

Search for the sports role models: an investigation into the sports role models of the University of Kelaniya

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ABSTRACT

This study was driven for identifying major type of Sport Role Models who influence Sport Participation. Through a reviewing of the theoretical background, the major types of Roles Models who faithful for increases Sport Participation were identified. In this study, aimed to find out if the inspirational role had an impact on the motives of university athletes, to start with their sport, to stay in the sport or increase commitment for training and competition to become an elite athlete. An analysis was done using a frequency distribution focusing on 100 student who participate actively in any sport in University of Kelaniya. As well as retrospective method was used to interpret the result of this study. According to Students, their Parents act as Role Model to make sacrifices for the sport. It is the highest in 23.4 %. In addition, friendship contribution act as a Role Model to Sport has begun to increase dramatically. It is mentioned as 22. %. Coaches contribute on Sport Participation Through Find out daily sports participation. It means that continuous attendance / Retain in sport of the participant continually observed by Coaches 21.6%. Sport Stars contributes and act as Role Model for observers changing behaviour. Particularly way of playing of the participant in sport has been highly influenced by Sport Stars. It is symbolized as 36.15%. This study expands the Knowledge on Sport Role Models and Sport Participation. It also highlights the involvement of various Role Models at each stage to enhance the sports participation of university players. This observation may help to researchers who willing to conduct Sport Role Models and Sport participation and this research has potential to use as a Sport participation development programs particularly University of Kelaniya.

Key words: Sports Role Model Sport Participation, University sports, Sport Development

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