It purifies the mind and body alike. The exercises called Asanas controls the physiological and psychological disposition of a person. The emergence of mushroom hospitals is the consequence of increasing diseases and illness. To lead a healthy and yogic life.

*The following chart shows the cause, disorder results and the corrective measures to be followed to lead a healthy life.*

**Chart (3)**

**FACTORS LEADING TO HEART DISEASES**



“As health is the foundation upon which all worthwhile things in life could be gained and as its is every human being’s birth right, it is the duty of every individual to learn the science of Nature cure in depth and to practice the principles in daily life”.

### **Conclusion**

A civilised man should have sufficient knowledge as to lead a healthy life. The modern man unfortunately gathers little knowledge about health an health care. He is always deprived of the fundamentals of better living. To quote Acharya Lakshmana Sarma (Practical nature cure) “Modern man takes health for granted. If happens that most people do not know the value of health until it is lost”. Man needs food for his energy and continuous existence. Energy does not come from food alone. There are several other sources of energy “Pranasakthi” or vital power is the real energy as far as man is concerned. Extra food does not give extra energy.

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## Can Regular Yoga Practice Improve Sports Performance?

*\*Dr. Jitendra Pratap Jha*

*\*\*Raj Kumar Mishra*

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### **Abstract:**

If you are looking for a creative way to get strength and resistance training, while improving range of motion and balance, yoga may be a good addition to your workouts. Yoga may be the perfect cross-training method for athletes of all sports. Yoga can help athletes develop better breathing techniques while it improves balance, flexibility, core strength, and even endurance.

### **Introduction:**

Imagine an activity that increases your flexibility, strengthens your muscles, centers your thoughts, and relaxes and calms you. Yoga does all that and more! In this article, I will review a brief history and the philosophy of yoga, the different types of yoga, the benefits, equipment you need to do it, where to do it, how to get started, and a whole lot more. Yoga is an ancient physical and spiritual discipline and branch of philosophy that originated in India reportedly more than 5,000 years ago. The word yoga comes from the Sanskrit word yuj, which means to yoke, join, or unite. The Iyengar School of yoga defines yuj as the "joining or integrating of all aspects of the individual - body with mind and mind with soul - to achieve a happy, balanced and useful life." The ultimate aim of yoga, they claim, is to reach kaivalya (emancipation or ultimate freedom).

### **Benefits of Yoga for Athletes:**

#### **Develop deep, relaxed Breathing:**



If you participate competitively in sport or simply join the occasional fun run on a whim you are aware of the impact breathing can have on performance. Deep, relaxed breathing is the foundation of reducing performance anxiety and improving concentration. Yoga will help you develop a habit of breathing correctly. Yoga practice integrates the mind-body connection and athletes can benefit from this combination of skills training.

### **Increase Core Strength:**

Yoga poses are all about building core strength. The slow, focused movements require a strong midsection and the isometric contractions of many exercises will add a new form of resistance training to your typical machine-based workouts.

### **Increase Flexibility and Range of Motion:**

Yoga routines incorporate slow, steady flexibility exercise that is ideal for athletes. Frequent yoga training may increase flexibility, and range of motion while relieving muscle tension. Whether you are a runner or a golfer, improved range of motion can often help improve performance.

### **Improve your Balance:**

Yoga is a perfect way to incorporate balance exercises into your training routine. Balance exercises are often overlooked by athletes but are one of the most effective ways to correct muscle imbalance or body mechanic problems. With most sports and weight training routines you tend to perform repetitive motions that develop some muscle groups while others are ignored. Yoga can fix these imbalances.

### **It's great Cross Training:**

Yoga is a great low-impact way to cross train. Cross training is necessary for athletes who do the same sport or exercise routine year-round. Adding new exercises can help reduce injury, relieve training boredom, add variety and help recover from hard aerobic or strength workouts. Yoga can be done at a high or low intensity and there are hundreds of postures that can provide a workout for any athletic need.

### **Something for Everyone:**

There are many styles of yoga that range from very dynamic, active, movements that go from one posture to another (and result in a thorough aerobic workout) to more slow-paced practices that hold postures for several minutes and form an intense strength training and balance workout.

### **Conclusion:**

While yoga is an excellent exercise option, it isn't without risk so you need to learn how to **prevent yoga injuries**. While much of the benefit from yoga practice is still based on subjective feedback from participants, more research is looking closely at positive health outcomes from yoga. Studies reported by the National Center for Complementary and Alternative Medicine of the National Institutes of Health have linked yoga practice with decreased low back pain and less reported chronic pain from arthritis, headaches, and carpal tunnel syndrome, as well as lower blood pressure, heart, breathing rates, and reduced insomnia.

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## A Comparative Study Of High-Density Lipoproteins Cholesterol In Sports Women And Non Sports Women

*Minaxi Mansukhbhai Patel*

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Banaras Hindu University

**Abstracts:** Cholesterol is a fat chemical (lipid) that is made in the cells in your body. Many different cells make cholesterol but cells in the liver make about a quarter of the total. Although many foods contain cholesterol, it is poorly absorbed by the gut into the body. Therefore, cholesterol that you eat in food has little effect on your body and blood cholesterol level. A certain amount of cholesterol is present in the bloodstream. You need some cholesterol to keep healthy. Cholesterol is carried in the blood as part of particles called lipoproteins. The purpose of the present study was to find out the difference between the level of High-Density lipoproteins cholesterol in Sports women and Non Sports Women. Hypothesis was that, "There would be significance different in the level of High-Density lipoproteins cholesterol in Sports Women and Non Sports Women". Total 40 students (Sports women 20, Non sports women 20) were selected as sample. In present study researcher was taken Blood Sample Test and lipid profiles test for measurement of H.D.L.as research tool.

**Key Words:** High-Density lipoproteins Cholesterol

**Introduction:** The full form of HDL cholesterol is High-density lipoproteins carrying cholesterol. This is often referred to as good cholesterol. It is important to raise your high-density lipoprotein (HDL) cholesterol, which is known as the "good" cholesterol. Although higher levels of HDL can be helpful in reducing your risk of having a heart attacks. Researcher wants to know the difference between the level of High-Density lipoproteins cholesterol in Sports women and Non Sports Women, so this research work was done.

**Purpose of the Study:** The purpose of the present study was to find out the difference between the level of High-Density lipoproteins cholesterol in Sports women and Non Sports Women.

**Statement of the Problem:** The statement of the problem is, “A Comparative Study of High-Density lipoproteins Cholesterol in Sports Women and Non Sports Women”.

**Hypothesis:** Hypothesis was that, “There would be significance different in the level of High-Density lipoproteins cholesterol in Sports Women and Non Sports Women”.

**Variables of Study:** The following variables were included in present study.  
Independent Variable (Women)

Dependent Variable (High-Density lipoproteins cholesterol)

**Population and Sample:** In the present study sports women and non sports women studied in Saurashtra University during the academic year 2014-15 were included as population. To fulfill the purpose of this study, 20 sports women who were participated in Saurashtra University Inter College sports Competition and 20 Non sports Women were selected through randomly sampling method.

**Research Methodology:** In the present study experimental research method was used. There were two groups; an experimental group (Sports women) and a control group (Non sports women). Both the groups had similarly 20 subjects in them. The experimental group was exposed to physical training. The control group was not exposed to any type of physical training.

**Data Collection:** To test the concept of study, Expert pathologist will take blood samples from the subjects in the pathological laboratory and total lipid profiles test was administered on subjects. The data of test was noted by researcher. The score was taken in mg/dL. Cholesterol levels are measured in milligrams (mg) of cholesterol per deciliter (dL) of blood or millimoles (mmol) per liter (L).

**Research Tool:** In present study researcher was taken Blood Sample Test and lipid profiles test for measurement of H.D.L.as research tool.

**Results and Statistical Analysis:**

**HDL Cholesterol**

<b>Group</b>	<b>N</b>	<b>Average</b>	<b>S.D</b>	<b>Std. Error Mean</b>	<b>“t”</b>	<b>Level Of Sig.</b>
Sports Women	20	54.20	3.39	0.75	8.916	Significant at 0.01 level
Non Sports Women	20	46.15	2.18	0.48		

In order to compare the H.D.L. Cholesterol between Sports women group and Non sports women group independent t-test was applied. The calculated t value is 8.916 which are greater than tabulated t value. So it was significant at 0.01 level. It may be concluded that there is significant difference on H.D.L. Cholesterol between Sports women group and Non sports women group. So the hypothesis, “There would be significance different in the level of High-Density lipoproteins cholesterol in Sports Women and Non Sports Women” was accepted. Sports Women have good level of H.D.L. Cholesterol.

