

**DEVELOPMENTAL CHALLENGES AND PROSPECTS OF
BASKETBALL IN DAWURO ZONE**



SPORT ACADAMY

DEPARTMENT OF SPORT SCIENCE

BY:-KIDIST ABEBE

**A THESIS SUBMITTED TO JIMMA UNIVERSITY SPORTACADEMY
DEPARTMENT OF SPORT SCIENCE FOR PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE AWARD OF THE MASTER'S
DEGREE IN (BASKETBALL COACHING)**

JUNE 2024

JIMMA ETHIOPIA

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**DEVELOPMENTAL CHALLENGES AND PROSPECTS OF
BASKETBALL IN DAWURO ZONE: A MIXED STUDY DESIGN**

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DECLARATION

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Title of the thesis: “Developmental challenge and prospect of Basketball in Dawuro Zone”

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BIOGRAPHY OF THE RESEARCHER

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ABSTRACT

Background: - Basketball is a complex sport requiring cyclic and acyclic movements with and without the ball. During a basketball game, abrupt and intense direction changes and high frequencies of starting and stopping occur massively. *Objective:* -To investigate developmental challenges and prospects of basketball in the dawuro zone. *Methods:* -The researcher applied a mixed research method with triangulation design and census sampling technique and the sample size was 112. The researcher used primary data sources by using two data collection instruments which are questionnaire and interview. The data was analyzed by using both qualitative and quantitative methods, SPSS version 27 was used for data entry and analysis. Standard multiple regression analyses were carried out. *Result:*-The result of descriptive statistics reveals that, the overall basketball development has a mean value of 2.2738 with a standard deviation of 0.81184. The result of the correlation analysis showed that, there were strong positive correlations between the dependent variable basketball development and independent variables media ($r = 0.553$), facility ($r = 0.150$), Sport expert ($r=0.594$), Administrator & stakeholder ($r=0.378$) and community ($r = 0.292$) with ($P < 0.005$) level of significance. The multiple regression result of this study revealed that all of the five independent variables have a positive p -value and all of them have a significant impact on the dependent variable based on the 95% confidence intervals. *Conclusion:* only 11.6 % of our respondents agree on the development of basketball development in dawuro zones which is very low. According to this finding the challenges of basketball development in the dawuro zone is lack of facility and equipment, shortage of media coverage, absence of community participation, less attention of sport experts and responsibility of sport administrator & stakeholders toward basketball sport. *Recommendation:* -Therefore, to overcome these problems, the following recommendations have been forwarded by the researcher: - the government, NGO and other sectors should support basketball sport through; material support, financial support, give media coverage, facilitating infrastructures, inviting Amateurs for the development of basketball in dawuro zone, they work jointly for further expand and growth of basketball development in dawuro zone.

Keywords: *basketball, challenges, dawuro, development, prospect*

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ABBREVIATIONS

ABA: American Basketball Association

AFAB: Association des Fédérations Africaines de Basketball

AAU: Amateur Athletic Union

BAA: Basketball Association of America

BB: Basketball

BBD: Basketball development

DW: Durbin Watson

CI: Confidence interval

E.C: Ethiopian Calendar

FIBA: Federation International de Basketball Amateur

GC: Gregorian calendar

SPSS: Statistical Package for Social Science

NBA: National Basketball Association

NBL: National Basketball League

IOC: International Olympic Committee

NIBT: National Interscholastic Basketball Tournament

PE: Physical Education

U.SC: United State of College.

YMCA: Young Men Christian Association

CHAPTER ONE

INTRODUCTION

This chapter begins by presenting a brief background of the study, which is followed by the statement of the problem and research question. Following the research question, the general and specific objectives of the study are presented. After that, the next section presents significance, scope, and organization of the study.

1.1 Background

Basketball is a complex sport requiring cyclic and acyclic movements with and without the ball. During a basketball game, abrupt and intense direction changes and high frequencies of starting and stopping occur massively. Also, basketball requires loads of endurance, speed, agility, and power capabilities. Repeated sprint ability, speed changes, along with jumps and high-intensity running happen constantly in a basketball match (Karjalainen, 2021).

Unlike baseball, football, soccer, ice hockey and all the other major team sports, basketball cannot claim a history of evolutionary development that began back in ancient or medieval times. The game of basketball as it is known today was created by Dr. James Naismith in December 1891 in Springfield, Massachusetts, to condition young athletes during cold months. It consisted of peach baskets and a soccer style ball. He published 13 rules for the new game. He divided his class of eighteen into two teams of nine players each and set about to teach them the basics of his new game. The objective of the game was to throw the basketball into the fruit baskets nailed to the lower railing of the gym balcony. Every time a point was scored, the game was halted so the janitor could bring out a ladder and retrieve the ball. After a while, the bottoms of the fruit baskets were removed. The first public basketball game was played in Springfield, Massachusetts, on March 11, 1892 (Shanon Ferguson, 2017).

Around the world, Basketball caught on like wildfire spreading across the country and overseas in a matter of months, the basketball sport was accepted in many foreign- countries soon after the game was first played in the United States. It was early introduced into several European countries, although they did not play the game so extensively as some of the far eastern nations. Even today the sport is not as popular in England as it is in China and Japan. The Y.M.C.A., which had been instrumental in spreading the game in the United States, was also largely responsible for the foreign spread through its foreign branches (Grasso, 2011).

James Naismith (1861–1939), a Canadian student, took on the challenge in creating an entertaining indoor winter sport that would be of interest to young men. He inspired his colleagues to throw soccer balls into one of the two peach baskets, had a janitor attach peach baskets along the railing at every end of the Springfield gym, and drew up a crude set of rules. In the 1930s, basketball gained international attention as well. Shortly after the creation of it, the game was introduced worldwide thanks to YMCA Amateurs. Fifty countries had taken up the sport by 1930. In 1932, officials from Europe, Asia, and Africa came together to create the International Federation of Amateur Basketball (FIBA), despite the difficult economic times (Beker Tufa, 2015).

Basketball began to spread across Africa in the mid-20th century, particularly in countries that had been colonized by France—such as Côte d’Ivoire and Senegal. Missionaries and administrators introduced the game to the rest of the continent and soon African countries were competing in international tournaments. The Pharaohs of Egypt joined FIBA in 1934 and represented Africa in the 1937 Euro basket tournament in Latvia. The first recorded international game in Africa was between the American and Egyptian teams in 1949, the same year that Egypt hosted and won the Eurobasket49 tournament against European basketball powerhouses Greece and Turkey (Wanjohi, 2023).

As African countries gained independence in the late 1950s and early 1960s, they looked to integrate with the global community. In June 1961, 12 African countries founded the Association des Fédérations Africaines de Basketball (AFABA) at the Consultative General Assembly held in Cairo, Egypt. In the 1980s and 1990s, basketball continued to grow in Africa, with more countries participating in international competitions and more African players competing in the NBA. The growth of basketball in Africa is a positive development for the continent, and it is sure to continue in the years to come. In 2022, a record eight players of African origin were selected in the NBA Draft. This is a testament to the growth of the game in Africa, and it is a sign that the continent is producing some of the best basketball players in the world. In 2019, FIBA and the NBA announced the launch of the Basketball Africa League (BAL). The League features 12 teams from 10 countries, with a qualifying round of 32 countries per-tournament (Wanjohi, 2023).

The future prospects of basketball in Africa are very promising. The dynamic force behind the development and growing popularity of the sport of basketball in Africa is the organization known as AABF which means the African Association of the Basketball

Federation (AABF) working in cooperation with FIBA. The International Amateur Basketball Federation, to promote Basketball on a National as well as international level (Beker Tufa, 2015)

A day's sport has become a popular activity among the youngsters and adults in Ethiopia. Basketball has, above all, become more popular in the whole country throughout the years (FIBA, 2009). Basketball is played by two (2) teams of five (5) players each. The aim of each team is to score in the opponents' basket and to prevent the other team from scoring. The game is controlled by officials, table officials and a commissioner, if present. The basket that is attacked by a team is the opponents' basket and the basket which is defended by a team is the team's own basket. The team that has scored the greater number of points at the end of playing time shall be the winner (Bisbal & Roldan, 2010).

When it comes to basketball as one of the branches of science sports, it has first come to be known in Ethiopia since 1934E.C. at Teferi Mekonnen School and Haile Selassie 1st Secondary School by teachers who came from Canada (Hums & Hancock, 2018). Later on, in 1954 (1946 E.C) Ethiopian Basketball Federation was established and became a member of FIBA (SahileMichael Bizuneh, 2001).

Since the formation of the Ethiopian Basketball Federation, the game quickly gained popularity throughout the nation, leading to the subsequent introduction of an annual basketball competition. Compared to other physical education components, basketball did not develop and attain its popularity in its fundamental skills, such as movement with and without the ball, even though it started out more than 70 years ago. It is true that basketball's development is moving too slowly, even though it may be dishonorable to state that the sport is still in its infancy as compared to when it first emerged in our nation (SahileMichael Bizuneh, 2001)

Basketball development occurs when the developing Athletics are exposed to the strategic capabilities of the academy and shown how to effectively use taught skills. These skills reside in an organization's rules, routines and procedures – that is, the style or manner in which the company makes decisions and manages its internal processes to achieve organizational objectives (Jones & Hill, 2009). These days the public expectation is very high in visualizing the future success. So, we cannot stay exclusively upon the past which has disappeared,

however, we can only depend on what is being done nowadays for the future by working together in harmony with all stakeholders (Esteve et al., 2011) .

2.1 Statement of problem

Basketball's importance as a global sport cannot be overstated. It has become integral to our society, promoting unity, equality, and positive change. As basketball continues to grow and evolve, it has a greater impact on our world, inspiring people to come together, work together, and achieve great things together. The basketball sport promotes physical fitness, teamwork, and personal development, providing opportunities for individuals to showcase their skills and compete at various levels (Pfeiffer & Wierenga, 2019).

Basketball is growing in popularity in Africa. The number of players, teams, and leagues is increasing, and the sport is becoming more professionalized. The NBA's influence has played a role in this growth, but there are other factors as well, such as the increasing urbanization of Africa and the growing popularity of sports in general (ukoh, 2021.). African players have made significant contributions to the sport internationally, with several players competing in top professional leagues, including the NBA. Basketball serves as a platform for youth engagement, providing opportunities for personal growth, education, and social development (Durlak, 2011).

In Ethiopia also, Basketball is one of the popular sports that is played at various age, sex and categories level. This popular sport has a lot of social, economic and psychological significance in producing a physically and mentally developed generation. Basketball can contribute to the development of personal and social values that are very important in the educational process of the child and youngsters. This includes commitment, perseverance, and personal responsibilities within the group, team work, respecting the rules, respecting others, and learning to compete (Buceta, 2020).

Different scholars mention various factors that can hinder the development of sports. According to Li et al, (2014) availability of sport facilities and equipment, Community participation has a tremendous effect on the development and popularity of basketball. However, the increasing demands of achieving success by the entire stakeholder is larger as compared to successes resulted from other disciplines. Therefore, it is imperative that the issue be investigated into, with a focus on developmental challenge of basketball to move towards its assets and limitations as well as to identify the areas that need improvement.

According to study conducted in Addis Ababa (Tewodros, 2012) the major constraints associated with Addis Ababa basketball development are found to have very low media coverage, absence of supporters' association, a few number of spectators, a few number of clubs, lack of facilities and equipment, no regular salary for coaches and players, no permanent national team, lack or absence of play ground in the villages, not following scientific method of training by coaches and very low level of communication among stakeholders.

According to study conducted in Addis Ababa, the following have been forwarded for future prospect of basketball development: every stakeholder should work hand to hand in order to solve the problems, the government should give equal emphasis to basketball sport like other sports and the federal sport commission should construct basketball courts in different corners of the city so as to increase its popularity (Tewodros, 2012). According to National sport policy (1998) The limited role of the community in sports, the decline of sports in schools, the shortage of sports facilities, sportswear and equipment as well as the lack of trained personnel in the sphere have also made the problem more complex.

The gap shown among various study and policy document ((Li et al, (2014), (Tewodros, 2012) National sport policy (1998)), they show there are different challenges identified for basketball development however these study does not focused specifically dawuro zone and it is unique context as result of this it's better to assess developmental challenges and prospects of basketball In Dawuro Zone. Moreover, there was the absence of scientific findings in the study area which means no previous research regarding this topic in the dawuro zone, that's why this study is needed to know the development status of basketball in dawuro zone.

