

From Evaluation to the Construction of A Sporting Policy For The Benefit Of Local Development: The Case Of The Commune Of Bobo Dioulasso (Burkina Faso)

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Abstract

In a context of scarcity of resources and constantly growing evolution of the sporting world at the local level, this study aims to analyze the modes of development and implementation of local sporting action in the town of BoboDioulasso, in Burkina Faso. To do this, two survey techniques were used to collect the data. The questionnaire for users and the interview with local elected officials, officials of sports structures and decentralized state services. The results show that sports are an integral part of the habits of the vast majority of local populations. With social demand more focused on sustaining sport, the evaluation of the municipality's actions gives a very vague idea of the local political orientation in matters of sport. In addition to the unsatisfied demand from sports structures, that of unorganized users, with poor structuring of spaces and sports facilities in the middle. For a contribution of physical and sporting activities to the well-being and development of individuals and to the enhancement of their living environment, this study suggests the establishment of a real local sports policy, included in the municipal development policy.

Keywords: *physical and sports activities, local communities, public authorities, management, BoboDioulasso.*

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I. Introduction

The current evolution of the sports universe has multiplied all expectations around this sector. With globalization and the advent of the mass media, sport has transformed to become a component of the daily life of the vast majority of people. In addition to its health, educational and social virtues, it is also a vector of economic prosperity, job creator, symbolic tool for the development of the territory (Blossier, 2013). The growing number of sports clubs and the diversification of practices, with an increasingly large public and at the same time disparate and demanding demand, gave these practices, more visibility and place in the communes (Desbord, 2000). In a context of decentralization, local authorities must provide adequate responses to the various needs of their population (Akouété, 2012), while taking their environments into account and including them in their municipal policy. In Burkina Faso, sport is one of the first sectors transferred to local communities (Nigan, Dabiré and Sawadogo, 2004). According to the 2004 law on the general code of local authorities in Burkina Faso, these municipalities are responsible for defining local development policies, creating frameworks for consultation at local level, building and managing sports infrastructure, animation and promotion of Physical and Sports Activities (APS).

However, in BoboDioulasso, despite popular support for these sports and growing demand, the sports sector is encountering several difficulties.

The actions carried out by the municipal authorities are far from keeping pace with the development of these practices, regardless of the areas of intervention. The animation of the sports life of the commune rests essentially on the sports structures and the groups of self-organized people, without a favorable framework nor formal support on the part of the municipal authority. The insufficient number and the uneven distribution of infrastructure in the seven districts of the municipality and the sportivisation of public space (Akouété, 2013) are the source of many conflicts between clubs and associations. We are also witnessing the disappearance of

certain disciplines under the helpless gaze of their followers and the departure of the elites towards the clubs of Ouagadougou.

Based on these observations and in view of the multiple factors which constitute real brakes on the development of APS in this locality, our research leads us to ask the question of the existence of a precise and concrete policy in favor of APS in the commune of BoboDioulasso?

Based on these observations, we postulate that the absence of a well-defined orientation policy at the local level constitutes a real obstacle to the development of APS in the town of BoboDioulasso.

To verify this hypothesis, our general objective is to assess the system of organization and management of sports practices in the town of BoboDioulasso. Our specific objective is to identify the strategies implemented by local elected representatives with a view to better organization and sustainable development of sports practices.

This research focuses on local sports policies in the context of decentralization and the ever-growing evolution of the sports universe at the level of local authorities in Burkina Faso. Bayeux and Dupuis' (1994) model of analysis of territorial sports public policies seemed immediately relevant to understanding the problem of developing and implementing sports policies at local level in the town of BoboDioulasso. For Bayeux and Dupuis, public sports policy must be articulated around five parameters which make it possible to position the legitimacy of intervention of the various actors: like any public policy, it is defined by a content, a program, a normative orientation, a coercion factor and a social spring (Mény, Thoenig, 1989).

The assessment of public expectations allows the municipality to adjust its benefits and services. Relevance makes it possible to adapt means to objectives. Efficiency control involves the study of results in relation to the means implemented. Satisfaction is appreciated with regard to the activities carried out. Measuring efficiency makes it possible to check whether the results obtained comply with the objectives set. To answer our hypothesis, what is the methodology then adopted?