**Conclusion:** The result was favour of Sports Women, so the regularly physical training was affective in H.D.L .Cholesterol. Sports Women have good level of H.D.L. Cholesterol.

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## **Research Article - Analysis on personality traits of sports men and non-sports men of school in Tinsukia district, Assam.**

*Mr. Asitava Ghosh,*

### **Abstract**

The purpose of this study was to compare the personality traits of sports and non-sports men of school level. The present study was conducted on the 50 sports and 50 non-sports men of school from Tinsukia district, Assam . On the basis of data available in the literature and with own experience and advice from researchers, academic experts the following hypothesis was form that there would be significant difference in personality traits of sports and non-sports men at school level. The personality questionnaire developed by H. J Eysenck in national psychological corporation was selected for the collection of data. It was found to be reliable to employ physical education teacher for collecting data, the analysis of data, collected by administering the questionnaire to all the subject's t- test was employed at 0.05 level of significant. The findings of the study stated that there was statistically significant difference in personality traits of the sports and non-sports men. It is clear that the mean of personality traits of sports men are significantly higher than the mean of personality traits of the non-sports men.

**Keywords:** Personality trait, sports men, non sports men, statistical, hypothesis, analysis, significant etc

### **Introduction**

Personality defined as the set of habitual behaviors, cognitions and emotional patterns that evolve from biological and environmental factors. While there is no generally agreed upon definition of personality, most theories focus on motivation and psychological interactions with ones environment. Trait-based personality theories defined by Raymond Cattell personality as the traits that predict a person's behaviour. On the other hand, more behaviour based approaches define personality through learning and habits. Most theories view personality as relatively stagnant, not much progressive.

personality is the product of heredity and environment, the people from same environment will have some common characteristics which will reflect in their personality to a great extent. From this point of view, it can be observed that regular participation in competitive sports will be associated with certain personal and behavioral characteristics which can be categorized as the personality traits of sports men. The question whether personality and competitive sports are related was a topic with heated discussion on many tables. The sports psychologists and counsellors of different teams participating in higher level tournaments play a very significant role by providing mental support to their athletes and players. Personality is a summation of many attributes combining of physical and psychological characteristics. Since personality is the product of heredity and environment, the people from same environment will have some common characteristics which will reflect in their personality to a great extent. From this point of view, it can be observed that regular participation in competitive sports will be associated with certain personal and behavioral characteristics which can be categorized as the personality traits of sports men.

It is important to know about the role of emotional intelligence, mental toughness and motivation of the players during the training as well as competitive situation (Bull 1991)

### **Procedure and Methodology**

In the present study a sample of 50 sports and 50 non-sports men (Total=100 men) of Tinsukia, Assam . The collection of data personality Questionnaire prepared by H.J. Eysenck was administered. For the analysis of data, collected by administering the questionnaire to all the subject's t- test was employed at 0.05 level of significant.

### **Findings of the study -**

To find out the significant of difference between personality traits sports and non-sports men. The analysis of data, collected by administering the questionnaire to the entire subject's t- test was employed at 0.05 level of significant. The statistical analysis of data pertaining to personality traits is

given below. Finding of the study show that all there was significant the sports and non- sport men of Tinsukia, Assam . It is clearly indicates that mean of personality trait of sports men is significantly higher than the mean of personality traits of the non-sports men of Tinsukia, Assam. This may be attributed due to the reality that the players prepare mentally for various competition and develop team spirit in them and help them to distribute the pressure of the completion. It is necessary to train players of team sports to enhance mental toughness. These outcomes may realize to develop the various training plans.

**Table:** Significant Difference between the sports And Non- Sports men.

<b>Groups</b>	<b>Mean</b>	<b>S.D</b>	<b>Difference between Mean (DM)</b>	<b>‘t’ ratio</b>
Sports men	42.6	6.7	11.4	8.09*

Table present there was significant difference in sports men between non-sports of Punjab. The SD values of these two groups were 6.7 and 8.2 respectively. These values demonstrated the intra-groups variability among the subjects.

Since calculated’ value 8.09 was found to be more than tabulated value 1.98 at 0.05 level. Thus data provides sufficient confirmation to ensure that the mean sports men of the non- sports men of Tinsukia, Assam.

## **Discussion and Conclusions**

**The results of the study are concluded as follows:**

This study was an effort in similar way to find out and compare the variety among the two different types of personality trait. In this study researcher had selected 50 sports men and 50 non-sports men. From the analysis of data researcher found that there were significant difference in participants among

sports men and non-sports men, in terms of surrounding especially where anybody work having more influence. This may be attributed due to the reality that the players of prepare mentally for various competition and develop team composition in them and it also help them to distribute the pressure of the completion.

