

## Investigating the Major Factors Affecting Promotion of West Gojjam Zone Amahara League Football Clubs to the Ethiopian National League

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### Article History

Received: 01.12.2018

Accepted: 08.12.2018

Published: 30.12.2018



**Abstract:** The rationale of this descriptive survey study aimed at investigating the major factors that affect the promotion of West Gojjam Zone Amhara League Football Clubs to the Ethiopian National League competition. Accordingly, the subjects of the study include Football Club players, coaches, technical committees, club owners, woreda /municipal sport office experts, referees, West Gojjam sport office experts, Amhara Football Federation (AFF), and Sport Journalist in Amhara Region. From 66 targets the population of West Gojjam Football Clubs 33 players was purposively selected from three Football Clubs. There were only 3 coaches in 3 clubs. Hence all the three coaches were selected as subjects and 1 from the Amhara Football Federation was taken purposefully. 3 former coaches and 6 former players (they were coaches and players of West Gojjam Amhara League Football Clubs in the year 2003 and 2004 E.C), 6 Technical committees, 3 Referees, 1 Sport Journalist of Amhara Region were taken through random sampling technique. In the process, observation, interview, questionnaire, focused group discussion, and document reviews were employed as a major data collection instrument used to investigate the issue. The questionnaire's was piloted for reliability and validity. The data collected were analyzed and interpreted using percentage statistical techniques. The findings revealed that the problems stem from the players, coaches, club leaders, woreda/municipal /Sport Office, West Gojjam Sport Office and Amhara Football Federation. The result of the study indicated that poor structure and organization, financial problems, lack of players competence, coaches not complied enough, insufficient pitch, shortage of football equipment and facilities, insufficient media coverage, interference in the job of the coach, team management problems, reluctance of West Gojjam Sport Office and Amhara Football Federation were some of the factors that affect the promotion of the West Gojjam Zone Amhara League Football clubs. Based on the findings of the study, recommendations were suggested for the promotion of Amhara League Football Clubs of West Gojjam Zone and for indicating what has to be done focusing on the promotion of Football Clubs for conducting further research.

**Keywords:** Football; Amhara league; Promotion; National league.

### INTRODUCTION

Football has successfully out maneuvered many other team sports, such as ice Hockey, Basketball and Handball, and has been accepted as the number one sport with regard to media attention and audience reception worldwide. Football clubs have traditionally taken seriously their responsibilities to the local community. Supporting the work of local organizations such as schools and hospitals has been part of the weekly work of professional footballer since the game began. This activity organized by clubs[4].

Football clubs that promote and develop sport at a professional level do not only provide sport activities, but moreover have the duty to form a team able to represent the club in official competitions,

aiming for sporting success that will fulfill the expectations of members, fans, and all the actors who consider themselves involved in the club's activity [3]. Football League in Ethiopia was structured in to two formats, but also there is also other Regional Leagues were formed, that is: The Amhara League which is one step down from the Ethiopian National League. This League do not have a fixed numbers of clubs which compete in every season and serves as a feeder system enabling those ranking first and second in the league to join the Ethiopian National League. In the year 2012 Football season, there were different Clubs participating the Ethiopian National Leagues representing their own zones i.e. Bahir Dar kenema FC, AWWCE FC, Awi Zone FC, Amhara Police FC, Umera Setit FC, Fasil Kenema FC, Dashen Beer FC, Dessie Kenema FC. This

indicates that no teams from West Gojjam zone were participated during the competition.

There were 20 Football Clubs in Amhara Regional States which were competing in the Amhara Leagues/under the Ethiopian National Leagues/ in the year 2012 G.C. These are Adet kenema FC, Merawi kenema FC, Bahir Dar Bajaj FC, Dangila Kenema FC, Debre Markos University FC, Motta Kenema FC, Dejen Kenema FC, Debre Markos Kenema FC, Damot Kenema FC, Aykel Kenema FC, Metema Selit FC, Nifas Mewucha TVET FC, Gendawuha FC, Debark Kenema FC, Kemisie Kenema FC, Kobo NOC FC, Tehulederie Woreda FC, Dese Tossa and Azewa Kenema FC, Sekota Misig FC, and Lalibela Kenema FC. Among those Football Clubs, three of them were represented West Gojjam Zones. They were Damot Kenema FC, Merawi Kenema FC, and Adet Kenema FC.

Even if, these the three West Gojjam Football Clubs were competing in the second division of Amhara League to join the Ethiopian National League and representing the Region, no teams made it all the way through joining to the Ethiopian National League of the Region seems a difficult job for the Clubs of West Gojjam Zone. Effectiveness of Football Clubs or joining Football League is a process in which teams are transferred between divisions based on their performance at the end of the season. Through this process, the best ranked clubs in each division are promoted or joined to the next highest division. Most team sports are organized in a hierarchy of leagues.