II. Methodology

One of the fundamental characteristics of the process of developing a local sports policy is the analysis of the situation. This analysis allows not only to take stock of the actions already undertaken by local actors but also to know their personal interests, their values and their needs. To do this, we favored an analytical research of quantitative and qualitative type. The plural dimension of the information necessary for this approach made it possible to better understand the different contours of our problem.

Our target population concerns the heads of the town halls, the executives of the Regional Direction of Sports and Leisure (DRSL), the executives of the Provincial Direction of Pre-school, Primary and Non Formal Education (DPEPPNF), the heads of the Direction of the Promotion of Sports, Culture and Tourism (DPSCT) of the municipality, sports district officials and users.

We used non-probability sampling because we do not have exhaustive lists of the populations to be surveyed. For resource persons (heads of town halls, managers of the DRSL, the DPEPPNF, the DPSCT and the sports districts), the reasoned choice technique is used and, as for the users, accidental sampling has been chosen. Our sample is composed as follows:

- 400 users (sports and non-sports);
- 18 officials from sports districts;
- 07 heads of borough halls;
- 01 responsible for the DRSL;
- 01 responsible for the DPEPPNF;
- 01 responsible for the DPSCT.

Users are catalysts for social demand for sport. Their opinions and opinions will allow them to know their expectations and levels of satisfaction in terms of sport in the municipality. Local elected officials, heads of decentralized state services and sports structures are resource persons in the process of developing and implementing a local public sports policy. The information gathered from this group will make it possible to know the relevance of the objectives, as well as the effectiveness and the efficiency of the actions undertaken. For the data collection, we used the survey method using as techniques the questionnaire and the interview.

Our questionnaire is intended for users (athletes and non-athletes). A questionnaire sheet was used and includes open, closed and multiple choice questions. The questionnaire has four parts: a first series of questions identifies the actors and relates to gender, place of residence and profession. The second series of questions explores their sporting situation and relates to the level of practice and the equipment used. The third series seeks to understand their perceptions of sports practices and the fourth, their expectations and perspectives in terms of sport.

Our interview concerns the heads of town halls, sports districts, DRSL / HB, DPEPPNF and DPSCT of the study area. On the basis of two interview guides, one for local elected officials and the other for those in

charge of DRSL, DPEPPNF, DPSCT of the commune and sports districts, the exchanges were for the whole semi-directive and focused on four themes also including sub-themes. With the local elected representatives and following the presentation of the context of the study, the themes tackled relate to political orientation at the local level, the resources available, the difficulties encountered and the prospects for improvement. As for the interviews with the heads of the DRSL / HB, the DPEPPNF, the DPSCT and the sports districts, the themes dealt with related to the perception of the organization and practice of sports activities in the commune, the resources available, the difficulties encountered and the prospects.

Before going to the field, the questionnaire and the interview guides were pre-surveyed with a reduced number of our different samples in order to identify any imperfections and make them concise, precise and understandable by all. The works took place in the town of BoboDioulasso (Burkina Faso). For the questionnaire survey, a team of seven interviewers was formed. It consisted of standing in front of the borough halls and submitting the questionnaire to the people as they presented themselves. Only those aged 18 and over are included in the survey. This age group is supposed to have a certain height of vision and can critically analyze questions relating to local policies.

As for the interviews, they took place by appointment, depending on the availability of targeted people, in offices, at home, in restaurants, on the street for some and on the phone for others.

The data collected was processed quantitatively and qualitatively. The data collected at the end of the questionnaire survey were first analyzed, then entered into Microsoft Excel 2013 software before being transferred to SPSS.17.0, in order to carry out the necessary statistical analyzes. For the data collected by interview, they were first transcribed, grouped by theme before being analyzed. The table below summarizes the progress of our investigation

III. Presentation Of Results And Discussion

2.1. Sports practices in BoboDioulasso: a high rate of practice and saturated public facilities

Table I: sports practice

Sports practice	Effective	Percentage (%)
Yes	364	91,0
No	36	9,0
Total	400	100

The question here being whether the person practices a physical activity or not, without precision of frequency or shape, Table I shows us that among the respondents, 364 people, or 91% claim to be practicing physical and sporting activities. Sports practices taken as a whole include coded physical activities, physical activities of relaxation, maintenance, expression, non-standardized physical activities, etc. For practitioners, the choice given to them between competitive sport and maintenance sport, Table II gives us the distribution of subjects according to the type of sport practiced.

