

ABOUT MEMBERS' SPORT POPULATION AND SPENDING AT DANCESPORT CLUBS FOR STUDENTS IN THANH HOA

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The paper surveyed the characteristics of sports population and spending to deploy dancesport models for students in Thanh Hoa province. The extended dancesport club attracted social resources, maintaining student activities and contributing to physical development for the needs of students and the masses in Thanh Hoa province.

Key words: Population; sport spending; dancesport; students in Thanh Hoa.

1. Introduction

According to the target of the Master Plan on Development of School Physical Education and Sport in the 2016-2020 period, with a vision to 2025, it's striving that 100% of high education, vocational education and higher education institutions have sports clubs for students maintained regularly [9]. The Government's strategy on development of sport until 2020 defines the tasks and solutions for the boosting of physical education and sports activities in schools as: *Building different types of school sports clubs; encouraging students to spend 2-3 hours/week to participate in extracurricular sports activities in clubs, gifted sports classes [8].*

Dancesport, introduced to Vietnam more than 10 years ago, is a sport with a combination of music and body movement, suitable for the qualities of the Vietnamese people. The current dancesport trend is growing with the attention of the Party and State.

National and international dance competitions are held every year. Vietnam has been named in the international dance map [10]. Accordingly, the characteristics of sports population and spending are factors that need to be approached in order to deploy dancesport models for students in Thanh Hoa province. The extended dancesport club attracted social resources, maintaining student activities and contributing to physical development for the needs of students and the masses in Thanh Hoa province.

2. Overview of research problem

Sport is a type of socio-cultural, conscious and planned activity that takes physical exercises as a basic method to enhance physical fitness, promote people's comprehensive development, and enrich their social and cultural life and building spiritual civilization. The basic types of sports activities include: physical education and school sports, mass sports, and high-achievement sports [1].

Sports population is the total number of people who practice sport regularly (direct population) and people who watch sport regularly (indirect population) in the total population of each country. Normally, the population of sports is only counted directly and the method depends on each country: distributing questionnaires about tens of thousands of typical people in some localities as a basis for calculating the percentage of direct population in the total population; telephone interviewing about tens of thousands of typical people in some localities as a basis for calculating the percentage of direct population over the total population [1].

Sports spending refers to personal spending in sports activities. Sports spending is not only the cost of buying tickets to sports matches or performances, but also the participating in individual sports activities to improve health and quality of life, promote physical and mental development in a balanced and harmonious manner.

Sports spending in the broad sense means individual sports spending that is directly related to sports performance. In other words, consumers spend money directly on sports and other associated expenditures. Sports consumption must be spent in a certain amount, which is a prerequisite for people to participate in sports activities, and is also a premise and guarantee for the survival and development of sports activities. At the same time, it is also a social basis for exploitation and strong development of the sports consumption market [1].

Sports spending is an important component of entertainment consumption, occupying an important position in personal leisure time consumption. Sports spending in a narrow sense means individual sports consumption that is directly related to sports activities such as the purchase of sports equipment or apparel. Sports spending in the broad sense is consumption that is directly or indirectly related to sports performance [3].

3. Research approach and methods

The article uses conventional research methods in scientific research in sports: Method of synthesis and document analysis; sociological investigation methods; descriptive statistics and mathematical statistical methods. The survey audience included 150 members of the expanded Thanh Hoa Student DanceSports Club (60 students and 90 members of social groups).

4. Research results

4.1. Related concepts

4.1.1. Sports club

A club is a social organization that includes a certain group of people on the basis of voluntary, self-consciousness and interest in a certain aspect of society [66], [2], [5]. This side of the activity directly serves the spiritual and material life of the participants, and also serves the society. The nature of the club is a social organization, formed by the needs and aspirations of a group of people; directly serve these people and society.

In the regulations of the Sports Club issued under the Decision No. 1589/2003/QĐ-UBTĐTT dated September 19, 2003 of the Minister, Chairman of the Sports Committee: "The Sports Club is a social organization, was established to organize and guide physical training for practitioners. Clubs are organized in public and non-public types".

According to Duong Nghiep Chi, Vu Thai Hong (2009): "Sports Club is a form of organizing sport activities to people who share the same interest in achieving the goals of sport, established in a prescribed order with relatively stable facilities or yard, organized and guided according to the plan" [2]. This concept refers to both sports clubs operating in the public and non-public forms, with fees and no fees... In the 2006 Law on Sports and the revised one in 2003, Sports Club is defined as a type of sports facility [7], a social organization in sport, a foundation and cell of the sport organization and management system, and as the basic unit of sport. The members of the club are those who have the same interest in sports activities on a voluntary basis. The club is organized and managed in accordance with current regulations and laws with a practical plans and programs. Thus, the Sports Club is a basic unit of sports with a high level of organization and completion at the grassroots [2], [11].