So, this study was focused on five variable such as equipment and facilities, role media, community participation, the role sport experts and responsibility of sport administrator and stakeholders are challenging or not for the development of basketball. The aim of this study was to bring these gap by investigation

This study would therefore attempt to suggest some attainable alternatives to develop basketball in the dawuro zone and to suggest the appropriate solutions to solve the problem and to promote the development of basketball in the study area.

1.3 Research Questions

This study was to investigate the developmental challenges and prospects of basketball in dawuro zone.

This research was try to answer the following questions:

- ✓ What are the current developments of basketball in dawuro zone?
- ✓ What are the challenges that affect the development of basketball in dawuro zone
- ✓ What are promising strategies that could be implemented to address the key challenges in basketball development in the Dawuro Zone?

1.4. Objectives

1.4.1 General Objective

The objective of the study was to investigate the developmental challenges and prospects of basketball in dawuro zone.

1.4.2 Specific Objectives

Based on the general objective this study had three The Specific Objectives;

- To assess the current development of basketball in dawuro zone
- To identify challenges that affect development of basketball in dawuro zone
- To identify promising strategies that can be implemented to address the key challenges in basketball development in the Dawuro Zone.

1.5 Significance of the study

The primary Beneficiaries of this study will be the stakeholders involved in basketball within the Dawuro Zone. This includes basketball players, coaches, trainers and local sports organizations operating in the Dawuro Zone.

The secondary beneficiaries of the study are regional governments who can create or revise sport policies based upon the results.

National and regional sports federations, sports clubs, sport associations, government and non-government sports organizations, will also benefit from the finding of the study.

The study serves as a source of knowledge for sport bureaus, sport professionals, physical education teachers and encourages interested researchers to conduct further research studies.

It also helps as a facilitator for solution makers for problems that challenge basketball in the study area.

Furthermore, this study serves as a basis for other researchers to conduct a comprehensive analytic research work on the developmental challenges and prospects of basketball in the entire country.

1.6 Scope of the Study

The main focus of this study was to assess developmental challenges and prospects of basketball In the Dawuro Zone, So as to reach this, the study is limited to only dawuro Zone because of manageability of the study in terms of resource, shortage of references, cost unwilling of participants And other constraints.

1.7 Definitions of Terms

Administration: is the act of managing duties, responsibilities or rules activity Resources, H., & Unit, M. (2012).

Basketball: A game increases in per-capita income or gross national product, regardless of its Distribution and the degree of people's participation which played between two teams with five Players each FIBA. (2021).

Challenge: is any factor or impediment that prevents basketball from developing, progressing, or getting better Chekol, M. A. (2019).

Development: -.has often been confused with economic growth as measured solely in terms of annual in effective growth (Naidja, et.al 2023).

Physical Education: - is a socially constructed activity that forms one component of a wider physical culture that includes sport and health/physical activity (Tompkins et al., 2001).

Measurement of basketball development: absence of well-organized basketball projects/initiatives, the availability of necessary materials and equipment for playing basketball is sufficient and the presence of organized competitions in basketball and training programs is sufficient (Journal et al., 2023).

1.8. Organization of the study

The final thesis of this study was organized into five chapters. The first chapter is the introduction, which consists of the background of the study, statement of the problem, objective of the study, significance of the study and scope of the study. The second chapter includes review of related literature; the third chapter describes the methodology to be used while preparing the paper; the fourth chapter is going to be analysis and discussion; and finally, chapter five comes up with the summaries and conclusions of the findings and forward recommendation.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

The chapter provides literature review of the most important concepts and empirical studies regarding developmental challenges and prospects of basketball in dawuro zone and the conceptual framework. It further provides an insight into these concepts by focusing on previous research in this area and presents reviewed literature relevant to this study.

2.1 Development of basketball sport in world

Basketball is a sport played by millions of people around the world and it is one of the most popular games around the world and it is necessary to look at the historical development of the game to gain a deeper perspective of the rationale behind its origin. In late 1891, a Canadian physical educator, (physician and innovator), James Naismith, a child of Scottish immigrants, found a new game while he was working at the Young Men's Christian Association (YMCA) in Springfield, Massachusetts (Ains et al., 2011).

In December 1891, Naismith was trying to find an indoor physical activity to engage students during the cold and icy New England winters. He wanted a game with simple rules that could engage students who were bored with monotonous calisthenic and at the same time, stay indoors due the low temperatures during the winter, without sacrificing strength and fitness by allowing students to stay in good shape until the spring when was possible to play football or baseball (Cantwell, 2022).

As such, Dr. Naismith began to think about the conception and structure of this new game. His inspiration was a traditional game of his childhood called Duck on a Rock; a game that did not focus on tackling or punching, but on speed, accuracy and teamwork to achieve the goal (Porter, 2005). Using this simple concept Dr. Naismith wanted to use boxes but could only find peach baskets, which he nailed on the wall at a height of 10 feet and, improvised by using a soccer ball as the first official ball. In addition, in one hour he created a list of thirteen rules, and he also explained that the number of players would depend on the court space (Cantwell, 2022).

He developed the original 13 rules and thus the game of basketball emerged. He divided his class of eighteen into two teams of nine players each and set about to teach them the basics of his new game. The objective of the game was to throw the basketball into the fruit baskets

nailed to the lower railing of the gym balcony. Every time a point was scored, the game was halted so the janitor could bring out a ladder and retrieve the ball. After a while, the bottoms of the fruit baskets were removed. The first public basketball game was played in Springfield, Massachusetts, on March 11, 1892 (Griffiths, 2011).

The equipment used to play the first game was a soccer ball, peach baskets, and nine players to each team. Since then, there have been major changes to the game (James Naismith Biography", 2007). By the early nineteenth century, many colleges accepted basketball as one of their sports. Soon after, high schools started to play basketball due to the little quantity of equipment and personnel wanted to play the game. In the late fifties a nicely modified orange ball was once added into the sport (Sisay. m and Bizuneh, 2022).

Early on as the game gradually gained popularity, professional leagues began to organize in the Eastern cities of the United States. Many professional leagues were created and many disappeared. Some teams would choose not to join any league and remain independent. These teams would travel to different parts of the country to play and entertain. These teams were referred to as the "Barnstormers" The most famous barnstorming team that still exists today is the Harlem Globetrotters .Through the years, interest in the sport has appeared in practically every country in the world and participation spread internationally. The sport of basketball was first included in the Olympic Games as a full medal sport for men in 1936 and for women in 1976 Globetrotters (Nourayi, 2020).

2.1.1 International Basketball Federation

The International Basketball Federation was formed in 1932 by eight founding nations: Argentina, Czechoslovakia, Greece, Italy, Latvia, Portugal, Romania and Switzerland. At this time, the organization only oversaw amateur players (Tony et al., 2015).

The association was founded in Geneva in 1932, two years after the sport was recognized by the IOC, and during the early years of the federation James Naismith, founder of basketball was named its honorary president. Since 1950, FIBA has been responsible for organizing both the Basketball World Cup and the Women's Basketball World Cup, which alternate with the Olympic competition every four years. Until 1988, FIBA competition was only available for those athletes who were considered amateurs, athletes who play a sport without any payment. In 1989, for the first time FIBA allowed Professional basketball players to

participate in the Olympic Games, thus leading FIBA to rebrand as the “Fédération Internationale de Basketball” but retaining the FIBA acronym (Zipp & Nauright, 2020).

In 1991, the FIBA Hall of Fame was founded and during the 81st anniversary in 2013, FIBA moved into its new headquarters- the House of Basketball in Lausanne, Switzerland. The popularity of basketball, reflected by its worldwide appeal, rising number of the competitions and growing interest shown by the public and mass media in basketball events, has prompted FIBA, the International Basketball Federation, to review the Guide to Basketball Facilities for High- Level Competitions published a few years ago (Ponciano et.al.2018).

There is a clear need not only to provide a modern concept of indoor sports facilities but also to establish standards and requirements which offer guidelines and support to organizers, whether they be hosting indoor and outdoor basketball events or merely setting up a temporary court. In order to keep pace with this development and be in line with new trends, FIBA has decided to extend the guide to include the non-conventional sectors, such as street ball or playground basketball, which have seen recent significant growth (FIBA, 2009).

According to the above reference “main aim of this guide, therefore, is to provide firm guidelines for the planning, construction and homologation of basketball sports facilities and/or the restoration of existing basketball halls. The criteria adopted meet today’s needs in the organization of sporting events, with the objective of targeting all the organizations and operators involved: government organizations, national sports federations, sports associations, clubs, sport managers, and professionals. In other words, the guide studies the most important aspects, determines parameters, and provides a defined evaluation and implementation process for every element that can be standardized, yet without touching on the actual formal design of sports facilities, as this could inhibit the planners’ freedom of creative expression. More precisely, sports facilities designed to host international competitions must meet the requirements included in this guide”.

2.1.2 National Basketball Association (NBA)

The National Basketball Association (NBA) is the pre-eminent men's professional basketball league in North America, and is widely considered to be the premier men's professional basketball league in the world. It has 30 teams (29 in the United States and 1 in Canada), and is an active member of USA Basketball (USAB), which is recognized by FIBA (also known

as the International Basketball Federation) as the national governing body for basketball in the United States. The NBA is one of the four major professional sports leagues in the United States and Canada. NBA players are the world's best paid sportsmen, by average annual salary per player (Rathborn, 2020).

2.1.3 Basketball in Africa

Basketball is a rapidly growing sport on the continent of Africa. While its popularity is still dwarfed by association football, foreign investors, led by the National Basketball Association (NBA), are betting that it will be able to compete in the near future (NBA Making a “long-Term Play” in Africa, 2018).

There are currently 16 African-born players in the National Basketball Association (NBA), including the league's Most Valuable Player (Renjifo, 2023). Men's basketball made its debut as a contested Olympic sport in Berlin, Germany in 1936. At this event, Egypt fielded a team, making it the first African nation to compete in Olympic basketball (FIBA, 2019). In this tournament, Egypt finished outside of the medal places with a record of 1-3, with its sole win coming against Turkey by a score of 33-23 (Basketball at the 1936 Summer Olympics, 2023).

The Basketball Africa League (BAL) is Africa's premier men's basketball league. Founded in 2019, the organization was established by both the National Basketball Association (NBA) and International Basketball Federation (FIBA) (Zillgitt, 2019). Each season typically runs from March to May, and the current format consists of twelve teams. Each of the teams has to qualify through their domestic competition, a meritocratic system similar to the format of the UEFA Champions League (Conway, 2019).

On 16 February 2019 the National Basketball Association and FIBA announced plans to establish a continental professional basketball league. During a press conference at the 2019 NBA All-Star weekend, NBA commissioner Adam Silver elaborated on plans to establish the league. He stated that the league will feature 12 teams after qualification tournaments in late 2019. The countries that could possibly host a team include; Angola, Egypt, Kenya, Morocco, Nigeria, Rwanda, Senegal, South Africa and Tunisia (Conway, 2019). On 15 October 2019, the qualifying tournaments for the inaugural season began, with teams from 32 African countries participating (African Clubs to Compete in Qualifying Tournaments for the BAL Confirmed, 2019).

2.1.4. Basketball in Ethiopia

According to the national federation in 1939 E.C. The basketball game was introduced in Ethiopia by the Canadian physical education teachers at Teferi Mekonnen School. Then, Basketball was spread in all schools of Addis Ababa and throughout the country. The national federation has been working by identifying talented areas and also by giving attention to schools to increase the achievement of the training programs. However, the training program, specifically the technical and tactical practical training, has been faced with challenges which hinder the achievement of the training effectively and efficiently (Tagesse, 2021).

Beginning from 1950-51, basketball became popular in most primary and secondary schools of Addis Ababa. To this effect, Addis Ababa Inter-school Association included basketball in the inter school competition which was held every year during that time. Later on physical education instructors of Addis Ababa University College and other colleges, coupled with members of Juventus club organized the competition programs of basketball in Addis Ababa. These programs were conducted in an ancient cinema hall which was found in the present-day Science Faculty of Addis Ababa University. This greatly contributed to an increased popularity of the game as well as the number of participant teams. As a result, the Aratillo Y.M.C.A (now Arat Kilo sport training center) organized a team and registered as additional team members. While the competition programs were expanded, the above mentioned cinema hall was destroyed for some other purpose (Sahile.M.et.la, 2001).

Hence, the competition place was transferred to Etege Hotel compound (Now Awraris Hotel) where the present-day National Lottery building exists. The basketball court which was made in this hotel was made of red ash and it had light even to serve at night. The Addis Ababa Basketball Federation was established in the year 1950-51 (1943 E.C). Beginning from this year, the federation has been organizing the annual basketball competition in Addis Ababa. Following the then Arat Kilo Y.M.C.A. and Olympics club (which was found at Bole road), prepared a basketball court for each of them. As a result of 12 this, the competition place was transferred from Etege Hotel to these two places. And all the competition programs were conducted in these two courts interchangeably (sisay. m and bizuneh, 2022).

The Ethiopian Basketball Federation was established in the year 1953-54 (1946 E.C), since having five Federations is compulsory for a country to be a member of the International

Olympic committee (IOC) as a participant member of the modern Olympic games. Consequently, Ethiopia became a member of the International Olympic committee and participated in the modern Olympic games for the first time at the Melbourne Olympiad in the year 1956 (1948 E.C).

The Ethiopian basketball team who participated in the first African basketball competition brought unsatisfactory results. Following this, it is believed that the attitude of Ethiopians towards basketball declines. In the year 1975-76(1968 E.C.) the Ethiopian sports commission was newly reorganized. Along with this, the Ethiopian basketball federation has been exerting persistent effort to make basketball more popular and favorite game for Ethiopians (Sahile.M.et.la, 2001).

2.2 Challenge of basketball development

2.2.1 Facilities and Equipment

Basketball sport facilities are referred to as mainly the immovable structures for sport practice, maintenance, repair and health, in which safety issues should be considered by authorities. Public sports facilities are rated less than desired in terms of operational efficiency and financial performance hence not considered satisfactory for the community. Many sports facilities completely owned by the government are affected by budget deficits; hence most of them are dilapidated (Adiele & Morgan, 2018).

In broad term facilities in sports include training centers, gymnasiums, stadiums, sports federations, and even universities. They can host several activities, tournaments, and training sessions. In specific terms, facilities can also be mentioned to include volleyball court, running tracks, basketball court, swimming pool, handball court, badminton court, long jump pitch etc. Majority of the facilities in sports cannot be moved from one place to another because they are fixed and they have a long life span (NAIDJA et al., 2023).

Equipment refers to mainly movable items that last a minimum number of years, which are non-consumable, but are used for a period of time. It is movable, durable materials used in sports that can be moved from one place to the other. They are usually kept in the store and are moved out when they are needed to (Adiele & Morgan, 2018).

According to Jones & Kennedy, (2022) Stated about facilities as follows: Many sports demand highly sophisticated facilities but others can take place, especially at the participation

level, in the most rudimentary area with nothing but the bare essential equipment, or even adapted or invented equipment which approximates to the ideal.

2.2.2 Community participation for basketball Development

Oxford University Press, (1987) states that community participation as “the creation of opportunities to enable all members of a community and the larger society to actively contribute to and influence the development process and to share equitably in the fruits of development”. Fundamental to the idea of community participation is an emphasis on ‘building from below’ or in other words a development that is initiated within communities.

Community sport is often subsumed under the title of community recreation. This is in recognition that practice often reflects quite inclusive informal activities which blur the boundary between sport and recreation, and some which on first glance seem hardly to constitute sport at all. Community sport is provided through many other types of organization. It is not solely the preserve of local authority leisure services or of sports development officers. It is mostly located in the public sector, often also in the voluntary sector, but seldom in the commercial sector. It is practiced in youth and community work, social services, probation services, schools, and many other realms as well. Community sport originally arose out of the realization that traditional participation patterns were dominated by advantaged sections of the population and that an alternative approach was needed (Darly, 2015).

2.2.3 The role of media in basketball development

Media and sport are closely associated with two different institutions of the society. Generally, sport is the field of live action and entertainment whereas media is the medium that provides a path to that live action to reach the masses of the near and remote areas. The media have a tremendous influence on sport in terms of creating revenue by supplying free publicity and advertisements (Tavakolli et al., 2013).

Most people, whether or not they play or watch sport, are aware of sport through the media. This includes local, national and international sport. From school sport newsletters to worldwide TV coverage, the media is a powerful voice for and influence on sport (Tracy, 2008).

2.2.4 Responsibility of Sport Experts in basketball development

Experts are to blame Responsibility of Sport Experts for dispersing information regarding organization activities, policies and procedures, rules, and basic information to their organization stakeholders and athletes (Ratten & Babiak, 2010).

Responsibility of Sport Experts Developing a different plan and involving in all upcoming organization activities, initiating substantial member support in the area of sport success raising all officers and office administrators are required to attend administration retreat at the beginning of the plan of the organization. Ensuring policies are followed by experts. Ensuring risk management policies are followed. Sport office experts play an important role not only in the organization of each activity, but by communicating directly with the organization members. Experts are responsible for dispersing information regarding organization activities, policies and procedures, rules, and basic information to their organization stakeholders and athletes (Farrow et al., 2013).

2.2.5 Responsibility of Sport administration and Stakeholder

Organizations go a step further by categorizing desires as their effective administrators. Such administrators are the types of administrators who not only influence subordinates or followers to achieve specific goals, but who also do so by giving the organization the capability to achieve and maintain its competitiveness in the increasingly complex and challenging work environment characterized by opportunities and threats (Lear, 2012).

Administrators, in current complicated organizations, play the most important role among the human workforce and have the most effective role in improving organizations' performance. On the other hand, the efficiency of administrators is associated with administrative skills that enable them for different roles and responsibilities (Resources & Unit, 2012).

Collaborated these endings by highlighting four important central characteristics in sport administrators: high skill and knowledge level, a strong work ethics, an advanced tactical to planning, implementing and evaluating task knowledge and a good report with experts, coaches and athletes. With respect to the task-related behaviors, effective communication skills, guiding group tasks, and fostering goal attainment for sport success were established as key elements for administrator effectiveness (Price & Weiss, 2011). Sports Administration is an interdisciplinary field of study that draws from a wide range of academic disciplines. Each

discipline informs the enterprise of amateur, professional, and other sport-related professions (Associate Professor Kenny Sibal, 2014).

Sport administrators have positions of power and authority over the operations of the organization, including funding allocations, staffing decisions, implementation of policy and procedures, risk management and legal issues and accountability. Moreover, sport administrators have significant influence on the culture of the organization by infusing values and priorities through communications, decision-making and implementation of policies; the sport administrator can determine whether the organizational climate is one that prioritizes safe sport or performance excellence or revenue generation, as some examples. Given the responsibilities of sport administrators to set the tone of their organization including which priorities are established and operationalized, monitored and evaluated, it is important to understand sport administrators' views on what is needed to advance safe sport (Gurgis & Kerr, 2021).

A stakeholder in sport is an individual or organization whose attitudes and actions influence the success of a sports team, sports participant or an entire sport. Stakeholder analysis is the process of identifying stakeholders and assessing their relative importance and influence. Sports organizations can use stakeholder analysis as a basis for planning communication programs to improve their relationships with stakeholders. Stakeholder in sport including Participants, Spectators, Governing Bodies, Financial, and Community (Ivaskovic et al., 2022)

2.3 The future prospects of basketball development

2.3.1 The future prospects of basketball development worldwide

The future prospects of basketball development worldwide are promising, with a variety of initiatives and factors influencing its development. The International Basketball Federation, or FIBA, has been fully engaged in the worldwide growth and promotion of the sport. FIBA encourages grassroots basketball, talent identification, and training programs in many nations through its initiatives including Basketball without Borders and the FIBA Development Fund (FIBA, 2021).

Basketball is predicted to expand at all levels through the organization's efforts and greater funding from national basketball federations and private entities. More facilities, training

centers, and other infrastructure are expected to be established as a result of these developments. Furthermore, basketball's developing contest, particularly in Asia, Europe, and Africa, offers a strong basis for the sport's future expansion (FIBA, 2021).

Basketball is anticipated to witness further growth, better participation, and improved player development due to the sport's worldwide popularity and the collective efforts of stakeholders, finally establishing its status as one of the most popular sports in the world. It is anticipated that technological developments will also be extremely important to the global growth of basketball in the future (Deloitte, 2019).

Player development, coaching techniques, and fan engagement are undergoing a transformation due to modern technologies like virtual reality training, player performance tracking, and advanced analytics. With the use of these technologies, trainers can better understand player performance, players can receive individualized training plans, and fans can have immersive in-person and virtual experiences. Basketball will likely take advantage of these technological advancements as they happen, significantly enhancing its growth and popularity on a global level in the years to come (Porreca, 2022).

2.3.2 The future prospects of basketball development in Africa

Every year, a lot of young people in Africa pickup basketball, making it one of the most rapidly developing sports on the continent. In certain regions of the continent, the sport still faces many challenges, such as a lack of media attention and inadequate funding. Organizations like the International Basketball Federation (FIBA) have been promoting basketball throughout Africa in an effort to help address this problem. In addition to supervising the hosting of international basketball competitions, FIBA has been attempting to improve basketball's popularity throughout the continent. To give young players more options, they have also been facilitating the growth of local clubs and leagues (Njunge & Ng, 2023).

The Basketball Africa League (BAL) is an additional initiative that could revolutionize basketball throughout the continent. The BAL is a professional basketball league that was established in 2021 and consists of clubs from all across the continent. The league's goal is to give African athletes a stage on which to display their abilities and draw the interest of international scouts. The BAL might significantly alter the landscape of basketball in Africa.

In addition to offering talented athletes an opportunity to demonstrate their abilities on an international level, it may increase media interest in the sport. It is also anticipated that the league will have a major positive economic impact on the nations and towns hosting the games. Local governments must help basketball in Africa, though, if it is going to succeed there. Governments may subsidize local clubs and leagues, invest in infrastructure, and support grassroots development initiatives to all contribute significantly to the promotion of sports (Kawashiri, 2020).

The NBA's overall income collection certainly benefits from its influence in Africa as well as the rise in viewer interest on the continent. Although humans are not able to predict the future, given what else the NBA has done in Africa, we could readily declare that the Basketball Africa League (BAL) by the NBA and FIBA would be a success. Africa will undoubtedly have a bright future for basketball, which is good news for the sport's prospects there (Slater et al., 2023).

2.3.3 The future prospects of basketball development in Ethiopia

With the increasing popularity and funding of basketball in Ethiopia, the sport's future development seems extremely bright. With the implementation of many initiatives to promote basketball at all levels, the Ethiopian Basketball Federation (EBF) has played a significant role in promoting the sport's development. To improve the abilities of players and coaches, the federation has concentrated on setting up national leagues, developing a strong grassroots development system, and offering coaching clinics. These initiatives have been essential in developing Ethiopian basketball talent and strengthening the country's basketball environment as a whole. Basketball in Ethiopia promises to have a bright future thanks to rising participation, improved facilities, and local efforts (EBF, 2021).

Collaborations with foreign basketball organizations support Ethiopia's basketball development even further. The EBF and FIBA's relationship has given Ethiopia's basketball game more assets and support. Ethiopian players and coaches can now take advantage of worldwide best practices by way of FIBA's engagement in facilitating the exchange of knowledge, skills, and development programs (Une, 2021). These kinds of partnerships provide access to international competitions, training sessions, and the opportunity to pick the brains of seasoned basketball professionals. These collaborations help Ethiopian basketball develop and advance while giving talented players a chance to compete internationally. Ethiopia is ready to take major basketball development steps and become a major player in African basketball with continued investment, assistance, and cooperation (FIBA, 2021).

2.4. Conceptual framework

To make use of descriptive analysis to address some of the objectives of the study the research utilizes two-variable which is dependent and independent variables to show the relationship between dependent and independent variables' epigrammatic definitions.

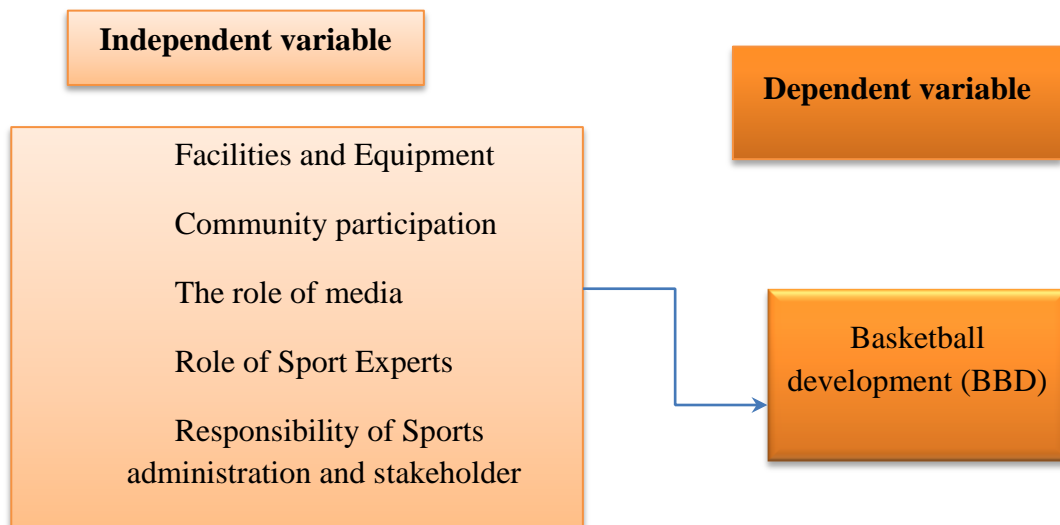


Figure 1 Conceptual Framework

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter highlights the, the subjects of the study, type and design of the study, the sources of data, the data collection instruments, the procedures of data collection and the methods of data analysis used in order to achieve objectives of the study.

3.1. Study area and study period

Dawuro (Dawuro) is a zone in the South West Region of Ethiopia. The name "Dawuro" represents both the land and the people. It is located about 500 km southwest of Addis Ababa, the capital of Ethiopia and 319 km of Hawassa, the capital of the Sidama Region. Dawuro is bordered on the south by Kucha in Gamo Zone, on the west by the Konta Zone, on the north by the Gojeb River which defines its boundary with the Oromia Region, Jimma zone, on the northeast by Hadiya and Tembaro Special Woreda in Central Ethiopia Regional State, and on the east by Wolayita Zone; the Omo River defines its eastern and southern boundaries. Concerning topographic and weather or climate distribution the zone, 29% is cool or high land, 45% mid hot land and 26% is low land. The average annual temperature is 15.10 C to 27.50 C. The area receives 1201 to 2500 mm annual rainfall. Tarcha is the capital of the Dawuro zone. The zone is located 60 361 to 70 211 north of latitude and 360 411 to 370 531 east of latitude (Map of Dawro Zone, 2024). This study is conducted from February 25 - march 30 /2016 EC.



Figure 2 Administrative map of Dawuro and its districts.

3.2 Research design

Research design refers to the plan of action that links the philosophical assumptions to specific methods. The nature of the data generated to undertake this study lends itself to both qualitative and quantitative approaches or mixed approach with Convergent Parallel study design. This study was employed as a descriptive survey because it provided the study with detailed description of existing conditions about the problem under investigation.

3.3 Population of the Study

3.3.1 Total population

Dawuro Zone has 10(ten) woredas and 2(two) administrative town sport offices. Those are sport administrators, experts and physical education teachers in the total of the dawuro zone.

3.3.2 Target Population or source

The target population of the study was focused on the whole sport administration offices of Dawuro Zone, which has **10(ten)** Woreda and **2(two)** administrative town sport offices. Thus, in the whole Dawuro Zone there are **12** sport administrators, **40** experts and **60** high school physical education teachers. In the total of dawuro Zone it was shown in table1.

Table 1 Target Population of dawuro zone

no	Woreda/town administration	Participant			
		administrators	experts	Physical education teacher	total
1	Tarcha town administration	1	5	6	12
2	Mareka	1	3	5	9
3	Tocha	1	3	5	9
4	Mari mantsa	1	2	6	9
5	Gesa town administration	1	4	6	11
6	Gena	1	3	5	9
7	Kechi	1	4	4	9
8	Disa	1	2	4	7
9	Zaba gazo	1	2	5	8
10	Isara	1	4	5	10
11	Tarcha zuriya	1	4	5	11
12	Loma	1	3	4	8
	Total	12	40	60	112

3.4 Sample size and Sampling Techniques

For this study, census sampling techniques were employed to 12 administrators and 40 experts, and 60 high school physical education teachers because of small numbers of sport administrators, experts in each sport office and high school physical education teachers. Samplings were employed from workers' attendance from zone culture, truism and sport department and from list of teacher's files accordingly from their organization from dawuro zone education department for the case of the teachers: Therefore, due to less target population number of the study all available sample (112) was sample size.

3.5. Source of Data

Source of the data the collection of information was carried out through primary and secondary sources. Since data from secondary sources are used only to develop the literature review part those are related books, journals and booklets that show the developmental challenges and prospect of basketball was reviewed are a part of support the finding and to have the basic knowledge of the ideas to be investigated. In addition, available reports and documents regarding the issues were reviewed, for this study the main sources of inquiry were primary sources that were collected from respondents.

3.5.1 Primary Source

The primary source of data was collected through questionnaires and interviews from the sport administrators, high school physical education teachers, and experts.

3.6. Data Collection Instrument

To get reliable information from the research participants; questionnaire and deep interview was used as a tool for data collection instruments from the sample population.

3.6.1 Questionnaires

These tools were self-administered questionnaires developed in English and translated into Amharic language so as to obtain information from the respondents. In order to elicit the necessary data, both questionnaires were constructed based on the review of related literature, consisting of two main sub-topics: I, personal profiles, II, challenges to the development of basketball. In this study open-ended and close-ended questionnaires and Likert scaling technique questionnaires were used. The instrument that was used to collect data from primary sources is self-administered questionnaire.

Likert scaling is a summated rating scale that consists of a series of statements concerning an attitude object. Scores of individual items were also summated to produce a complete score for the respondent. Concerning this study's independent variables, respondents were asked to indicate their level of agreement on a five-point Likert scale, as follows: 1= Strongly disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly agree.

3.6.2. Interview

The researcher would use structured and semi structured deep interviews to obtain data by qualitative and quantitative research. Whereas structured interview was used to assess developmental challenges and prospective of basketball, for the face-to-face interview were aske the key informants Woreda sport office administrators (10) purposively the researcher used.

3.7. Procedure of Data Collection

The researcher used the structured self-administered questionnaire and interviews in English; then it was translated into Amharic. After making the necessary edition the questionnaires were designed for the sport administrators, experts and physical education teachers around the sports office and high school. Before handing over and utilization of the tools to collect data, then it was approved accordingly; corrections and reconstructions were done. The researcher makes the study's objectives clear to all sample respondents through the questionnaires and interviews of sport office managers, experts and physical education teachers. Then the questionnaires were distributed to all the sample respondents. The interview started with warm-up and general questions, and continuously modified throughout the data collection to include emerging issues and improve clarity of the interview questions. Finally, data was collected from respondents.

3.8 Data quality assurance

3.8 1 Pilot Study

Before the actual data collection and preparing the main questionnaire, the researcher takes some pilot study to identify potential problems, test the language and the substance of the question and inform the researcher whether changes to the questioner guide are needed or not. In this study a pilot test was conducted on 10 percent of the sample size in which 11 respondents who were selected from Jimma town sport office, (1) administrator, (5) experts

and 5 high school physical education teachers participated. Then the actual questionnaires were designed based on the feedback of the pilot.

3.8.2 Validity of the Instruments

Expert opinions, literature search and pre-testing of close and open-ended questions helped to establish content validity (Wilkinson, 1991). The researcher prepared the instruments in close consultation with the advisor to ensure that the items in the questionnaire covered all the areas under study. Advisor was giving the instrument to validate. After getting feedback, a questionnaire was distributed to the sample population.

3.8.3 The Reliability of the Questionnaire Items

Reliability is the consistency of a certain measurement, or the degree to which an instrument measures the same way each time it is used under the same condition with the same subjects. In short, it is the repeatability of a certain measurement. Reliability as the degree to which a measurement technique can be depended upon to secure consistent results upon repeated application defines Test-retest technique was utilized whereby the questionnaire was administered twice to some respondents (Kaabneh, 2007).

In this research, Cronbach's alpha was used to test the reliability of the items included in the questionnaire. Hair et al. (2010) suggested that coefficients of Cronbach's alpha greater than 0.70 are considered to be reliable indicators of the constructs under study. Therefore, in this study first 19 questions (items) were tested to check the reliability of the questionnaire. As shown in table 2 all main variables are above the minimum threshold of 0.70.

Table 2 Cronbach's Alpha Coefficient of the Research Items

Variables	Cronbach's Alpha	Number of Items
Basketball development	.729	3
Community participation	.822	3
Role of media	.778	3
Facility and equipment	.767	3
Role of sport expert	.893	4
Administrator and stakeholder	.788	3

3.9. Method of Data Analysis

After the primary data gathering procedures were completed, the collected data passed through the different phases of data preparation (i.e., editing, coding and data entry), and finally, the data analysis process was carried out using quantitative data analysis techniques and qualitative data analysis techniques. The analysis was done in two steps by using computer software programs called Statistical Package for Social Science (SPSS) version 27. Thus, with this program, the data would be grouped into categories and representations referring to each item. Related items were treated together. The data was evaluated after the items were grouped into different tables based on the nature of the issues presented in the questionnaires. So, in this study, both qualitative and quantitative analytical procedures were employed.

The qualitative data can be analyzed using the narrative method as a supplementary data analysis technique for triangulation and justification purposes to complement the insight drawn from quantitative analysis. The data collected through structured questionnaires was presented in tables and analyzed by one of statically acceptable tools (percentages) and descriptive statements. In addition, qualitative data was analyzed by summarizing responses of the open-ended items in the interview.

To see the effect of explanatory or independent variables on the dependent variable both descriptive statistics and inferential statistics was used. The descriptive statistics parts of the variables were analyzed by using maximum, minimum, means, and standard deviation. In addition, inferential statistics, such as correlation analysis and specifically standard multiple linear regression analysis were conducted. For both statistical analyses the significance is determined at P- value equal to 0.05.

Qualitative data Analysis began once the first interview was conducted and emerging ideas and new questions were added in the subsequent interviews throughout the data collection process. The audio recordings were transcribed verbatim in the language of interview i.e. Amharic. Transcribed verbatim was translated into English and imported to ATLAS.ti 8 software, then the Qualitative analysis technique used in this study is narrative analysis.

The researcher also uses qualitative discussion through comparative explanation of the reflections of the respondents to open-ended questions of the questionnaire and to all interview parts throughout the data collection process. Finally, the data was analyzed and

discussed to reach certain findings which in turn used to give conclusions and possible recommendations.

3.10. Model Specification

According to Kolyer & Watson, (2012) the model design for basic regression model is depicted as: $Y_n = \alpha + \beta X_n + \epsilon_n$. Where, y represents a dependent variable and α denotes intercept term, x represents independent variables while β is a regression coefficient. Accordingly, the functional representation of the study model and its equivalent regression structure is depicted as follows:

$$" Y_n = \alpha + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4 + \beta_5 x_5 + \epsilon_n "$$

$$" BD = f (\beta_1 Rm + \beta_2 FQ + \beta_3 CP + \beta_4 SE + \beta_5 ASH) "$$

Where; BD = basketball development,

Rm = role of media,

CP = role of community participation,

FQ = facility and equipment

SE = role of sport expert

ASH = responsibility of administrator and stakeholder, and

ϵ_n = the error term.

3.11. Ethical Consideration

Ethical clearance was obtained from the Department of Sport Science, Jimma University sport academy next to this dawuro zone. The purpose of the study was explained to study participants in order to get informed verbal consent. Then an informed verbal consent was received from each study subject and anyone who was not willing to take part in the study had the full right to exclude himself/herself. To ensure confidentiality of respondents, their names were not registered on the questionnaire.

CHAPTER FOUR

RESULTS AND DISCUSSIONS

This chapter deals with the presentation, analysis, discussion, and interpretation of results of the study. The chapter has the following main sections; demographic characteristics of respondents, descriptive statistics and multiple regression analysis were presented and discussed under this chapter.

Quantitative analysis

A total of 112 questionnaires were distributed to physical education teacher (60) sport experts (40) and sport administrators (12) filled in and returned, giving the response rate of 100%. Therefore, 112 valid responses were used in the analyses of the study.

4.1. Respondents Characteristics

This section gives a brief overview of the demographic characteristics of the respondents, such as Types of respondent, gender, age, marital status, religion, Educational background and year of experience. As shown in table 3 the gender distribution of respondents is heavily skewed on the male side, where 69.6 % were male and only 30.4% were female, from this it can be easily understood that males have dominated the respondents' gender distribution. In terms of age, about 51.8% of the respondents are between 31 and 40 years old, 27.7% of the respondents are between 41 and 50 years old, 11.6% are below between 20 and 30 years old, and the remaining 8.9% are Above 50 years old. This shows that most (52%) of the respondents are between the ages of 31 and 40, while respondents in their old ages (i.e., 50 years old and above) recorded the lowest percentage (8.9%).

Majority of the respondents have a bachelor's degree (65.2%), whereas 29.5% have a diploma and the lowest remaining 5.3% have a master's degree. This implies that respondents are highly educated or skill full and they are in an appropriate position to answer the survey instrument.

Finally, respondents were also asked to indicate their years of work experience. Accordingly, 51.8% of the respondents had working experience of 11 to 15 years, 10.7% of the respondents had working experience of between 1 and 5, and 29.5% of the respondents had working experience of 1 to 5 years, while only 5% of the respondents had working experience of 15

years and above. This indicates that the majority of the respondents have considerable working experience and they are suitable for this study.

Table 3 Respondents Demographic Characteristics

Variables	Category	Frequency	Percentage
Types of respondent	Sport expert	40	35.7
	Teacher	60	53.6
	Administrator	12	10.7
	total	112	100.0
Gender	Male	78	69.6
	Female	34	30.4
	Total	112	100.0
Age	20-30	13	11.6
	31-40	58	51.8
	41-50	31	27.7
	Above 50	10	8.9
	Total	112	100.0
Marital status	Single	15	13.4
	Married	90	80.4
	Widowed	6	5.4
	Divorced	1	0.9
	Total	112	100.0
Religion	Orthodox	46	41.1
	Protestant	59	52.7
	Catholic	7	6.3
	Total	112	100.0
Educational background	Diploma	33	29.5
	Degree	73	65.2
	MSc & above	6	5.3
	Total	112	100.0
Working Experience	1-5	33	29.5
	6-10	58	51.8
	11-15	12	10.7
	Above 15	9	8.0
	Total	112	100.0

4.2. Descriptive Statistics

This section presents the descriptive statistics of the dependent and independent variables used in this study.

The dependent variable used in this study was basketball development (BBD) in dawuro zone, measured by sub variables (i.e., the presence of project or clubs in dawuro zone especially in woredas , the establishment of organized computation and training in basketball and sufficient amount of material and facility in basketball ,while whereas the independent variables were the five challenges that affecting factors for basketball development namely, facilities and Equipment, role of sport experts ,Responsibility of sport administration and stakeholder, role of media and community participation. As shown in table 4, the means of independent variables are almost close to each other, where the highest value is for the mean of sport expert (Std. Deviation=0.94) which is 3.9375 and the least is for the mean of media (Std. Deviation=0.91) which is 2.35. Finally, the result of descriptive statistics reveals that, the overall basketball development (i.e., which is the mean score of all sub-scale) has an average value of 2.2738 with a standard deviation of 0.81184.

The five Likert point was used in this study scale, The Likert 5-point scale was employed to evaluate the variables, reflecting the extent of performance from low to high range. This scale has five ranges: 1-1.80 for strongly disagree, 1.81-2.60 for disagree, 2.61-3.40 for neutral, 3.41-4.20 for agree, and 4.21-5 for strongly agree (McLeod, S. A. 2019).

SO when we camper the mean value based on the Likert scale interpretation provided (McLeod, 2019): where a range between 1.81 and 2.60 indicate “disagree”, The mean value of 2.2738 for the dependent variable (basketball development) falls within the "disagree" range (1.81-2.60) on the 5-point Likert scale. This indicate the respondents do not believe that basketball development in Dawuro zone is adequate or performing well and the respondent generally disagree with the current status of basketball development.

Table 4 descriptive statistics of the dependent (basketball development) and independent variables (challenges affecting the development of basketball in dawuro zone)

Variables	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
Basketball development	112	1.33	4.33	2.2738	.81184
Media	112	1.00	5.00	2.3581	.91088
Facility	112	1.00	5.00	3.5276	1.21765
	112	1.00	5.00	3.9375	.94231
community	112	1.00	5.00	3.2054	1.01957
Admin \$ stake	112	1.00	5.00	2.7012	1.07056
Valid N (listwise)	112				

Key: - (community) =community participation, (sport expert) =role of sport experts, (admin &stake) =Responsibility of sport administration and stakeholder and, (media) =role of media and (facility) = facilities and Equipment

In figure 3, the bar chart shows the dependent variable (BBD) of the mean values which is measured by three variable those are ((1) There are well-organized basketball projects/initiatives in the Dawuro Zone, (2) The availability of necessary materials and equipment for playing basketball in the Dawuro Zone, is sufficient and (3) the presence of organized competitions in basketball and training programs in the Dawuro Zone is sufficient).

These three sub-variables together represent the overall measure of basketball development in the Dawuro zone and the value in the chart represent the Likert scale value which is recorded (the Likert scale value of the dependent was changed in to continue value) from the average mean value of the of the three item which measures the dependent variable. As indicated in bar chart shows that from 112 respondents (41.1%) and 30.4% of the response was disagree and strongly disagree respectively that means that to this much of our respondents 71.5% they disagree on the development of basketball, whereas from 112 respondent only 11.5 % of our respondents agree on the development of basketball development and the remaining 17% of our respondents are neutral towards the development of basketball development.

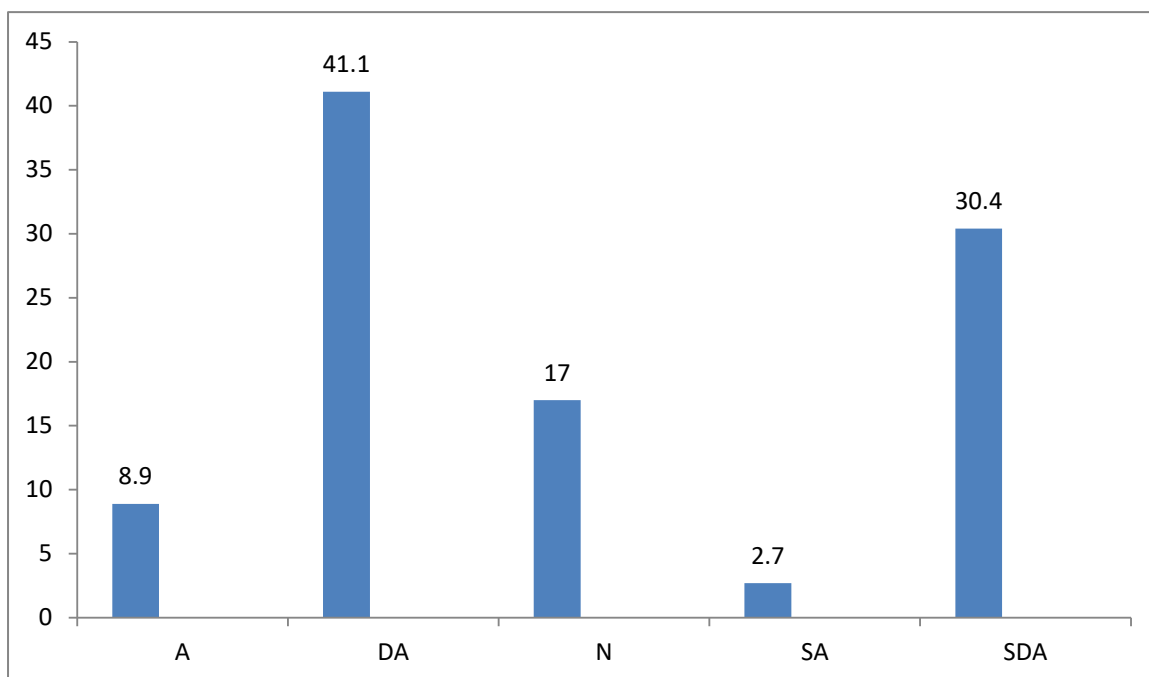


Figure 3 statues of basketball development in dawuro zone

Key; *A=agree, DA=disagree, N= neutral, SA=strongly agree and SDA=strongly disagree*

The respondents perceive various factors that affecting the development of basketball in dawuro zone show in table 5 the result show that, the role of media the results indicate that the majority of respondents (53%) believe that media affects basketball development positively where as 21.3% not and the remaining 25.7% are neutral on the role of media. Moving on, a large population of the respondent (75.1%) believe that Community participation is an important factor in the development basketball. In contrast, 19.3% do not believe community participation is crucial, while the remaining 5.6% are neutral on as this aspect.

Furthermore, the great majority of respondents (81.1%) of the respondents stated that absence of sport facility and equipment can hamper the effective development of basketball in the area. only 10.9% respondent disagree and the remaining 8.9% are neutral. Regarding to the role of sport expert 79.5% of the respondents said that they play a great role for the development of basketball when contrast 16% of the respondent do not agree with the importance sport expert and the remaining 4.5% are neutral on this factor.

Lastly, the majority of the respondents (58.7%) agree that Administrator and stakeholder play a role for basketball development. However, 21.8% of respondent disagree with this, and 19.5% of respondents are neutral on the responsibility of Administrator and stakeholder.

Table 5 challenges that affect basketball development in dawuro zone

Case Processing Summary			
		N	Percentage
Role of media	A	45	40.5%
	DA	19	17.0%
	N	29	25.7%
	SA	14	12.5%
	SDA	5	4.3%
Community participation	A	39	54.8%
	DA	10	8.9%
	N	32	5.6%
	SA	16	20.3%
	SDA	15	10.4%
Sport facility and equipment	A	26	29.2%
	DA	11	5.8%
	N	10	8.9%
	SA	57	50.9%
	SDA	8	5.1%
Role of sport experts	A	26	23.2%
	DA	8	7.1%
	N	5	4.5%
	SA	63	56.3%
	SDA	10	8.9%
Responsibility of administrator and stakeholder	A	11	39.8%
	DA	30	16.8%
	N	33	19.5%
	SA	10	18.9%
	SDA	28	5.0%
Valid		112	100.0%
Missing		0	
Total		112	

Key; A=agree, DA=disagree, N= neutral, SA=strongly agree and SDA=strongly disagree

4.3. Correlation Analysis

It is the measures used to identify the degree of linear association between variables. Values of the correlation coefficient (r) are always ranged between +1 and -1. A correlation coefficient of +1 indicates the existence of a perfect positive association between the two variables; while a correlation coefficient of -1 indicates perfect negative association. A correlation coefficient of zero, on the other hand, indicates the absence of relationship (association) between two variables (Street, 2022).

In this study, the researcher employed the Pearson product moment correlation coefficient in order to find the association of the independent variables (i.e. community participation, role of sport experts, Responsibility of sport administration and, role of media and Sports facilities and Equipment) with the dependent variable (i.e., basketball development) and the result of the correlation analysis is presented in Table 6.

The result of the correlation analysis presented in table 6 showed that, there were strong positive correlations between the dependent variable basketball development and independent variables media (r = 0.553), facility (r = 0.150), Sport expert (r=0.594), Admin & stake (r=0.378) and community (r = 0.292) with (P < 0.005) level of significance.

Table 6 Pearson correlation of Independent Variables with Dependent Variable

Correlations		Basketball development
Media	N	112
	Pearson correlation	.553**
	P -value	.000
Facility	N	112
	Pearson correlation	.150**
	P -value	.000
Sport expert	N	112
	Pearson correlation	.594**
	p -value	.000
Admin& stake	N	112
	Pearson correlation	.378**
	P -value	.000
Community	N	112
	Pearson correlation	.292**
	p-value	.002

****.** Correlation is significant at the 0.01 level.

Key (community) =community participation, (sport expert) =role of sport experts, (admin &stake) =Responsibility of sport administration and stakeholder and, (media) =role of media and (facility) = facilities and Equipment

4.4. Inferential Results

Under this section, the test of assumption of multiple linear regression and results of multiple linear regressions are discussed.

4.4.1. Assumptions of Multiple Linear Regression

Multiple linear regression analysis makes several key assumptions and the following sections discuss results of the diagnostic tests of sufficiently large sample size, multicollinearity and normality assumptions, that ensure whether the data fits the basic assumptions of classical linear regression model or not.

4.4.1.1. Sample Size Test

To calculate sample size requirements for multiple linear regression a formula $N > 50 + 8m$ (where N = sample size and m = the number of independent variables), provided by Tabachnick et al. (2007) that took into account the number of independent variables is employed. In our case, the number of independent variables is 5 and the sample size is 112. Substituting these values into the formula, $112 > (50+8*5)$ gives $112 > 90$ and thus, the assumption of sample size requirements was met.

4.4.1.2. Autocorrelation Test

This assumption states that covariance between the error terms cross-sectional, for that type of data is zero. That is, the errors should be uncorrelated with one another. If the errors are not uncorrelated with one another it is an indicator for the presence of Autocorrelation or serial (Series et al., 2017).

Durbin-Watson: is a test statistic that checks for the presence of autocorrelation in the residuals, which is a violation of the assumption of independence of errors. Accordingly, the Durbin-Watson (DW) test was made in order to figure out the presence of autocorrelation.

According to (Shalabh,2014), the simplest way to judge the absence of autocorrelation is by looking at the DW measure's value in the regression result and if this value is close to 2, then it's an indicator of the absence of autocorrelation.

Table 7 represents the Durbin-Watson test value for the autocorrelation of residuals, DW test result of the researcher indicates; test result of 1.835 which is very close to 2; therefore, it can be easily judged that there is no problem of autocorrelation.

Table 7 Durbin Watson test value for the autocorrelation of residual

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.649 ^a	.421	.394	.63221	1.835

a. Predictors: (Constant), community participation, role of sport experts Responsibility of sport administration and stakeholder and, role of media and Sports facilities and Equipment
 b. Dependent Variable: basketball development

4.4.1.3. Normality Test

Before conducting the regression analysis first, it is better to check whether the data is normally distributed or it is abnormal. There are different ways of checking normal distribution of data but this study used the normal probability plot and the result is depicted in Figure 4.

The result show that the normal probability plot test for this study showed that the residual value is normally distributed because the existing point in the above figure always follows and approaches the diagonal line, so the regression analysis can be fulfilled or conducted.

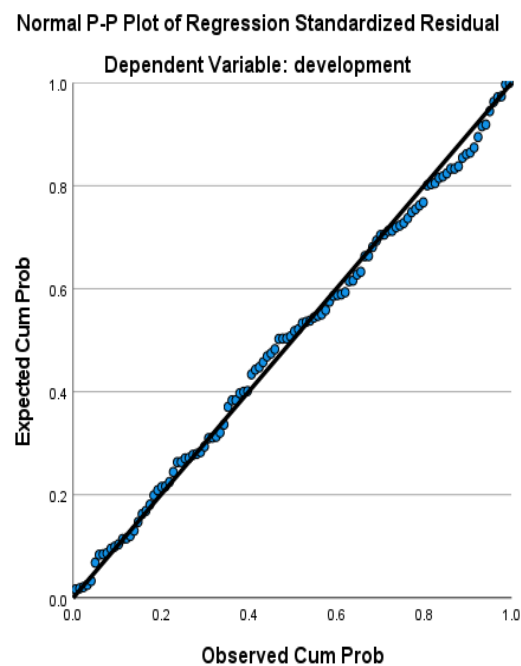


Figure 4 Normal P-P Plot of Regression Standardized Residual

4.4.1.4. Multicollinearity Test

According to (Favero, 2016), multicollinearity is a situation where a high correlation is detected between two or more predictor variables and which cause problems in drawing inferences about the relative contribution of each predictor variable to the success of the model as cited by (Kapoor et al., 2013). To diagnose the presence of the multicollinearity problem, VIF (Variance Inflation Factor) which is the reciprocal of the tolerance value is used.

According to Myers (2016) VIF value greater than 10 indicates multicollinearity; whereas tolerance value of below 0.10 will indicate a problem of multicollinearity as suggested by (Type, 2019). Thus, as shown in Table 8, VIF for all predictor variables is lower than (> 10) and tolerance levels are above (> 0.10) indicating that there is no problem of multicollinearity. Therefore, the assumption for performing multiple linear regressions was met.

Table 8 Multicollinearity Test Result

Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF
Media	.885	1.130
Facility	.636	1.572
Sport expert	.646	1.549
Admin&stake	.920	1.087
Community	.83	1.201

a. Dependent Variable: basketball development

Key (community) =community participation, (sport expert) =role of sport experts, (admin&stake) =Responsibility of sport administration and stakeholder and, (media) =role of media and (facility) = facilities and Equipment

4.4.2. Multiple Linear Regression Results

In order to assess the developmental challenges and prospects of basketball in dawuro zone.; regression analysis was done by regressing the dependent variable (basketball development) for independent variables (community participation, role of sport experts Responsibility of sport administration and role of media and Sports facilities and Equipment).

To examine how much of the variance in the dependent variable is explained by the model, the study used the value of R^2 (i.e., the coefficient of determination). According to Reisinger (1997), an R^2 value of more than 25% can be acceptable and good to fit. The R^2 value for this specific study is shown on the model summary along with the value of R (i.e., the multiple correlations coefficient) and adjusted R^2 .

The multiple regression result of the model summary showed that; the value of $R = .649^a$ and the value of $R^2 = .421$, which indicates that the combined effect of the five independent variables explain 42.1% of the variability of the dependent variable as shown in table 9.

R: This is the multiple correlation coefficient, which represents the strength of the relationship between the independent variables and the dependent variable. In this case, the value of R is 0.649, which indicates a moderately strong correlation.

R Square: This is the coefficient of determination, which represents the proportion of the variance in the dependent variable that is explained by the independent variables. In this case, The R Square value is 0.421, meaning that the independent variables explain 42.1% of the variance in basketball development.

Adjusted R Square: This is a modified version of R Square that takes into account the number of independent variables in the model. The Adjusted R Square value is 0.394, which means that the independent variables explain 39.4% of the variance in basketball development, after adjusting for the number of predictors in the model.

Std. Error of the Estimate: This is the standard deviation of the residuals, which represents the average amount that the observed values differ from the predicted values. In this case, the standard error of the estimate is 0.63221.

Durbin-Watson: This is a test statistic that checks for the presence of autocorrelation in the residuals, which is a violation of the assumption of independence of errors. The Durbin-Watson value of 1.835 suggests that there is no autocorrelation problem in the residuals.

Table 9 Goodness of Fit Statistic–Model Summary

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.649 ^a	.421	.394	.63221	1.835

a. Predictors: (. Predictors: (Constant), community participation, role of sport experts Responsibility of sport administration and stakeholder and, role of media and Sports facilities and Equipment

b. Dependent Variable: basketball development

The overall statistical significance of the model was also assessed through ANOVA statistics, and the result of ANOVA statistics revealed that the probability of the F statistic for the regression analysis is 0.000 and the model is statistically significant at [F (5, 111) = 15.408, P < 0.0005) as shown below in table 10. This indicates that our model is a better predictor of the outcome than the mean.

Table 10, represents the coefficient of variables that shows the effect and statistical significance of independent variables in explaining the dependent variable. Based on the multiple regression result of coefficient of variables table all of the five independent variables were found to be statistically significant at (P < .05).

Table 10 Goodness of Fit Statistic–ANOVA

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.792	5	6.158	15.408	.000 ^b
	Residual	42.366	106	.400		
	Total	73.159	111			

a. Dependent Variable: basketball development

b. Predictors: (Constant), community participation, role of sport experts Responsibility of sport administration and stakeholder and, role of media and Sports facilities and Equipment

In table 11 shows that the results of a linear regression model for dependent variable basketball development.

Unstandardized Coefficients

B: are the unstandardized regression coefficients, which represent the change in the dependent variable (basketball development) associated with a one-unit change in the corresponding independent variable, while holding all other variables constant.

Std. Error: the values represent the standard errors of the unstandardized coefficients, which indicate the precision of the coefficient estimates.

Standardized Coefficients:

Beta: are the standardized regression coefficients, which allow for a direct comparison of the relative importance of each independent variable in the model. They represent the change in the dependent variable (in standard deviation units) associated with a one-standard-deviation change in the independent variable, while holding all other variables constant.

(Constant): the unstandardized coefficient for the constant is the predicted value of basketball development when all other variables are set to zero.

The constant term is 0.756, with a 95% confidence interval of 1.160 to 2.024. This means that when all the independent variables are equal to zero, the expected value of basketball development is 0.756 and the 95% confidence interval of 1.160 to 2.024 indicate that there is a lot of uncertainty around the true value of the constant term. It's possible the actual constant could be much higher or even negative. The high significance of the constant term ($p=0.004$) indicates we can say with 95% confidence that the constant is meaningfully different from zero.

The Role of Media, The unstandardized coefficient for this variable is 0.450, meaning a 1-unit increase in the role of media is associated with a 0.450 increase in basketball development, holding all other variables constant and The 95% confidence interval for this coefficient is 0.084 to 0.404, which does not include zero, therefore the role of media has a positive and ($p= .000$) significant effect on basketball development. The standardized beta coefficient of 0.505, this shows the role of media is one of the strongest predictors in the model, relative to the other variables.

Facilities and Equipment: The unstandardized coefficient is 0.526, with a 95% confidence interval of 0.027 to 0.271. The confidence interval does not contain zero, meaning we can be 95% confident that sports facilities and equipment have a positive and significant effect on basketball development. The standardized beta of 0.430 and p-value of 0.001 this indicate the Facilities and Equipment may have a significant positive impact on the outcome.

Role of Sport Experts: The unstandardized coefficient is 0.327, with a 95% CI of 0.035 to 0.151. Since the confidence interval do not include zero, we can be completely 95% confident have a positive and significant effect on the outcome of basketball development. So the standardized beta of 0.302 and p-value of 0.031 meaning that the role of sport experts may have a significant positive impact on the outcome.

Community Participation: The unstandardized coefficient is 0.244, with a 95% CI of 0.085 to 0.189. This indicates community participation has a positive and significant effect on basketball development. The standardized beta of 0.321 and p-value of 0.000 further support the importance of this predictor, as it appears to be one of the more reliable and impactful factors in the outcome.

Responsibility of Sport Administration and Stakeholders: The unstandardized coefficient is 0.231, with a 95% CI of 0.082 to 0.212. The confidence interval does not include zero, suggesting the responsibility of sport administration and stakeholders has a positive and significant effect on basketball development. The standardized beta of 0.486 and p-value of 0.001.

There for The coefficients shown in table 11 that all of the independent variables have a positive and statistically significant effect on basketball development, based on the 95% confidence intervals. And the result show that on table the coefficient beta (β) sign of all predictor variables was positive, which shows the positive effect of independent variables over the dependent variable. That means any proportional increase in the independent variables leads to a proportional increase in the dependent variable.

Furthermore, the standardized coefficients beta (β) value, that shows the contribution of each independent variable in the model, revealed that the role of media is the highest predictor ($\beta = .505$) followed by administrator and stakeholder ($\beta = .321$) then facility and equipment (.430), community (.486) and sport experts respectively (.302), when the variance explained by all other variables in the model is controlled.

To sum up, the multiple regression result of this study revealed that all of the five independent variables (media, facility and equipment, community participation, sport experts and administration and stakeholder) have a positive p-value and all of them have a significant impact on the dependent variable (basketball development) based on the 95% confidence intervals.

Table 11 Multiple Linear Regression Results for Basketball Development

Coefficients^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.756	.344		3.743	.004	1.160	2.024
	The role of media	.450	.070	.505	6.432	.000	.084	.404
	Sports facilities and Equipment	.526	.062	.430	6.207	.001	.027	.271
	Role of Sport expert	.327	.079	.302	5.344	.001	.035	.151
	community participation	.244	.058	.321	4.167	.000	.085	.189
	Responsibility of sport administration and stakeholder	.231	.064	.486	5.474	.001	.082	.212

a. Dependent Variable: basketball development

Analysis of qualitative data

In this research the researcher has chosen a semi structured interview for the purpose that this method of interview would help the interviewee to address issues which would be far reaching by the interviewer.

Accordingly, current sport office administrators from 8 Woreda and 2 administrative towns are Administrators now working in dawuro zone culture and sport office so they are participating in the interview. Every effort was made to create a friendly atmosphere of trust and confidence in order that the respondents would feel at ease while talking to and discussing every single issue with the interviewer. Hence, the interview was followed by probing a set of predetermined questions and issues abruptly raised by interviewee are recorded on the tape. Beside this, the interview was held in Amharic language to avoid communication gap, and clarity of ideas. Finally, responses of the overall interview were summarized and analyzed.

1. What are the main challenges or obstacles you have faced in your efforts to develop basketball in the Dawuro Zone?

Majority of our interview respondents (1_10) said that ' *there is no project, no competition of the game, there is not sufficient facility and materials required for basketball in the study area* 'this shows that ' *there is no significant basketball development or ongoing projects in the Dawuro Zone* '. ' *This is due to lack of organized efforts and limited promotion of basketball in the area* '. One of our respondents said that " *there is little support from government bodies for basketball development as compared to other ball games like football and it is a hope full game for the future it will be developed as another game* ".

2. What are the main challenges or obstacles you have faced in your efforts to develop basketball in the Dawuro Zone?

According to the interview findings (5, 9) our respondents said that " *the major challenges and obstacles for the development of basketball is lack of infrastructure, including the absence of basketball courts or inadequate facilities and lack of community awareness towards the basketball game* ". *This has made it difficult to provide suitable training environments and organize competitions, hindering the growth of the sport.*

From the interview, (7, 6, 8) of our respondents said that *“the major challenges and obst for the development of basketball is limited awareness and interest in basketball among community members and lack of media coverage for the game”*. Additionally, *community engagement and support have been challenging to mobilize. Without active involvement from parents, schools, and local organizations, it becomes difficult to rally efforts and resources for basketball development”*.

The remaining (1, 2) respondents said that *“Limited institutional support and scarcity of resources have also been obstacles. We are actively seeking support from local sports authorities, government bodies, and basketball associations at regional or national levels”*.

3. What do you suggest that stakeholders should contribute to the development of the basketball sport in your Zone?

According to our respondent’s perspective, *“the lack of government support in promoting basketball development in the Dawuro Zone indicates a dearth of specific programs or policies aimed at advancing the sport at the regional level. This absence of government involvement poses significant challenges to the growth and development of basketball in the region’*. Consequently, *it becomes crucial for local communities, basketball enthusiasts, and stakeholders to assume the initiative in promoting and developing the sport. They may need to seek alternative avenues for funding, such as private sponsorships, and organize community-led basketball events and leagues to generate interest and community involvement”*.

Majority of respondents said that *“Forming local basketball associations and leveraging social media can also be instrumental in raising awareness and attracting participants. Engaging with the local community, schools, and organizations becomes vital in fostering grassroots development by organizing training programs and creating opportunities for young players”*.

According to the interview respondent, (1_7and 9) think that *“addressing the lack of basketball initiatives and limited awareness in the Dawuro Zone requires proactive efforts to introduce and promote the sport”*. And those respondents suggest that *“collaborative endeavors with neighboring communities or organizations play a vital role in fostering basketball growth. By forming partnerships and leveraging the resources and expertise of nearby communities. To accurately gauge participation and community support, the*

respondent recommends conducting surveys, engaging with local community leaders, and organizing meetings to gather feedback. By raising awareness, creating opportunities, and fostering partnerships, the respondent believes that gradual increases in participation and community support can be achieved for the sport in the Dawuro Zone”.

In the interview, the respondent suggests several key points for stakeholders to contribute to the development of basketball in the Dawuro Zone. *“They emphasize the importance of government support, including allocating resources, establishing sports facilities, and implementing policies and programs that prioritize the growth of basketball. The respondent also highlights the significance of infrastructure and facilities, training and coaching programs, grassroots development, financial support, awareness and promotion, and collaboration and partnerships. By investing in these areas, stakeholders can create a conducive environment for basketball development, nurture talent, and raise awareness of the sport in the Dawuro Zone”.*

Some of our respondents suggest that *“constructing basketball facilities, raising awareness about the sport, organizing community engagement programs, establishing basketball associations, seeking institutional support, and fostering partnerships and sponsorships”*

In general, the qualitative findings show that the absence of organized basketball games or competitions and the lack of media coverage in the Dawuro Zone indicate a limited exposure and popularity of the sport in the area. To address this, efforts can be made to enhance basketball's visibility in the media and raise awareness of the sport. Establishing local competitions, forming media partnerships, developing a digital presence, engaging the community, establishing partnerships with schools, and seeking sponsorship and funding are potential plans to achieve these goals. By implementing these strategies and fostering collaboration among local basketball enthusiasts, community members, schools, and media outlets, it is possible to improve basketball's popularity and increase awareness of the sport in the Dawuro Zone.

In generally the challenges we have faced in developing basketball in the Dawuro Zone include infrastructure limitations, limited awareness and interest, community engagement and support, organizational support, limited institutional support, absence of competitive platforms, and scarcity of resources. To address these challenges, we are conducting thorough assessments, engaging with local stakeholders, and involving the community in decision-

making processes. By identifying the most effective strategies and actively pursuing them, we aim to overcome these obstacles and promote basketball development in the region.

4.5. Discussion of the Findings

This study was conducted to investigate developmental challenges and prospect of basketball. Based on the finding of this study the researcher introduced the following discussion: The finding of this study is discussed based on triangulation of the **quantitative findings** with **qualitative findings** , the result show the quantitative findings about 71.5% of our respondents response they disagree on the development of basketball, this show that there was no basketball development currently in dawuro This quantitative finding is supported by our qualitative findings which is Majority of our interview respondents about 90% of them said that ‘there is no significant basketball development or ongoing projects in the Dawuro Zone’. This finding is in line with the study conducted in Ethiopia (**Tagesse, 2021**) this is due to similarity in the study design. But this findings oppose to the findings from study conducted in (Africa, 2018) this discrepancy have been due to study area, sample size variation and study design.

According to the quantitative findings the majority of respondents the majority of respondents (53%) believe that media affects basketball development positively, a large population of the respondent (75.1%) believe that Community participation is an important factor in the development basketball, the great majority of respondents (81.1%) of the response stated that absence of sport facility and equipment can hamper the effective development of basketball in the area. And 79.5% of the respondents said that sport experts play a great role for the development of basketball. And also, administrator and stakeholder play a role for basketball development as 58.7% of our respondents agreed upon this variable.

So this findings is supported by our qualitative findings like 50% of our interview respondents said that that ‘addressing the lack of basketball initiatives and limited awareness in the Dawuro Zone requires proactive efforts to introduce and promote the sport, **80%** of our **interview** respondents said that ‘the major challenges and obstacles for the development of basketball is lack of infrastructure, including the absence of basketball courts or inadequate facilities and lack of community awareness towards the basketball game’, **30%** of our **interview** respondents said that ‘the major challenges and obstacles for the development of

basketball is limited awareness and interest in basketball among community members and lack of media coverage for the game’.

And the remaining **20% of our interview** respondents said that ‘Limited institutional support and scarcity of resources have also been obstacles’. This finding is in agreement with the study (Tewodros, 2012), Li et al, (2014) due to design.

As shown in the above Table 10 headed regression coefficients the role of media has a positive and significant impact on basketball development at ($P = .000$) with a positive β value ($\beta = .505$). This implies that each unit increase in the attributes of the role of media will increase the overall basketball development by .505 units. This finding is consistent with the findings conducted in Addis Ababa (Tewodros, 2012) which found a positive relationship between the role of media and basketball development.

Thus, this study revealed that media is a vital factor for enhancing basketball development. The findings from literature review showed that Media and sport are closely associated with two different institutions of the society. Generally, sport is the field of live action and entertainment whereas media is the medium that provides a path to that live action to reach to the masses of the near and remote areas. The media have a tremendous influence on sport in terms of creating revenue by supplying free publicity and advertisements (Tavakolli et al., 2013).

In addition, the variable administrator and stakeholder has also a positive and significant influence on basketball development at ($P = .001$) with a positive β value ($\beta = .321$). This implies that each unit increase in the role administrator and stakeholder will increase the overall basketball development by 0.321 units. The finding is in agreement with the findings of some related studies (Lear, 2012); (Resources & Unit, 2012) which found a positive relationship between administrator and stakeholder with basketball development.

Therefore, this study showed that administrator and stakeholder is an important input factor for basketball development. The findings are supported by findings from literature review that showed that Sport administrators have positions of power and authority over the operations of the organization, including funding allocations, staffing decisions, implementation of policy and procedures, risk management and legal issues and accountability. Moreover; the sport administrator can determine whether the organizational

climate is one that prioritizes safe sport or performance excellence or revenue generation (Gurgis & Kerr, 2021).

Moreover, the result of this study showed that the variable Sports facilities and Equipment has also a positive and significant influence on basketball development at ($P = .001$) with a positive β value ($\beta = .430$). This implies that each unit increase in the Sports facilities and Equipment will increase the overall development of basketball by 0.430 units. This finding is consistent with the findings of studies done by Li et al, (2014); National sport policy (1998) which found a positive relationship between Sports facilities and Equipment and basketball development which said that availability of sport facilities and equipment, Community participation has a tremendous effect on the development and popularity of basketball.

The result of this study also showed that the variable community participation has also a positive and significant influence on basketball development at ($P = .001$) with a positive β value ($\beta = .486$). This implies that each unit increase in the community participation will increase the overall development of basketball by 0.486 units. This finding is consistent with the findings of studies Tewodros,(2012) ; Li et al, (2014); National sport policy (1998) which found positive relationship between community participation and basketball development which said that availability of ,Community participation has a tremendous effect on the development and popularity of basketball.

Finally, the variable role of sport expert has also a positive and significant influence on basketball development at ($P = .000$) with a positive β value ($\beta = .302$). This implies that each unit increase in the role of sport expert will increase the overall development of basketball by 0.302 units. The finding is in agreement with the findings of some related studies (Ratten & Babiak, 2010) which found a positive relationship between Responsibility of Sport Experts with basketball development.

Thus, this study revealed that Responsibility of Sport Experts is a vital factor for enhancing basketball development. The findings from literature review showed that Responsibility of Sport Experts Developing a different plan and involving in all upcoming organization activities, initiating substantial member support in the area of sport success raising all officers and office administrators are required to attend administration retreat at the beginning of the plan of the organization. Ensuring policies are followed by experts. Ensuring risk management policies are followed. Sport office experts play an important role not only in the

organization of each activity, but by communicating directly with the organization members. Experts are responsible for dispersing information regarding organization activities, policies and procedures, rules, and basic information to their organization stakeholders and athletes (Farrow et al., 2013).

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

This chapter presents a summary of the major findings of the study, the conclusion and necessary recommendations.

5.1. Summary of Key Findings

In this part of the study, an attempt is made to provide a summary of the major findings which would answer the basic questions raised in chapter one of the thesis. Having employed a mixed research approach, the general objective of this study was to assess developmental challenges and prospects of basketball in dawuro zone. In order to achieve this purpose, the study was planned to find answers for the following basic questions.

- ✓ What are the current developments of basketball in dawuro zone?
- ✓ What are the challenges that affect the development of basketball in dawuro zone?
- ✓ What are the most promising strategies that could be implemented to address the key challenges' in basketball development in the Dawuro Zone?

To achieve those objectives of the study researcher has adapted questionnaires interviews to gather primary data from our respondents. Data were collected on the five independent variables of basketball development challenges (media, community participation, sport expert, facility and equipment and administrators and stakeholder. Finally, the data generated through questioner was analyzed using both descriptive and inferential analyses and qualitative data is analyzed through narrative method and the results major findings were summarized as follows:

The findings of descriptive statistics revealed that the means of independent variables are almost close to each other, where the highest value is for the mean of sport expert (Std. Deviation=0.94) which is 3.9375 and the least is for the mean of media (Std. Deviation=0.91) which is 2.35. Finally, the result of descriptive statistics reveals that, the overall basketball development (i.e., which is the mean score of all sub-scale) has an average value of 2.2738 with a standard deviation of 0.81184.

Although results show both the quantitative and qualitative finding shows similar results so they were supportive to each other. So many affecting factors that are an obstacle to the development of basketball in the Dawuro zone such as lack of infrastructure, including the

absence of basketball courts or inadequate facilities like court and equipment like ball, net, lack of Community participation.

The result of the correlation analysis showed that, there were strong positive correlations between the dependent variable basketball development and independent variables media ($r = 0.553$), facility ($r = 0.150$), Sport expert ($r=0.594$), Administrator & stakeholder ($r=0.378$) and community ($r = 0.292$) with ($P < 0.005$) level of significance.

According to the study result, the multiple regression result of this study revealed that all of the five independent variables (media, facility and equipment, community participation, sport experts and administration and stakeholder) have a positive and all of them are significant impact on the dependent variable (basketball development),and also, the value of $R^2=.421$, which indicates that the combined effect of the five independent variables explain 42.1% of the variation in the dependent variable.

The finding show that the most promising strategies to address the key challenges in basketball development in the Dawuro Zone involve a comprehensive and multi-faceted approach. This should include:

Developing sustainable basketball infrastructure and facilities through community-led initiatives, public-private partnerships, and strategic investments to provide high-quality and accessible playing spaces. Enhancing the capacity and qualifications of local basketball coaches by implementing targeted training programs, mentorship programs, and facilitating access to certification and continuous professional development opportunities. Promoting grassroots basketball engagement and community ownership by introducing school-based programs, organizing community events and tournaments, and empowering local leaders to serve as champions and advocates for the sport. Securing sustainable funding and governance support from local authorities, private sector entities, and community-based sources, while establishing transparent and accountable structures to oversee the implementation and long-term success of basketball development initiatives in the Dawuro Zone. By strategically addressing these key areas, the proposed action can help to unlock the potential for basketball to develop as a driver for community development and empowerment in the Dawuro Zone. Using the implementation of these strategies, the Dawuro Zone can make an effort to address the key challenges in basketball development and create an effective community that support and encourages young athletes in dawuro zone.

5.2 Recommendations

On the basis of the findings gained through questionnaires, and interviews analysis the researcher forwarded the following recommendations for local administrators and sport administrators in dawuro zone, regional and national key stakeholders, sport federations and NGOs, Local Community and other sectors.

Firstly, the government and local administration should allocate sufficient budget to construct basketball courts, halls, and provide necessary equipment like basketballs, hoops, etc. in dawuro zone all woredas (districts).

Encourage the establishment of dedicated sports media channels or programs that highlight basketball development.

Organize community outreach programs to create awareness about basketball and its benefits. In order to balance perception and belief do have society towards different games.

Encourage community participation in basketball-related activities, tournaments, and club formations.

Recognize and honor community members who contribute to the growth of basketball in the zone.

Advocate for the inclusion of basketball in the zone's sports development agenda by the relevant government authorities.

Provide capacity-building training for sports administrators to enhance their understanding and support for basketball.

Establish a dedicated basketball federation or association at the zonal level to coordinate and advocate for the sport's development.

Secure budget allocations from the government for basketball development programs, including grassroots initiatives or projects, training, and competitions.

Explore alternative funding sources, such as sponsorships, donations, and partnerships with private organizations and NGOs.

Develop sustainable fundraising strategies to generate financial resources for basketball activities.

Recruit and deploy qualified basketball coaches, trainers, and technical experts to provide professional guidance and training.

Collaborate with sports science institutions and universities to facilitate knowledge sharing, research, and capacity-building programs for basketball development.

Provide continuous professional development opportunities for existing sports experts working in the zone.

To address this situation, stakeholders need to conduct a comprehensive evaluation of various factors such as infrastructure, participation levels, coaching resources, and community support. Potential actions to enhance basketball development may include constructing facilities, raising awareness, organizing community programs, establishing associations, seeking institutional support, and fostering partnerships. Additionally basketball could be developed and expand further when the government, administrators, scholars official, community and other stakeholders work jointly.

5.3 Conclusion

In this study, the main specific objectives served as leading points and guides in order to keep in track of the definition, problems and finally to reveal the findings of the study. Finally, this study has been concluded as follows:

The result of this funding shows the current development of basketball in all dawuro zones is very low. Since, there is no project in Woreda and the number of basketball competitions is not held or there is no basketball game competition. As result of the findings the main challenges that hinder basketball developments are; -lack of infrastructure (facility and equipment of basketball), absence of media, lack of community support and involvement, no recognition and involvement, no financial and material support from stakeholders and sport administration and absence of the role of sport expert towards the basketball.

Although interviews indicate that basketball is likely to be used as a means of promotion, the study likewise emphasizes the media's influence on basketball development. Basketball's development continues to be hindered by a lack of finance and resources for development programs, a lack of recognition and support from sport professionals, and an absence of competitive opportunities. The variety and complexity of the challenges that basketball in Dawuro Zone faces are shown by these findings overall.

To develop basketball in the area requires thorough assessments, community involvement, and alternative funding sources. Overcoming challenges such as infrastructure limitations, limited awareness and interest, community engagement, organizational and institutional support, absence of competitive platforms, and scarcity of resources necessitates proactive efforts from stakeholders. By prioritizing government support, infrastructure development, training programs, grassroots initiatives, financial assistance, awareness campaigns, and collaboration, basketball development can be fostered and opportunities for growth in the sport can be created.

5.4. Limitations of the Study and Future Research Direction

Though this study brings some valuable implications for basketball, it is not without any limitations. This study was limited by Small number of sample size, method and design of the study and study examined only five independent variables on challenges of basketball development, neglecting other factors. Therefore, future studies should include other factors in the challenges of basketball development.

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ANNEX

APPENDIX A

JIMMA UNIVERSITY

SPORT ACADEMY DEPARTMENT OF SPORT SCIENCE

POSTGRADUATE PROGRAM

APPENDIX A- QUESTIONNAIRE

Questionnaire to be filled by, expertise, and physical education teachers. The purpose of this Questionnaire is to collect relevant information from the above selected bodies to the study entitled to the developmental challenges and prospects of basketball in south west regional state of dawuro zone Ethiopia. For partial fulfillment of my MSC in Jimma University (JU) therefore your responses are vital for the success of the study. Therefore, your willingness, good cooperation and genuine response are crucial to the success of this study. Hence, you are kindly requested to give your response confidentiality. Saying these, I would like to extend my cordial gratitude for your cooperation to fill the questionnaire. The information collected was not to be used for any other purpose and it was confidential, so I humbly request you to give a true and precise response.

Thank you in advance for your cooperation!

General directions:

Dear respondents: - Please! Remember first the following points before you start to fill the questionnaires

1. You do not need to write your name on the questionnaire
2. No need to consult others to fill the questionnaire
3. Please mark a tick (✓) inside the circle indicated.
4. Please! Do not leave the questions without answering.

Thanks a lot for your good willingness to fill (respond) questionnaires.

Part one:-Personal data of the respondents.

Q1 .Sex A Male B Female

Q2. Age A 20-30 B 31-40 C 41-50 D above 50

Q3. Marital status

A Single B Married C Widowed D Divorced

Q4. Religion

A Protestant B Orthodox C Muslim D Catholic

Q5. Educational Background:

A Certificate B Diploma C Degree D MSc.& above

Q6. Work Experience

A 1-5 B 6-10 C 11-15 D above 15

Part two main body

Part II Question Choices of Items strongly disagree (SD) 1, Disagree (DA) 2, Neutral 3, Agree (A) 4 and strongly agree (SA) 5

No	Item	Agreement scale				
		1	2	3	4	5
Part 2	item related to development of basketball in Dawuro Zone					
1	There are well-organized basketball projects/initiatives in the Dawuro Zone.					
2	Necessary materials and equipment for playing basketball in the Dawuro Zone is sufficient.					
3	The presence of organized competitions in basketball and training programs for sport experts and coaches specifically dedicated to basketball in the Dawuro Zone is sufficient.					
part2	item related to community participation					
1	The society in Dawuro Zone has minimal awareness and understanding of the game of basketball					
2	The lack of community awareness and interest in basketball has hindered its development in Dawuro Zone.					
3	insufficient involvement and support from the local community have been obstacles to the growth of basketball in Dawuro Zone					
Par3	item related to media					

1	Lack of media coverage and exposure for basketball events and tournaments in your area hampers its visibility and growth.					
2	The media was not provide dedicated platforms and programs for basketball coverage in Dawuro Zone					
3	The media does not utilize social media and digital platforms to disseminate basketball-related content in Dawuro Zone"?					
Part4	item related to sport facility and equipment					
1	Limited access to quality basketball facilities and infrastructure hinders the development of the sport in Dawuro Zone					
2	Limited access to suitable basketball facilities in schools poses challenges to providing proper training and practice opportunities for students in your area.					
3	The funding and investment in developing and upgrading basketball facilities and equipment in Dawuro Zone are inadequate.					
part5	item related to sport expertise					
1	Lack of proper basketball infrastructure (courts, training facilities, etc.) hinders the development of basketball in Dawuro Zone.					
2	Insufficient support and recognition of basketball as a priority sport in the educational curriculum hinder its integration and development in schools in Dawuro Zone					
3	Limited opportunities for competitive basketball games and tournaments within the school system hinder the growth and motivation of student athletes in your area.					
	Insufficient funding and resources allocated to basketball development programs and initiatives in Dawuro Zone hinder progress					
Part 6	item related with sport administrator and stakeholder					
1	Effective communication channels exist between sport administrators and basketball stakeholders in Dawuro Zone.					
2	The local government provides sufficient support and recognition for basketball development in Dawuro Zone.					
3	Sufficient collaboration and coordination between basketball stakeholders the concerted effort for basketball development in Dawuro Zone.					

APPENDIX B

JIMMA UNIVERSITY

SPORT ACADEMY

DEPARTMENT OF SPORT SCIENCE

POSTGRADUATE PROGRAM

INTERVIEW GUIDE FOR WOREDA SPORT ADMINISTRATORS

Dear Respondents! Interview Guide Dear interviewee. The purpose of this interview is to gather information on the developmental challenges and prospects of basketball In south west regional state of dawuro zone Ethiopia.

General Direction

- 1) Educational background
- 2) Occupation
- 3) Work experience
- 4) Place of work

1. Can you provide us a brief overview of the current Dawuro Zone basketball development situation?
2. What are the main challenges or obstacles you have faced in your efforts to develop basketball in the Dawuro Zone?
3. What do you suggest that stakeholders should contribute to the development of the basketball sport in your Zone?

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1. አባሪ ሀ

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የስፖርት አካዳሚ የስፖርት ሳይንስ ክፍል

የድህረ-ምረቃ ትም ፕሮግራም

መጠይቁ መሞላት ያለበት፣ በሙያተኛ እና በአካል ማጎልመሻ ትምህርት አስተማሪዎች ነው። የዚህ መጠይቅ አላማ በቅርጫት ካህን ልማት ተግዳሮቶች እና ተስፋዎች ላይ ከላይ ከተጠቀሱት አካላት ጠቃሚ መረጃዎችን ለመሰብሰብ ነው በደቡብ ምዕራብ ክልላዊ መንግስት ዳወሮ ዞን ኢትዮጵያ በጅም ዩኒቨርሲቲ (JU) ውስጥ የእኔን MSC በከፊል ለማሟላት የእርስዎ ምላሾች ለጥናቱ ስኬት ወሳኝ ናቸው። ስለዚህ፣ የእርስዎ ፍላጎት፣ ጥሩ ትብብር እና እውነተኛ ምላሽ ለዚህ ጥናት ስኬት ወሳኝ ናቸው ። ስለዚህ ምላሽዎን በሚስጥር እንዲሰጡ በአክብሮት ተጠይቀዋል። ይህን እያልኩ፣ መጠይቁን ለመሙላት ለምታደርጉት ትብብር ልባዊ ምስጋናዬን ማቅረብ እፈልጋለሁ። የመረጃው ስብስብ ለሌላ ዓላማ አይውልም እና ሚስጥራዊ ይሆናል፣ ስለዚህ ትክክለኛ እና ትክክለኛ ምላሽ እንድትሰጡ በትህትና እጠይቃለሁ።

ስለ ትብብርዎ አስቀድመው እናመሰግናለን!

አጠቃላይ አቅጣጫዎች፡-

ውድ ምላሽ ሰጪዎች፡- እባካችሁ! መጠይቆችን መሙላት ከመጀመርዎ በፊት በመጀመሪያ የሚከተሉትን ነጥቦች ያስታውሱ

1. በመጠይቁ ላይ ስምዎን መጻፍ አያስፈልግዎትም
2. መጠይቁን ለመሙላት ሌሎችን ማማከር አያስፈልግም
3. እባክዎ በተጠቀሰው ክብብ ውስጥ ምልክት (✓) ምልክት ያድርጉ።
4. እባካችሁ! መልስ ሳትሰጥ ጥያቄዎቹን አትተው።

መጠይቆችን ለመሙላት (ምላሽ ለመስጠት) ስላሳዩት በጎ ፈቃደኛነት በጣም እናመሰግናለን።

ክፍል አንድ፡- የመላሾች የግል መረጃ።

2	በዳወሮ ዞን ለቅርጫት ኪስ ሽፋን የሚሆኑ መድረኮችና ፕሮግራሞች ሚዲያዎች አልተሰጡም።				
3	ሚዲያው በዳወሮ ዞን ከቅርጫት ኪስ ጋር የተያያዙ ይዘቶችን ለማሰራጨት ማህበራዊ ሚዲያ እና ዲጂታል መድረኮችን አይጠቀምም።				
ክፍል 4	ከስፖርት መገልገያዎች እና መሳሪያዎች ጋር የተያያዘ ንጥል				
1	ጥራቱን የጠበቀ የቅርጫት ኪስ መገልገያዎች እና የመሰረተ ልማት አቅርቦት ውስጥ በዳወሮ ዞን የስፖርቱን እድገት እንቅፋት አድርጎታል።				
2	በትምህርት ቤቶች ውስጥ ተስማሚ የቅርጫት ኪስ መገልገያዎችን ማግኘት መገደብ በወረዳችሁ ላሉ ተማሪዎች ተገቢውን የሥልጠናና የመለማመጃ እድሎችን ለመስጠት ፈተናዎችን ይፈጥራል።				
3	በዳወሮ ዞን የቅርጫት ኪስ መገልገያዎችን እና ቁሳቁሶችን ለማልማት እና ለማሻሻል የሚደረገው የገንዘብ ድጋፍ እና ኢንቨስትመንት በቂ አይደለም።				
ክፍል 5	ለ ስፖርት ባለሙያዎች				
1	ትክክለኛ የቅርጫት ኪስ መሠረተ ልማቶች (የሥልጠና ሥፍራዎች፣ ወዘተ) አለመኖር በዳወሮ ዞን የቅርጫት ኪስ እንዳይስፋፋ እንቅፋት ