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Perspectives on the cross-cultural challenges and coping strategies of sport coaches

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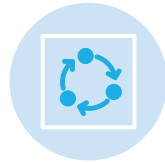
Miss Deniz Urgun, Doctoral Researcher, London South Bank University

Dr Mario Borges, Senior Lecturer, London South Bank University

Dr Rita de Oliveira, Associate Professor, London South Bank University

Dr Eleni Vangeli, Senior Lecturer, London South Bank University

Agenda



Introduction



**Research Aim
& Questions**



Method



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Discussion



**Future
Research**



Conclusion



Q/A

Introduction

- Sport coaches at different levels may leave their native countries or participate in multicultural organisations during their sporting careers.
- According to the recent analysis, approximately **30% of professional football club coaches** engage in international league transfers (Poli et al., 2022).
- At the 2022 Olympic Games, the Chinese Olympic Committee hired more than **50 coaches from foreign countries** to support young competitors (Germano & Mitchell, 2022).



Introduction

- Engaging in intercultural interactions may present sport coaches with personal and professional obstacles. This necessitates sport coaches to acquire cross-cultural competencies in order to effectively navigate cultural differences.
- **Cultural intelligence (CQ)**, which refers to the ability to function effectively in intercultural environments (Ang & Van Dyne, 2008), appears to be an important skill for people engaging in multicultural settings, consisting of sport coaches. For example, sports coaches' ability to recognise and adapt to cultural differences by adjusting behaviours to accommodate different opinions and perceptions.

Research Aim & Questions

The purpose of this study was to investigate the cross-cultural challenges encountered by sport coaches in multicultural sport environments, and to explore the coping strategies they employ to navigate these challenges.

Research Questions:

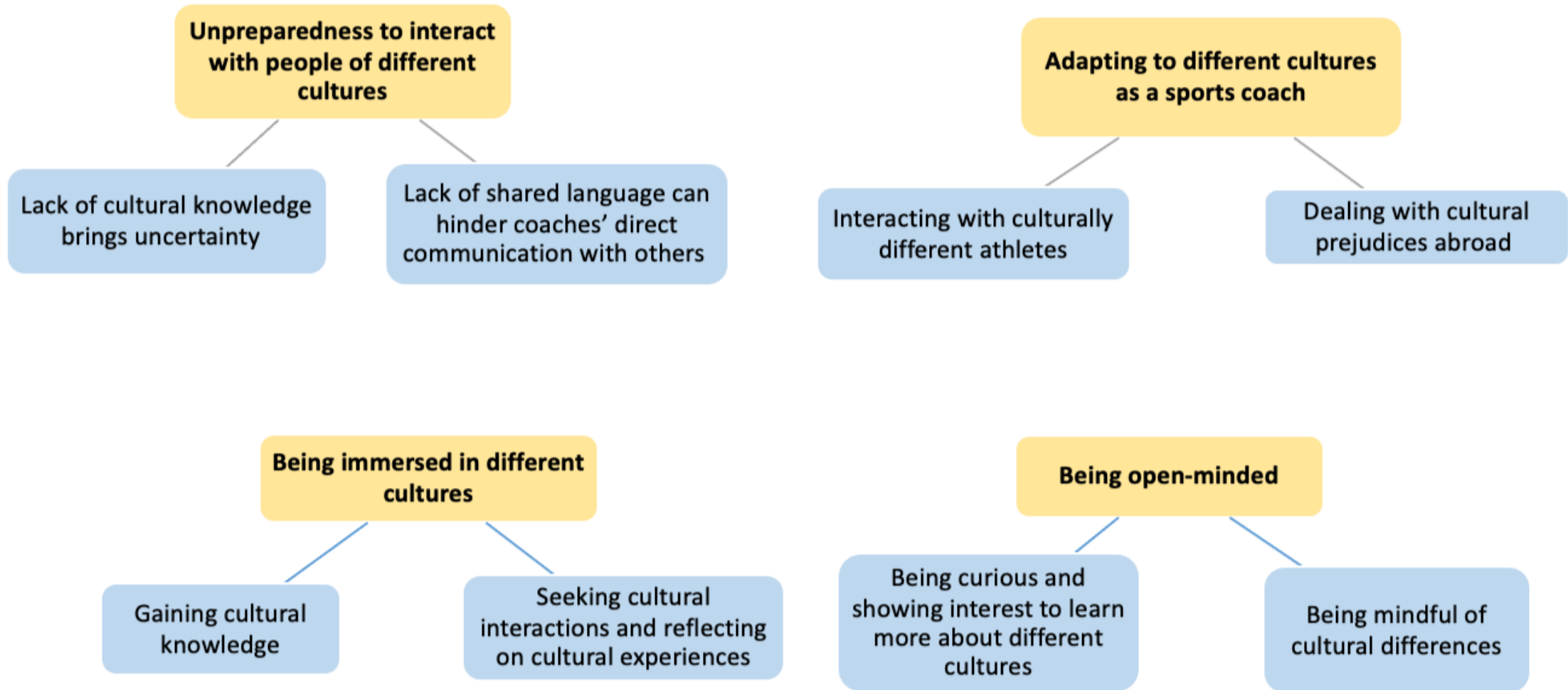
- What are the cross-cultural challenges of sport coaches?
- What are the coping strategies of sport coaches to deal with those cross-cultural challenges?



Method

- Purposive sampling method was used for recruitment.
- The sample consisted of twelve coach educators, including sport coaches, who varied in terms of age, gender, migration experience, sport, nationality, current role in the organisation, and years of experience.
- Participants represent a variety of nations, including Brazil, Germany, France, Spain, Turkey, the United Kingdom, and Romania, as well as different sports disciplines such as football, sailing, cycling, basketball, volleyball, shooting, skating, and rugby.
- Twelve coach educators participated in semi-structured interviews, and data was analysed using a Reflexive Thematic Analysis (Braun & Clarke, 2021).
- The RTA included the six phases (Braun & Clarke, 2006): (1) familiarisation with the data; (2) generating initial codes; (3) generating themes; (4) reviewing potential themes; (5) defining and naming themes; and (6) producing the report.

Results



Final Thematic Map

Results

RQ1: What are the cross-cultural challenges of sport coaches?

I went to the Eastern region, that was... I went into a darkness. Why? Because I had no information. Nothing about the culture, nothing about the language, nothing about the cuisine, nothing about the people, nothing about the sports industry.
(Mehmet)

Unpreparedness to interact with people of different cultures

I never had to deal with a player who was fasting for Ramadan. And now all of a sudden, we practice, you know, twice a day every day and we're playing two games a week. And now I've got a player fasting and that's a completely different situation to what I've never experienced before. (Harry)

Adapting to different cultures as a sports coach

Results

RQ2: What are the coping strategies of sport coaches to deal with those cross-cultural challenges?

I was very fortunate because I spent every day working with English people, training with English people. I spend all my weekends in in a bus, travelling all over the UK to play games, talking to my English teammates and it really helped me to understand a lot more a about England and about the specific in culture of Liverpool, but also general things about England and general events that happened in the past. (Marco)

Being immersed in different cultures

I think there is such a thing as self-understanding.... When I'm trying to travel to another culture, if I don't know where I'm coming from, I cannot know where I'm going to [...] A person can't be a part of a different culture if he doesn't know his own culture, which means he doesn't know himself. (Emre)

Being open-minded

Discussion

- Our findings suggest that sport coaches have cross-cultural difficulties in multicultural sport environments, which is in line with previous studies. These difficulties include cultural prejudices, a lack of familiarity with other cultures (Ryba et al., 2012), communication problems stemming from a lack of a common language (Schinke et al., 2007), and issues in the relationship between coaches and athletes (Duschesne, Bloom, & Sabiston, 2011; Schinke et al., 2011; 2012; 2013).
- Sport coaches appear to deal with cultural challenges by actively seeking out socialisation opportunities, being conscious of their own culture and other cultures (Schinke et al., 2012), and gaining cultural knowledge (Wang & Calloway, 2011).



Future Research

- It might be of interest to examine the influence of other variables, such as previous migration experience or personality traits, on the perceived challenges and coping strategies of sport coaches.
- Researchers can utilise the data collection method of focus groups, in which foreign and native coaches are brought together to facilitate their interaction and story-sharing.
- Future research may define the impact of gender differences on the challenges and coping strategies of sport coaches.
- Future research may define the cross-cultural training needs of coaches from different sport disciplines to support them in overcoming cross-cultural difficulties.

Conclusion

- This study is the first to examine the perspectives of coach educators on the cross-cultural obstacles faced by both immigrant and non-immigrant coaches, across different sport disciplines.
- This study aims to establish a framework for future research in the expanding field of cross-cultural sport psychology, as well as increase the awareness of sport organisations, practitioners, players, and other staff members wishing to support sport coaches.



Take away message

Sport coaches encounter some personal and professional challenges in their interactions with others from different cultures or adapting to a new cultural setting.

The utilisation of cultural skills resources in coaching education programmes has the potential to improve the socio-cultural proficiencies of sport coaches.

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Thank you for listening

Q/A

Deniz Urgun
Doctoral Researcher, London South Bank University
urgund@lsbu.ac.uk