Researcher feel this above factor might be reason to bring the significant difference between the two groups, the sports men for sports participation and non-sports men for non involvement in any sports activities.

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## Can Alcohol Affect Sports Performance And Fitness Levels Of Athletes

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### **Abstract:**

Alcohol consumption is a major concern in the sports world. It remains one of the most abused drugs among athletes despite the well-known negative effects it can have on the mind and body. Drinking often begins among athletes during the high school years. If you play sports, it's essential that you understand how alcohol can damage -- even destroy -- your athletic ambitions.

### **Effects of alcohol on sport performance:**

Overall, alcohol is detrimental to sports performance because of how it affects the body during exercise. It does this in two main ways. Firstly, because alcohol is a diuretic, drinking too much can lead to dehydration because the alcohol makes your kidney produce more urine. Exercising soon after drinking alcohol can make this dehydration worse because you sweat as your body temperature rises. Combined, sweating and the diuretic effect of exercise make dehydration much more likely. You need to be hydrated when you exercise to maintain the flow of blood through your body, which is essential for circulating oxygen and nutrients to your muscles.

“Dehydration leads to reduced performance,” says Professor Greg Whyte, an expert in sports performance. “Hydration also helps control your body temperature so you’re more likely to overheat if you’ve been drinking alcohol.”

Secondly, alcohol interferes with the way your body makes energy. When you’re metabolizing, or breaking down alcohol, the liver

can't produce as much glucose, which means you have low levels of blood sugar. Exercise requires high levels of sugar to give you energy. If your liver isn't producing enough glucose, your performance will be adversely affected. "If your body is forced to run from your supplies of fat rather than blood sugar, you will be slower and have less energy and won't be able to exercise as intensely," says Professor Whyte. As a result, your coordination, dexterity, concentration and reactions could be adversely affected too. Both of these effects are immediate which is why it's not advised to exercise or compete in sport soon after drinking alcohol.

### **Exercising the day after the night before:**

Drinking alcohol the night before could have a negative influence on your performance the following day. Sports dietitian Jane Griffin says: "It's not possible to perform at your best if you're feeling any of the effects normally associated with a hangover such as dehydration, a headache and hypersensitivity to outside stimuli, such as light and sound."

### **Trying to avoid a hangover? Get some simple tips here:**

Even if you're not experiencing the symptoms of a hangover, elite sports nutritionist Matt Lovall adds that "exercising the day after drinking alcohol can mean you have an all-round lower quality training session or sporting activity." You'll lack strength and power, be less likely to make split second decisions and more likely to feel tired quicker because your body won't be able to clear out the lactic acid you produce when you exercise. "This is because your liver will be working harder to get rid of the toxic by-products of alcohol in your system," explains Lovall. For all of these reasons, experts suggest avoiding alcohol the night before exercise whether you're due to go for a heavy session at the gym or compete in a team game. However, if you do decide to drink, both Lovall and Griffin advise sticking to just one drink with food. "I would say with whether you have a drink the day before a training session or workout – you make the choice. But definitely think twice before drinking the day before a competition or match," says Griffin. Similarly, drinking after exercise is not advisable if you haven't consumed enough water

to replace the fluids you lost. Professor Whyte recommends sticking to the government's low risk alcohol unit guidelines and alternating with soft drinks. He warns that having a greater amount than this after exercise is more likely to make you crave stodgy high in calorie foods – which could affect your sports performance later down the line if you put on weight as a result. Drinking too much and eating calorific food will cancel out the health gains of the exercise your body would have benefited from.

### **Longer-term effects:**

Indeed, alcohol is high in sugar which means alcohol contains lots of calories – seven calories a gram in fact, almost as many as pure fat. “If your aim in the gym or through exercise is weight management, then it seems paradoxical to consume ‘empty’ calories in liquid form,” says Professor Whyte. Alcohol can also slow down the amount of calories you’re able to burn through exercise. Because your body isn’t designed to store alcohol, it tries to expel it as quickly as possible. This gets in the way of other processes, including absorbing nutrients in food and burning fat.