4.1.2. Sport Demographics

Demography is the statistical study of human populations. This is a general science that can be applied to any population that changes over time and space. Demographic analysis can be applied to society as a whole or to groups defined based on criteria such as: age, sex, family status and size, occupation, income, ethnicity or religion. For a long time, demographics have become a measure and determine the market of most businesses regardless of segment or industry. Demographic analysis will be an important basis for dividing customer groups into specific, focused audiences [1].

All customer preferences and needs are related to demographics. Moreover, knowing the demographic factor makes it easier to measure your customers, and you can understand the unique characteristics of each object. Based on that, it will become easier to determine the target market, where to reach and attract customers. Demographics can apply to society as a whole or to groups defined by criteria such as education, nationality, religion, and ethnicity. Demography can be viewed as a sub-discipline of sociology although there are a number of distinct demographic departments. The object of demography is usually to measure the progress of a population, but broader studies of demography also include the analysis of the relationship between economic, social, and cultural processes. and biology that affects the population [1].

4.1.3. Sports spending

Spending (or consumption) is a concept in the socio-economic category to only use material or non-material wealth that people make to satisfy human needs. Consumption is an important activity and process in the economic activity of human society, as well as an important field in socio-economic life. Consumption of life (or life spending) refers to the works and the process by which people use life materials or products to meet their needs. Life spending is an indispensable condition in the process of human survival and development. Consumption of personal life is extremely diverse from many angles such as meeting needs of survival, development, enjoyment. The normal personal consumption process also manifests itself in the process of spending money, purchasing goods to meet the different consumption needs of each individual [3].

4.2. Demographic characteristics about members of the expanded Thanh Hoa Student DanceSports Club

The results of the survey on sports population about members of the expanded Thanh Hoa Student DanceSports Club are presented in Table 1.

Table 1: Demographic characteristics about members of the expanded Thanh Hoa Student DanceSports Club (n = 150)

TT	Variables		Frequency (n)	Rate (%)
1	Sex	Male	73	48.7
		Female	77	51.3
2	Age	Under 20	9	6.0
		From 20 to 30	75	50.0
		From 31 to 40	25	16.7
		From 41 to 50	22	14.7
		From 51 to 60	14	9.3
		Over 60	5	3.3
3	Marital Status	Married	82	54.0
		Not married	69	46.0
4	Literacy	Secondary school	5	3.3

		High school	33	22.0
		Professional high school	12	8.0
		College	20	13.3
		University	70	46.7
		Higher education	10	6.7
5	Monthly income	Under 3 million/month	69	46.0
		From 3 to 5 million/month	45	30.0
		From 5 to 8 million/month	20	13.3
		From 8 to 10 million/month	16	10.7
		From 10 to 15 million/month	0	0.0
		Over 15 million/month	0	0.0
6	Profession	Student	69	46.0
		Officials	19	12.7
		Cultural Art	3	2.0
		Housework	18	12.0
		Foreign business	0	0.0
		Private business	5	3.3
		State business	7	4.7
		Family business	4	2.6
7	Health status	Others	25	16.7
		Normal	95	63.3
		Not normal	40	26.7
		Social disease	15	10.0

In terms of age, Table 1 shows that the members are up to the age of 30 accounts for 75 people (50.0%), from 31 to 50 years old are 47 people (31.33%), the rest makes up a small percentage of those under 20 years old and over 50 years old. The members under 30 years old are mostly students or working people. Regarding marital status, 82 people (54.0%) were married. In terms of educational attainment, 38 people (25.3%) graduated from high school, 32 people (21.33%) have intermediate and college degrees, 80 people (53.33%) are studying at university and higher education. About Average monthly income, 114 people (76.0%) have income under 5 million VND, 36 people (24.0%) has income from 5 to 10 million VND. Regarding profession, the number of student members is 69 people (46.0%), the number of are civil servants and public officials is 22 people (14.67%), the number of businessmen is 12 people (8.0%). Regarding health status (members' self-assessment): 95 people (63.33%) are in normal health, this number focuses on people of student and working age, 40 people (26.67%) in poor health, focusing on middle-aged people and 15 people (10.0%) with social diseases.

4.3. Characteristics of sports spending about members of the expanded Thanh Hoa Student DanceSports Club

The survey results on sports spending about members of the expanded Thanh Hoa

Student DanceSports Club are presented in Table 2.