Table II: types of sport practiced

Types	Effective	Percentage (%)
Competitive sport	22	06,04
Support sport	342	93,96
Total	364	100

The type of sport most practiced is the maintenance sport expressed by 93.96% of users. This is explained by the fact that it requires few financial and material means. These results thus confirm Blossier's (2013) analyzes of the evolution of social representations on sports practices and further consolidate Hougans's (1990) position when he pleads in favor of sport for all for the development of PSA in the Republic of Benign.

a) On which facility (s) do you practice your sport?

The most used facilities are public facilities, for more than 69.5% of users as shown in Figure 1.

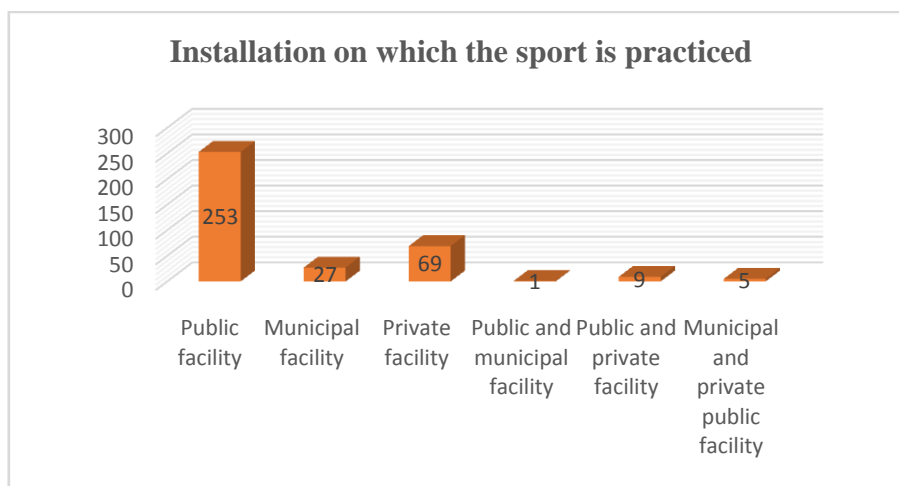


Figure 1. The types of facilities used

By public facilities is meant facilities built by the state and made available to the municipality. In addition to these facilities, there are secondary school grounds and public spaces. However, as a district secretary general points out: "At the level of the district, there is practically no sports infrastructure". We thus note an insufficiency and an uneven distribution of these installations on the seven districts which count the commune. Analysis of this axis makes it possible to highlight the need to develop new dynamics of local policies in terms of the development of spaces for sporting practices. The same results were also found by Mbida (2016), when he was interested in the establishment of sports infrastructure in the seven municipalities of Yaoundé in Cameroon where he denounces an institutional deficiency.

b) What assessment do you make of the level of sports practice in the town of BoboDioulasso?

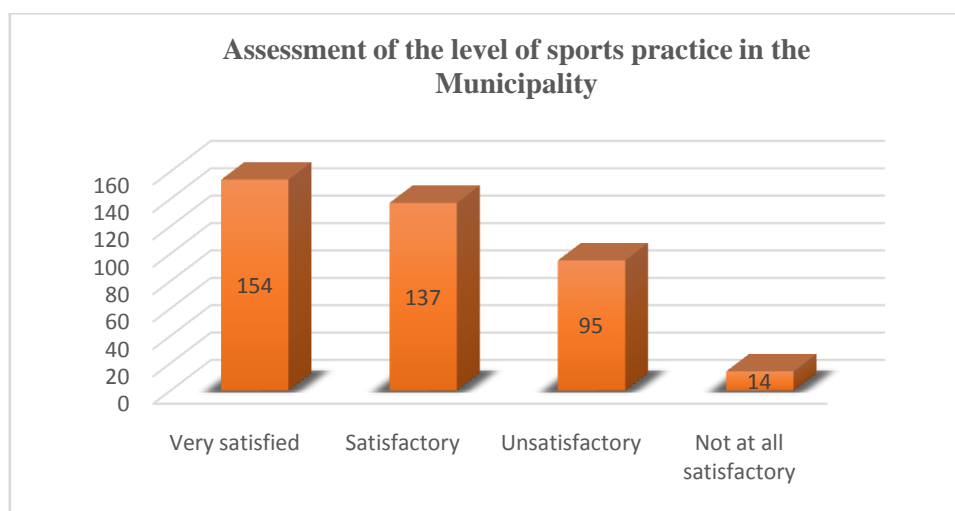


Figure 2: assessment of the level of sports practice in the municipality

Figure 2 shows that among the 400 users questioned, 154 people or 38.5% think that the level of sports practice in the Municipality is very satisfactory, 137 people or 34.25%, say that it is satisfactory, 95 people, or 23.75% give an unsatisfactory level and 14 people or 03.5% are not at all satisfied with the level of practice.