Muscle gain can be affected too. Alcohol can disrupt sleep patterns and growth hormones, vital for muscle growth, are released while you're in deep sleep. It could also reduce the amount of testosterone – a hormone you need to gain muscles – which you have in your blood. “And drinking alcohol to excess can poison muscle fibers which means they don’t adapt like they should do for up to three days,” says Lovttl.

### **Alcohol and your heart rate:**

Most worryingly, drinking can increase the potential for unusual heart rhythms. This is a risk which significantly increases during exercise up to two days after heavy alcohol consumption. “How much you need to drink to be at risk depends on the individual, but the risk increases if you are an irregular drinker,” says Professor Whyte. It’s because the activity itself already increases your heart rate and with a lot of alcohol in your system, you put extra stress on the organ. Other long-term impacts of alcohol such as



heart disease, cancer and liver disease, could stop you taking part in exercise and sport altogether.

### **Drinking alcohol while recovering from a sports injury:**

Sports performance is also impaired when you drink after you've had an injury. You'll be out of action for longer because the recovery process slows down. "It's difficult to quantify how much you have to drink but we know that alcohol causes the blood vessels to the skin, arms and legs to open up," explains Griffin. "The increased blood supply makes an injury bleed and swell even more."

### **Conclusion:**

Fitness doesn't require that you swear off alcohol completely; of course you're probably going to have a drink every now and again with your friends or at a party—that is if you're of age. But before you go bar hopping or get crazy at a party, consider the detrimental effects the excess alcohol could have on your fitness—your progress could be set back pretty significantly.

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## How To Increase Sports Performance Through Yogic Activities

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### **Abstract:**

In a glance, yoga may seem like just a light muscle stretching activity with all those delicate moves. But in fact yoga is really not that simple to perform. Those slow moving stretches could give a huge impact on a person's body in a good way. Not only for average people, but for professional athletes like Serena Williams, Pete Sampras and even NFL team members from Miami Dolphins and New York Giants are practicing yoga to improve their performance on the field. Yoga is believed to be able to help these athletes increase their strength, stamina, focus, flexibility and balance out their bodies after a long hard physical training that sometimes causes imbalance as a result of over stretching and over strengthening.

### **Improve Sport Performance with Yoga:**

#### **Improving Focus:**

When playing a competitive sport you have to be active outside but need to be calm and stay focused on the inside. This is easier said than done. Try doing that in a football field when running towards the end of the line waiting for a pass, while a bunch of mean big guys running after you trying to crush your bones, now that's what I call a difficult situation to stay in focus.

However yoga can make it possible for you to stay focused even in the most difficult situation through its breathing technique. With yoga it is possible for you to feel relaxed under all kinds of situations thus will make your mind become more still and centered. Increasing your focus means better concentration, which leads to overall stability of mental states, and that's exactly what is needed by an athlete to win a game.

#### **Increasing Balance and Core Strength:**

In order to preserve the balance in your body, you must strengthen the core, which is the center of your body. The human body is divided into two major muscles groups, the upper body muscles and lower body muscles. The core is the one that has the duty to balance these so they can work synergistically; therefore, it has to be strengthened. Perhaps there is no better way of understanding and achieving this other than practicing yoga.

### **Increasing Flexibility:**

No doubt that yoga is the best way to increase flexibility. Flexibility is very much needed for an athlete to be able to jump higher, hit harder, reach further or run faster. Sometimes in order to achieve the desired results an athlete would force their bodies to an extreme training which can cause the muscles to become too tight. Yoga can help to loosen these muscles and make them flexible again.

### **Help Connecting the Mind and Body:**

Perhaps a better way to describe this is you have to be able to communicate better with your body in order to bring out its best potentials. As your self awareness grows, your body will be stronger. An athlete should also be able to listen to their body by paying attention to the signals given by it and respond to it properly, and yoga is the best way to help you doing this.

### **Decrease the Risk of Injury:**

Injury is the worst enemy for an athlete. It could make an athlete miss an important match or competition, or even worse it could end a great career. By practicing yoga, the increased flexibility can help to decrease muscle strains, which can reduce the risk of an injury, therefore athletes can play more safely in whatever sports they are participating.

### **Conclusion:**

Research studies show that yoga is a great complement to any sport. It enables you to approach your physical peak and utilize the power of fine-tuned concentration to improve overall performance. Along with increasing strength, coordination, flexibility, and focus, statistics show that yoga expedites muscle recovery, allowing practitioners to rapidly advance their training regimen and

stay ahead of the competition. If your progression has plateau or if you want to see improved results, yoga may very well be your solution.

