

Competency Requirements of Sports and Wellness Centers as Basis for Intervention Scheme

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Abstract- Recruitment and hiring in the twentieth century focused primarily on matching people to specific jobs. In the twenty-first century, with the accelerated pace of change experienced by most organizations, there is an increasing demand for selecting people who are in line with the broader context of operating within the organization, such as compliance with the ideals of the company, interactions with peers and clients, and the physical environment, such as the technologies used by the organization. In this study, competency-based hiring requirements of wellness centers in Naga City, Camarines Sur, Philippines were explored for the basis of the enhancement training program of the Bachelor in Physical Education major in Sports and Wellness Management in Bicol State College of Applied Sciences and Technology. The study adopted a descriptive method of research. Wellness centers identified knowledge, skills and professional accountability and responsibility is of importance in hiring an individual. Based on the results of the study, an intervention scheme, a short-term program that will prepare the students for relevant employment, is proposed. The acquired knowledge and skills of the students in the training would intensify their confidence level as well as transform their work ethics and values.

Keywords: employment, selection, intervention

INTRODUCTION

Sport and wellness management as a new academic discipline has seen impressive growth throughout the globe [1]. The development has intensified the need for sport management practitioners, and there has been a great deal of interest in the occupational areas of sport management. Universities have therefore tried to establish sport management curricula at the undergraduate and graduate levels in order to meet the needs of students who are specifically trained in the field of sport management [2]. Over recent years, the number of higher education institutions in the administration of sport has increased worldwide.

In accordance with the sports market, the academic discipline of sport administration has evolved over the last 50 years since the establishment of the first sports management program at Ohio University in 1966 [3] - [4]. This development has heightened the need to inform sports authorities around the globe [2], and employment opportunities in the sporting sector have earned significant attention [1]. The goal of the universities is to set up sport management curricula at the undergraduate and graduate levels to meet the needs of students who are specifically trained in the field of sport management [2]. In recent years, the number of higher education

institutions in the area of sports administration has grown worldwide. Most graduates join the sport management academic program each year to train for a future career in sport [1]. According to Parkhouse and Pitts [5], the sports administration specialization has been one of the fastest growing areas on college campuses (p. 3).

Approximately 82% of the organizations offering sport training services have expanded in just seven years [6]. Sport management education is a relatively young specialty in Australia, with the first degree program initiated in 1991 [7] Smith and Westerbeek [7] also recorded 37 public and 2 private universities, with 10 institutions providing a three-year, full-time Bachelor in Sports Management degree in 2004 in Australia. Smith and Westerbeek [7] reported that about 1,500 students have been admitted to some kind of sport, leisure management or program every year.

With the fast growing industry of sports and wellness management, needs for competent professional in the field were in demand [8]. Competence for any work can be described as a set of human qualities that allows workers to meet the expectations of their internal and external clients and stakeholders.

Traditionally, it is observed that only hard work, experience, commitment to function, and intellect alone does not make a person a star performer in his or her career. There are many other considerations that actually help the person to achieve realistic results in performing a job [2]. Of starters, it is known that during school or college days a star student who earns the highest marks in the test may or may not be a good leader.

Wellness managers are required to perform complex managerial responsibilities, both in the new models of health and wellness care delivery having in mind that old boundaries between administrative and medical management are growing too fast in the international scenario. In majority of institutions, a low number of wellness managers consider that they are adequately prepared through their formal education for the career of a competent wellness manager. A skill is defined as the ability to use one's knowledge effectively and readily in execution or performance.

Wellness and physical activity program has been included in the school curricula and educational leaders are mandated to conduct study, researches about lifestyle improvement and enhancement per mentioned in the Philippine Constitution Article XIII section 11. Martin [9] discussed that in today's fast-paced society, people are finding it harder to eat healthy meals on a regular basis. Pre-mature death and illness can be prevented by adhering to a positive healthy lifestyle as mentioned by Hoeger [10]. It is a greater challenge as a demand for a lifestyle change at this 21st century, numerous of business entrepreneurs have launched ventures in promoting fitness and wellness in the country.

State Universities and Colleges in the country now offer courses related to this discipline as part of global competitiveness. The Bicol State College of Applied Sciences and Technology (BISCAST) would want to be responsive to the needs of the community so it offered the program Bachelor of Physical Education major on Sports and Wellness Management (non-LET) per CMO no. 23, series 2011 [11]. In preparation for the future deployment for on the job training of the BPE-SWM students of Bicol State College of Applied Sciences and Technology (BISCAST), it is important to identify and note the services offered by the sport and wellness centers located within the City as well as in the nearby municipality of Camarines Sur. This will give inner foresight and establish strategic plans as to how the BPE – SWM students be assisted and be trained for their future job on the field. Through research, a scheme shall be developed as to how the BPE-SWM students be prepared for such

deployment. Possible strategies shall be planned to develop and introduced to cope up with the identified services and competencies of the sports and wellness centers.