The top of the hierarchy contains the major league, premier league, or first division, followed by higher leagues and lower divisions [5].

Study indicated that, the size of financial instability which characterized Football Clubs and Leagues across Europe [2]. Football Clubs cannot pursue the maximization of their athletic performance without taking into consideration the financial performance as well, since both are interconnected and highly correlated.

According to [1] the importance of the effectiveness of Football Clubs or joining the National League through successful performance of the Club it should be obvious now that Football is a global business, rapidly expanding and developing on a worldwide scale, an economic matter, has always been one of the most convenient sports for serving political aims.

The researcher agreed with the previous studies, because the main factors of the effectiveness of Football Clubs or the performance of Football Clubs were the performance of finance. Not only financial performance is the maximization of their athletic

performance, but also there were different factors. So, West Gojjam zone is effective in the running competition, whereas in football clubs there were various factors that affect the success of joining to the Ethiopian National League. Therefore, the researcher wants to find out those factors, by conducting this research. Due to the limited number and relatively narrow scope of past studies done about the effectiveness of Football Clubs towards the League situation in the Ethiopian context, this study aims to assess the effectiveness of Clubs together with the value of joining the Ethiopian National League on scientific basis and attempts to suggest some attainable alternatives and computable recommendations. The main aim of conducting this research was investigated of the major factors that affect the promotion of West Gojjam Zone Amhara League Football Clubs to the Ethiopian National League.

### **STATEMENT OF THE PROBLEM**

The promotion of higher league to premier league is a great headache for many sport families, even the political administrator of the respective regions and also the researcher too. The researcher has had 15 years' experience as a Woreda, Zone, and Regional as a player and 2 years' experience as a coach on one of the second division of Amhara League participants of West Gojjam Zone Football Club of Adet town. That is why; the researcher gets the chance to observe closely the effectiveness and major factors of West Gojjam zone Amhara League Football Clubs to join the Ethiopian National League.

As we saw it for the last three years, West Gojjam Zone Amhara League Football Clubs could not achieve their objectives. They fail to join the Ethiopian National League. But no one tried to assess the strengths and weaknesses of West Gojjam Zone Amhara League Football Clubs, where their problems lie, what factors are there and what the possible solutions are. Therefore, through the idea mentioned above, the researcher greatly impressed and desires to conduct the research on a scientific basis.

### **RESEARCH QUESTIONS**

To this end, the study tries to examine the following research questions;-

- What are the major factors that affect the promotion of West Gojjam Zone Amhara League Football Clubs to the Ethiopian National League?
- What are the values and advantages of joining the Ethiopian National League?
- Does the club have a sufficient Annual budget, Equipment, and Facilities?
- Does the Media coverage affect the success of the Club?
- What possible solutions should be carried out to solve the problem?

## SIGNIFICANCE OF THE STUDY

This study will be having high importance for various reasons. In that, to indicate the present status of West Gojjam Zone Amhara League Football Clubs. Besides, it will have a theoretical as well as a practical contribution to the body of knowledge related to the problems of that clubs are currently facing in the promotion or joining Amhara League to the Ethiopian National League with particular reference to West Gojjam Zone. Helps clubs to alleviate their problems and will play an important role in their journey to join the Ethiopian National League. And to provide insights to the concerned body at varying levels, Players, Coaches, Club Administrator, Technical Committees, Woreda/municipal and West Gojjam Sport Office Experts, Amhara Football federation, Amhara Region Sport Journalist, Referees, and Researchers. And also as the study is the first of its kind in all West Gojjam Zone Amhara League Football Clubs, the result will be used as a springboard to pave the way for other researchers who might want to pursue further study in the similar area for future study.

## SCOPE OF THE STUDY

Although the promotion of Football Clubs from Amhara league to the Ethiopian National League is suffering at different zones in, to make the study specific and manageable, it was delimited to the three cities of West Gojjam Zone Amhara League participant Football Clubs/Finoteselam, Merawi and Adet town/.

## OBJECTIVE OF THE STUDY

### General Objective of the Study

The overall objective of the study was to investigate and assess the problem of West Gojjam Zone Amhara League Football Clubs in the promotion of the Ethiopian National League.

### Specific Objectives of the Study

- To assess the current level or standard of Football Clubs result of West Gojjam Zone Amhara League Footballers.
- To identify the challenges, determinants, problems of West Gojjam Zone Amhara League Football Clubs to join in the Ethiopian National Leagues.
- To provide new idea that will contribute greater success for the Clubs are currently facing in the promotion of the Ethiopian National League.
- To draw lesson indicators that will give input for future improvements and solve problems.

## RESEARCH DESIGN

This study explored the major factors that affect the promotion of West Gojjam Zone Amhara League Football Clubs to join in the competition of the Ethiopian National League. So, in order to address the intended purpose, the researcher used a descriptive

survey method in research design for the appropriateness of the aptness of data.

## SOURCES OF DATA

Both primary and secondary data were used for the study. Players, coaches, and other concerned bodies were used as a primary source of data. Secondary data were collected from recent publications and other related documents.

## SAMPLING AND SAMPLING TECHNIQUES

In order to select samples from the target population, the researcher adapted simple random and purposive sampling strategies. The players and main coaches from each three clubs, Club Owners and president of the Amhara Football federation were selected purposive sampling methods in order to get a range of experiences related to factors affecting the promotion. Whereas, woreda /municipal/ Sport Office Experts, West Gojjam Sport Office Experts, Amhara Region Sport Journalist, Technical committees, and West Gojjam Zone Football Referees were selected random sampling techniques.

## DATA GATHERING INSTRUMENTS

### Observation

The direct participating observation was made to see the competence of the coach, the availability of facilities and equipment's, the relationship between players within a team, the support of technical committees, the skill of coaching methods of the coach, and the relationship of coaches and players during competition day and a few days practical training sessions. During the observation time, the researcher used to structured check list to collect data.

### Questionnaire

Two sets of questionnaires were developed in English and one was translated into Amharic language so as to obtain information from football players and coaches. In order to elicit the necessary data, both questionnaires were constructed based on the review of related literatures; consisting of two main sub-topics: I, personal profiles, II, Factors affecting the promotion of football clubs. This was constructed in keeping with the main themes of research guiding questions as well. There are two sets of questions, some of them comprise close-ended included Liker scale , Yes or No, while most of them consist of open ended questions which the researcher believes, would help the respondent to write their real feeling about the phenomena they are asked. Even though it is very difficult to analyze the second set of questions, the researcher believes that it gives the respondents much freedom to suggest their subjective thought more appropriately than the first types of questions. To satisfy the need for confidentiality, respondents were not asked to put their names on the questionnaires. Instead, they were kindly requested to indicate their sex, age, qualification and experience as far as the back-ground characteristics are concerned.

**Interview**

An interview was conducted to woreda /municipal/ Sport Office Experts, West Gojjam Sport Office Experts, Amhara Region Sport Journalist, Club Owners, President of Amhara Football federation, Technical committees, and West Gojjam Zone Football Referees due to their closeness of the issue. Onward of starting the interview, the interviewees were well-informed about the value of the study. Furthermore, for the drive of ethical consideration, they were informed that no upset would become to them because of their contribution in the study. Topmost, they were informed that they would remain unidentified in the performance and the deliberations of the results of the study.

**Focused Group Discussion**

Three group discussions were conducted in this research. In each three football club's current players, coaches, technical committees, sport science teachers, referees, former players and coaches were invited to discuss in brief about the major problems and possible solutions of West Gojjam Zone Amhara league football Clubs to join in the competition of the Ethiopian National league. All the three group discussions were conducted in Amharic and recorded using a tape recorded with the subject's permission.

**Document Reviews**

The researcher was used Document reviews as a data collection instrument. In that; reviewing the every aspect of the player's portfolio in each three football clubs and are valuable sources of information such as texts, newspapers, minutes of meetings, articles, letters, diaries, and memos or scripts.

**METHOD OF DATA ANALYSIS**

The general obtained from estimation gathered through questionnaires was tidy, structured and framed

to suit analysis and conclusion. When interpreting the data collected through structured questionnaires were presented in tables and analyzed by one of statically acceptable tools (percentages) and descriptive statements method was used for questions that require quantitative dimension. In addition, qualitative data were analyzed by summarizing responses to the open-ended items in the questionnaire, the interview and focused group discussions. Finally, the data were analyzed and discussed to reach certain finding which in turn was used to give a conclusion and possible recommendations.

**FINDING**

**Background Characteristics of the Study Groups**

Founded on the base of the responses gathered from research participants 33 (100%) of players and 3(100%) of coaches were males. Because, there were no women's football clubs in this zone at all. In relation to the respondents age the player's lies between 18 and 35. The age of coaches and other respondents were lying between 26 and 40 except the president of Amhara Football Federation were reported above 40. With regard to educational background showed that 36.36 %, 15.15 %, 36.36 %, and 12.12 % of players were below certificate, certificate, diploma, and degree holders respectively, and 66.67 % and 33.33 % of coaches were diploma and degree holders. Whereas, the remaining research participants that engaged in interview questions were degree holders. Regarding the years spent in the profession indicated that participants were found to have between 1 and 2 years of experiences as football sport.

**INTERPRETATION OF DATA**

The data that were gathered through different data gathering tools were at hand and well interpreted.

**Table-1: Regarding Materials and equipment's**

Item	Frequency of response in percentage%(N=_____)			
	Players		Coaches	
	Yes	No	Yes	No
Do you get enough equipment's and facilities for training?	13(39.39 %)	20 (60.60 %)	1 (33.33 %)	2(66.67%)

**Table-2: Regarding food after training and competition**

Item	Frequency of response in percentage%(N=___)					
	Player			Coach		
	Yes	No	Total	Yes	No	Total
Does your club provide sufficient food after training and competition?	6(18.18%)	27(81.81%)	33(100%)	0(0%)	3(100%)	3(100%)

The above table 1 exhibits that the majority 60.60 % and 66.67 % respondents of players and coaches respectively were replied that they have not enough equipment's and facilities for training. This

implies there was a shortage of equipment's and facilities for training among football clubs in west Gojjam zone.

Results about food after training and competition, 81.81 % and 100 % respondents of players and coaches answered that the clubs do not provide sufficient food after training and competition. This indicates that the majority of west Gojjam Football

Clubs did not provide food after training and competition. Thus, on the above description one can conclude that lack of food could greatly hinder the performance of players and coaches to join the Ethiopian National league.

**Table-3: Concerning regularity of salary**

Item	Frequency of response in percentage(%) (N=_____)					
	Players			Coaches		
	Yes	No	Total	Yes	No	Total
Are you regularly paid for playing (coaching) football in your club?	11(33.33%)	22(66.67%)	33(100%)	1(33.33%)	2(66.67%)	3(100%)

As shown in the above table 3, the following results were obtained: the majority, 66.67 % of players and 66.67 % of coaches have stated that they were not regularly paid by their clubs. Thus, this indicates that

more than half of players and coaches have no regular salary for their work. This could be one of the problems for the promotion of West Gojjam Zone Amhara League Football Clubs to the Ethiopian National league.

**Table-4: Regarding media coverage**

Responses	No. of respondents with percentage			
	Players		Coaches	
	Yes	%	No	%
Very high	1	3.03 %	0	0 %
High	2	6.06 %	0	0 %
Medium	5	15.15 %	0	0 %
Low	6	18.18 %	1	33.33 %
Very low	19	57.57 %	2	66.67 %
Total	33	100 %	3	100 %

Asking football players and their respective coaches about the media coverage for football sport in west Gojjam, the following results were obtained: the majority 57.57 % and 66.67 % players and coaches respectively said that it was very low. Thus, this response clearly implies that the football sport in west Gojjam zone does not have sufficient media coverage.

**CONCLUSION**

Based on the data collected and the discussions made, West Gojjam zone Amhara league football club players are engaged in training on average 3 days per week 2:00 hours per sessions.

The major challenges associate with the development are lack of adequate facilities and balanced diet, in adequacy of annual budget, very low media coverage, less number of youth project, absence of vice or assistance coach and 1<sup>st</sup> aid giver, very few number of sponsors, absence of organized club supporters, absence of inter-school competition, the absence of regular skill development courses for coaches, insufficient remuneration for coaches and players, shortage of field of play (pitch) for training and competition, interference of technical committee's on the job of the coach, and incapacity of competence and skills of match referees. In this respect, participants indicated that the federation should work hand to hand with all stakeholders is completely necessary.

**RECOMMENDATIONS**

The researcher suggested the following recommendations in light of the finding and the conclusions made:

- In order to make every involved in the sport satisfied, the presence of strong finance is needed. Therefore, first and for most, clubs should need to strengthen their finance by means of different income generating means such as fund raising methods mentioned by [6] as well as key issues when considering effective approaches to raising funds.
- Amhara region sport commission should work in collaboration with non-governmental organization for the expansion of many football fields/pitch/ that used for training and competition.
- The federation should work to have sufficient media coverage and sponsor for competition and every aspects of football sport.
- By its nature football coaching requires complete freedom. Therefore, in order to succeed, technical committee's and administrators should give complete freedom to the coach and no one should interfere with his the job of coaching.
- The federation should work hard for the establishment of youth projects in all sub-cities of the region. Apart from this, the federation should assist and make regular follow-up and support for the growth and development of these projects.

- The concerned government body should set standard for the recruitment of youth and make regular control over the fulfilment of the standard criteria's.
- Football clubs should work to their level best for the formation of supporters' association.
- Sufficient wages and incentives for coaches and players should be given the utmost attention by football clubs.
- The club owners or administrators should provide sufficient food for players before and after training and competition days.
- Finally, the clubs should give great emphasis to hire the First aider and the vice coach to assist the head coach. And also the coaches should apply scientific methods of player's selection, they give emphasis for basic conditional exercise in addition to ball training, players should be punctual, disciplined and attractive for the media, the federation should work in collaboration with all stakeholders for the success of the clubs.

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