2.2. Need to put into practice a political orientation of PSA at local level

a) How do you assess the actions of the municipality in matters of sport?

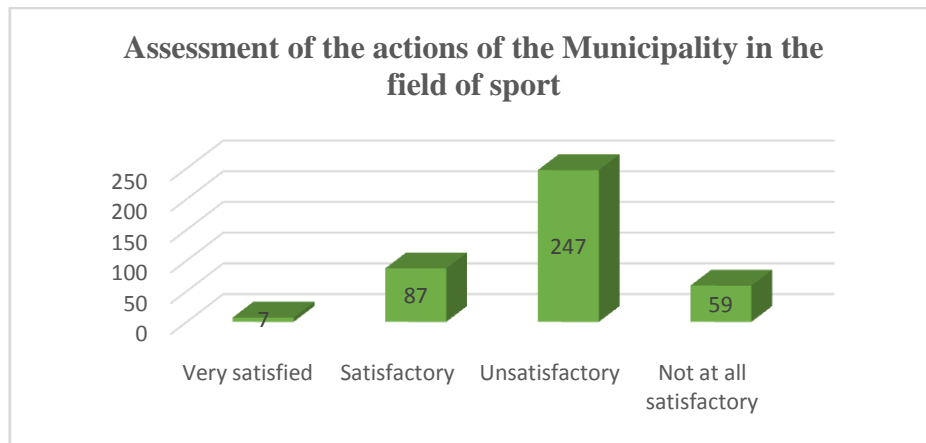


Figure 3: appreciation of the actions of the municipality in matters of sport

Figure 3 shows that 07 people or 01.75% of users are very satisfied with the actions that the municipality is carrying out in terms of sport, 87 people or 21.75% think they are satisfactory, 247 people or 61.75% are not very satisfied and 59 users (14.75%) are not at all satisfied.

b) In your opinion, what are the areas of activity to be prioritized by the municipality of Bobo-Dioulasso in sports

- Equipment axis

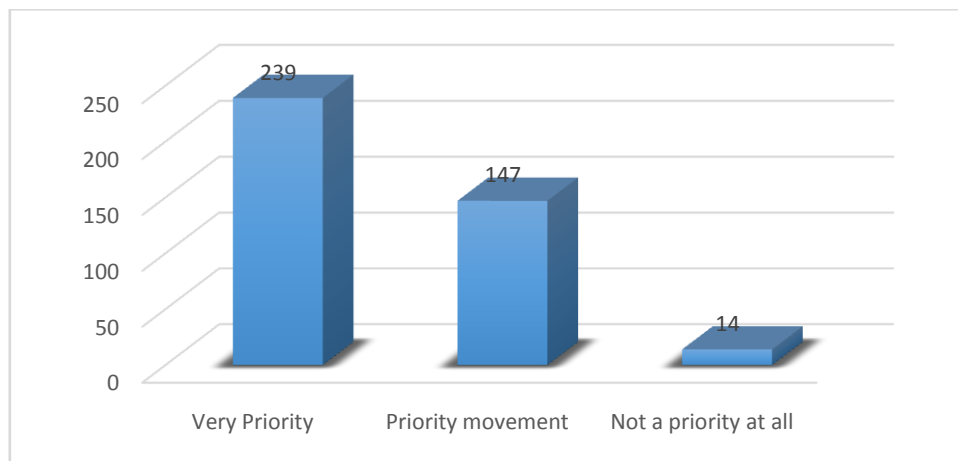


Figure 4: equipment axis

For the promotion and development of sports practices in the municipality, the analysis of Figure 4 shows that 239 subjects or 59.75% of those questioned think that the axis of equipment is very high priority, 147 or 36.75% say that it is of medium priority and 14 or 03.5% think that it is not at all priority.

