



HUNGARIAN UNIVERSITY OF AGRICULTURE AND LIFE SCIENCES

FOOTBALL AN INDICATOR OF DEVELOPMENT AT THE
INTERNATIONAL LEVEL.

A CASE STUDY OF SADIO MANÉ THE SENEGALESE PROFESSIONAL
FOOTBALLER
AT BUNDESLIGA CLUB BAYERN MUNICH.

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DECLARATION

The author undertook this research to fulfil the requirements for attaining a Master's degree in Business Development. This dissertation is an original work that does not incorporate any previously published material of another author accredited with the conferment of a university degree unless explicit recognition has been duly rendered.

Signature of the thesis writer ...

A handwritten signature in blue ink, appearing to read 'Justice Acheampong', is written over a horizontal line. The signature is stylized with cursive flourishes.

Date, 24th April 2023.

JUSTICE ACHEAMPONG (HNTRY)

ABSTRACT

As business student it is extremely important that I understand the developmental aspect footballer has impacted. No two persons are alike and my experience and personalities differ. Theories have proven there are many factors that influence football as indicator for development at the international level.

The aim of this research is to examine football as an indicator of development at the international level. A case study of Sadio Mané, the senegalese professional footballer at bundesliga club Bayern Munich empirical econometric contributing data, political and social ranging from 'Hard' economic such as Gross National Income and all its variations), to various poverty and economic inequality to the Sustainable Development Goals, which focus much more on social development such as education and health, all the way down to much more subjective development such as happiness through football.

The objectives included the impact the footballer making process of developmental projects in Senegal: determine whether there is a correlation between football an indactor of development at the International level and to also present the key theories and concepts surrounding the topic. The methods used for the research was a non – probability sampling technique as far as data collection was concerned. This was administered on a total of hundred respondents around Ghana, senegalise, Nigerians, Camaroons etc in the West African.

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TABLE OF CONTENTS

DECLARATION	iii
ABSTRACT	iv
ACKNOWLEDGEMENT	5
CHAPTER 1 INTRODUCTION	1
1.1 Background of the study	1
1.2 Statement of Problem	2
1.3 Objective of the study	3
1.3.1 Specific objectives	3
1.4 Scope of the study	4
1.5 Significance of the Study	4
1.6 Limitations of the study	5
1.7 Structure of the study	5
CHAPTER 2 LITERATURE REVIEWS	6
2.1 INTRODUCTION	6
2.2 HISTORY OF FOOTBALL	6
2.2.1 Composition of Association Football	7
2.2.2 Commercialization, Spectatorship and Wealth in Senegal	12
2.3 Role of Football in the Economy	14
2.3.1 The Origins of Sadio Mane	16
2.3.2 Political Context of Economy	17
2.4 Development Challenges	19
2.5 Senegalese Sustainable Development Goal	20
2.6 Theoretical Background	22
2.6.1 Human Development Index	26
2.6.2 Demographic characteristics	30
CHAPTER 3	33
RESEARCH METHODOLOGY	33
3.1 Problem Statement	33
3.2 Research approach	35
3.3 Data Collection Instruments	35
3.3.1 Secondary data	36
3.3.2 Primary Data	36

3.3.3 Target Population	37
3.4 Sampling Technique	37
3.5 Sample Size.....	38
3.6 Research Instrument.....	38
3.7 Data Collection Procedure	38
3.8 Data Analysis and Presentation.....	39
CHAPTER 4.....	40
PRESENTATION OF RESULTS AND DISCUSSION OF FINDINGS	40
4.1 INTRODUCTION	40
4.2: Section 2: Understanding of Football Development.....	42
4.4 Section 4: the important and critical functions of football indicator towards development in the international level.	48
4.5: Section 5: The impression individual spectators have about football development in Senegal.	52
4.2 Conclusions	55
4.3 Summary of The Primary Research	56
CHAPTER 5.....	57
SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION.....	57
5.1 Introduction	57
5.2 Key discoveries are outlined in the summary.	57
5.3 Summary and overall findings	59
5.4 Suggestions/Proposals.....	59
BIBLIOGRAPHY	60
APPENDIX	1
APPENDIX 2 QUESTIONNAIRE.....	2

CHAPTER 1 INTRODUCTION

1.1 Background of the study

The United Nations assumes that there is a relationship between sport and development: in 2001, the United Nations Office on Sport for Development and Peace (UNOSDP (United Nations Office on Sport for Development and Peace) was established. In the words of Ban Ki-Moon, Secretary-General of the United Nations:

"Sport has become a global language, a common denominator that breaks down all walls and barriers. It is a global industry whose practises can have far-reaching effects. Above all, it is a powerful tool for progress and development."

(Ban Ki-moon, United Nations Secretary-General, May 11, 2011, Geneva, Switzerland.)

There are reasons to believe that the practise of sport has positive effects on the health, education, and general well-being of the population. In any case, sports, and football in particular, play a non-negligible role in the economies of many countries, especially in industrialised nations. For example, Dimitrov et al. (2006), cited in the European Commission's White Paper on Sport, estimated that the sports industry in the European Union accounts for about 3.7% of total GDP and 5.4% of total employment. More recently, the European Sport Satellite Accounts found that sport accounts for between 3 and 3.7% of consumer spending, between 2.2 and 4.0% of gross value added, and between 2.0 and 5.8% of employment in each country (European Commission, 2011).

Football is considered the most popular sport in the world, and its importance is illustrated by the fact that the 2002 FIFA World Cup was watched by over one billion television viewers worldwide (Hoffman et al., 2002b). FIFA estimates that there are currently about two hundred and seventy million active football players. Moreover, football is one of the few sports played worldwide (Murray, 1996).

Therefore, if there is a link between sports and development and football is such a popular sport, there should also be a link between football and development. For example, if Senegal does better in the World Cup, can we conclude that the country has reached a higher level of development ? Or should we expect the Chinese football team to improve its performance in the coming years? .Reigning World (2010) and European (2008, 2012) champions Spain was a relatively poor country in 1982 when it hosted the World Cup. However, since joining the European Union in 1986, it has experienced 25 years of steady growth and convergence with other European countries. Of course, other examples of a relationship between football and the

economy can be found, both positive and negative, which leads to the question: Has the career of the footballer impacted development at the international level?

The paper explores this question in five further sections. Section II reviews the literature on this topic. Section III presents the theoretical analytical framework used in this research. Section IV presents the data sources. Section V presents the empirical model and estimation results. Finally, Section VI provides some conclusions.

1.2 Statement of Problem

This project will help to identify the empirical econometric contributing data , political and social ranging from ‘Hard’ economic such as Gross National Income and all its variations, to various poverty and economic inequality to the Sustainable Development Goals, which focus much more on social development such as education and health, all the way down to much more subjective development such as happiness through football is concern.

According to Senegal’s economic freedom score is 57.7, making its economy the 103rd freest in the 2023 Index. Its score has decreased by 2.3 points since last year. Out of the Sub-Saharan Africa region consisting of 47 countries, Senegal holds the 13th position but falls short of the global average in terms of its overall score.

The trajectory of economic freedom in Senegal has not been consistently positive. The system of regulations tends to impede progress and restrict the growth of private enterprises. Despite some streamlining of business formation, deeper institutional reforms are needed to improve the foundations of economic freedom and encourage long-term economic development and greater poverty reduction conducted both locally and internationally. Internationally, some of these studies focused on the economy of Senegal as driven by mining, construction, tourism, fishing, and agriculture, which are the main sources of employment in rural areas, despite abundant natural resources in iron, zircon, gas, gold, phosphates, and numerous oil discoveries recently. Senegal's primary sources of foreign currency are derived from fishing, phosphates, groundnuts, tourism, and assorted services. The agricultural industry is a major player in Senegal's economy and is susceptible to environmental factors such as fluctuating rainfall, climate changes, and shifts in international commodity prices.

Dakar, previously the capital of French West Africa, serves as the central location for financial institutions catering to Francophone West Africa and is a significant shipping and transportation hub in the area. The tourism industry of Senegal is well-established and considered to be one of the most advanced in Africa. The economy of Senegal is reliant on external aid. It is a member of the World Trade Organization but the main obstacles to the economic development of the country are its great corruption with inefficient justice, slow administrative formalities, and a failing education sector.

1.3 Objective of the study

The main objective is to assess developmental projects impacted in Senegal by the footballer at the International Level.

- To determine individual living standards in Senegal.
- To determine the positive and negative impression on economic developments.
- Determine the important and critical functions of educational development.
- To determine impression individual illiteracy particularly among women.

1.3.1 Specific objectives

The research question for this thesis project is as listed below

- To what extent does Sadio Mane restructure the economy
- To what extent does the footballer influence the positive and negative impression on developmental progress?
- To what extent has football career influenced important and critical functions of football development in the international level.
- To what perceived quality influence impression has football function development brought individual and country.

1.4 Scope of the study

The study will specifically cover people within his hometown of Bambali, Senegal.

The research will be conducted within the community based on the effect of education, construction projects, hospitalities, and scholarships image on the individual, community and country. The performance will be measured in terms of development indicators in the International world and its unique preposition that gives much literacy power to the community.

1.5 Significance of the Study

This research is significant because it seeks to ascertain the level of football as an indicator for development in the international. As it is known, football is the world's most popular ball game in number terms of the of participants and spectators. With its basic regulations and necessary gear, this sport can be played in various locations, from official football pitches to schoolyards, streets, gyms, parks, or beaches. In 2000, FIFA, the organization responsible for worldwide football, calculated that 250 million individuals were actively engaged in football while over 1.3 billion demonstrated an affinity for the sport. Furthermore, in 2010, a colossal audience of more than 26 billion viewers united to witness the most significant football competition, the world cup, which occurs once every four years.

Assessing the perspective of enthusiasts regarding soccer matches will be facilitated. The primary determinant of satisfaction in games is one's mindset. Those with a favourable outlook towards games are content with their quality and cost, whereas dissatisfied harbour unfavourable opinions that may influence their purchasing behaviour (Siti & Pan, Baltas, 1997). Information derived from the findings of this research can also be used to improve the game(football) process that spectators adopt as they pursue their football activities. Political and societal contributions will help and lead to the realization of football development at the International level within Senegal. The study will add the academic purpose of football quality on a developmental decision which needs growth and profitability to a country or a community.

1.6 Limitations of the study

The purpose of this study has been constrained by certain factors that invariably limited the scope of the study and its presentation. These factors are:

The research will be limited to football indicators for development at the International level in Senegal.

My research may not favour the less literate as the questionnaire needs literate respondents. Financial problems and time factors prevented the researcher from broadening the study to more respondents.

Besides the advantages of online surveys, the results may be costive, wrong information, cheated sites and partially completed responses.

1.7 Structure of the study

The study is arranged into five chapters.

Chapter one (1) gives a general overview of the study. It consists of an introduction and the background of the study. It also included the statement of the problem, the research objectives, the research questions and the significance of the study. The research plan and method also come under this chapter. It outlines football indicators for development at the international level and the impact of Sadio Mané, a Senegalese professional footballer, in his career towards development in Senegal. Chapter two (2) will be devoted to the literature reviews relevant to the study. Much emphasis here was made on the football indicator for development at the international level; The chapter also reviewed the publication and various literature treated by various authors that are relevant to the area of research. The chapter represents the organized research methods generally used in such studies. It also identified the selected sampling method to be used as well as the questionnaire and interviews to be conducted.

Chapter three (3) will consist solely of the detailed research plan and the methodology used to gather and analyze the information. Chapter four (4) will analyze the research findings, the result, and their interpretation. The summary, conclusion and recommendation will complete the study, and that will be in Chapter Five (5).

CHAPTER 2 LITERATURE REVIEWS

2.1 INTRODUCTION

In this chapter, theories, concepts and relevant models about Sports, football and development impacts at the international level will be discussed in detail. An individual who plays football as his career and raising awareness of the importance for developmental access through sports and education opportunities, community, and philanthropy. A sporty individual who engages in one of the numerous categories of football is referred to as a football player or footballer. There are various categories of football, which include association football, American football, Canadian football, Australian rules football, Gaelic football, rugby league, and rugby union.

Approximately 250 million individuals participate in football globally, including various variations of the sport. Each footballer is influenced by their own perception and decisions which depend on numerous factors.

2.2 HISTORY OF FOOTBALL

The concept of association football has been around for hundreds of years and likely much longer. What it means to football something has broadened quite a bit since the word first came in to use. Despite the changes, each of the older kinds of football are still in wide plays today. This post will explore how the concept of football has changed and grown over the years, and speculate on what's coming next.

As student, and spectators we talk a lot about football websites, football content, football research studies, football events. The list goes on and on. But what is football? Not what do we mean by football, but what does the word actually mean?

If you do not know the answer, it will seem obvious. The term derives from Kicking ball games arose independently multiple times across multiple cultures. *Phaininda* and *episkyros* were Greek ball games. Athenaeus, writing in 228 CE, mentions the Roman ball game harpastum. *Phaininda*, *episkyros* and *harpastum* were played involving hands and violence. They all resembled rugby football, wrestling and volleyball more than what is recognizable as modern football. As with pre-codified mob football, the antecedent of all modern football codes, these

three games involved more handling the ball than kicking it, dating back over 4,000 years to the Indus Valley. Of course, football has evolved over the centuries from countries claiming their property, to artisans claiming credit for their game, to kingdoms claiming their games, to spectators claiming their passion better than others. What we play for, how we play it, and why we play it have changed. But football in the twenty-first century is still Association football, itself does not have a classical history. Notwithstanding any similarities to other ball games played around the world, FIFA has recognized that no historical connection exists with any game played in antiquity outside Europe. The modern rules of association football are based on the mid-19th century efforts to standardize the widely varying forms of football played in the public schools of England.

2.2.1 Composition of Association Football

Football (soccer) is one of the oldest sports in the microcosm. It is also one of the most excellent. The pinnacle of the all-embracing championship is the soccer World Cup. There are also tournaments such as the Euro Championship, Copa America, and the African Cup of Nations. The strongest home leagues are England (English Premier League), Spain (La Liga), Italy (Serie A) and Germany (Bundesliga).

The body of soccer is to score more goals than your opponent in 90 proceedings of performance. The game is divided into two halves of 45 minutes each. After his first 45 minutes, the player takes his 15-minute discontinuity called halftime. The second 45 minutes will continue and the time (extension) deemed convenient by the referee will be extended accordingly. Each team consists of eleven (11) players. These are made up of one goalkeeper and ten outfield players. The pitch dimensions vary from each ground but are 120 yards long and 75 yards wide. On each pitch you will have a 6-yard box next to the goal mouth, an 18-yard box surrounding the 6-yard box and a center circle. Each half of the pitch must be a mirror image of the other in terms of dimensions. Additionally, players can be found wearing studded football boots, shin pads and matching strips. The goalkeepers will additionally wear padded gloves as they are the only players allowed to handle the ball. Each team will have a designated captain. To score the ball you must go into your opponent's goal. The whole ball needs to be over the line for it to be a legitimate goal. A goal can be scored with any part of the body apart from the hand or arm up to the shoulder. The goal itself consists of a frame measuring 8 feet high and 8 yards. To win, you must score more goals than your opponents'. If the scores are level after 90 minutes (about 1 and a half hours), then the game will end as a draw apart from in cup games where the game can go to extra time and even a penalty shootout to decide the winner. Players must use their feet to

kick the ball and are prohibited to use their hands apart from goalkeepers who can use any part of their body within the 18-yard box (of which more can be found in the next section).

2.2.1.1 Senegalese Soccer in Historical, Perspective, The Nation State and National Pride

French colonial expansion in Africa during the late nineteenth century brought soccer to North Africa, where "French settlers in Oran (Algeria) channelled their sporting passion into the formal creation of a football club," according to soccer historian Peter Alegi. After that, other parts of the sub-region, such as Tunisia and Egypt, saw the formation of football clubs like Racing Club in Tunis in 1906 and Al Ahly in Cairo in 1924.

By then, soccer was spreading along the west coast of Africa, where cities such as Dakar in Senegal and Brazzaville in French Equatorial Africa (Congo today) witnessed French and other European soldiers, sailors, traders, and administrative employees play soccer as their leading hobby. Yet, as Alegi points out, unlike the British, who introduced sports eagerly after the conquest as part of their "civilizing mission," the French were hesitant and slower in spreading a sporting culture in their African colonies.

More soccer continued to grow during the colonial period. It spread from urban areas such as Dakar to the country's interior, especially towns and villages linked to the railway and accessible by road transportation. In such places, young boys and men spent their spare time playing soccer, sometimes with makeshift balls made from rags if a proper ball was unavailable. Playing soccer, bare-footed was a widespread practice among those who could not afford to buy cheap footwear to use as soccer cleats. Those who played soccer then required little to no financial onus to enjoy the thrill of outwitting an opponent, tackling another player, or dribbling past two or three opponents to score a goal.