OBJECTIVES OF THE STUDY

The study is focused on the identification of Wellness Centers officially coming from the list of Department of Trade and Industry and legally operated within the Metro Naga. Basic information about the center such as their longevity existence in the community, number of staff in the office, the nature of the job, training sponsorships, personal attribute want in a staff, top requirement to hire a staff, top need in the industry, status of their facilities/equipment and the industry's willingness to cater BPE practicum students. It identified the competency requirements as to knowledge, skills and professional accountability and responsibility in Fitness and Wellness industry.

METHODS

The study is a descriptive method of research. Purposive sampling is utilized wherein twenty (20) wellness centers were identified based from the list given by the Department of Trade and Industry and requested permission from the proprietor to be included in some queries. The study used to describe the longevity of existence of the centers in the community, the number of staff in the industry, the nature of service, how the industry delivers their management in terms of human resource, facilities and equipment as well as their preference in the selection of human resources. The study further describes the industry's requirements in terms of Professional Knowledge and Understanding Principles of Fitness, Wellness, Nutrition and Sport.

A researcher -made questionnaire was used as the primary tool for gathering data. Thirty respondents participated in the validation of the questionnaire. The trial responses were analysed and its measure of reliability was determined using Cronbach's alpha. If the Cronbach's alpha is less than 0.6, this means that the instrument used has a low reliability. If the alpha value is within 0.7 and above, the instrument is acceptable. In this study, the Cronbach's alpha for the scales used were all above the level of 0.7, which is acceptable for the analysis. All targeted respondents were informed about the purpose and importance of the study and that honest answers would serve well for the study.

Focus group discussions (FGDs), document review, direct observations and interviews with the management staff were conducted. The data was analysed quantitatively and qualitatively to facilitate

interpretation of the data and percentage techniques was used to be the statistical tool in treatment of the data. The given likert scale was used with the corresponding verbal description (VD) 5.00 – 4.01 = Absolutely Essential A(E); 3.01-4.00 = Very Important (VI); 2.01-3.00 = Of Average Importance (OAI); 1.01-2.00 = Of Little Importance; (OLI) 0.50-1.00 = Not Important at All (NIA).

RESULTS AND DISCUSSION

As an increasing number of sport and wellness centers are formed each year and the competition is becoming more dynamic, knowing the current competency needed to be hired is essential to the discipline [12].

Wellness Centers Profile

The study has gathered information with regards to the wellness industry as to their services, staff and facilities/equipment. The researcher has summarized the top percentage of information gathered about Wellness Centers as presented in the succeeding tables.

Table 1. Top marked information from the wellness centers interviewed.

Information	Top Mark	%
Existence in the community	1989 to present	70
Number of staff	Less than 5 staff	45
Nature of Job	Clerical	30
Industry sponsor trainings	Yes	40
Personal attribute want in the staff	Positive character	35
Top requirement in hiring a staff	Undergrad/College grad of any degree	30
Top need in the industry	Fitness Instructor	40
Facilities/Equipment	Functional/Standard	45
Willingness to cater Practicum	Yes	50

It has been noted in the above data based from the purposive sampling of twenty (20) wellness centers in Metro Naga, Philippines that 70% were established in a year 1989 to present, serving the community in 30 years. 45% has less than 5 staff in the office and 30% of the job is mostly clerical.

Also shown in table 1, 40% of the wellness centers conducted or sponsored sports and wellness trainings. Thirty-five percent of the wellness centers pointed out a positive character as to the personal attribute they want in the staff. The top requirement in hiring a staff is undergraduate or college graduate of any degree which is 30%.

Fitness instructor is the top need in the industry which is 40%, and 45% have rated their facilities/equipment as functional and standard, and out of twenty (20) respondents as purposively identified in this study, ten (10) of the wellness centers responded that have willingness to cater BPE-SWM practicum students.

Competency Requirements of Sports and Wellness Centers

Competence is the ability to apply or use the associated expertise, skills and abilities needed to successfully execute 'critical work functions' or activities in a given work setting. Competencies often serve as the basis for skill standards that specify the level of knowledge, skills and attitudes required for success in the workplace, as well as the potential measurement criteria for assessing the achievement of competencies. Competence is a reflection of established expertise and demonstrated information [13].

Knowledge. Based on Table 2, knowledge on active and healthy lifestyle; marketing and industrial economic skills for sports and wellness; understanding of legal and professional administration, and appreciation of the community level health care; and importance of the physical activity are in absolute essential if an individual is applying for a job in a wellness center. Meanwhile, scientific and evidence-based practices critical to sports and wellness management is very important.