- axis of school sport

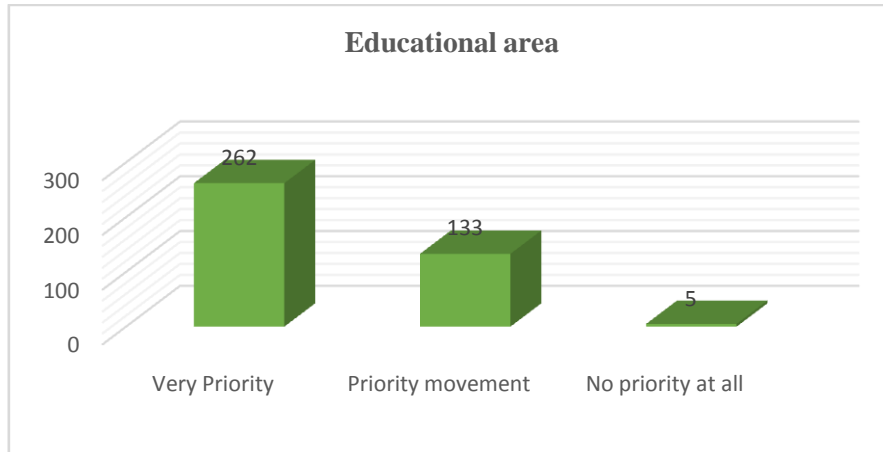


Figure 5: axis of school sport

In Figure 5, we note that 262 or 65.5% of people think that the education axis has high priority, 133, or 33.25%, think it is of medium priority and 05 is 1, 25% say it is not a priority at all.
- axis of support for sports clubs

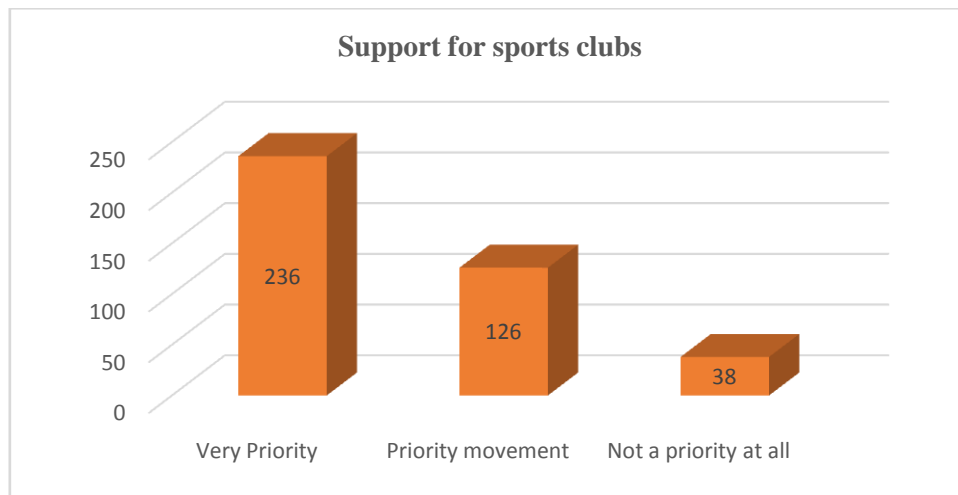


Figure 6: axis of support for sports clubs

We note in Figure 6, that 236 people or 59% of those questioned think that support for sports clubs is a high priority, 126 respondents or 31.5% think that this is a medium priority area and 38 people or 9.5% say it is not a priority at all.
- axis of health maintenance sport

