

# SWOT ANALYSIS ON THE POTENTIAL OF DEVELOPING MASS SPORTS IN LAM DONG PROVINCE

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## Abstract:

In recent years, mass sports have expanded globally and become an international movement of mankind, for all people. Mass sports have flourished in many areas of Vietnam. With favorable geographical position, Lam Dong province has the potential to develop various and unique mass sports. This article uses the SWOT analysis technique to identify the strengths, weaknesses, opportunities and threats on the potential for mass sports development in Lam Dong.

**Keywords:** Mass sports, Lam Dong, SWOT matrix.

## INTRODUCTION

In recent years in Lam Dong province, the mass sports movement has achieved encouraging results, many sports are interested and invested in. However, the development of sports activities and the number of sports are very limited, modest compared to the conditions, potential as well as failed to meet the increasing demand for exercise and entertainment activities of people of Lam Dong province. Lam Dong is a land of highlands favored by nature, it has unique cultural identity. With the advantage of terrain and climate, Lam Dong has huge potential to develop mass sports like: walking, hiking ..., especially national sports. However, the fact that during the past period, this form of mass sports is still underdeveloped, the sports are not really clear, monotonous and unattractive for people. Therefore, using the SWOT matrix to evaluate the potential to develop mass sports in Lam Dong, paving the way for the study and development of local sports to meet the increasing demand of the people is very necessary.

## RESEARCH METHODS

Using the method of interview experts to assess the potential of mass sports. Experts are selected from local sports managers and lecturers of physical education (with more than

5 years of experience) to assess the actual situation of the physical education and sports in the province. The total number of experts participating in the survey is 30 people. Survey forms are sent directly to the experts, through the grading, the factors are identified .

Using SPSS software (Software Package for the Social Sciences). The statistical results of the average value will be used for general assessment and on that basis, the SWOT matrix will be used to make the combination solutions.

SWOT Matrix (Matrix of strengths, weaknesses, opportunities and threats)

The SWOT matrix is a collection of abbreviations of the first letters of English words: Strengths, Weaknesses, Opportunities, Threats. Initially, the SWOT matrix was used to analyze the business situation of enterprises in the 60,70s of the twentieth century and to find solutions to help leaders agree and continue to implement strategic planning (Valentin, 2005). So far, the SWOT matrix has been widely used not only within the enterprises but also in industries, economic sectors, localities, regions and countries. The SWOT matrix provides a comprehensive view of economic issues from which managers and policy makers can use it as a basis for strategic decisions. SWOT analysis is the subjective assessment of data including internal factors (strengths, weaknesses) and external factors (opportunities, threats). The

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**Table 1. General assessment of the strengths, weaknesses, opportunities and threats of mass sports in Lam Dong (n = 30)**

<b>S</b>	<b>Strengths</b>	<b>Average</b>
S1	Lam Dong has an advantageous geographical location to organize sports tournaments movement for tourists to participate in.	4.38
S2	The system of natural resources (especially diverse terrains, favorable climate) and humanity (many traditional and modern sport activities) is extremely rich and attractive, suitable for the development of mass sports	4.39
S3	Lam Dong has advantages in sports tourism and extreme sports activities in mountainous areas	4.6
S4	Lam Dong has organized many national and international sporting events	3.35
S5	The sports in Lam Dong are quite diverse and can be organized in touristic areas, destinations and transportation routes with diverse terrains, highly attractive to tourists and local people	3.72
<b>W</b>	<b>Weaknesses</b>	<b>Average</b>
W1	The mass sports activities are not sponsored much by businesses	3.38
W2	The province has a plan to build a physical training center but it has not been implemented yet	4.1
W3	There is no close collaboration between sectors and sports sector	3.66
W4	Capacity and quality of organizing sports competitions are not high	3.13
W5	Human resource in sports does not ensure the quantity and quality	3.29
W6	The human culture resource values that are favorable for mass sports and physical activities (traditional, local sports, etc.) have not been participated in by many people	3.67
W7	Medical services in sports are still lacking	3.78
W8	There are few indoor mass sports activities in the rainy season and at night	3.76
W9	Have not mobilized the participation of people in local sports activities	3.67
W10	Policies to attract and promote investment in sports business are not attractive	3.68
<b>O</b>	<b>Opportunities</b>	<b>Average</b>
O1	Our Party and State are always interested in the development of sports, especially in recent years	4.17
O2	The picture of winning Vietnamese sports teams in recent years such as: U23 Football in Vietnam partly affect the people's physical education and sports training	4.2
O3	The people's demand in sports activities is highly increasing	3.76
O4	Tourists are always looking for new and attractive destinations with a variety of touristic activities including mass sports activities in Lam Dong.	4.2
O5	The increase in forms of sports exchanging competitions between localities and countries in the area will be a favorable condition for the development of mass sports.	3.68
O6	Sports is an effective form of promoting the image of Lam Dong destination	4.25
<b>T</b>	<b>Threats</b>	<b>Average</b>
T1	The regulations on physical education and sports management are incomplete and there are many shortcomings in the business of sports and physical education activities .	3.76
T2	Inadequate management of sports and physical education activities can cause negative impacts on the environment and the people, thereby reducing the attraction of sports and damaging the image of the locality	3.67
T3	The support, interaction between industries and sports industry is not high, people still work on their own so there is a lack of professionalism.	3.76
T4	Issues of security and safety for sports participants	4.59