The fact that even those from poor homes without money to spare could play soccer was an appeal that quickly caught on in both urban and rural areas of Senegal during the late colonial period. Several soccer clubs from Senegal, including Jeanne d'Arc, Union Sportive Indigene, and Union Sportive Gorée, joined others, such as Racing Club from Conakry (Guinea), Jeunesse Club and ASEC from Abidjan (Côte d'Ivoire), and Étoile Filante from Lomé (Togo), in the competition. The competition that started with 16 clubs in 1947 would expand to 302 clubs by 1958, slightly over a decade later.

The mass appeal soccer spawned saw hundreds of spectators congregate at matches in Dakar, Abidjan, Bamako, and Lomé to watch their local and favourite teams play against others from different colonies in French West Africa. Such competitions marked the beginning of inter-

colonial rivalry in sports that laid the foundations for spectators' support for local soccer teams to take on "nationalist" overtones. Meanwhile, at the local level in Senegal, soccer gained more popularity in the 1950s, especially in the expanding urban area of Dakar, where neighbourhood soccer clubs known as *navétanes* emerged to compete in local competitions.

Mark Hann, in 2002, explained that the name of the *navétanes* championships originates from the Wolof term "nawet", which denotes the rainy season. These championships predominantly occur over the summer months. Local sides have been vying for supremacy against each other since the 1950s, as they ardently protect the reputation and self-respect of their affiliations. The *navétanes* games tend to draw in enormous audiences. Despite their limited organizational structure, such contests sometimes expanded into regional tournaments after the official national soccer league season ended. By the late 1960s, as Susann Baller recounts, the Ministry of Youth and Sports had endorsed *navétanes* teams as it sought to launch a national soccer body as part of its youth program.

While the goal was to organize annual championships, the ministry's efforts bred internal conflicts among officials and proprietors of the anticipated. Despite the challenges, however, soccer was a vehicle for building social relations among urbanites in Dakar. And such relations could extend beyond the city, which continued to experience a rapid population increase in the post-World War II period. Bernadette Deville- Danthu observes that in the 1950s, West Africa experienced a "sports fever" as soccer emerged as the preferred sport for many urban dwellers in cities like Dakar. From this period on, the print media, in the form of newspapers, played a key role in popularizing soccer, an effort complemented in no small measure by radio broadcasts. Especially for soccer fans unable to make it to stadiums or those in remote parts of the country without financial means to travel to Dakar or any other city to watch important matches, the radio became indispensable for listening to live commentaries. Soccer commentators became household celebrities as far as they could transmit the excitement of matches and the atmosphere in the stadiums via their live commentaries. While newspaper reports could inform readers about soccer matches before and after the events, radio broadcasts had the advantage of streaming live commentaries that kept soccer fans glued to their transistors throughout the matches. Indeed, it was common for dozens of fans, including family members, friends, and even strangers, to gather around a small radio station and enjoy the thrill of a soccer match conveyed via live commentaries. Soccer's popularity in Senegal during the late colonial period meant the French authorities were aware of the vital role sporting activities, including the indigenous wrestling known as *lamb*, played in the traditions of various ethnic groups. By independence in 1960, as Ousseynou Faye explains, sports like soccer

and lamb had attracted the attention of officials of the new nation-state, who organized competitions under the auspices of the Ministry of Education to promote a sense of nationalism and national identity.

At the same time, as Hann underscores, it is worth noting that "Similar to wrestling, the navétanes championships provide an intense and instinctive encounter with athletic rivalry rooted in complex local meanings, regional loyalties and historical loyalties rivalries." No doubt, Senegal's independence from France, no doubt, created an opportunity for local loyalties to morph into support for the new nation-state. This aspiration would cut across both ethnic and regional rifts. In this context, sports, particularly soccer, would take centre stage in deploying national pride among all Senegalese as an ethos to drive Senegal forward in its postcolonial life. Since its formation in 1961, Les Lions de la Teranga, the Senegalese national soccer team, has had a checkered history. It has enraged and excited soccer fans in Senegal, across Africa, and worldwide. Even when Senegal hosted the African Cup of Nations tournament (CAN) in 1992, Les Lions was eliminated by Cameroon's Indomitable Lions in the quarter-final stage of the competition.

Moreover, the zenith of the team's success was in 2002, when Les Lions was losing finalists in the CAN tournament in Mali and quarter-finalists in the FIFA World Cup hosted by South Korea and Japan. On their way to the quarter-finals, the Senegalese team defeated the French team, the defending champions at the time, in the tournament's opening match. That upset was comparable to Cameroon's exploits in the 1990 World Cup, when the Indomitable Lions defeated the then-defending champions, Argentina, in the tournament's opening match. Like the Indomitable Lions of Cameroon, Les Lions of Senegal advanced to the quarter-final stage to add more gloss to their defeat of Senegal's former colonial overlord, France. Ironically, the soccer encounter between the former colonizer and colonized country that ended in defeat for France was masterminded by a French manager, Bruno Metsu (1954–2013), who, before taking charge of Senegal in 2000, had managed the national soccer team of Guinea for less than a year.

Insight, even before Senegal's arrival on the world soccer stage, soccer's popularity had been increasing in the country during the late colonial period, even as its organization left a lot to be desired. At the time of Senegal's independence in 1960, soccer faced many challenges at the national level.

The official soccer league, for example, had to tackle all sorts of problems: poor referees, unruly spectators, violent brawls, and boycotts by soccer clubs, to name a few. In this scenario, it was common for some officials with vested interests in certain soccer clubs to decide the outcome of matches even before a ball had been kicked. And to compound the problems mentioned above,

several soccer clubs seldom treated their players with the kind of civility they (the players) and fans expected. With such problems looming large, the national soccer league struggled to ignite sustained support from spectators despite their obvious passion for the sport.

Newspaper accounts of that period allude to erratic refereeing decisions, crowd disruptions at matches, and vicious confrontations involving players, officials, and spectators alike. However, this crisis period in Senegalese soccer did not deter the Ministry of Youth and Sports from pursuing state-sponsored youth programs aimed at instilling a spirit of nationalism in young people and cultivating a distinctive Senegalese identity as part of a wider nation-building agenda. Ironically, though, the ministry was at odds with the popular *navétanes* teams and tournaments organized in various neighbourhoods, which were not within its official authority by then.

As Baller explains, despite the state's desire to control young people in Senegal, it had little to offer the growing urban youth population. There were hardly any state-funded facilities for sporting activities, not to mention the lack of opportunities for professional career development in soccer and other sports.

Thus, while soccer remained vastly popular in Senegal, there was an obvious disconnect between the vision of the state officials, who sought more control over sporting activities, and ordinary folks, who gravitated toward *navétanes* teams and their neighbourhood competitions.

Against this backdrop, the Ministry of Youth and Sports created the ONCAV (Organisme National de Coordination des Activités des Vacances) in 1970, demanding that all *navétanes* teams register with the organization.

In its effort to organize national competitions involving the neighbourhood teams, the ministry never lost sight of its aspiration to keep Senegalese youth under control, especially after the 1968 student unrest in Dakar.

2.2.2 Commercialization, Spectatorship and Wealth in Senegal

With Information Technology bridging the communications gap between rich and limited countries around the world, even people in remote parts of Senegal tend to think that they are part of a global community of consumers who share the same products and services with their counterparts in more affluent countries in Europe, North America, and Asia.

Through sports, especially soccer, fans in Senegal connect with the media frenzy and idolization of soccer stars such as Lionel Messi of Paris Saint-Germain (formerly of Barcelona FC) and Cristiano Ronaldo of Manchester United (previously of Juventus and Real Madrid), who they watch during soccer matches through satellite TV and cellphones, while also consuming news about the millions of dollars the stars make through advertisements, endorsements, and guest appearances at public events. It is, therefore, not surprising that Senegalese youngsters, like other young Africans elsewhere, dream of pursuing professional soccer careers in Europe and other wealthier parts of the world.

By the 1980s, many European soccer scouts were poaching soccer leagues in Africa in search of talented young players to recruit for clubs in Belgium, France, The Netherlands, Spain, and Sweden, among other countries. The growing interest in African players came when many African soccer leagues struggled to meet professional standards. With limited financial resources, few commercial sponsorships, and hardly any government investment in soccer development, most African national soccer associations lacked the will to cater to the needs of young soccer players.

As such, despite the risk of dealing with foreign European soccer agents, African players did not hesitate to take chances with the lure of playing in European leagues. Among Senegal's trailblazers was the late dreadlocked Jules François Bertrand Bocandé (1958–2012), who, between 1979 and 1993, played for various clubs in France, most notably Metz, Paris Saint-Germain, and Nice, and gained 73 caps for Les Lions, scoring 20 goals. Similarly, the former French international and Arsenal captain, Patrick Viera, who hailed from humble beginnings in Dakar but grew up in France, made a name for himself by winning three English Premier League titles and three FA Cups in England. Additionally, France was able to win the FIFA World Cup in 1998. Such players would gain legendary status in Senegal and inspire younger soccer players aspiring to play professional soccer outside Senegal, preferably in Europe. Although the financial success of African players was not always guaranteed, the hope of leaving Africa to pursue a soccer career abroad was strong enough to convince players about the

possibility. The individuals aimed to break free from the endless cycle of poverty that characterized their lifestyles in their home environment. Thus, from their perspective, entrusting their future soccer careers to foreign scouting agents they hardly ever knew was a risk worth taking. No matter its status, the financial lure of a professional contract with a European soccer club was (and still is) too enticing for Senegalese and other African players to ignore. The ease of watching European soccer games live via satellite TV and mobile devices only increased interest in the global game among African soccer players and enthusiasts. And soccer stars' financial fortunes (and misfortunes) would become a staple in popular discourse; in the same way, their careers' successes (and failures) generate intense debates among soccer fans.

In recent decades, a growing trend in Senegal (and other African countries) has been the formation of youth academies for young soccer players with demonstrated potential to succeed professionally. No other academies in Senegal epitomize this orientation than the Diambars Football Academy and Generation Foot, both institutions that combine training in soccer skills and academic study for their students to remain in school. Much emphasis is put on studying to get the students to obtain a sound education for a future career besides soccer. Diambars started when four soccer friends conceived the idea between 1990 and 1998: Jimmy Adjovi Boco, a former defender of Benin and RC Lens; Saer Seck, a one-time President of Senegal's soccer league; Patrick Viera, the former Arsenal captain; and Bernard Lama, the ex-goalkeeper of France, Lille, and Paris Saint-Germain. By 2005, the construction of the Diambars complex had been completed in Saly (about a three-hour drive south of Dakar), while its youth team was already making a name for itself in tournaments both at home and in Europe.

By combining rigorous academic studies with intensive soccer training, Diambars has ensured its alums are grounded well enough to embark on educational and soccer careers.

Over 50 students from the academy have processed to university. At the same time, another 45 have become professional soccer players, among them Senegalese internationals Idrissa Gana Gueye of Paris Saint-Germain (formerly of Everton FC) and Papa Ndiaye Souare (previously of Crystal Palace). Senegal's love for soccer has turned it into a substantial industry that receives backing from both public and private corporations. Sponsorship deals from various businesses capitalize on soccer's popularity to advertise their products and services. For aspiring Senegalese soccer players who aim to seek their fortune abroad, the sport has become a way of life out of poverty regardless of the challenge of migrating to Europe, North America, or Asia. Despite the harsh reality that only a select few players will ever make it to the top and earn the big money they envision, soccer continues to attract a rapidly increasing number of youthful Senegalese. The desire for financial success to care for themselves and their families motivates Senegalese

soccer players in the same way the lure of a professional soccer contract with a European club drives young soccer players to migrate abroad.

In Senegal today, soccer clubs have fan bases that express their passion for the sport in many ways. Besides chanting, screaming, and arguing in favour of their preferred soccer team, fans in Senegal sometimes display hooligan propensities at different sporting events, just as in other countries worldwide. However, soccer hooliganism and violence in Senegal tend to be more sporadic than regular.

And spontaneity is another feature of soccer violence in the country. It could occur because of perceived unfair refereeing or disappointing results, as was the case in an African Cup of Nations qualifying match in Dakar in 2012 when Senegal lost to Côte d'Ivoire by two goals to nothing. This incident compelled (the CAF (Confederation of African Football) to suspend Senegal from participating in the 2013 African Cup of Nations tournament hosted by South Africa.

It is rare, however, to see organized groups of soccer hooligans trooping to matches purposely to free up violence. Instead, brawls and rioting between rival soccer fans occur when they encounter each other and start trading insults and intimidating other spectators in a stadium.

In July 2017, violence erupted between two rival fans of Union Sportive Ouakam and Stade de Mbour during a League Cup Final soccer match at the Demba Diop Stadium in Dakar. As the violence fared and spectators died from the stands, they got trapped in a stampede when a wall collapsed, leaving at least eight people dead and several others wounded.

Indeed, inadequate security and safety standards contributed to the chaotic scenes as the police fired tear gas to separate the rival fans in a desperate attempt to restore normalcy.

2.3 Role of Football in the Economy

The Senegalese Football Federation (FSF) emerged victorious on February 4 by clinching the African Nations Champions title in an exciting penalty shootout against Algeria. In a remarkable achievement, an African nation has won both of the continent's highest awards simultaneously by defeating another African country, Egypt, in a penalty shootout to secure the 2021 Africa Cup of Nations (AFCON). Upcoming events encompass the West African Nations Cup of 2019, the Africa Beach Soccer Cup of Nations of 2022, along with activities for the youth.

The Ministry of Sports of Senegal played a crucial role as a facilitator in the path to success by granting autonomy to their football federation to take decisions independently. The government

has dedicated its attention to significant projects that involve constructing and renovating sports facilities and promoting tourism in various regions for the future. To lure tourists from all over Africa to their newly built international football stadium, showcasing the victorious African team would be the most effective strategy for the government. Thanks to the backing of the Senegalese Football Federation, the greatest African football team within their borders has been forged.

Senegal has made progress in various aspects beyond the realm of football. The stadium renovation in the country is being carried out in preparation for the upcoming Dakar Summer Youth Olympics in 2026. Football can create future tourism prospects for the nation, progressing in multiple ways. Senegal's economy is thriving with an impressive yearly growth rate, and the country aims to establish itself as a hub for culture and creativity. With this direction, Senegal is on the path to taking advantage of these favourable developments. The nation is set to lead in economic expansion amongst West African and continental African countries.

The sports ecosystem has the potential to stimulate further economic expansion, particularly for the cultural and creative industry. The initiation of infrastructure initiatives involving renovating and creating sports stadiums, like the Diamniadio Olympic Stadium and the Dakar Arena, catalyzes economic growth. Senegal's investment in advanced infrastructure will be demonstrated by constructing sports stadiums and other development facilities.

The Diamniadio Lake City, with an estimated budget of \$2 billion, which translates to approximately \$6 for every resident in the US, is a revolutionary project that draws inspiration from Senegal's native culture and topography. The city is expected to incorporate various amenities such as recreational facilities, a government industrial zone, and government ministries. These victories will enhance the country's appeal as a travel spot for intra-African tourists, ultimately leading to an upsurge in economic development.

In 2022, upon assuming the chairperson of the African Union (AU), President Macky Sall made mention of the pan-African ideology and vision of former Senegalese President Léopold Sédar Senghor. The essence of Teranga is essential to guide the continent toward a united and economically integrated Africa, and Senegal is in a favourable position to assume this responsibility.

The triumphs of the Teranga Lions are perceived as accomplishments for both Senegal and the entirety of Africa. The National Football League attracts millions of spectators and fans yearly, generating significant business and thousands of jobs around its competitions and sporting events. The benefits of the football industry transcend the nation, and the fans generate additional economic activity in multiple sectors, such as media, tourism, bars, restaurants, transport, or video games, which would not exist otherwise. In addition to its economic importance, the social

influence of football makes it an ideal vehicle for transmitting values, strengthening community bonds and a sense of belonging, plus promoting sports and healthy leisure activities. Due to its international relevance, Senegalese football is also a key element in promoting abroad. Football teams in Senegal are worldwide benchmarks contributing to developing and maintaining the "Brand Senegal".

2.3.1 The Origins of Sadio Mane

Mané was born in Bambali, Sédhiou, Senegal, African. He wished for a football career, but his father (an imam) forbade him from playing the sport as a child; however, his father died when he was seven. At the age of 15, he escaped his home village and went to Dakar to pursue his ambition of becoming a footballer; from that time, he was supported by his family to fulfil his potential. In 2009, when playing in M'Bour, scouts spotted him and later referred him to Generation Foot, a club he helped promote to the second division in the 2010-2011 season. Each footballer had to be simple, unique, and easily identify essential traits still common to his modern career.

Sadio Mané, a skilled Senegalese footballer, was born on April 10, 1992. He plays as a forward for both the Senegal national team and Bayern Munich, a club in the Bundesliga. He is deemed one of the world's top players and a phenomenal African player, renowned for his ability to press, dribble, and move at a swift pace. At 19, Mané embarked on his professional journey with Metz, a Ligue 2 team. However, he only played for a single season. Before transitioning to Red Bull Salzburg, they had an earlier stage of progression to Austria in 2012, for which he paid €4 million. He accomplished a domestic double in the 2013-2014 season, winning both the league and the cup. During the summer, Mané made a smart move by joining Southampton, marking a notable event in their club history, as they paid a record sum of £11.8 million for his transfer. He holds the Premier League's fastest hat trick record, achieved in just 176 seconds during a 6-1 victory over Aston Villa in 2015. In 2016, Mané joined Liverpool, a fellow English Premier League team, for an alleged sum of £34 million. With his contribution, the team achieved consecutive appearances in the UEFA Champions League Finals in 2018 and 2019, ultimately emerging victorious. In the 2018-19 season, He established himself as a leading scorer in the league. Talent was awarded the prestigious Premier League, Golden Boot. By clinching the 2019-20 Premier League

championship, Mané played a vital role in Liverpool breaking their 30-year dry spell without a league title. In October of 2021, he scored his 100th goal in the Premier League, making him only the third African player to reach this significant achievement. Mané's performance in the Ballon d'Or was impressive, with him achieving 4th place in 2019 and 2nd place in 2022. In The Best FIFA Men's Player, he showcased great talent, securing 5th place in 2019 and 4th in 2020. In this analysis, football principles and theories have been applied to investigate how attitudes and decisions towards football can be used as markers for global development. The fundamental factors of external signals play a substantial role in shaping a nation's outlook and eventual handling of life.

2.3.2 Political Context of Economy

Senegal stands out as one of Africa's most politically stable nations, evident through the successful completion of three peaceful political transitions since its declaration of independence in 1960. President Macky Sall, who has been in office since 2012, successfully secured a second term in February 2019, extending his tenure by another five years. The parliamentary elections held on July 31, 2022, gave rise to an exceptional circumstance in Senegal, as the national assembly was formed without a conclusive majority. The electoral outcome of the 2019 Senegalese legislative elections saw the ruling coalition, Benno Bokk Yakaar (United in Hope), secure eighty-two parliamentary seats out of a possible one hundred and sixty-five. The remaining eighty-three seats were distributed amongst five distinct opposition coalitions, namely: Yewwi Askan Wi (Liberate the People) with fifty-six, Wallu (Rescue Senegal) with twenty-four, Bokk Guiss Guiss (Same Vision) with one, Aar Senegal (Protect Senegal) with one, and Les serviteurs (The Servants) with one. The forthcoming Presidential election is slated to transpire on February 25 in 2024. Although Senegal has thus far remained detached from the violence that has spread throughout the region, the potential for instability is present due to terrorist groups in neighbouring countries and cross-border trafficking.

The COVID-19 pandemic and the persisting conflict in Ukraine have engendered significant perturbations in terms of trade. These disturbances markedly impacted economic growth in 2022, causing a prolonged state of elevated fiscal deficits and debt levels, with a narrow margin of flexibility for remedial actions.

According to estimates, the growth rate of real gross domestic product (GDP) experienced a deceleration to 4.2 per cent in 2022, which deviated from the anticipated growth rate of 5.5 per

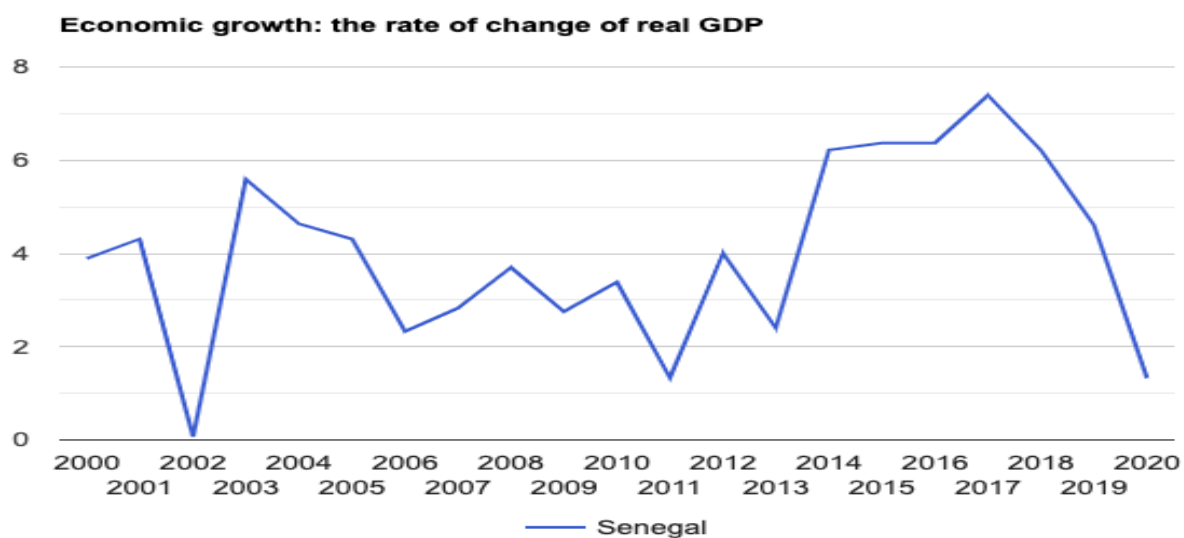
cent attributable to elevated levels of food and energy prices, trade disruptions, and amplified level of ambiguity that all contributed to a decrease in private investment. The identical transmission channels contributed to a surge in the mean inflation rate, culminating in November 2022 at a multi-decade peak of 14.1 per cent year-over-year before subsiding to 9.4 per cent in February 2023. It is approximated that there will be a compounded annual inflation rate of 9.6 per cent throughout the year 2022. As shown, an increase from the current rate of 2.2 per cent is attributed to escalating food prices, which were observed to escalate at an average rate of 15 per cent in 2022, as opposed to 2.9 per cent in the previous year. The COVID-19 pandemic has substantially modified the nation's economic prospects, resulting in repercussions for vital sectors such as tourism, transportation, and exports. Senegal has taken various containment measures in response to the ongoing situation. It has initiated a program to bolster economic and social resiliency, the Programme de Résilience Économique et Sociale. Certain challenges persist despite limitations regarding fiscal buffers and safety nets, a vulnerable healthcare system, and a significant informal sector.

The revival of the economy is anticipated to occur at a steady and gradual pace. The services sector continues to uphold its position as the chief contributor to the Gross Domestic Product (GDP). In contrast, the primary sector, with agriculture as its prominent subfield, is the most vigorous driver of expansion. Due to the ongoing health crisis, the progress of oil and gas projects has been impeded, resulting in a delayed anticipated contribution to revenues and exports. The projected timeline for said contribution is pushed to the year 2035. The current developmental issues that are anticipated to arise are called development challenges. The current developmental issues being faced or anticipated to arise commonly called development challenges. To effectively deal with these obstacles, it is crucial to adopt a systematic and analytical approach that can produce viable and potent remedies targeting the underlying causes of these problems. Senegal is faced with a crucial development challenge, which involves addressing the socioeconomic effects of the pandemic while facilitating sustainable growth that promotes inclusivity. The task at hand necessitates the following requisites: Enhancing the capacity to effectively withstand macro-fiscal challenges, environmental uncertainties, climate change impacts, and social hazards is imperative to protect investments in human capital and the well-being of households.

2.4 Development Challenges

The present study aims to investigate strategies for the augmentation and safeguarding human capital to stimulate productivity growth. Furthermore, the paper proposes two measures that may help to promote enhanced competitiveness and job creation. The two initiatives involve enhancing both virtual and actual connectivity on a national and regional scale and creating more effective job markets. The trifecta of objectives in this context encompasses the reduction of energy expenditures, the diminishment of carbon emissions, and the improvement of energy composition. To enhance the productivity and competitiveness of agriculture and its associated value chains while concurrently promoting the economy of services. The notion of a social context is a significant aspect of scholarly discourse. It pertains to the environment, circumstances, and conditions surrounding a particular group, individual or event. As such, it involves a complex interplay between various social factors, including societal norms and values, cultural practices, historical events, and political frameworks. In academic discourse, understanding the social context of a phenomenon is critical in examining its manifestations, consequences, and implications. The accessibility of essential services that has led to socioeconomic progress is under considerable risk due to the COVID-19 pandemic.

The circumstances could engender significant household financial hardships attributable to labour and non-labour income deficiencies. Additionally, domestic price inflation may further exacerbate these economic costs, and disruptions in essential services could further compound losses experienced by affected households.



2.5 Senegalese Sustainable Development Goal

The objective of the Sustainable Development Goal is to eradicate poverty in every manifestation and location globally. The MPI, a worldwide measure of severe multidimensional poverty, covers over 100 developing nations. It evaluates the extent to which each individual suffers from multiple disadvantages in ten areas, distributed equally among three categories: well-being, learning and quality of life. The health and education aspects are assessed education aspects are assessed through a pair of indicators, while the evaluation of the standard of living includes six indicators.

Dimensions of Poverty	Indicator	Deprived if living in the household where...	Weight
Health	Nutrition	Any adult under 70 years of age or any child for whom there is nutritional information is undernourished.	1/6
	Child mortality	Any child under the age of 18 years has died in the family in the five-year period preceding the survey.	1/6
Education	Years of schooling	No household member aged 'school entrance age + six years or older has completed at least six years of schooling.	1/6
	School attendance	Any school-aged child is not attending school up to the age at which he/she would complete class eight.	1/6

Standard of living	Cooking Fuel	The household cooks with dung, wood, charcoal, or coal.	1/18
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Sanitation	The household's sanitation facility is not improved (according to SDG guidelines) or it is improved but shared with other households.	1/18
Drinking Water	The household does not have access to improved drinking water (according to SDG guidelines) or improved drinking water is at least a 30-minute walk from home, round trip.	1/18
Electricity	The household has no electricity.	1/18
Housing	At least one of the three housing materials for roof, walls and floor are inadequate: the floor is of natural materials and/or the roof and/or walls are of natural or rudimentary materials.	1/18
Assets	The household does not own more than one of these assets: radio, television, telephone, computer, animal cart, bicycle, motorbike, or refrigerator, and does not own a car or truck.	1/18

A single household survey has sourced all the necessary metrics to formulate Senegal's sustainable development objective. The weight of each dimension is fairly distributed among the indicators. Thus, health and education indicators account for 1/6 each relative weight, while the standard of living indicators account for 1/18 each. The MPI considers the extent and the severity multidimensional poverty, making it highly responsive to alterations in either factor. This is achieved by calculating the product of the headcounts (representing the proportions of individuals experiencing multidimensional poverty) and the intensity (which refers to the average level of deprivation these individuals face).

A deprivation rating of $\frac{1}{3}$ separates individuals not living in poverty and those facing multiple societal challenges based on weighted criteria. If the score indicating deprivation reaches $\frac{1}{3}$ or beyond, the household and its members are categorized as multidimensionally impoverished. People with a deprivation score equal to or greater than one-fifth but less than one-third are categorized as susceptible to multidimensional poverty.

2.6 Theoretical Background

The foundation of the thesis rests upon multiple theoretical principles. The thesis speaks about the topics of the image and aspects of a particular country, as well as those relating to the branding of a country. In addition, it examines numerous factors related to measuring and methodology and incorporates destination choice as a behavioural output variable in its framework to investigate interaction effects. The empirical study's structure is established through a fusion of elements. By highlighting their shared attributes and examining the widely accepted factors as influential, the writer endeavours to bring together various theoretical frameworks.

In examining a nation's reputation, various conceptual differentiations, factors, evaluation techniques and research procedures are currently under examination. In research focused on country image, it is crucial to differentiate between three key concepts: Product image (PI), Country image (CI), and country of origin image (COO or CoI). Based on the information provided, three primary categories describe a country's image: (1) all-encompassing definitions of the country's image, (2) definitions that relate to the country's reputation for producing specific products and (3) definitions that relate to how products are perceived in connection with a particular country. The initial category pertains to the public image of a nation. A country's image is defined based on its creation's fundamental elements. According to them, a nation's image culminates in its economic, political, and cultural progression, historical customs, and other relevant elements. Several studies have been conducted on the topic, including Bannister and Saunders in 1978, Desborde in 1990, and Allred et al. in 1999. As a beginning point for this dissertation, we defined the general region of the country's image.

The primary dimensions of country image, as determined by a content analysis of relevant literature, include variables such as (1) economic factors, (2) political landscape, (3) historical context, (4) cultural identity, (5) geographical characteristics, (6) populace, (7) similarity, and (8) emotional appeal. Possible paraphrased text: The following can be classified into subgroups: (1) employment

market (related to the economic aspect), (2) global affairs, disputes (associated with the political context), and (3) natural surroundings (related to the geographical features of the nation).

The cognitive components of a country's image include its economy, politics, history, culture, and geographical features. At the same time, the affective aspects consist of the population's evaluation, similarity, and emotions. When people talk about a country as a brand, they usually use methods that focus on how much people like the brand. They also use ideas from how our brains remember things. Some people who wrote about this include Aaker, Keller, and Anderson. This idea comes from the study of how the mind works and was first used by Keller in 1993 to make the first brand value model. Anderson said something in 1993, When consumers remember something, they organize it like a tree with branches, and sometimes related things are connected. If we have information about a country, we will understand more about it. The situation's complexity is overwhelming and makes it difficult to discern a viable solution.

We must consider all the variables at play and carefully consider the potential outcomes before making any decisions. The situation is overly complicated, so figuring out what to do is hard. We must consider several factors and be careful before deciding what to do next. Pupils will remember things in an organized way with layers, like a tree, in a group of connected devices. Every group can have a way they are going and how strong they are, and this can make them have an impact on each other in unusual ways. When information and connections go both ways and affect each other, it has called bi-directional. The associative memory model helps us understand how a country's image is important as a brand. The research made a new idea called country equity theory, which is like the regular brand equity theory but for countries. Country equity is how much people like and think positively about a country when they hear its name. We can identify the things that make a country popular as:

1. People know about the country.
2. People link the country to positive things.
3. People who love the country.
4. People believe the country is superior quality.

The third big part of the dissertation is finding out how to evaluate a place. How people see a country and its people affects what they buy, where they invest, and where they want to visit. Such is called the country image. Knowledgeable gain about it, the literature review looks at how people judge a place they want to visit. Those include how unusual parts of the place affect each other. People used

to study two things: what people think about a country, where a product comes from, and what they think about a place they might visit.

Nevertheless, some experts think it makes sense to study these things together, and there is a reason for doing this. We cannot simplify the abbreviation "et al." as it is already a simplified way of saying "et al. ia," which means "and others" in Latin. It is commonly used in academic writing when citing a source with multiple authors. 2008 was a year. Experts say that how we perceive a place can affect our choices, especially when choosing a place to go for vacation. Some are supported by research from several sources (Elliot et al., 2011; Pearce, 1982; Woodside-Lyonski, 1989). New studies suggest that looking at people's attitudes can help researchers studying two areas work together better (Nadeau et al., 2008). White (2004) says that attitudes can help us understand how places affect people's travel choices. Many writers believe that how a place is seen affects how people think about it, what they do, and if they choose to go there, as discussed in many books and papers. There are few studies about how a country's image affects where people choose to travel. No one has ever done a major scientific study to see how much a country being famous affects how much people want to visit it.

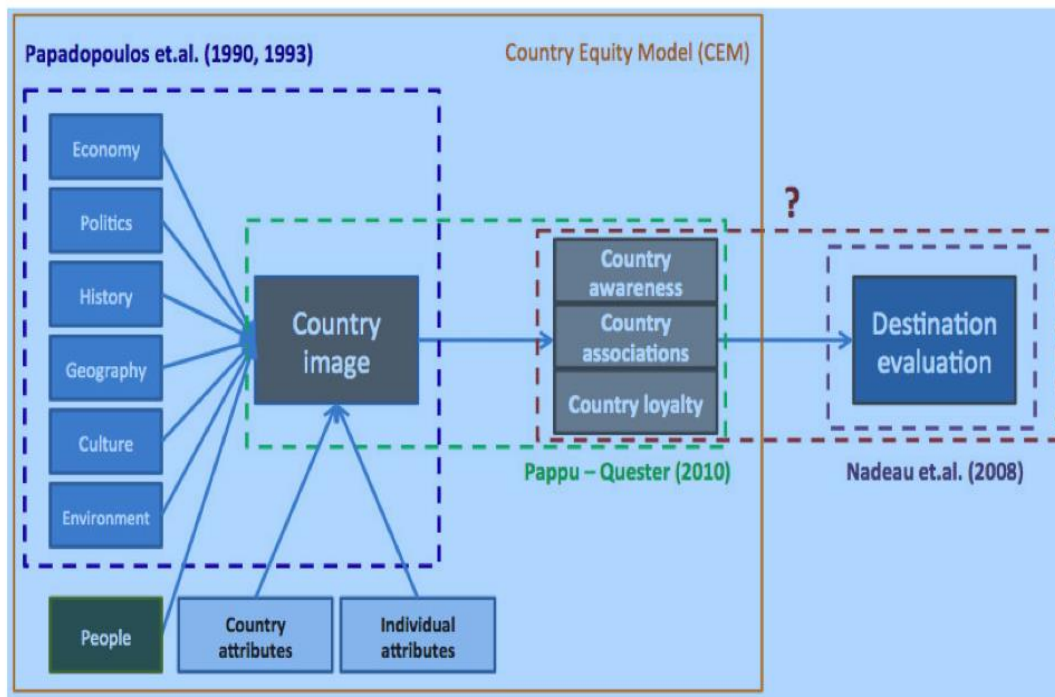
We can study how people see a country and its tourism industry using Nejad and Winsler's (2000) method. They see an image as a mental picture made up of unusual parts. Elliot and others suggested this based on their thinking. 2011 is called "p." It means how people see a country, in general, can affect how they see it as a place to visit to be able to rewrite it in simpler words. Various manifestations of relationships may become apparent. The assessment of a nation can be impacted by consumer behaviour, as posited by a group of authors (Baloglu-McCleary, 1999; Beerli-Martin). Previous research has indicated (Sanchez & Sanchez, 2001; Nadeau et al., 2008) that punctuation, particularly exclamation marks and quotation marks, can impact written communication. Drawing from the preceding body of literature and considering the state of advancement in this area, it remains underdeveloped regarding the quantity and quality of empirical investigations and their methodological underpinnings. Primarily, the theories posited in the dissertation are susceptible to significant scrutiny. In advanced theory construction, this dissertation incorporates pertinent aspects of country image theory. It directs its exclusive attention towards scrutinizing the constructs of and interdependence between country image and destination evaluation. Additionally, this study aims to investigate the factors that influence the latter.

The present academic climate has witnessed a proliferation of structural equation modelling in recent publications. Researchers in this domain diligently strive to identify novel linkages and construct new models by syncretizing preexisting models that have already been scrutinized, evaluated, and authenticated. The current state of this situation significantly to the dynamism of this field. The

integration of multiple research models and the incorporation of latent variables with manifestations into novel models constitute a conventional approach in this field of methodology, as evidenced in the works of Nadeau et al. (2008), Elliot et al. (2010), and Kline (2015), among others. The year 2011 was witness to a study conducted by Pappu, Quester, and Cooksey, while an earlier work was authored by Pappu and Quester in 2007, and another followed suit in 2010 by the same authors.

figure 1. shows a simplified theoretical model that serves as an initial framework for the dissertation. **Figure 1:** Initial theoretical model (Source: own elaboration, 2023)

Figure 1: Initial theoretical model
(Source: own elaboration, 2011)



2.6.1 Human Development Index

We live in a world of stress. The continuous Covid-19 pandemic, having driven inversions in human improvement in each nation, turns off variations unpredictably. War in Ukraine and somewhere else has made more humans endure. Record-breaking temperatures, fires, storms, and surges sound the alert of planetary frameworks progressively out of arrange. Together, they are fuelling a cost-of-living emergency felt worldwide, portraying a picture of dubious times and unsettled lives. Vulnerability is not modern, but its measurements take ominous new shapes nowadays. A modern “uncertainty complex” is developing, never seen in human history. Constituting it are three unstable and connection strands: the destabilizing planetary weights and imbalances of the Anthropocene, the interest of clearing societal changes to ease those weights and the far-reaching and intensifying polarization. This new instability complex and each unused emergency it produces hinder human improvement and unsettle lives worldwide. Within the wake of the widespread, and for the primary time ever, the worldwide human Advancement Record (HDI (Human Development Index)) esteem declined for two long times straight. Numerous countries experienced continuous decreases in the HDI in 2021. Indeed, sometime recently, the widespread sentiments of uncertainty were on the rise all over. Numerous individuals feel estranged from their political systems, and in another inversion, democratic backsliding has declined. There is risk in new vulnerabilities within the frailty, polarization and demagoguery that grasp numerous nations. Nevertheless, there is the guarantee and an opportunity to reimagine our futures, resume and adjust our education and create modern stories about who we are and what we esteem. Such can be the cheerful way forward, the way to take after in case we wish to flourish in a world in flux.

2.3. 2 Conceptual Framework of Development

Several studies indicate that football, and sport in general, has a bearing on development. Indeed, the literature review indicates that the relationship goes in both directions: on the one hand, development may influence sporting success; on the other, it could be the case that sporting success influences development. Development influencing sporting success. Economists have shown that GDP can be considered a good index of sporting success. Several studies(Hoffman et al., 2002a and 2002b; Houston & Wilson, 2002; Jiang & Xu, 2005; Leeds & Leeds, 2009; Li et al., 2009; Monks & Husch, 2009; Rathke & Woitek, 2008; Condon et al., 1999) have analyzed success in football or at the Olympic Games as a dependent variable, and have included several

explanatory variables, akin as GDP, in an attempt to explain what sporting success is dependent on at the end. These studies conclude that development influences sporting success and argue that as advanced countries can allocate higher coffers to promote the sport, they are more likely to be successful. Hoffman et al.(2002b) and Houston and Wilson(2002) observed abating returns in the effect of per capita wealth on success on the football pitch. Specifically, when developing countries increase their per capita wealth, they have, on average, added success in sports because they can allocate added coffers to achieving this aim. Even so, for countries with high enough income echelons, any ensuing increase in the echelon of per capita wealth doesn't lead to lesser sporting success. Accordingly, one might await that the relationship between sporting success and GDP would be more important in developing countries. Studies of how sports might impact development have commonly audited the impact a new sports establishment or ballot might have at the regional echelon regarding GDP per capita and employment. Similar studies of aboriginal and original structures have reached opposing conclusions as regards the actuality of such an effect. Some studies have compared differences(again in terms of GDP per capita or employment) between regions or burghs that have sports associations, ballots or mega events and those that do not(Baade, 1996; Baade et al., 2006; Baade et al., 2008; Barclay, 2009; Coates and Humphreys, 1999, 2003 and 2008; Hagn and Maennig, 2008 and 2009; Lertwachara & Cochran, 2007; Matheson, 2006; Matheson and Baade, 2004 and 2006) and conclude that there is no impact on the husbandry. The argument supporting this negligible impact is that although these sports establishments or events induce income and produce jobs, this only happens at the cost of income or jobs in neighbouring points or at the expenditure of other sectors. In other words, they identify a replacement(or trade-off) effect. Hence, these studies commonly conclude that the capitalist invested in American football or other sports would be better invested away.

The results can be organized according to the chromatic issues addressed.

- • Some authors find positive employment chattels or a positive growth rate effect due to sporting eyeglasses(Hotchkiss et al., 2003; Bohlmann & Van Heerden, 2005; Lentz & Laband, 2009).
- • Others identify fresh income from tourism under callers bringing new capitalists to the area where mega-events are held (Kang & Pardue, 1994; Gelan, 2003; Mondello & Rische, 2004; Baumann et., 2009) or another income through the positive effect of winning the FIFA World Cup on the value of the tourism demand (Nicolau, 2012).
- many authors report positive chattels on real estate due to the presence of sports complexes and armies, which beget impalpable benefits that are bankrolled into casing values(Tu, 2005; Feng & Humphreys, 2008; Jasmine & Maennig, 2008).

- Carlino and Coulson(2004) find differences in stipends and rents in metropolises or metropolitan areas with enfranchisements. These authors argue that when people appreciate having a professional sports ballot in their community, they're presumably willing to pay for it. The researcher can obliquely imply an increased amenability to pay for casing in the area and an increased alacrity to accept barely lower emolument. Gathering, these findings suggest that sporting success impacts original development. Therefore football could positively impact income and employment creation at the original level. The purpose paper is to contribute to the field discourse on

the correlation between progression in sports and development, specifically in football, by exploring whether such a connection exists internationally. To our knowledge, there is no good literature on this subject. In this paper, we establish the extent to which football may be related to certain determinants of growth through a frame analysis grounded on the proposition of profitable growth.

Community and philanthropy

In 2019, Mané donated £250,000 (\$319,103; €284,813) to build a school in his home town of Bambali, Senegal. In March 2020, Mané donated £41,000 (\$52,564; €46,083) to the national committee fighting COVID-19 in Senegal. In 2021, he donated £500,000 (\$684,932; €561,987) towards constructing a hospital in Bambali. In addition, he has also financed the building of schools, petrol stations and a post office for his local community, supplying the schools with free laptops and internet from the 4G internet service he financed in the village.

In total, he has spent more than £700,000 (\$684,932; €561,987) on these upgrades to development at the International level. In addition, he commissioned a € 100-a-month stipend to each family in his 2,000-person hometown. Certain is roughly equivalent to a month's wage for a Senegalese citizen on a minimum wage. Mané is also an ambassador for Right to Play, an international non-profit organization with a mission to empower vulnerable children. He has collaborated with the non-profit to provide equality and empowerment to young girls and women in Senegal, raising "awareness of the importance for both girls and boys to be able to access sport and education opportunities."

Whilst at Liverpool, Mané resided in Allerton, Liverpool, and has been burgled twice, once in November 2017 and again in February 2019. He is a practising Muslim and occasionally is seen praying before the start of each match, showing awareness concerning the recognition of where he is from and thanking Allah for getting an opportunity and helping others to stand. Every

reflects the level represented in the community, county and citizens' minds and is suitable to evaluate the developmental recognition of football as an indicator of development at the international level of the following features.

Attributes: The development communicates certain attributes to the minds of communities, citizens and country, such as prestige.

Benefits: The attributes that fortify the development features by stating its benefits and making it more attractive and impacted. In this case, one is assured of a longer lasting better career quality with infrastructure, economic stability, good health care facilities, and Quality education.

Values: The developmental impacts also represent the countries' values, systems, and structure: that is, the worth of developments which can be received for it.

Culture: The development represents the characteristics of the target audience. African youth to "Become rooted in yourselves. Preserve traditional positive values and let the abusive customs disappear." This important quote by a respected Malian intellectual was used in the forums to catalyze community reflection on the relevance of unfamiliar cultural values and traditions for today's children.

Personality: The developments can project behavioural personality patterns. It is where most citizens of the country are found wanting. Mané is also an ambassador for Right to Play, an international non-profit organization with a mission to empower vulnerable children. He has collaborated with the non-profit to provide equality and empowerment to young girls and women in Senegal, raising "awareness of the importance for both girls and boys to be able to access sport and education opportunities" for Africa's boost developments.

Users: The developmental unfactored facility, building, and support at certain times emulate the final user. They were anticipating the demand for sustainable life and strengthening minds in the country. With today's complexity of development, Wages in some top leagues players in the Premier League earn average wages of about \$100 million per year. In the wealthiest clubs, footballers earn an average wage of up to \$60 to \$80 million annually. However, only a fraction of professional football players are paid at this level, making them contribute back to the country, community, and society they came.

2.6.2 Demographic characteristics

In examining developmental choices, three key demographic elements - namely, age, income, and gender - will be considered. Three demographic factors that influence development decisions will be considered forth is studied; they are age, income, and gender.

Age

Community, Citizens and Countries' behaviour change came through the ages (Dorota, 2013). The older the person, the more experience they have than the younger one. Older people consider diversified options through the experience they have developed. While younger ones with less experience rely on modernization and exploration. (Paul S., Trun K., & Alan, 1996). Thus young generation is easily influenced by developing their image. Football is an indicator of development at the international level, and our focus looks attractive to the younger generation.

Gender

Gender differentiates citizens' behaviour. According to Dorota (2013), women and men perform separate roles in every household: they have different demands for certain perceptions and behave differently in the development process. Males look for information: they want to consider all their options (Żelazna, Kowalczyk and Mikuta 2002, p. 94). Development strategies differentiate gender behaviour; thus, Males are more emotional and easily attracted to football advertisements than women (Imam, 2013). Opposing this "Global PL-Trande" (2010). Again, to unearth football as an indicator of development at the international level, our focus looks attractive to the younger Male generation.

Income

Income is the greatest determinant of development behaviour (Dorota, 2013). The level of income affects the lifestyle and attitude of a citizen. A person with a high income develops expensive structures, and those with low income prefer to build low structures at lower prices. Higher Income levels developed behaviour has a negative relationship with a less structured lifestyle. In comparison, the lower income levels are negatively related to developed high structures (Paul S., Trun K., & Alan, 1996).

2.6.2.1 The Study of Behavioral Characteristics Concerning Football.

Attitude is a key development concept defined as a set of beliefs, experiences and feelings forming a predisposition to act in each direction (Chandon Jean-Louis, 2011). Attitude in other research is defined as “an individual total evaluation of the product” (Rao, 2010, p 44, 45). Fishbein and Ajzen, cited by (Chandon Jean-Louis, 2011), denoted that attitude influences individuals’ intentions and public behaviour because it has a basic psychological function. Attitude is expressed by the evaluation of a person in two directions which is favourable or unfavourable. Attitude towards football development at the international level is defined as a predisposition to respond favourably due to evaluation, quality evaluations, and self-evaluation associated with less (Burton, 1998) cited by (Chandon Jean-Louis, 2011).

For this reason, several researchers mention that balancing price and quality is related to creating a positive developmental attitude. Furthermore, if satisfaction is derived, citizens will frequently become familiar with it. A positive attitude towards the less leads to intention; the more favourable the community is, the more it impacts improvement power (Anas Hidayat, Ayu Hema Ajeng, 2013). Therefore, it is important to mention that attitudes are formed not only because of direct prior experience with the services but also attitudes are formed and be influenced by extrinsic factors such as WOM or from other sources such as advertising. Many researchers use the Multi-Attribute Attitude Model by Fish, in which three models are included: The attitude toward –object model, the attitude toward behavioural model and the theory of Reasoned Action. It is necessary to discuss two types of attitudes in this study: attitude toward object model and attitude toward behavioural model: The attitude toward object model measures an individual’s attitude toward service, quality, and price or towards an organization. On the other hand, the attitude toward behaviour model measures the individual’s attitude toward behaving following the object rather than the attitude toward the object itself. A citizen might have a positive attitude but a negative attitude towards expensive education (Schiffman & Kanuk, 2004).”

Attitude behaviour is a function of how strongly an individual believes that the action will lead to a specific outcome (either favourable or unfavourable)” (rainbow link, 2011). These behaviours are learned and developed through experience (Kumar, 2009).

2.6.2.2 Influence of football on Senegal.

Senegalese football has acquired a dimension far beyond a purely economic view. It can generate a beneficial impact on society in additional areas, such as:

- **Cultural** area and contribution to the Senegalese brand that sporting success has an incredibly significant impact on the Senegalese brand. Triumphs of Senegalese sportspeople in various international competitions generate recognition, affection, and admiration. Furthermore, football generates identity, giving a sense of belonging to a particular group.
- **Education:** Like other sporting activities, football is an excellent instrument for balancing education and developing personal values and skills at any age. As a sport and a competitive activity, it also promotes teamwork habits and techniques, a culture of hard work, respect for opponents, and management of success and failure.
- **Public health:** Physical activity can improve citizens' health and effectively combat many ailments. It also contributes to creating healthy habits and improves the quality of life of those who practice it, especially in old age.
- **Social function:** sport is a suitable means of promoting a more inclusive society and fighting against intolerance, racism, violence, alcohol consumption and drug abuse. Football can also help integrate excluded persons into the labour market and drive social mobility, which allows it to encompass widely contrasting societal functions, from education, public health and social, leisure and cultural functions to an economic and redistributive one.

In summary, we can conclude that.

This chapter reviewed and discussed accumulated literature on the theoretical framework of football indicators for development at the International level, conceptual framework, empirical review of prior studies on development at the international level, does development awareness, football associations, Individuals perceived quality and loyalty concerning citizens behaviour, to establish a greater understanding of the variables.

The next chapter analyzes the research methodology used in the study. It details the procedure for the research, data collection method, data analysis and presentation method used.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Problem Statement

This project will help to identify the empirical econometric contributing data, political and social, ranging from ‘Hard’ economic such as Gross National Income and all its variations, to various poverty and economic inequality to the Sustainable Development Goals, which focus on social development such as education and health, all the way down to much more personal development such as happiness through football is a concern.

Primary Research Goals

Table. 3.1. Research goals and hypothesis.

Aims	Hypothesis	Questions (Survey)
1. Extra	1. More than 50% of the respondents are Male.	1.What is your gender? 2. Your age? 3. What is your occupation?
2. To determine the positive and negative impact on economic development	2.More than 80% of the respondents agree that football contributes to development. 3. More than 45% of respondents think that football builds an economy through infrastructures, education and proving employment.	4. In your opinion, does a country's success in football indicate its level of development? 5. How important is football in the economic development of a country? 6. How do you think a country's? Investment in football infrastructure affects its success in the sport? 7.Can a country's success in football help to boost tourism?

		<p>8. How important is international exposure for a country's football team?</p> <p>9. How important is the role of sponsorship and endorsements in the success of a country's football development?</p>
<p>3. Determine the importance and critical functions of football development in Senegal.</p>	<p>4. More than 85% of the respondent's support football as an investment.</p> <p>5. Less than 20 % of the respondents think it can promote cultural diplomacy.</p>	<p>10. Can a country's football team help to attract foreign investment?</p> <p>11. Do you think that football can help to promote cultural diplomacy between countries?</p> <p>12. How important is the quality of a country's football stadiums in attracting international events?</p> <p>13. Does a country's level of investment in technology and analytics affect its success in football?</p>
<p>4. To determine impression of individual Illiteracy particularly among women.</p>	<p>6. More than 50% of the respondents agrees that football boost pride, unity, controls racism and promote educational endorsements.</p>	<p>14. Can a country's success in football help to boost national pride and unity?</p> <p>15. Can football be used to address social issues such as racism and discrimination?</p> <p>16. How important is educational development in football for a country's success at the international level?</p> <p>16. How important is the role of sponsorship and endorsements in the success of a country's football development?</p>

3.2 Research approach

Considering the nature of the relationship between theory and research (Bryman & Bell, 2010, 2007) defines that there are two ways to conduct the research, either the deductive approach (where theory guides research) or the reverse-inductive approach (theory is an outcome of research). This thesis follows a deductive process. Existing knowledge and theories will be used to explain certain phenomena. The study expects to find football indicators for international development from the theoretical framework. More than one method employed in developing measures will result in greater confidence in findings." Webb et al. (1966) cited by (Bryman & Bell, Business Research Method, 2011): For that reason, both qualitative and quantitative approaches will be used to collect the data for this study. Qualitative data is subjective, whereas Quantitative collection of data through numerical (Bryman & Bell, 2010). Qualitative data collection and a Quantitative approach will help to measure development at the international level. A combination of these two methods is called "Triangulation."

3.3 Data Collection Instruments

Questionnaires were used to collect primary data. It was designed to capture basic research data like demographics of the respondents, the extents to which citizens wish to develop, the extent individuals wish for opportunity activities, pupils' judgment of developments, and the football association's contribution towards development. Questionnaires contents ranged from categorical (yes/no) to interval data (age); however, the "other" chance was allowed. Also, the face-to-face interview questions were designed to guide the researcher in collecting primary data from employees, students, people in business and spectators.

All interviews were done face-to-face after having permission from the respondents. After that, each interview was examined in terms of its contents and was used to support the findings from the questionnaires. All questions were tested and reviewed twice to make them clear and answerable.

3.3.1 Secondary data

Secondary data used for this research were collected from various sources, including relevant books from friends owning phone shops, previous research, Journals, Articles, and other sources on the internet, such as the homepage, annual report, forums and blogs. The database utilized in this thesis was provided by books database sources, which were directed to a Google web page. Researchers save time and minimize costs (Mark Saunder, Philip Lewis, Adrian Thornhill, 2009). The information from the Football associations website and Webpages made identifying decisions easy for the researcher. The keyword that has been used on the search engines for data collection is football as an indicator for development at the international level.

3.3.2 Primary Data

Churchill and Lacobucci (2010) suggest researchers use a method where secondary research is consulted first and, after that, recommend proceeding with the gained knowledge to conduct primary research. Data you collect will be collected with a specific purpose: to answer your research question and meet objectives (Saunder, Philip, Adrian 2009). This study uses questionnaires and interview guides to collect primary data. Questionnaires were designed on the public ideology for the survey, and for the interview guide, questionnaires were sent by Phone directly. (Bryman & Bell, 2010) mentioned that phrenologists view human behaviour as a product of how people interpret the world. Therefore, it is suggested that seeing things through the person's point of view is the way to grasp the meaning of a person's development.

This approach, known as "interpretative methodology", will be employed as an additional method to process this thesis by collecting consumers' stream of thought and opinions. For that reason, the questionnaires on the survey were designed with additional options in the questionnaires so that respondents can provide comments/thoughts/or specify the reasons/explanations. One of the purposes is to examine the consistency of actual perception: nevertheless, it is essential to understand the supportive source of data for this dissertation. Therefore, qualitative data were collected by performing an interview guide Phone with some International students in Hungary. The interview guide (or opening interview), which refers to the interview, includes prepared questions. However, the interviewer can modify or change the sequence of questions, and it is also possible for interviewers to ask further follow-up questions in responses.

3.3.3 Target Population

The target populations for this study consist of the people of Senegal and International Students. Since a huge population of Hungarians are football spectators, we decided to deal with 100 people, ten international students, and the other 90 Individuals, the potential and actual African citizens. Hungary was selected because it is where the researcher is based and will be able to get respondents to its questions to do good research and will ably fund its cost in Europe.

To ensure the research finding and the data's interpretation not to be too ambiguous, the researcher decided it would not be possible to study the undivided population. Samples were selected. The researcher only concentrated on footballers and the potential/actual individuals directly involved in international development. Their knowledge and experience are much needed in answering the questions involved in solving the research questions.

3.4 Sampling Technique

The sampling method can be divided into two categories: Probability and Non-Probability sampling. Marczyk et al. (2005) noted that Probability Sampling is most commonly associated with survey-based research, where the researcher needs to make inferences from the samples about a population to answer the research question or to meet research objectives. Non-Probability sampling offers various approaches that rely on the researcher's judgment and discretion, focusing effectively and fulfilling the purpose of better understanding the outcome of the topic under study; non-probability sampling was used. The sampling method chosen for this study was convenience sampling which belongs to the non-probability sampling techniques. By means that the researcher had to find respondents who were willing to participate in the study and also have knowledge of how football indicates development at the international level and the career of the player before they were allowed to answer the questionnaire, and the sample size was carefully chosen to reflect this purpose and objective of the study. Indeed Saunders et al. (2007) also stated that sampling techniques provide a range of methods that enable a researcher to reduce the data the researcher has to collect by considering only data from subgroups rather than all possible cases or elements.

3.5 Sample Size

Studying the entire population is often impossible; thus, the researchers used samples to select the research elements representing the entire population. Hundred (100) respondents and Individuals were sampled for this research. The researcher believes the respondents sampled have in-depth knowledge of the impact that the footballer has contributed towards the development of Senegal with their career as a footballer.

3.6 Research Instrument

The instruments used were books on football, developments, the internet, and articles but mainly research questionnaires. Instant forms were designed to provide respondents privacy to receive honest answers. This method is less complicated as the questions asked were focused on the knowledge of assessing football developments at the international level and footballers' impacts towards development at the international level. Questions were constructed in a closed-ended form to make them easier to answer. They aimed to obtain demographic data, perceptions and challenges on the effects of development.

3.7 Data Collection Procedure

After a couple of interactions, the researcher identified respondents to the questionnaires based on their convenience and availability. Having explained the purpose of the research, the researcher went through all the questions taking pains to explain the issues where the respondents expressed doubt to ensure safe delivery and prompt a cordial understanding between the researcher and respondents. The help provided by the international students, Senegalese students and football spectators helped the researcher locate the respondents for the questionnaire with ease. The duration for the distribution and collection of the questionnaires as well as conducting interviews, took some time. By the end of the time, the researcher obtained all the questionnaires sent for answering.

3.8 Data Analysis and Presentation

The questionnaire was analyzed and presented using Statistical Packages for Science and Solution (SPSS). Statistical frequency distribution Tables were used to present the findings for easy interpretation and easy identification of the flow of patterns and relationships between the variables. The questionnaires were organized to aid the organization of the data into close-ended items. The data obtained were grouped, coded and fed into the computer to generate the analysis and produce results.

CHAPTER 4

PRESENTATION OF RESULTS AND DISCUSSION OF FINDINGS

4.1 INTRODUCTION

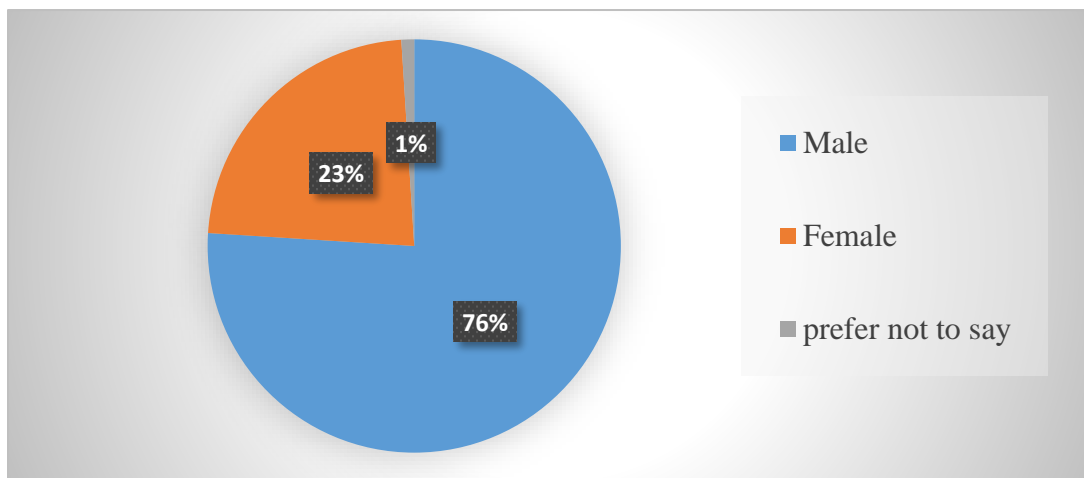
This chapter presents results and discusses the data obtained using tables to help draw conclusions based on the analysis made. As indicated in the research methodology and data collection, convenience sampling, a non-probability sampling method, was used to select the sample size. The chapter would enable the researchers to develop the right perceptions about the nature of football, an indicator of development at the international level, A case study of Sadio Mané, the Senegalese professional footballer at Bundesliga club Bayern Munich.

4.1: Section 1: Demographic Profile of the respondents

Table 4.1.1 Gender respondent

Respondents	frequency	Precentage(%)
Male	76	76
Female	23	23
prefer not to say	1	1
Total	100	100

Source: Data Collected by Researcher (April, 2023)

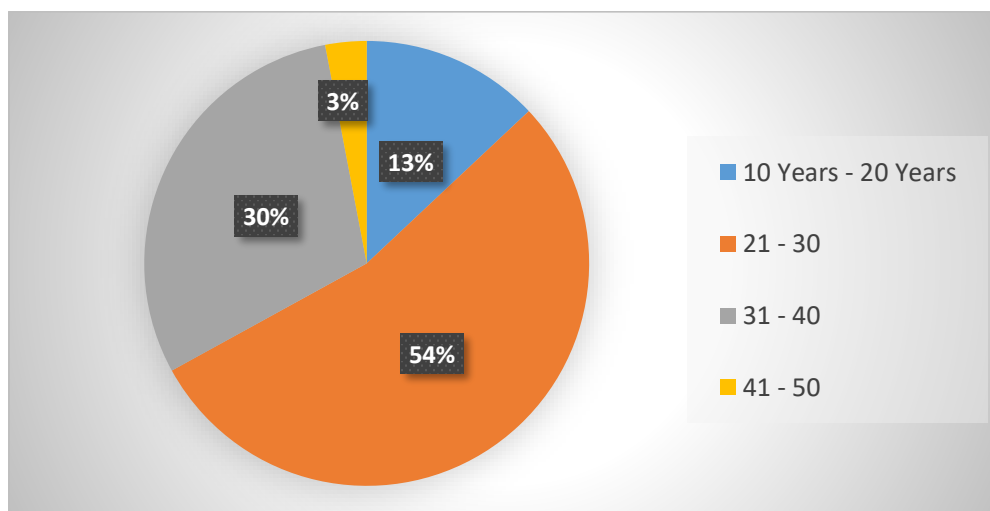


From table 4.1.1, 76 respondents representing 76% were male and 24 respondents representing 24% were female. This indicate that majority of the respondents were males.

Table 4.1.2 Age of respondents

AGE DISTRIBUTION OF RESPONDENTS		
Age	Frequency	Percentage (%)
10 Years - 20 Years	13	13
21 - 30	54	54
31 - 40	30	30
41 - 50	3	3
Total	100	100

Source: Data Collected by Researcher (April, 2023)



From table 4.1.2, 13 respondents representing 13% were below 20 years, 54 respondents representing 54% were within 21 - 30 years, 30 respondents representing 30 % were within 31 – 40 years, and 3 respondents representing 3 % were above 41 - 50 years. This indicate that majority of the respondents were between the age of 21 – 30 years.

Table 4.1.3 Occupation of respondent

Occupation	Frequency	Percentage (%)
Students	56	56
Employed	30	30
Unemployed	14	14
Total	100	100

Source: Field Survey (June, 2019)

From table 4.1.3, 56 respondents representing 56% were students, 30 respondents representing 30% were employed, and 14 respondents representing 14% were unemployed. This indicate that majority of the respondents were employed.

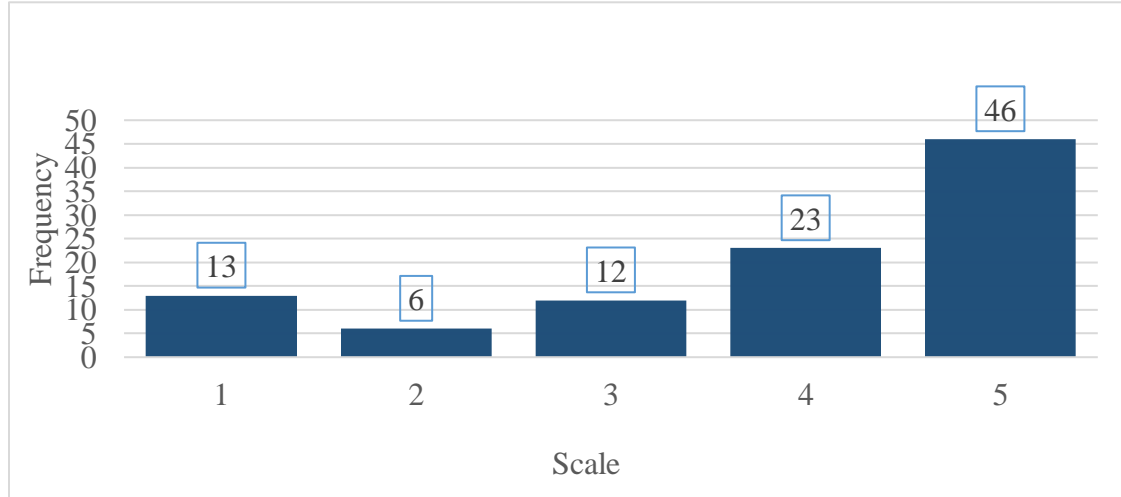
4.2: Section 2: Understanding of Football Development

4.2.1 In your opinion, does a country's success in football indicate its level of development?

Table 4.2.1 shows response on which of the phones does the respondents know it brand.

Scales	Frequency	Percentage(%)
1	13	13
2	6	6
3	12	12
4	23	23
5	46	46
Total	100	100

Source: Data Collected by Researcher (April, 2023)

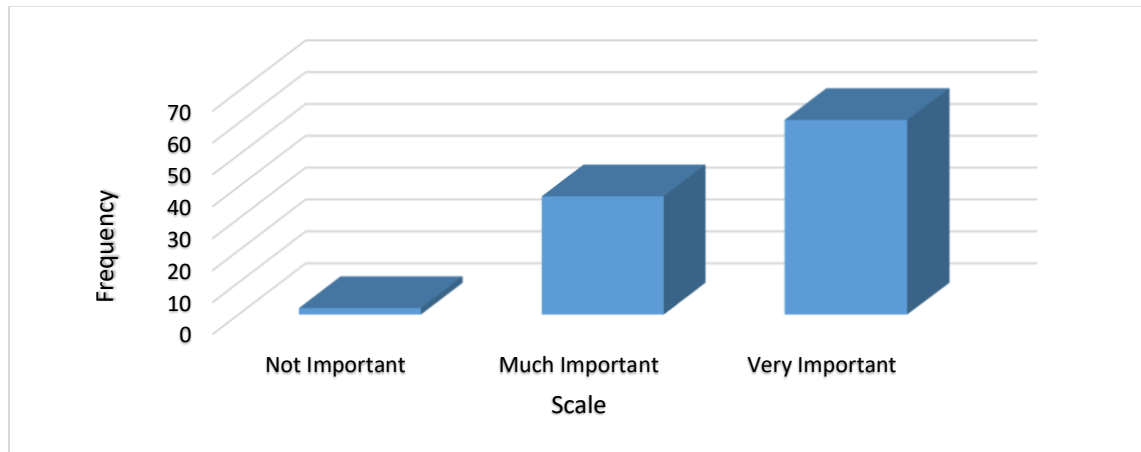


From table 4.1.2 13. On a scale of 1-5, 13% of the respondents are not very sure that a country's level of success in football does not affect its level of development . 23% and 46% are sure and very sure that the countrys success in football really affects its development declaring that football has a very great impact on the societal development.

Table 4.2.2 shows responses on how important is football in the economic development of a country?

Scales	Frequency	Percentage(%)
Not Important	2	2
Much Important	37	37
Very Important	61	61
Total	100	100

Source: Data Collected by Researcher (April, 2023)

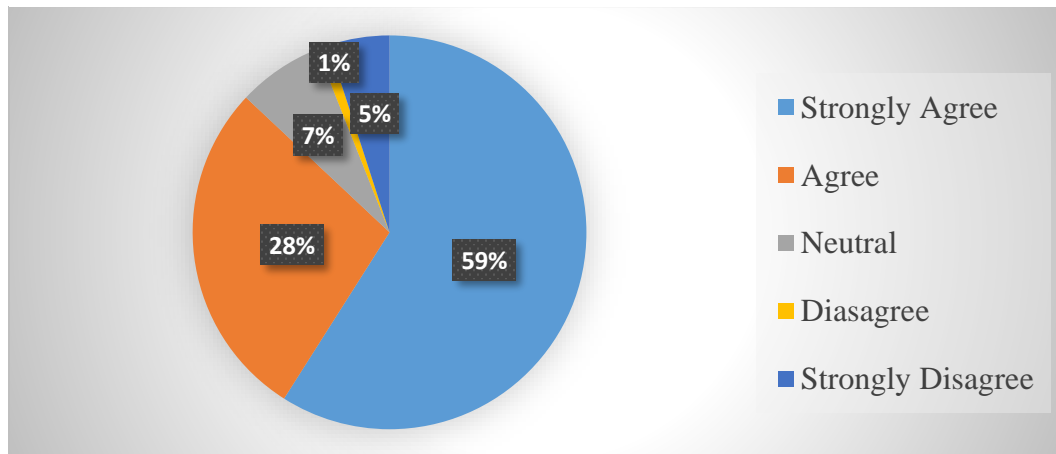


From table 4.2.2 2 respondents representing 2 % said not important in economic development, 37 respondents representing 37% said much important in the economic development, and 61 respondents representing 61% said Very important in the economic development of a company. This indicate that majority of the respondents said football is important in the economic development of a country.

Table 4.2.3 shows responses on can a country's football team help to attract foreign investment?.

Respondents	Frequency	Percentage (%)
Strongly Agree	59	59
Agree	28	28
Neutral	7	7
Diasagree	1	1
Strongly Disagree	5	5
Total	100	100

Source: Data Collected by Researcher (April, 2023)

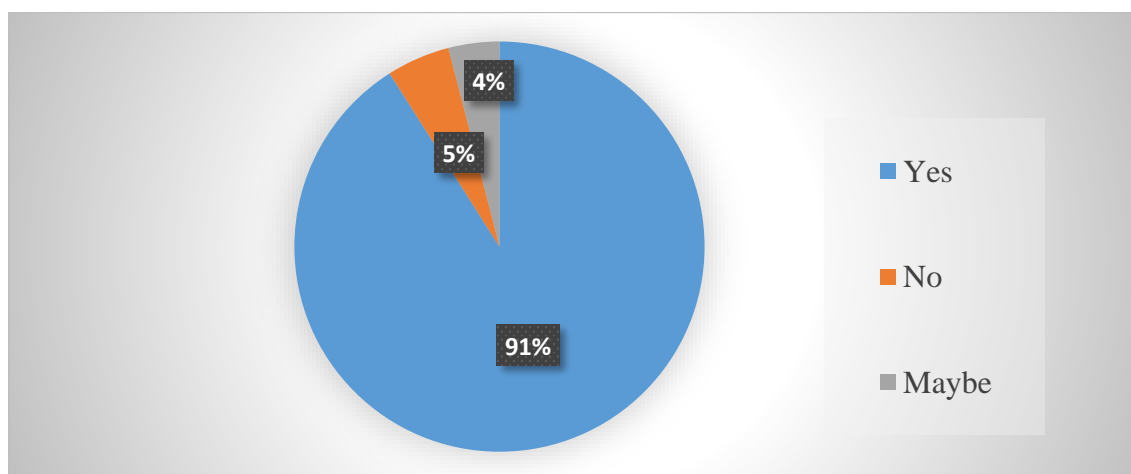


From table 4.2.3, 28 respondents representing 28% answered agree that a country's football team attract foreign investment, 59 respondents representing 59% answered strongly agree, 7 respondents represent 7% answered neutral, 1 respondent representing 1% answered disagree and 5 respondents representing 5% answered Strongly disagree. This indicates that majority of the answered strongly agreed that a country's football team helps attract foreign investment.

Table 4.2.4 shows responses on do you think that football can help to promote cultural diplomacy between countries?

Response	Frequency	Percentage(%)
Yes	91	91
No	5	5
Maybe	4	4
Total	100	100

Source: Data Collected by Researcher (April, 2023)



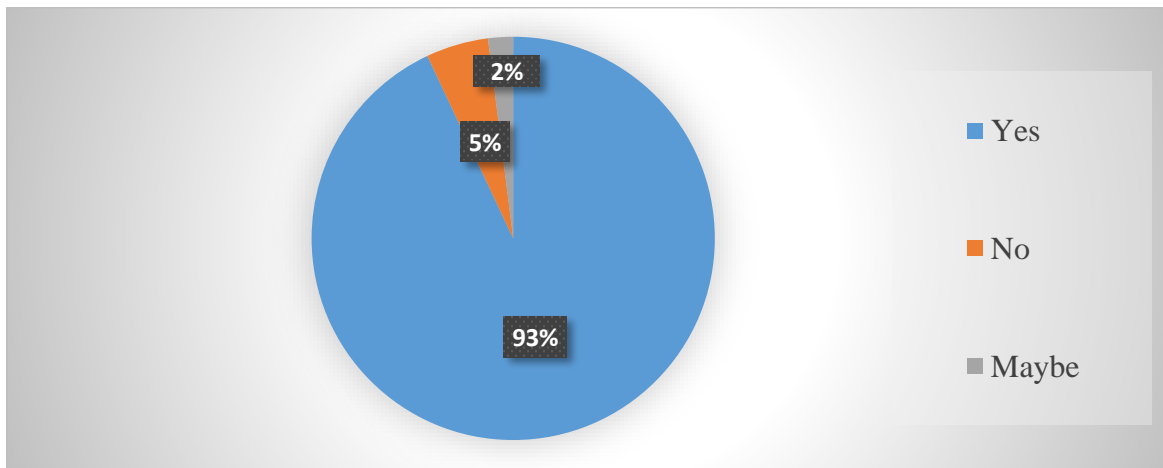
From table 4.2.4, 91 respondents representing 91% answered yes because they believe it promote culture diplomacy, 5 respondents representing 5% answered no, it can not promote culture diplomacy and 4 respondents representing 4% answered maybe either promote or not. This indicates that majority of the answered it promote culture diplomacy between countries.

4.3: Section 3: The Positive and Negative Impression of football development

4.3. 1 what are some traits you look for in football and its development in a country and in the international level? Table 4.3.1 shows response on some trait's respondent's look for social development and community building.

Responses	Frequency	Percentage (%)
Yes	93	93
No	5	5
Maybe	2	2
Total	100	100

Source: Data Collected by Researcher (April, 2023)

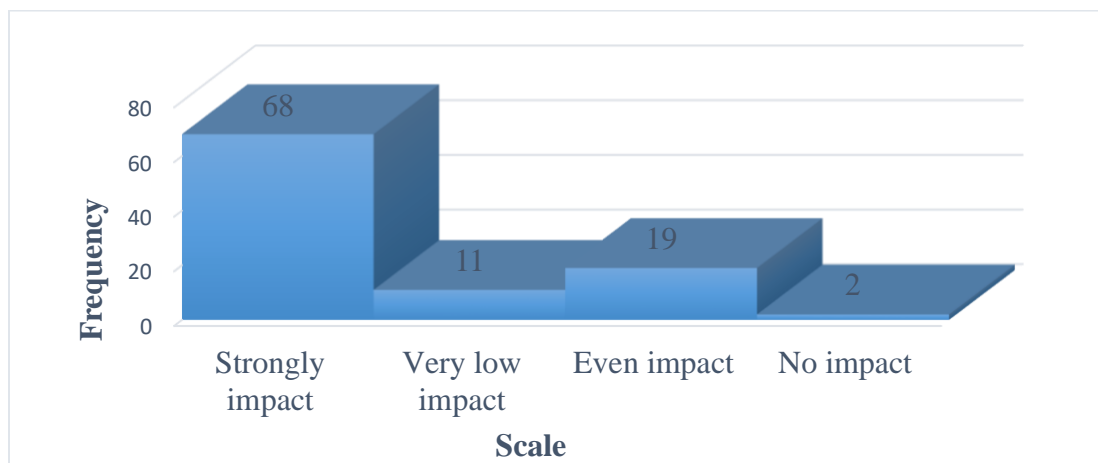


From table 4.3.1, 93 respondents representing 93% answered yes as a tool for social development and community building, 5 respondents representing 5% answered no as a tool for social development and community building and 2 respondents representing 2% answered Maybe as a tool for social development and community building. This indicates that majority of the answered it's a tool for social development and community building.

Table 4.3.2 shows response on some positive respondents think a country's investment in football infrastructure affects its success in the sport.

Scale	Frequency	Percentage(%)
Strongly impact	68	68
Very low impact	11	11
Even impact	19	19
No impact	2	2
Total	100	100

Source: Data Collected by Researcher (April, 2023)

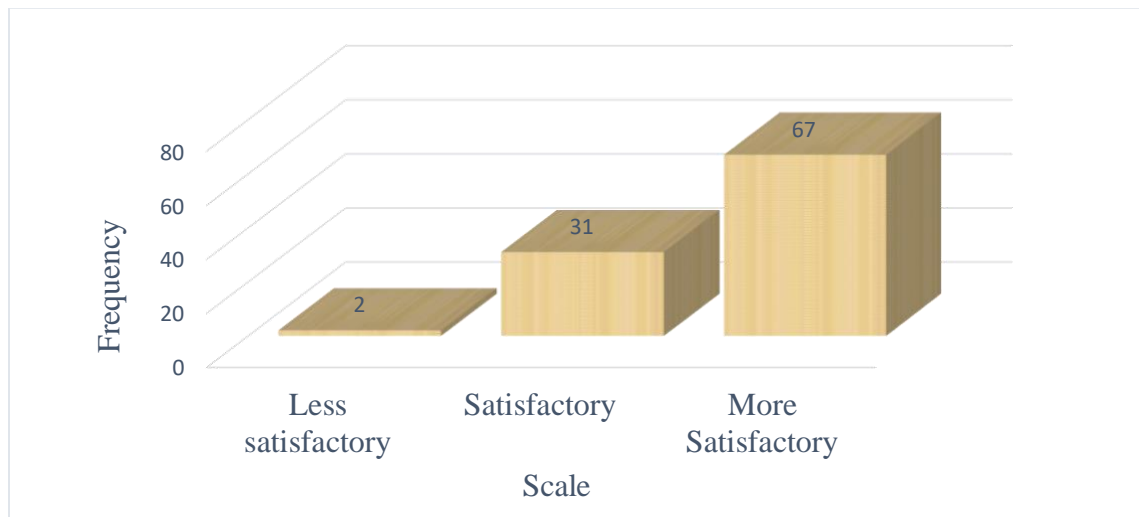


From table 4.3.2, 68 respondents representing 68% answered strongly impact to football infrastructure affects its success in sport, 11 respondents representing 11% answered very low impact, 19 respondent representing 19% answered even impacted and 2 respondent representing 2% answered no impact investment in football infrastructure affects its success. This indicates that majority of the answered strongly impact positive word's respondents would use to describe football infrastructure affects its success..

Table 4.3.3 shows response on how important the quality of a country's football stadiums attracting international events.

Scale	Frequency	Percentage (%)
Less satisfactory	2	2
Satisfactory	31	31
More Satisfactory	67	67
Total	100	100

Source: Data Collected by Researcher (April, 2023)

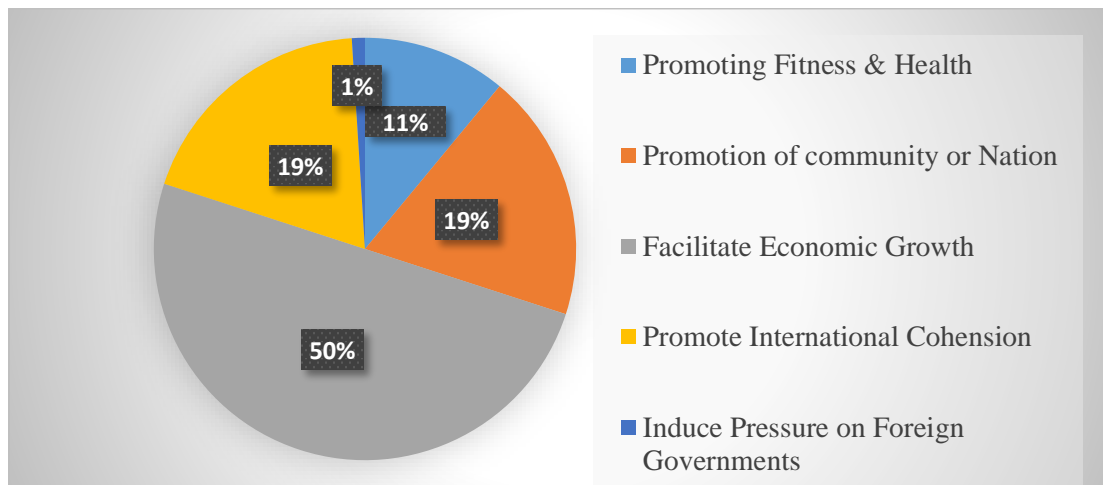


From table 4.3.3, 2 respondents representing 2% answered less satisfactory to the quality of a countrys football stadium attracting international events as their choice, 31 respondents representing 31% answered satisfactory word's respondents would use to describe their choice, and 67 respondents representing 67% answered more satisfactory word's respondents would use to describe their choice as football stadium attracts international events. This indicate that majority of the respondents answered more satisfactory word's respondents would use to describe their choice of a country's football stadium attracts international events..

Table 4.3.4 shows response on

Responses	Frequency	Percentage (%)
Promoting Fitness & Health	11	11
Promotion of community or Nation	19	19
Facilitate Economic Growth	50	50
Promote International Cohension	19	19
Induce Pressure on Foreign Governments	1	1
Total	100	100

Source: Data Collected by Researcher (April, 2023)



From table 4.3.4, 11 respondents representing 11% answered promoting fitness and health that gives them the perfect support government plays in a football success, 19 respondents representing 19% answered promotion of community or nation support in a country's success in football, and 50 respondents representing 50% answered facilitate economic growth as that gives them the perfect support, 19 respondents representing 19% answered prompting international cohension and 1 respondents representing 1% answered induce pressure on foriehn government.

This indicates that majority of the answered facititate economic growth that gives them the perfect government support played in footballs success.

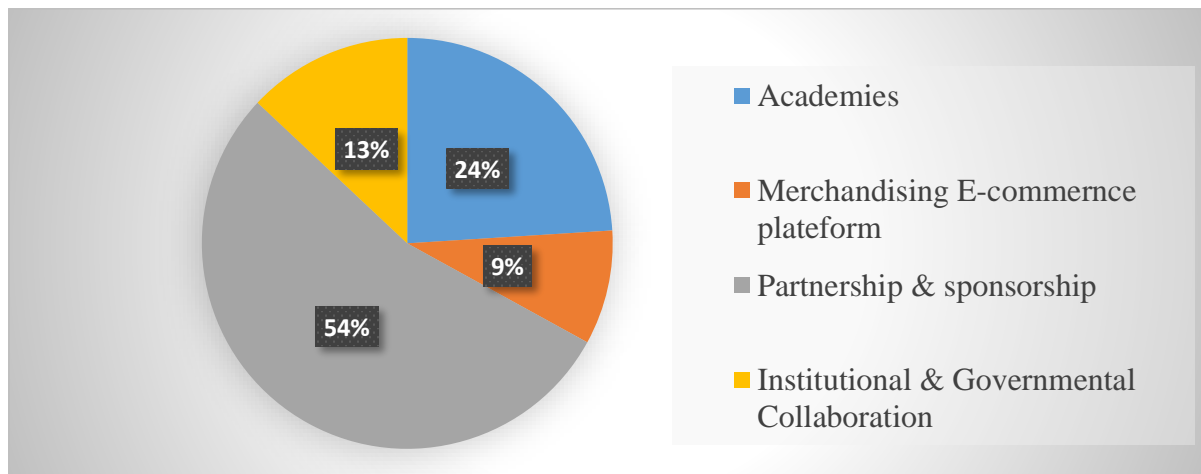
4.4 Section 4: the important and critical functions of football indicator towards development in the international level.

4.4. 1 What can countries do to improve their chances of success in football at the international level ?.

Table 4.4.1 shows response which has more improve chances.

Responses	Frequency	Percentages (%)
Academies	24	24
Merchandising E-commerce platform	9	9
Partnership & sponsorship	54	54
Institutional & Governmental Collaboration	13	13
Total	100	100

Source: Field Survey (June, 2019)

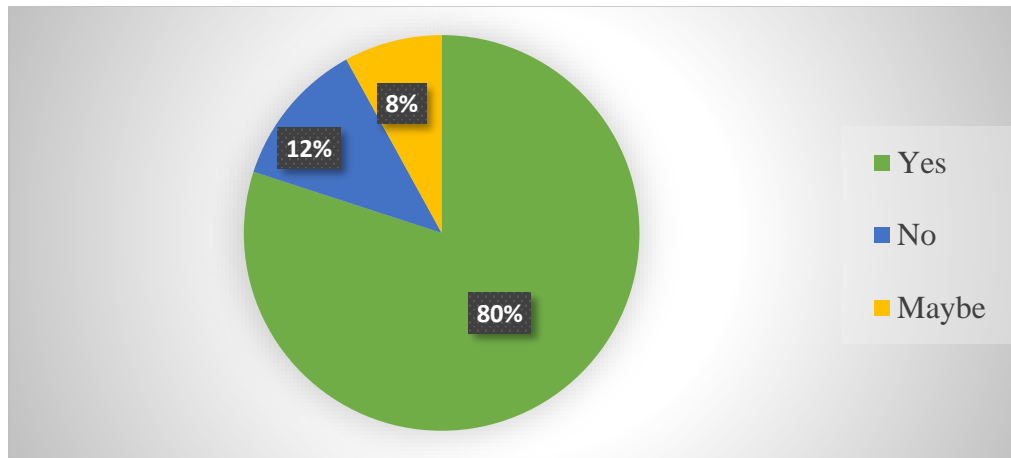


From table 4.4.1, 24 respondents representing 24% answered academies that improve a countries chances of success, 9 respondents representing 9% answered merchandising e-commerce plate success for football, 54 respondents representing 54% answered partnership and sponsorship facilitate perfect chance support, and 13 respondents representing 13% answered institutional and governmental collaboration chance to success in football at the international level. This indicates that majority of the answered Partnership and sponsorship will improve the chance of football success at the International level.

Table 4.4.2 shows response on does a country's political stability affect its success in football?.

Responses	Frequency	Percentage (%)
Yes	80	80
No	12	12
Maybe	8	8
Total	100	100

Source: Data Collected by Researcher (April, 2023)



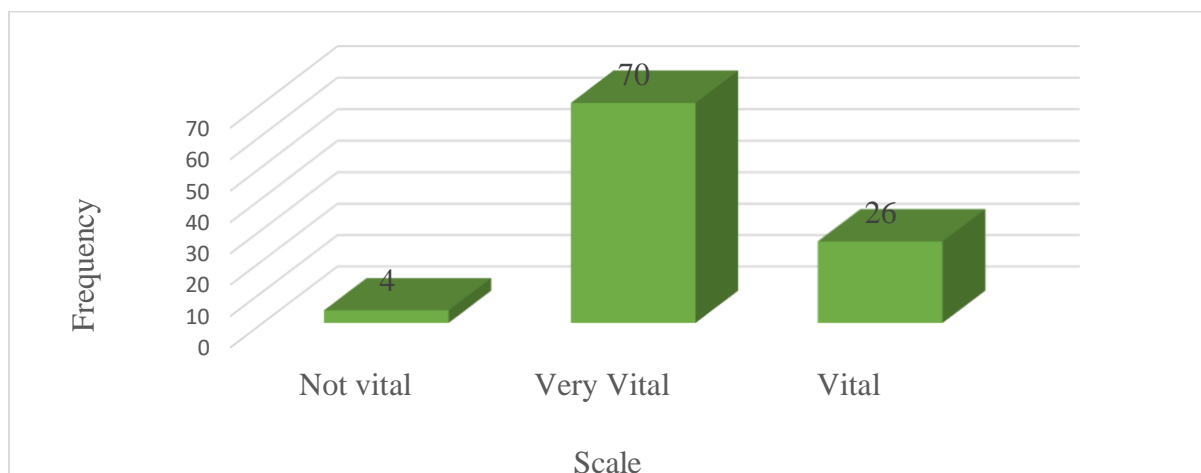
From table 4.4.2, 80 respondents representing 80% answered yes to political stability which affect football success. 12 respondents representing 12% answered no which gives political stability that affect football success, and 8 respondents representing 8% answered maybe it can affect it or not affect.

This indicates that majority of the respondents answered yes indicating that a country's political stability affect football success and right satisfaction.

Table 4.4.3 shows response on how important the role of sponsorship and endorsements in the success of a country's football development.

Scale	Frequency	Percentage(%)
Not vital	4	4
Very Vital	70	70
Vital	26	26
Total	100	100

Source: Data Collected by Researcher (April, 2023)



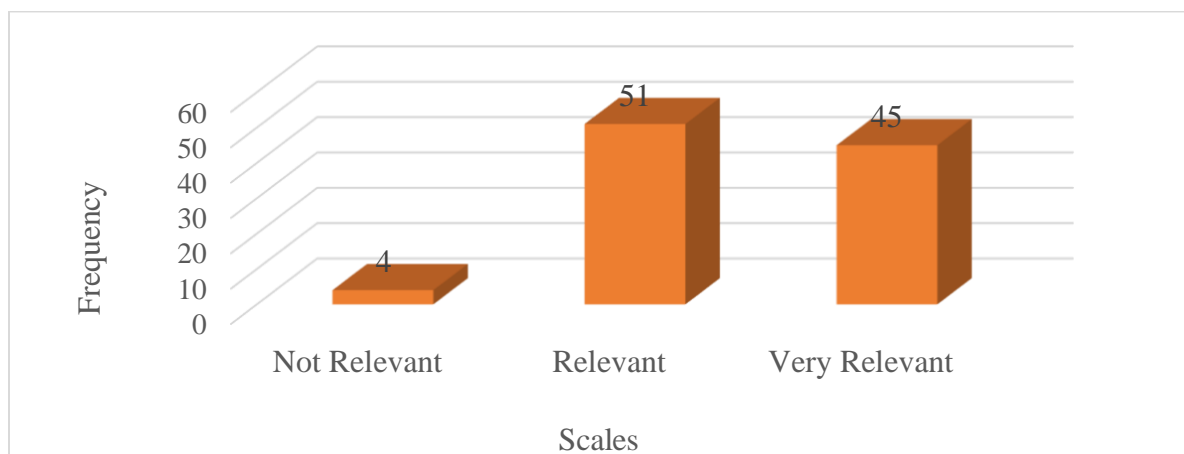
From table 4.4.3, 4 respondents representing 4% answered not vital to sponsorship and endorsements in the success of football development, 70 respondents representing 70% answered very vital role of sponsorship and endorsement contribute success in football development, and 26 respondents representing 26% answered vital that has good role as sponsorship and endorsement plays much success in football development.

This indicate that majority of the respondents answered very vital and vital that has good relationship with sponsorship and endorsement role in football development success.

Table 4.4.4 shows response on how important an educational development in football for Senegalese success at the international level that respondent has benefited.

Scales	Frequency	Percentage (%)
Not Relevant	4	4
Relevant	51	51
Very Relevant	45	45
Total	100	100

Source: Data Collected by Researcher (April, 2023)



From table 4.4.4, 4 respondents representing 4% answered not relevant to educational development they have benefited, 51 respondents representing 51% answered relevant to educational development they have benefited in football success at the international level, and 45 respondents representing 45% answered very vital role to educational development they have benefited.

This indicate that majority of the respondent answered relevant as they have benefited an educational development in football success at the international level.

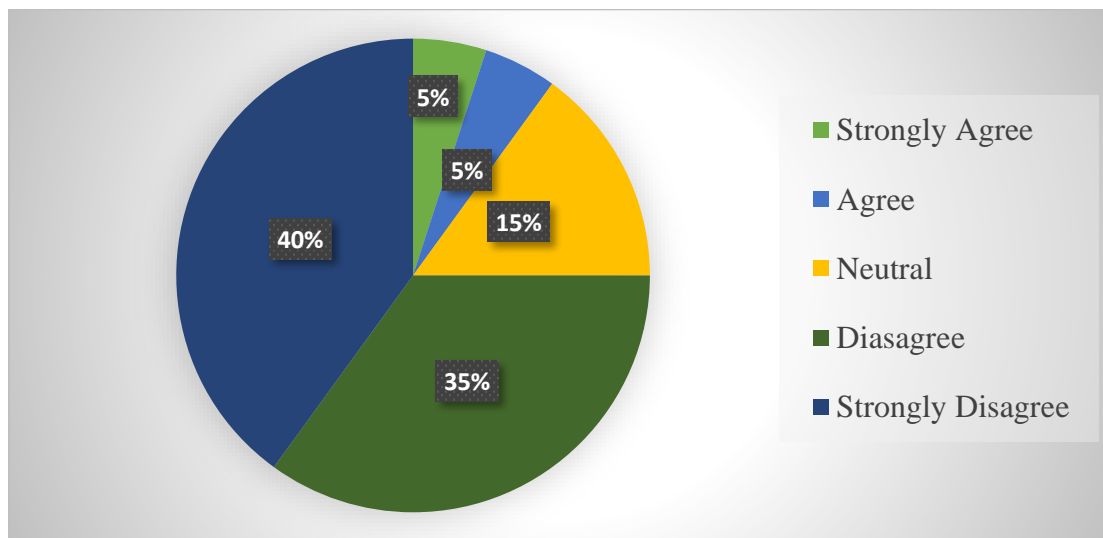
4.5: Section 5: The impression individual spectators have about football development in Senegal.

4.5. 1 which impact has football has developed within the community and among individual.

Table 4.5.1 shows response on

Response	Frequency	Percentage (%)
Strongly Agree	5	5
Agree	5	5
Neutral	15	15
Diasagree	35	35
Strongly Disagree	40	40
Total	100	100

Source: Data Collected by Researcher (April, 2023)



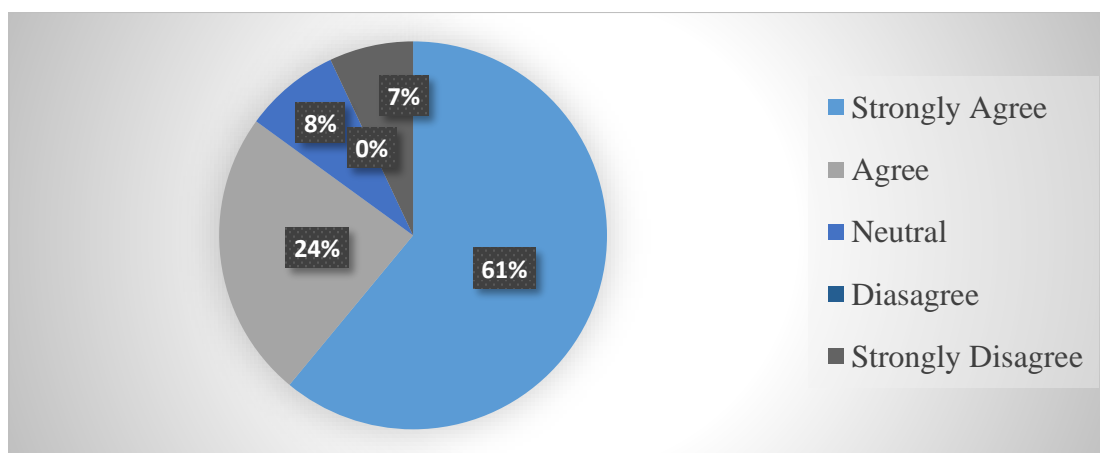
From table 4.5.1, 5 respondents representing 5% answered strongly agree that football help promote gender equality and empower women, 5 respondents representing 5% answered agree, 15 respondents represent 15% answered neutral, 35 respondant representing 35% answered disagree and 40 respondents representing 40% answered Strongly disagree.

This indicates that majority of the answered strongly disagreed that football promote gender equality and empower women.

Table 4.5.2 shows response on when the respondent thinks

Response	Frequency	Percentage (%)
Strongly Agree	61	61
Agree	24	24
Neutral	8	8
Diasagree	0	0
Strongly Disagree	7	7
Total	100	100

Source: Data Collected by Researcher (April, 2023)

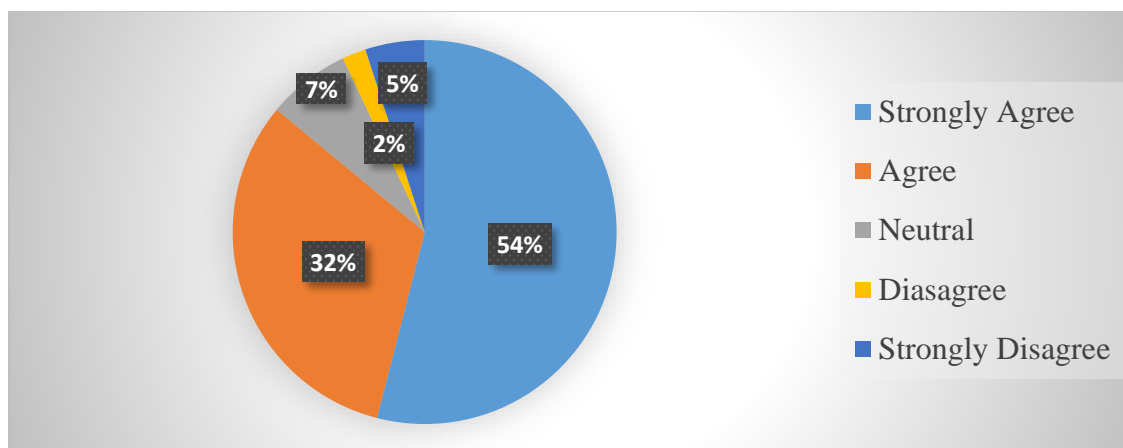


From table 4.5.2, 61 respondents representing 61% answered strongly agree when they think about football boosting tourism, 24 respondents representing 24% answered agree to football success boosting tourism, and 8 respondents representing 8% answered neutral, 7 respondents representing 7% answered strongly disagree when they think about football boosting tourism in mind. This indicate that majority of the respondents answered strongly agree when they think about football boosting tourism in Senegal country.

Table 4.5.3 shows response on football promoting peace and reduce conflict in Senegal.

Respondents	Frequency	Percentage (%)
Strongly Agree	54	54
Agree	32	32
Neutral	7	7
Diasagree	2	2
Strongly Disagree	5	5
Total	100	100

Source: Field Survey (June, 2019)

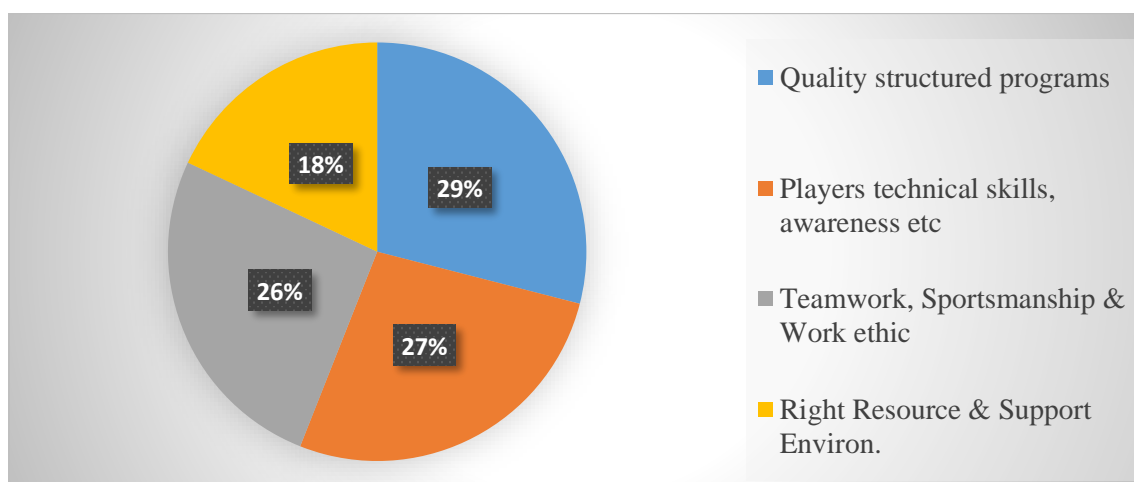


From table 4.5.3, 54 respondents representing 54% answered strongly agree that football help promote peace and reduce conflict, 32 respondents representing 32% answered agree, 7 respondents represent 7% answered neutral, 2 respondent representing 2% answered disagree and 5 respondents representing 5% answered Strongly disagree. This indicates that majority of the answered strongly agreed that football promote peace and reduce conflict

Table 4.5.4 shows response on role player's development play in a Senegalese success in football.

Respondents	Frequency	Percentages (%)
Quality structured programs	29	29
Players technical skills, awareness etc	27	27
Teamwork, Sportsmanship & Work ethic	26	26
Right Resource & Support Environ.	18	18
Total	100	100

Source: Field Survey (June, 2019)



From table 4.5.4, 29 respondents representing 29% answered quality structured programs looks development role players play, 27 respondents representing 27% answered players technical skills, awareness looks attractive, 26 respondents representing 26% answered teamwork, sportsmanship and work ethics and 18 respondents representing 18% answered right resources and support environment.

This indicates that majority of the respondents answered quality structured programs role player's development play in Senegalese success in football.

4.2 Conclusions

However, the researcher has identified that the variables listed in the tables above have contributed to examining football as an international development indicator. During administering the questionnaires, the researcher could identify that all the variables tested were interdependent.

Football, footballer, and development in this era need to put more effort into fostering effective measures towards development that influence, contribute, and structure the country, communities and societies based on the various developmental project's decisions to better their understanding and knowledge operations. During administering the questionnaires, the researcher could identify that all the variables tested were interdependent.

4.3 Summary of The Primary Research

Research goals	Research hypothesis	Results
Extra	1. More than 50% of the respondents are Male.	1. Valid, because from figure 4.1 61% of the respondents were male.
2. To determine the positive and negative impact on economic development	2. More than 80% of the respondents agree that football contributes to development. 3. More than 45% of respondents think that football builds an economy through infrastructures, education and providing employment.	2. Valid from the figure 4.4 only indicating that 90% of respondent agrees that football contributes to development
3. Determine the importance and critical functions of football development in Senegal.	4. More than 85% of the respondent's support football as an investment. 5. Less than 20 % of the respondents think it can promote cultural diplomacy.	3. Valid according to figure 4.7, 95 % support football as huge Investment for Senegalese. 4. Valid from the figure 4.8, only 20 % of respondents think it can help promote cultural diplomacy.
4. To determine impression of individual Illiteracy particularly among women.	6. More than 50% of the respondents agree that football boost pride, unity, controls racism and promote educational endorsements.	5. Valid because figure 4.0 illustrate that 65% of the respondents agreed that football boost pride, unity and promote educational endorsements.

CHAPTER 5

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

5.1 Introduction

In the present section, an inquiry into the outcomes obtained by assessing Sadio Mane football trajectory is undertaken. Mané, the skilled footballer from Senegal, is currently associated with Bayern Munich in the German professional football league, Bundesliga. Explicate the correlation between football and global progress. The outcome of the study is determined by the particular questions that are posed. A final analysis will be made, with suggestions for potential future investigations being emphasized.

5.2 Key discoveries are outlined in the summary.

Prior demonstrate that football, for the most part, features a bearing on advancement. The writing survey proposes that the relationship goes in both headings. On the one hand, improvement may impact donning victory. On the other, donning victory influences progress. We have assessed whether football can be considered a significant progression marker worldwide. Considering a board of 135 countries over the period 1993 to 2010, we have evaluated a list of models in which both GDP per capita and the HDI depend on the country's situating, as well as on other more ordinary factors of advancement, tallying trade openness, swelling, masses advancement, government utilization and the theory extent.

In all the illustrated judgments considered ('between' estimators, sporadic and settled impacts), football has shown to be a critical figure with the expected sign. This result can be deciphered as outlining that a country's positioning may be considered a pointer of advancement in the long and brief run. These are particularly overwhelming for less-made countries and are more noteworthy for multidimensional headway measured by the HDI that energizes individuals to require collective activities such as observing recreations, organizing affiliations, and contributing in ability and capital for victory. We hypothesized that financial advancement supports professional football, especially in law-based administrations permitting collective activity through football affiliations. Affluent popular governments most successfully shape regulation motivating forces that make strides in leagues' straightforwardness, reasonableness, and competitiveness and contribute to their success, which benefits the ability pool of football advancements. As such, the revelations point by

point here can be utilized to complement our broader understanding of multidimensional change. And, in those countries where the openness of information is less incredible than investigators might like (less made countries), the execution of the national football gathering might helpfully serve as an additional marker. A country's football execution can be utilized as an instrument in those considerations where improvement may be an endogenous variable (as in Biagi et al., 2011). we propose a modern estimation methodology that employments the variety in victory between the male and the female national soccer group inside a nation to recognize the causal effect of sexual orientation correspondence on women's execution. Specifically, we analyze whether within-country varieties in work drive interest rates and life expectancies between the sexual orientations, which serve as measures for the country's sex correspondence, can clarify contrasts within the worldwide victory of guys and females. Ours reveals that distinctions in male and female work drive support rates and life anticipations can explain the worldwide execution of females but not that of male sports victory.

Relapse comes about by recognizing the factors affecting a country's execution at the universal football improvement level and uncovering that financial, statistical, social and climatic components are essential. In specific, modified U-shape connections are recognized concerning temperature and per-capita riches. We moreover discover a meaningful interaction between Latin social root and populace measure, whereas both factors are exclusively immaterial. Thinks about creating knowledge into the socio-economic determinants of African Senegalese sports execution. Past ponders contended that a country's victory in football development is straightforwardly related to accessible financial assets. Be that as it may, components utilized to decide the levels of success for created nations are now and then distinctive or bear the same weight as for developing countries. Football is one of the world's foremost significant donning occasions, whereas soccer is one of the most well-known. As a result, the football industry and football-related businesses play a fundamental part in commerce and economic development. The show recognizes essential occasions, critical affiliations and organizations within the football industry and their positions exterior the playing field. In expansion, the part of the football industry within the financial and monetary advancement of nations, brands, organizations and people is additionally emphasized. Too, urban changes watched in football education facilitated in different communities point to outline and analyze the logical distributions that connected mega-donning improvement to learning outside coordinate information speculation in specific times and realities to get the positive and negative affect that such a conjuncture causes on the trade environment with other challenges and openings for improvement.

5.3 Summary and overall findings

The present study has investigated whether soccer may be deemed a measure of progress on a global scale. The literature indicates that the correlation between these two variables exists, as development can impact athletic achievement and vice versa, with sports also affecting economic prosperity. Data from 140 countries spanning 1993 to 2009, a model was developed that links GDP per capita to various factors affecting development, including education, health, trade openness, inflation, population growth, investment ratio, and FIFA ranking. Football was found to have a significant impact in both between and random effects estimates, and its influence was in line with expectations. On the other hand, while football held importance in the estimation of fixed effects, its parameter value was considerably lower.

5.4 Suggestions/Proposals

It is important for the nation, students, localities, and the larger society to consistently evaluate their infrastructure developments, educational strategies, and political and administrative assistance to upload high standard amid evolving trends and technological progressions. Positiveness can be achieved by persistently enhancing citizens knowledge and overall quality of life through innovation

Positiveness can be achieved by persistently enhancing citizens knowledge and overall quality of life through innovation. The country, pupil, community and society must constantly review their intramural developments, education policies, and political and governmental supports in building standards in the face of changing preferences and technological advancements by continually improving on the innovation of their knowledge and quality as citizens. Individuals are susceptible to change, and for that matter, measures must ensure they acquire cheap but quality resources for their standard of living to reduce the hardships within the country by providing more employment opportunities, educational structures, portable drinking water and access to quality health care facilities. Statistics were possible by the governmental strategies in ruling a nation. The footballer Sadio Mane should improve their comprehensive area coverage in terms of excellent play quality and contribute towards other sectors to improve others, not limited to only one area. Further research on this topic is proposed to pupils and governmental officials as it would give them an in-depth insight into how they should contribute to building a better country in Senegal. Also, expansion to other towns, cities and regions in further research is highly recommended.

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APPENDIX

ABBREVIATION	MEANING
AFCON	African Cup of Nations
CAF	Confederation of African Football
CAN	African Cup of Nations tournament
CI	Country image
COI	Country of origin image
FC	Football Club
FIFA	Fédération Internationale De Football Association
GDP	Gross domestic product
HDI	Human Development Index
MATE	Hungarian University of Agriculture and Life Sciences
MPI	Multidimensional Poverty Index
ONCAV	Organism National de coordination des Activities des vacances
PI	Product Image
TV	Television
UEFA	Union of European Football Associations
UNOSDP	United Nations Office on Sport for Development and Peace
WWW	World Wide Web

APPENDIX 2 QUESTIONNAIRE

FOOTBALL AN INDICATOR OF DEVELOPMENT IN THE INTERNATIONAL LEVEL

Objectives: The research aims to explore how football serves as a gauge of progress on a global scale.

Instructions

Please review the questionnaire and attempt to answer as many questions as possible correctly and accurately. All the information acquired here will be kept secret and used for research and analysis without naming individuals or businesses.

Kindly respond appropriately by ticking.

SECTION A: PERCEPTION OF FOOTBALL TOWARDS DEVELOPMENT

1. In your opinion, does a country's success in football indicate its level of development?

Not Really 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5. ☐ very much

2. How important is football in the economic development of a country?

☐ Not important

☐ Much important

☐ Very important

3. Can a country's football team help to attract foreign investment?

☐ strongly agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly Disagree

4. Do you think football can help promote cultural diplomacy between countries?

☐ Yes

☐ No

☐ Maybe

5. Can football be used for social development and community building?

☐ Yes

☐ No

☐ Maybe

SECTION B: ADVANTAGES OF FOOTBALL DEVELOPMENT IN THE ECONOMY

6. How do you think a country's investment in football infrastructure affects the success of its sports?

☐ Strongly impact

☐ Very Low Impact

☐ Even impact

☐ No impact

7. How important is a country's football stadium-quality in attracting international events?

☐ Less satisfactory

☐ Satisfactory

☐ More satisfactory

8. What role does government support play in a country's success in football?

☐ Promoting Fitness & Health

☐ Promotion of a Community or Nation

☐ Facilitate Economic Growth

☐ Promote International Cohesion

☐ Induce Pressure on Foreign Governments

9. What role does a player's development play in a country's success in football?

Mark only one oval.

☐ Quality structured programs and access to high-level competition

☐ Players' technical skills, tactical awareness, physical fitness, and mental toughness.

☐ Teamwork, sportsmanship, and a strong work ethic

☐ Invest in the right resources and create a supportive environment

10. Can a country's success in football help boost tourism?

☐ Strongly disagree

☐ Disagree

☐ Neutral

☐ Agree

☐ Strongly agree

11. Can football help to promote peace and reduce conflict between countries?

Mark only one oval.

☐ Strongly disagree

☐ Disagree

☐ Neutral

☐ Agree

☐ Strongly Agree

12. Can a country's football success help boost national pride and unity?

Mark only one oval.

☐ strongly disagree

☐ Disagree

☐ Neutral

☐ Agree

☐ Strongly Agree

13. Does a country's level of investment in technology and analytics affect its success in football?

☐ Yes

☐ No

☐ Maybe

SECTION C: FOOTBALL DEVELOPMENT IMPACT IN THE SOCIETY

14. Can football help to promote gender equality and women's empowerment?

☐ Strongly disagree

☐ Disagree

☐ Neutral

☐ Agree

☐ Strongly agree

15. Can football be used to address social issues such as racism and discrimination?

☐ Maybe

☐ No

☐ Yes

16. How important is international exposure for a country's football team?

☐ Very Relevant

☐ Relevant

☐ Not Relevant

17. How does the development of youth academies' in a country account for success in football?

☐ Important

☐ Very Important

☐ Not important

18. How important is educational development in football for a country's success at the international level?

☐ Not relevant

☐ Relevant

☐ Very relevant

19. Does a country's political stability affect its success in football?

Mark only one oval.

☐ Yes

☐ No

☐ Maybe

20. How important is the role of sponsorship and endorsements in the success of a country's football development?

☐ Not vital

☐ Very Vital

☐ Vital

21. What can countries do to improve their chances of success in football at the international level?

- ☐ Academies
- ☐ Merchandising via an E-commerce platform
- ☐ Partnerships and sponsoring
- ☐ Institutional and governmental collaborations

SECTION E: DEMOGRAPHICS OF THE RESPONDENTS

22. Please confirm your gender:

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

23. Please confirm your age:

- ☐ 10- 20
- ☐ 20 - 30
- ☐ 30 - 40
- ☐ 40 - 50
- ☐ 50 - 60

APPENDIX 3

**HUNGARIAN UNIVERSITY OF
AGRICULTURE AND LIFE SCIENCES**

THESIS ASSESSMENT

Name of student: JUSTICE ACHEAMPONG

The study programme of student: MSc BUSINESS DEVELOPMENT

**Title of thesis: FOOTBALL AN INDICATOR FOR DEVELOPMENT AT
INTERNATIONAL LEVEL**

Evaluation criteria	Score that can be given				Score achieved
	0	1-2	3-4	5	
1. The structure, content division and appearance of thesis.	The thesis does not meet the thesis requirements of MATE KRC.	It meets the requirements, but there are major shortcomings.	It meets the requirements, but there are minor shortcomings.	Correct structure, content division, visually appealing design.	

Evaluation criteria	Score that can be given				Score achieved
	0	1-2	3-4	5	
2. The language and style of the thesis.	Sentence editing and language contain highly objectionable, major spelling mistakes.	Many imperfections in language and style, with minor spelling mistakes.	Language is adequate, with few style errors.	Correct language and style.	

Evaluation criteria	Score that can be given				Score achieved
	0	1-2	3-4	5	
3. Topicality of thesis and how it fits the training objective of the programme.	The examined topic does not fit the training objective of the programme.	The examined topic barely fits the training objective of the programme.	The examined topic fits the training objective of the programme.	The thesis deals with an important professional issue and contains novel aspects.	

Evaluation criteria	Score that can be given				Score achieved
	0	1-4	5-8	9-10	
4. Review of specialist literature background of the thesis, professionalism, correctness of the references.	The literature is not relevant. References are missing or not adequate.	The review of specialist literature is narrow, contains only textbooks or notes. References are inaccurate in several places.	The thesis contains the most important Hungarian literature and correct references. The theory is coherent, forming a unit.	The thesis has been written based on the latest extensive Hungarian specialist literature. References are accurate. It may contain references to foreign language literature.	

Evaluation criteria	Score that can be given				Score achieved
	0	1-4	5-8	9-10	
5. Description and analysis of the examined problem, formulation of correlations.	Unclear problem identification, unclear objective.	It presents the examined problem superficially, with few and poorly proven correlations.	The examination of the problem is of sufficient depth. The thesis shows important connections.	The thesis presents the examination of the problem in a complex way, revealing a wide range of connections.	

Evaluation criteria	Score that can be given				Score achieved
	0	1-2	3-4	5	
6. Analysis methods used	No analysing methodology	Simple routine analysis.	Traditional elementary level analysis.	Methodologically accurate, detailed analysis.	

Evaluation criteria	Score that can be given				Score achieved
	0	1-2	3-4	5	
7. Summary of the thesis.	Confused, descriptive summary without theses.	Descriptive summary, sketchy.	Clearly structured summary, correct.	Impeccable, concise, outlining further steps of research.	

	Score that can be given	
--	-------------------------	--

Evaluation criteria	0	1-2	3-4	5	Score achieved
8. Overall impression, supervisor's / opponent's opinion	The thesis is not adequate professionally, and does not meet the content and format requirements.	The thesis is partly adequate professionally, with relevant content and format requirements.	The thesis reflects adequate professional and methodological preparation.	The thesis reflects excellent professional skills.	

Total score:	
--------------	--

Brief assessment of the thesis:

Recommended grade:

Proposed grade of the thesis based on the total score:

Fail: 8-25 points

Pass: 26-32 points

Satisfactory: 33-38 points

Good: 39-44 points

Excellent: 45-50 points

Questions suggested for the defence:

1.

2.

The evaluation of the thesis: textual: numerical:

Dated:....., yy mm day.

signature

DECLARATION

on authenticity and public assess of final essay/thesis/master's thesis/portfolio¹

Student's name: JUSTICE ACHEAMPONG

Student's Neptun ID: HNTRY5

Title of the document: FOOTBALL AN INDICATOR OF DEVELOPMENT AT THE
INTERNATIONAL LEVEL

Year of publication: 2023

Department: DEPARTMENT OF ECONOMICS

I declare that the submitted final essay/thesis/master's thesis/portfolio² is my own, original individual creation. Any parts taken from an another author's work are clearly marked, and listed in the table of contents.

If the statements above are not true, I acknowledge that the Final examination board excludes me from participation in the final exam, and I am only allowed to take final exam if I submit another final essay/thesis/master's thesis/portfolio.

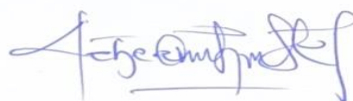
Viewing and printing my submitted work in a PDF format is permitted. However, the modification of my submitted work shall not be permitted.

I acknowledge that the rules on Intellectual Property Management of Hungarian University of Agriculture and Life Sciences shall apply to my work as an intellectual property.

I acknowledge that the electric version of my work is uploaded to the repository sytem of the Hungarian University of Agriculture and Life Sciences.

Place and date: __GYONGYOS____year __2023__04__month __28__day

Student's signature



¹Please select the one that applies, and delete the other types.

²Please select the one that applies, and delete the other types.

Declaration of Consultations with Supervisor

Name of Student: ACHEAMPONG JUSTICE

Programme and specialization: Masters in Business Development

Name of Thesis Supervisor: Andrea Benedek Szabóné PhD

First personal consultation

Date and time: 15 SEPTEMBER, 2022

Topic discussed:

Theoretical Background

Signature of Supervisor:



Second personal consultation

Date and time: 24 JANUARY, 2023

Topic discussed:

Method of Primary Research

Signature of Supervisor:



Third personal consultation

Date and time: 15 MARCH 2023

Topic discussed:

Results of the Research

Signature of Supervisor:



This has to be attached to the Thesis /Diploma thesis

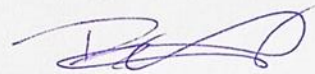
STATEMENT ON CONSULTATION PRACTICES

As a supervisor of ACHEAMPONG JUSTICE (Student's name) HNTRY (Student's NEPTUN ID), I here declare that the final master's thesis has been reviewed by me, the student was informed about the requirements of literary sources management and its legal and ethical rules.

I recommend¹ the final **master's thesis** to be defended in a final exam.

The document contains state secrets or professional secrets: yes **no**²

Place and date: Gyöngyös 2023 year April month 30 day



Internal supervisor

¹ Please underline applicable.

² Please underline applicable.