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# **SOCIAL EFFECTS THROUGH SPORTS TOURISM**

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## **Abstract**

Today we are continuously examining various ways 'and means of taking care of our dyer increasing population by providing them with their basic needs and livelihood. Our financial experts are forever trying to ensure that foreign money comes in to our country by various means. The challenge before them is to make sure that money comes in, money keeps rolling, as a result of which people have their lively hood and their basic needs are provided for. In order to meet this challenge we need to look at a new emerging concept which is known as Sport Tourism.

Sport Tourism is similar to what we call pilgrimage in India. Sport-event tourism is globally significant in terms of its popular appeal and ability to generate travel and related benefits for destinations, and in large scale of related commercial sponsorship. Although a great deal of attention has been given to events in general, and to some of the impacts of sport- events, little research is being directed at the supply-demand system as a whole, and many specific issues are therefore being ignored. In general, the benefits from organizing such Sport-Events include the following: (a) attracting high-income tourists and creating a new generation of tourists who might visit the host country repeatedly. (b) Creating a favorable image of the host country as a tourism destination. (c) Creating and/or modernizing a locale's tourism infrastructure. (d) Using the international media's presence to communicate with the world. (e) Creating a skilled workforce in the organization, management, and funding sectors specializing in unique, tourist-friendly sporting events. This Sport - Event Tourism will certainly be a boon to our financial sector if analyzed and developed properly.

**Keywords: Sport- event tourism, Sports event marketing, marketing sports**

## **INTRODUCTION**

Today we are continuously examining various ways and means of taking care of our ever increasing population by providing them with their basic needs and livelihood. Our financial experts are ever trying to ensure that foreign money comes in to our country by various means. The challenge before them is to make sure that money comes in, money keeps rolling, as a result of which people have their lively hood and their basic needs are provided for. In order to meet this challenge we need to look at a new emerging concept which is known as Sport - Event Tourism.

Sport-event tourism is globally significant in terms of its popular appeal and ability to generate travel and related benefits for destinations, and in large scale of related commercial sponsorship. Although a great deal of attention has been given to events in general, and to some of the impacts of sport- events, little research is being directed at the supply-demand system as a whole, and many specific issues are therefore being ignored.

Sport-event tourism is globally significant in terms of its popular appeal and ability to generate travel and related benefits for destinations, and in large scale of related commercial sponsorship. Although a great deal of attention has been given to events in general, and to some of the impacts of sport- events, little research is being directed at the supply-demand system as a whole, and many specific issues are therefore being ignored.

## Definition of Sport Tourism

Sport Tourism is similar to what we call pilgrimage in India. Thousands of people in India travel long distances for visiting famous temples, churches, and mosques in our country. Sport-Event tourism is similar to this concept but with a slight difference. In Sport Tourism the host city has to draw on the interest of people who like to participate in Sport-Events as Organizers, participants, or spectators and build up a continuous long lasting tourism demand and supply system.

In defining Sport-Event tourism at least two major perspectives must be taken;

Consumers - Sport-Event tourism is travel for the purpose of participating in or viewing a sport -event

Destination - Sport-Event tourism is the development and marketing of sport-events to obtain economic and community benefits.

In addition, it must be noted that from the event organizer's perspective, tourists are but one of the target sectors to attract, and to event sponsors the tourism market is only one of several industries which relationships are to be forged.

## The Sport-Event Marketing System

The supply and demand sides of the Sport-Event Marketing System are connected through a variety of important intermediaries. Supply is characterized by Sport-Event venues and the destinations in which they are held, including all the services necessary to host visitors. From the tourism perspective all visitors are potentially important, although some are likely to generate greater benefits through their spending patterns. Media broadcasts or other reports of the event represent other types of supply, to be consumed by different types of spectators and fans who don't travel for the event, but for whom exposure to the event might contribute to an enhanced image of the destination and potential future visits. A third type of supply is that provided by sponsors of events who make possible event media coverage but also create opportunities for special promotions and products to be consumed by several intended audiences: visitors, media spectators, and fans.

The demand side encompasses several groups, beginning with the teams, leagues, and sport- governing bodies that generate the events. They must be sold on the venue and destination through formal bidding process. Sport-Events have four primary markets; athletes, officials, spectators, and the media. Each of these markets attends for a different reason and, therefore, requires a different promotion appeal. Further, events vary in terms of their focus. Some are more participant oriented like tournaments and marathons, and others are more targeted at spectators like auto races, world championships.