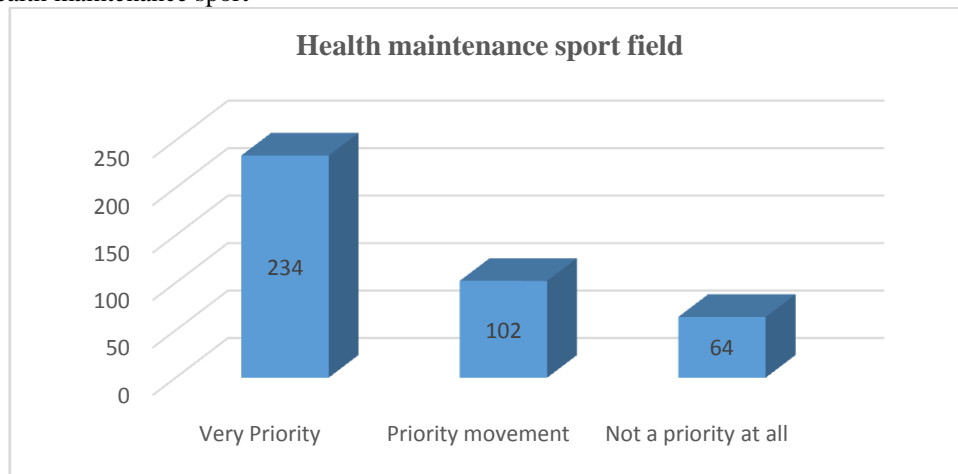


Figure 7: axis of health maintenance sport

Figure 7 shows that the field of health maintenance sport is a very high priority area for 234 subjects or 58.5% of the people surveyed. 102 people or 25.5% think it is of medium priority and 64 people or 16% admit that it is not at all priority.

- human resources axis

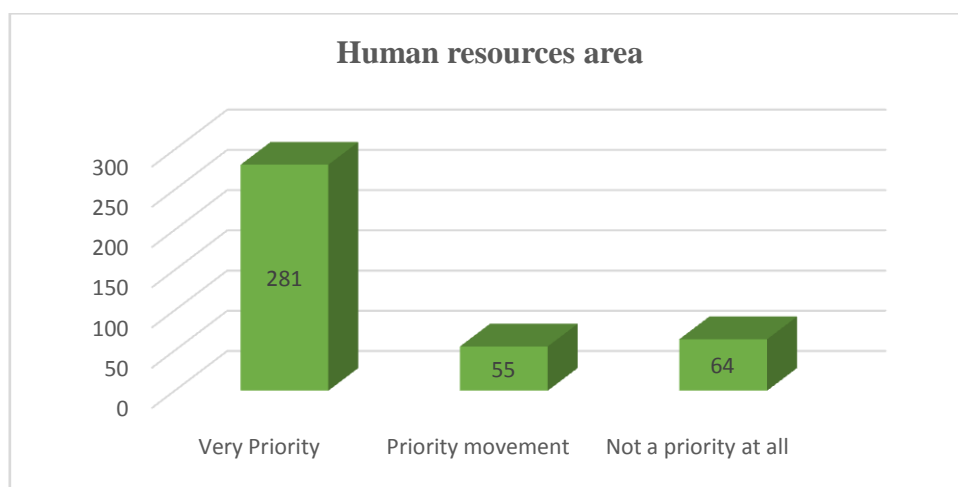


Figure 8: human resources axis

In Figure 8, we note that the field of human resources is very high priority for 281 people, or 70.25% of the respondents. 55 people or 13.75% place it in the medium priority area and 64 or 16% think it is not a priority at all.

- organizational axis

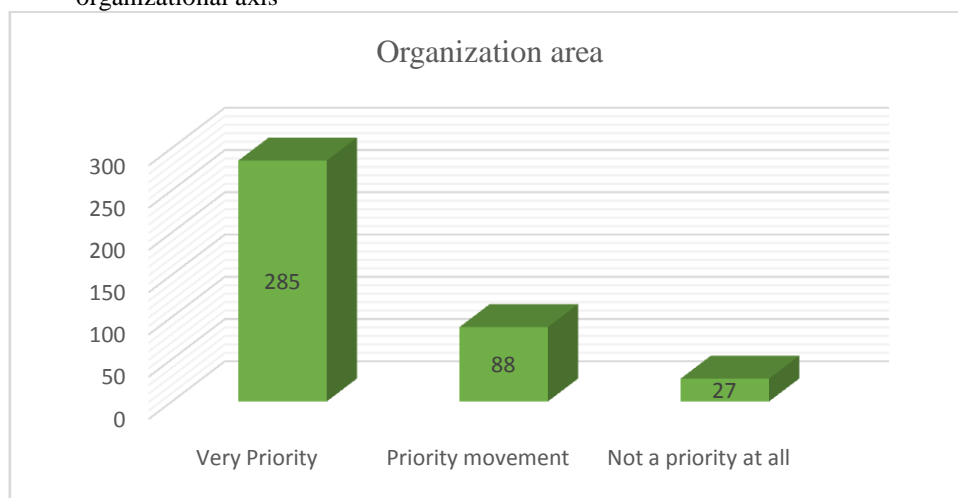


Figure 9: axis of the organization

In Figure 9, we see that 285 subjects or 71.25% think that the field of organization is very high priority, 88 people or 22% think it is of medium priority and 27 or 6.75% say that it is not a priority at all.