## ARTICLES

SWOT matrix is presented as a 2-row, 2-column matrix, divided into 4 parts: S - W (internal factors) and O - T (external factors). The combination of SO, ST, WO, WT factors is important for making strategic plans. [4]

The internal factors	Strength (S)	Weakness (W)
The external factors		
Opportunity (O)	SO	WO
Threats (T)	ST	WT

**Table 2. Opportunities and threats for mass sports of Lam Dong province**

Opportunities	Threats
<ol style="list-style-type: none"> <li>1. Our Party and State are always interested in the development of sports, especially in recent years.</li> <li>2. The picture of winning Vietnamese sports teams in recent years such as: U23 Football in Vietnam partly affect the people's physical education and sports training.</li> <li>3. The people's demand in sports activities is highly increasing.</li> <li>4. Sports is an effective form of promoting the image of Lam Dong destination.</li> </ol>	<ol style="list-style-type: none"> <li>1. The regulations on physical education and sports management are incomplete and there are many shortcomings in the business of sports and physical education activities.</li> <li>2. Inadequate management of sports and physical education activities can cause negative impacts on the environment and the people, thereby reducing the attraction of sports and damaging the image of the locality.</li> <li>3. The support, interaction between industries and sports industry is not high, people still work on their own so there is a lack of professionalism.</li> <li>4. Issues of security and safety for sports participants.</li> </ol>

province. Table 3 presents the advantages and disadvantages of the mass sports and physical education activities of Lam Dong province as follows:

The identification of internal factors is considered as to identify important physical education and sports potentials for the development of mass sports in Lam Dong province. Table 3 presents the advantages and

## RESULTS AND DISCUSSION

Through the compilation of experts' questionnaire assessing the potential of mass sports, the result of the statistical average value is shown in the following table 1.

As can be seen in the general evaluation table, the results show:

The identification of internal factors is considered as to identify important physical education and sports potentials for the development of mass sports in Lam Dong

disadvantages of the mass sports and physical education activities of Lam Dong province as follows:

The SWOT matrix is a combination of internal and external factors such as SO, WO, ST and WT to propose strategic solutions. These are also important directions in exploiting natural and human resources to effectively develop mas sports for Lam Dong province.

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1. Lam Dong has an advantageous geographical location to organize sports tournaments movement for tourists to participate in.</li> <li>2. The system of natural resources (especially diverse terrains, favorable climate) and humanity (many traditional and modern sport activities) is extremely rich and attractive, suitable for the development of mass sports.</li> <li>3. Lam Dong has advantages in sports tourism and extreme sports activities in mountainous areas.</li> </ol>	<ol style="list-style-type: none"> <li>1. The mass sports activities are not sponsored much by businesses.</li> <li>2. There is no close collaboration between sectors and sports sector.</li> <li>3. Medical services in sports are still lacking.</li> <li>4. There are few indoor mass sports activities in the rainy season and at night.</li> </ol>



**Sports activities associated with tourism are becoming popular in many provinces and cities in Vietnam (Image source: <https://baomoi.com>)**

Therefore, based on the above strengths, weaknesses, opportunities and threats, this article proposes several strategic solutions for the exploitation of sports and physical education resources of Lam Dong province as follows:

Exploit the advantageous resources of each area and place in the province. Identify sports that are suitable for the geography of each region such as: climbing, crossing waterfalls ... in areas with waterfalls, dangerous mountains such as Datanla Waterfall, Hang Cop Waterfall, Dam B'ri Waterfall, LangBiang ..., identify specific subjects of each area such as: rowing, fishing, duck boat riding ... in Xuan Huong lake, Tuyen Lam lake, Golden stream ... Develop indoor sports such as badminton, table tennis, volleyball ... in the central areas, and diversify sports based on resource strengths such as the development of ethnic mass sports in Lac Duong...

It is necessary to invest in building infrastructure for sports events in the direction of long-term exploitation and serving sports life of local people, capable of organizing national and international events.

It is necessary to have policies to attract talents such as top athletes, sports scientists with high academic titles in Lam Dong province.

### CONCLUSION

Lam Dong province has the potential to

develop very diverse and unique mass sports. However, if only the system natural resources of the region is considered then there will not be sufficient factors to create forms of physical education and sports and the exploitation and development of sports will face many difficulties and challenges. Therefore, the analysis of opportunities, threats, strengths and weaknesses is an important basis to guide the potential exploitation of the

region's physical education and sports, especially to exploit physical education and sports potentials in a sustainable direction. The research results have shown that there are 6 opportunities, 4 threats, 5 plating strengths and 10 weaknesses. Based on this result, there should be a follow-up study on the actual situation of the mass sports resource exploitation in Lam Dong province in order to fully assess the potential as well as the actual situation of resource exploitation in order to develop physical education and sports of the province at the present.

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