This new concept of Sport - Event Tourism is easily understood by studying the following example of marketing sport and a city.

## Marketing Sport and a City

The opportunity for a city to host the Olympic Games constitutes an enormous economic, social, and cultural commitment, as the Olympics are the world's biggest sporting event. It is an opportunity that, if properly managed and marketed, will bring a number of positive long-term benefits to the rest of the country in which the city is located.

While the Games last only 2-3weeks, 10 years of preparation will have gone before to ensure both a successful bid and the smooth operation of the Games once the bid wins. The experience of cities that have hosted the Olympic Games demonstrates that, if they are carefully planned and promoted, the Games can generate significant growth over a long period. A primary factor in such growth is the

increase in tourism that a nation can continue to enjoy long after the Olympic Games have concluded.

From a tourism perspective, the Olympic Games can certainly be considered the most important sporting event. Frequently, organizers' purpose in undertaking such events is to increase tourism in a city or country. In general, the benefits from organizing such events include the following:

- Attracting high-income tourists and creating a new generation of tourists who might visit the host country repeatedly.
- Reating a favorable image of the host country as a tourism destination.
- Creating and/or modernizing a locale's tourism infrastructure.
- Using the international media's presence to communicate with the world.
- Creating a skilled workforce in the organization, management, and funding sectors specializing in unique, tourist-friendly sporting events.

Properly managed, the Olympic Games can change a country's tourism industry significantly and for the long term. Effects tend to fall within three categories, the *Olympic market*, the *internal tourism market*, and the *international tourism market*. The Olympic market consists of a network of economic activities that result from organization of the event and require significant investment of time and funding. Aspects of the Olympic market are marketing (mainly promotion and public relations), funding and donations, preparation of athletic and related facilities, tickets and other spectator services, transportation and accommodation (of athletes, spectators, dignitaries), and safety and emergency services. For every Olympiad, a workforce is formed to undertake these tasks, creating thousands of jobs and extensive activity in the host city. (Later in this paper, an attempt is made to estimate economic and non-economic effects of the Olympic market, based on previous studies.)

A large nation's internal tourism market also experiences an impact when one of its cities is to host the Olympic Games. However, in Greece as opposed to the U.S. or even Australia, the internal tourism market is of less significance. In terms of both area and population, Greece is the smallest country chosen to host an Olympic Games. One might go so far as to refer to Greece itself as the "city" that has undertaken the responsibility of hosting the Games.

The right to host the Olympics brings with it long-term effects on the city and nation's international tourism market, as well. Such effects begin to be felt immediately after a country has won a bid to host the Games and persist until several years after the closing ceremony. In the case of Athens, this period covered the years 1998 to 2011. International tourism was expected to extend to three types of tourist: visitors traveling before the Games, spectators and other visitors during the Games, and visitors drawn to the country at some point by the Olympics-related publicity. The first category comprised, for Athens, persons who were likely to visit Greece in preparation for the Games, such as the members of the Olympic family, media representatives, sponsoring organizations' representatives, athletes, dignitaries, and some spectators. Such individuals also constitute the second category and can be expected to peak in number as the Olympic athletes compete. Finally, the third category includes all tourists from outside Greece who were expected to visit Greece between 1998 and 2011 due to promotional efforts linked to the 2004 Games.

### **Games' Direct Impact on Tourism**

The direct impact of the Olympic Games on tourism is embodied in the arrival of all those directly involved in Olympic Athletic events, as well as those participating in the associated cultural Olympiad; direct impact's chronology is before and during the Games. Whatever the city hosting the Games, demands associated with direct impact remain similar and are based mainly on the number of sports included (currently 28). While estimating direct impact involves some rather arbitrary decisions, the final overall result is not influenced, as it is of very small size. Moreover, a slight increase in the relevant figures was allowed to reflect visitors at the cultural Olympiad.



The tourist category of most importance is the before-Olympics visitors, who include numbers of representatives of the International Olympic Committee (IOC). The IOC is contractually obligated to send representatives to Greece regularly to audit activities and check the progress of the Games' organization. The second largest category of visitors includes members of international federations for various sports. They monitor the development of facilities in which competition will take place. The third category consists of athletes. As the date of the Games approaches, athletes begin to visit the country to become accustomed to the climate and sporting facilities. The final category is made up of sponsors and members of the media.

The total number of visitors expected in Greece during 1998-2004 on Olympic Games' business was 111,000. This figure constitutes a very, small percentage of all tourists who would have ultimately visited Greece as the result of the publicity about the country linked to the 2004 Games.

### **Consequences for Greece, for Athens**

Again, the effect of the Olympic Games on tourism had relevance both for Athens and for Greece as a whole. Initially, forecasts of the numbers of tourists throughout Greece were made. These forecasts were then used to estimate the number of tourists to arrive in Athens, according to three national scenarios. The first national scenario was confined to those arrivals directly linked to the Games and assumed that the level of demand would be minimal. The second national scenario assumed a steady increase in demand leading up to the Games and stabilizing a few years after the Games. The third national scenario assumed a small increase in tourism before and during the Games, a large increase after the Games, and a \*all decrease several years after the Games.

The Olympic Games of 2004 presented a great opportunity for the rehabilitation of Athens and the Attica prefecture as a whole. Some infrastructure projects were already under way; together with Athens' international promotions during the subsequent seven years, these projects helped Athens enhance the proportion of the Greek tourism industry it claimed. Under a first city scenario, Athens would have maintained, at the least, its share of all tourists arriving in Greece, which early in the 1980s was 40% but slipped to 16% in the mid 1990s.

Under the second city scenario, Athens' share of the total number of tourists in Greece would have increased significantly, attaining for the period 1998-2011 an average 22% of all tourists. During the 1990s, the proportion of tourists in Greece who were visiting Athens was as high as 22.3%, but averaged 18.22%.

According to a third scenario, Athens' share in the numbers of foreign visitors to Greece would have moved from 18% in 1998 to 22% in 2004; after 2004, the city's share would decrease, returning to the 18% figure in 2011. Across the whole period, the average proportion of Greek tourism claimed by Athens was forecast to be 16.9%.

### **Maximizing Benefits to Tourism Industry that may surround the Games**

The Olympic Games are a unique tourism-sport event presenting an outstanding opportunity to develop long-term gains for any nation's tourism industry. Supply and demand continue to figure in marketing, and in the case of Greece and the 2004 Olympics, it was to be ensured that the tourism infrastructure could meet the demand for accommodation posed by extra thousands of tourists yet not overestimate the number of tourists who would have visited Greece.

The approach to marketing the Games, one that involved three basic, interdependent elements. The first is supply, which includes organization of and preparation for the Games, the choice of the host city, all services that will be required, media (television, radio, and print), and grants offered by 100 and the host city. The second element of the marketing system comprises intermediaries between the supply and the demand. Often, these intermediaries participate in securing the successful bid for the Olympics, for instance by finding sponsors, working to attract spectators, and generally

organizing the athletic events. The third element of the marketing system is demand, which includes all national athletic teams, all federations supporting the Olympic sports, spectators and tourists, the media audience (television viewers, radio listeners, and readers), and all official sponsors of the Games.

From the example of Olympics hosted by Greece, how can any host city best tap into the elements of this framework to maximize publicity generated by the Games? The host city could pursue a series of strategies, including the following:

- Host athletic events during the period prior to the Games to allow athletes to experience the climate.
- Host athletic events featuring other sports, in cooperation with these sports' federations.
- Host participative athletic events targeting those potential tourists who enjoy recreational athletics.
- Before and after the Games, organize sports related excursions highlighting the regions associated with athletics.
- Organize cultural exhibitions and scientific and professional conferences offering a sports angle.
- Supply the media with information before and after the Games, using news broadcasts.

## CONCLUSIONS

From the above discussion and from the example of Olympics hosted by Greece we see that the new trend of Sport-Event Tourism can be beneficial in several ways.

Sport-Event Tourism is a new trend in the marketing field which may be able to generate considerable benefits for the host city, as seen from the discussion above. The sport-event would have important economic effects on the host city. Publicity surrounding the Sport-Event is expected to increase tourism. New jobs would be created and the nation's GDP would grow.

The most important source of the increase in economic activity would be money spent by tourists visiting the host city as a result of the Sport-Event exposure.

Increased tourism would create additional need for accommodation. This would be a starting point for Hotel Catering industry.

In general, increased opportunities for sport can be regarded as a contributor to community well-being, and local authorities are required to make “adequate provision for facilities for the inhabitants of their area for recreational, sporting, cultural and social activities”.

“Sport means all forms of physical activity which, through casual and organized participation, aim at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competition at all levels.”