2.3. Sports practices in BoboDioulasso: between social aspirations, scarcity of resources and absence of a well-defined orientation policy

BoboDioulasso has long been considered the incubator of Burkinabé sport. With a general level of practice deemed satisfactory by 72.75% of the 400 people questioned (Table I) and by all of the resource people surveyed, this enthusiasm for sport shows the importance that the population attaches to it. The type of sport most practiced in the municipality being the maintenance sport, the male gender, workers in the liberal sector constitute the strong links of this group of practitioners. If lack of time is the main reason advanced by those who do not participate in sports, we think that at this level it is a question of organization or not proximity or accessibility to a sports space.

This level of practice in the town is certainly considered satisfactory, but the ever-increasing number of sports structures and the diversification of sports practices, in various forms with maintenance sport which is gaining momentum among an increasingly public wider and demanding demand as pointed out by Desbord

(2000), make that in matters of sport in Bobo, all axes become a priority. Whether it is the axis of equipment, education, sports structures, human resources or organization, more than 70% (figures 8) of the population is not satisfied with the actions of the municipal authorities in matters sport.

Indeed, if a public policy must be articulated around a content, a program, a normative orientation, an ability to structure the environment and a social spring (Bayeux and Dupuis, 1994), we argue that in Bobo there is no real sport development policy. There is no blueprint established by local actors, no formal framework for consultation and no structuring to promote the development of these practices. The strong relationship between sport and politics that Dakpo (2007) emphasizes in his work, is strongly expressed in Bobo through the exploitation of the social space of sport for political purposes, essentially electoral, of conquest and capture to be able to. In the speeches of the Bobolese political authorities, sport occupies a place of choice but in realities, very few actions are undertaken for a true development of these practices meeting the needs and participating in the happiness that people expect. In the municipal development plan, sport is very badly placed, thus giving results in line with those obtained by Houedakor (2010) in his analysis of the organization of sport in Togo. It shows a gap between the aspirations of Togolese society and the state's lack of will in the area of physical and sports activities.

In terms of internal human resources, the DPSCT has only two agents, none of whom is a sports technician. However, it is this department which is supposed to play the role of intermediary between local elected representatives and other sports actors and to be responsible for the operationalization of the political strategy in the field of sport. If the organization chart of a sports service is a good illustration and indicator of a sports policy as underlined by Bayeux and Dupuis (1994), in the town of Bobo, the DPSCT does not have an organization chart and in the different boroughs, there is no technician specializing in sport, even less in the sports department. These areas of service organization and implementation are a priority for more than 84% (Figure 9) of the users surveyed.

In terms of equipment, public infrastructure is the most frequented by users with a rate of over 63% (Figure 1). They mainly consist of the land of secondary establishments, those built by the State and made available to the municipality, a result consistent with that of Akouété (2013). The analysis of this axis, which is a priority for 96.6% (Figure 4) of users, highlights the need to develop new dynamics of local policies in terms of the development of spaces for sports practices. The same results were also found by Mbida (2016) when he was interested in the establishment of sports infrastructures in the seven communes of Yaoundé in Cameroon for which he denounces an institutional deficiency.

2.4. Sports events in BoboDioulasso: policies centered on the mayors' cups

If the field of school sport is a priority for 98.75% (Figure 5) of the population questioned, it is experiencing real disinterestedness on the part of the municipal authorities. Apart from sponsoring the activities of OSEP (Organization of Sports at the Primary School), no other action is undertaken for the benefit of schoolchildren in the town. However, for a sustainable development and the emergence of the sport, a particular accent or effort deserves to be put at the school level and especially in primary in order to develop the sports culture from an early age because, as it is customary to say that it is when the wood is fresh that we can give it the desired shape. Animation in sectors and districts, support for local animation groups and the development of public spaces for maintenance sport are a priority for 84% of the population. If Ango (2015) in his prospective analysis of sport in the local communities of the city of Libreville in Gabon, denounces a total absence of sporting event, in BoboDioulasso there are mayor cups which constitute the main activities of the districts. Faced with the evolution of these forms of urban sports, it is time to move from the concept of public service (restrictive to structured organizations only) to that of "public service" which would target all urban sports users with an institutional identity or not. This means rethinking the function of the "public sports service" and promoting the notion of equal access to sport (Adamkiewicz and Chantelat, 1995).