Table 2: Characteristics of sports spending about members of the expanded Thanh Hoa Student DanceSports Club (n = 150)

TT	Variables	Time/ Level of spending	Frequency (n)	Rate (%)
1	Practice time of the day	Morning	49	32.7
		Noon	15	10.0
		Afternoon	27	18.0
		Evening	59	39.3
2	Numbers of practice sessions per week	1 session	9	6.0
		2 sessions	56	37.3
		3 sessions	75	50.0
		4 sessions	7	4.7
		Regularly	3	2.0
3	Numbers of practice month	6 months	37	24.7
		12 months	30	20.0
		24 months	45	30.0
		36 months	38	25.3
4	Spending for costume, tools (VND/1 year)	From 200 - 300.000	66	44.0
		From 300 - 400.000	17	11.33
		From 400 - 500.000	53	35.55
		From 500 - 600.000	14	9.33
		From 600 - 700.000	0	0
5	Membership fee (VND/1 month)	From 200 - 300.000	57	38.0
		From 300 - 400.000	25	16.67
		From 400 - 500.000	37	24.67
		From 500 - 600.000	20	13.33
		Over 600.000	11	7.33
6	Other expenses (VND/1 month): Water	From 200 - 300.000	119	79.33
		From 100 - 200.000	150	100.0

Transportation	From 200 - 300.000	57	38.0
Relaxation, Recovery	From 100 - 200.000	132	88.0
Exchange			

Table 2 shows that at the time of daily practice, 49 people (32.75%) practice in the morning, 86 people (57.33%) practice in the afternoon and evening, the rest only 15 people (10.0%) practice at noon. Number of training sessions per week, the highest proportion is 115 people (76.67%) who practice 2-3 times/week, a few people (4-5%) practice 1 session or more than 3 sessions/week. About the number of practice months, the highest percentage is 75 people (50.0%) who have 12-24 months of practicing dancesports, the lower percentage is 37 people (24.7%) who practice for 6 months and 38 people (25.3%) have 36-month training; Spending on purchasing clothes and tools accounted for the majority of 136 people, accounting for 90.67 percent of the expenditure under 500,000 VND/year, of which most students had a spending level of less than 300,000 VND/year. Membership fee/month, 60 people pay membership fee from 200,000 - 300,000 VND, mainly students, the rest depending on the training point, the fee is from 400,000 to 600,000 VND, mainly those from outside the society - as an expanded audience, they have to pay more fees because they want to share with students about the venue rental fee, and fee management. Other expenses such as drinking water, transportation, relaxation and recovery, exchange, average expenditure is from 200,000 to 300,000 VND for each item/person/month.

5. Discussion

Demographic analysis is an important basis for dividing customer groups into specific audiences. All customer preferences and needs are related to demographics. Demographic analysis can be applied to society as a whole or to groups defined based on criteria such as: age, sex, family status and size, occupation, and income [1]. The results of the survey showed a diversity in age, occupation, social composition, and living standards and income levels. In which, students and civil servants account for a high proportion, capable of sharing and forming a sports community following the model of the expanded Thanh Hoa Student DanceSports Club.

The results of the sports spending survey about the members of the expanded Thanh Hoa Student DanceSports Club show that: The average time spent in practice is nearly 30 minutes/day; Expenditure on purchasing clothes, exercise equipment and membership fees, on average, 300,000 VND/person/year, only 0.05% of average income/person; The consumption of sports is quite modest, reflecting the limited socio-economic conditions of the locality, especially students; It is necessary to propose appropriate solutions to increase sports consumption for the expanded Thanh Hoa Student Dance and Sports Club.

Research results show that there are similarities and also differences compared to previous studies such as: According to Nguyen Duc Thanh's research, the duration of 01

session/week, each training session <30 minutes is the main (42.2. %), most of the time practice is right after afternoon class (evening). According to research by Phung Xuan Dung, the majority of the school's students practice with too little time once a week, about 30-45 minutes in a training session, mainly focusing at 19-20 hours. Evening accounted for the percentage (71.3%) this is the time when the students have just finished the stressful regular school hours and practiced mainly at school [6].

6. Conclusion

The results of the survey on sports population of the members of the expanded Thanh Hoa Student DanceSports Club showed a diversity in age, occupation, social composition, and living standards and income levels. In which, students and civil servants account for a high proportion, capable of sharing and forming a sports community following the model of the expanded Thanh Hoa Provincial Student Dance and Sports Club.

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