Table 2. Importance of Knowledge on Sports and Wellness Management

Indicator	Mean	VD
Active and healthy lifestyle	4.40	AE
Marketing and industrial economic skills	4.15	AE
Understanding of legal and professional administration, and appreciation of the community level health care	4.35	AE
Importance of the physical activity	4.40	AE
Scientific and evidence-based practices critical to sports and wellness management	4.0	VI

Sports and wellness centers in Metro Naga value individuals that have enough knowledge on sports and wellness since the staff they need are mostly fitness instructor. In an interview with the owner of some wellness center, they have disclosed that they believe that an individual that doesn't have enough knowledge of what they are doing is not an effective employee. In accordance with the competency-based recruitment, knowledge of the job is a core

competency present in an individual to be selected and be qualified for the job [14].

Table 3. Importance of Skills in Sports and Wellness Management

Indicator	Mean	VD
Direct client to use fitness gym facilities.	4.60	AE
Formulation of a weight management program and understanding the responsibility of improved performance.	4.35	AE
Demonstrate skilful performance in a variety of physical activities.	4.20	AE
Plan and implement safe and effective physical activity programs to address the needs of individual and groups	4.45	AE
Monitor and evaluate physical activity programs		
Use appropriate assessments in for client learning.	4.40	AE

The job requirements in the sport industry involve many skills applicable to the sport setting and specific to the increasingly complex and multifaceted areas it represents. However, the skills presented in Table 3 are the skills identified by various wellness centers in Metro Naga that are in absolute essential.

Direct client to use fitness gym facilities is considered the most important skill needed by an individual pursuing a profession in sports and wellness centers with a mean of 4.60. Sports and Wellness centers staff must have the skill of directing their clients in utilizing the gym facilities present in the establishment to avoid events that may harm their clients and themselves.

Furthermore, the result shows that the wellness centers in Metro Naga looks for individual that are skilled in administering sports and wellness activities.

Table 4. Importance of Professional Accountability and Responsibility

Indicator	Mean	VD
Demonstrate firm work/professional ethics.	4.70	AE
Cultivate solidarity by working and dealing with/relating to others harmoniously.	4.2	AE
Promote the advancement of the profession by making sense of and getting involved in current discourse that impact on the profession.	4.35	AE
Discourse effectively with colleagues, non-PE professionals, and stakeholders of sports and wellness.	4.45	AE
Use oral, written, and technology formats deftly.	3.80	VI

In Table 4, sports and wellness centers rated the demonstration of firm work or professional ethics as an absolute essential for recruiting an individual and

use of oral, written and technology formats deftly is very important.

Employers look for individuals that have professional accountability and responsibility. It is the responsibility of workers to carry out the tasks assigned to them, to perform the duties needed by their employment and to be available for their appropriate shifts in order to achieve or further the goals of the company. If the duties are not done and the roles of the work are not carried out correctly, the individual will also be liable for dealing with the consequences [15].

Intervention scheme for BPE-SWM students

Findings of the study has made the researcher formulate a design of a scheme for the deployment of BPE-SWM practicum student as reflected in the below paradigm;

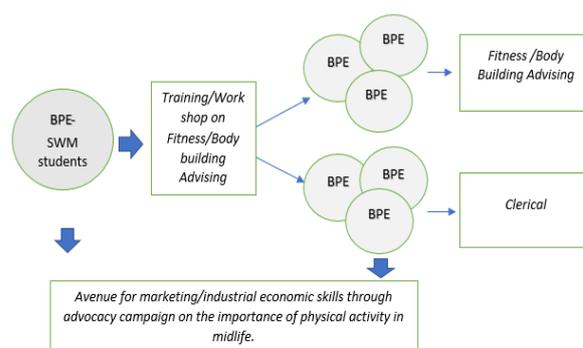


Figure 3. Scheme for the deployment of practicum students

The BPE-SWM students should undergo a comprehensive training about fitness/body building advising as the top marked need of the industry prior to their deployment and at the same time a required advocacy campaign for the group to enhance their competency in marketing/industrial skills in the promotion of physical activity in midlife as part of their practicum. Due to a very limited centers in the City, the BPE-SWM students should be divided into a smaller group for them to be accommodated in the competency requirement of the industry which is fitness/body building advising as the top marked and clerical nature of work in the centers.

CONCLUSION AND RECOMMENDATION

Competency-based recruitment was being applied by various sports and wellness-centers in Metro Naga. They have identified competencies in selecting individuals for a specific job. Furthermore, it is emphasized that certain knowledge and skills are of great importance to have for an individual to qualify and be recruited in a sports and wellness establishment. Professional accountability and

responsibility is of absolute essential, in the selection of an individual to be in the sports and wellness industry.

Based on the results, an intervention scheme for BPE-SWM students is developed. The intervention scheme is a short-term program that will prepare the students for relevant employment.

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