With regard to support for sports structures, it constitutes a priority area for more than 90% (Figure 6) of the populations questioned. With more than 139 structures and sports associations and 26 officially recognized disciplines, football is the widely favored sport in terms of support for the municipality. However, there are no criteria for the distribution of subsidies for these sports structures. The amounts depend on each other's persuasiveness and the level of competition in which the structure participates.

In a context of scarcity of resources where everything seems to be a priority and for the development of sports practices in the municipality, we have shown that the main trend in sports demand for the populations of BoboDioulasso is sport for all. The two other major concerns raised at BoboDioulasso are support for sports structures and the recruitment of sports technicians at the municipal level. If according to Gouda (1986), one of the essential factors for the development of sports practices is the taking into account of the expectations and needs of the population, we can say that the actions carried out by the municipal authority in this direction remain very insufficient for lack of adaptation of its sports policy to the demand of the population. Demand-oriented sports management, unlike centralized planning, indeed requires congruence between the expectations of users and the actions taken by the municipal authority. Sports life in the town is thus largely driven by sports

facilities in schools or the state, with a sports policy that can be described as embryonic. These results are identical to those obtained by Akouété (2012) in his analysis of local sports policies in Benin from 2003-2008: he describes a type of sports policy which is mainly in the first stage of structuring, more oriented by a concern to affirm the identity of local elected representatives and to support their political ambitions. Based on its model, we can classify the municipality of BoboDioulasso, in the type of municipality "follower" (Akouété et al, 2018)

Intervening in the field of sport is a public service. However, as Bayeux and Dupuis (1994) point out, the nature of public service does not make it possible to distinguish the nature of public sports policies adopted by the municipality of BoboDioulasso. Hence the need for this research, the results of which show that there is no real local policy for the development of sports practices in it.

These results make it possible to understand the strengths and weaknesses of the various players in the field of sport, to situate the needs of the populations and to evaluate the actions already undertaken. All of this, with a view to proposing action guidelines that are sufficiently relevant to define a municipal sports policy indexed over the long term and benefiting from effective and efficient management (Akouété, 2013).

The fact that private companies producing sporting goods are not taken into account, the choice of town halls as places for collecting data where users are more concerned with solving their administrative problems, the absence of figures and criteria for distributing subsidies allocated to sport and a sports map of the town, certainly affected the results and constitute the limits of this study.

Rational and effective management of the PSA sector at the local level is essential today given the scarcity of resources and the high expectations of the population. As Abalot (2001) points out, no actor or power can ignore this phenomenon; it depends on the credibility and prestige of the municipality and, indirectly, of its elected representatives and their mandates. The connections between sports results and the merits of the municipality's political, economic and educational organization are clearly assessed. It is also a relevant indicator of the value of an entire municipal system that is at stake. Hence the need to make suggestions for local development in which physical and sports activities have their place (Haschar-Noé, 2004).

IV. Conclusion

Sport is nowadays a symbolic lever for the development of the territory. In addition to its social, economic, health virtues, etc., it is an excellent tool for enhancing the territory and is an integral part of the usual activities of a large part of the local populations. In view of the place occupied by sporting practices, it is essential to mobilize a series of skills in order to innovate and offer services better suited to the needs of populations. However, in BoboDioulasso, despite this constantly growing evolution of the sports universe, the sports sector remains the poor relation of local development policies. Municipal actions in this area fall short of the expectations of the population in all areas of intervention. In carrying out this study, the general objective was to assess the system of organization and management of sports practices in BoboDioulasso and specifically, to identify the strategies implemented by local elected officials with a view to their better organization and their sustainable development. Analysis of the results shows that there is no real local sports policy in this municipality. Sports activities are mainly provided by structures, sports associations and the "unorganized", with a park of sports equipment mainly consisting of school grounds and some insufficient and unevenly distributed public facilities. In addition to the unsatisfied demand from clubs, there is that of users much more oriented towards maintenance sport and the recruitment of sports technicians.

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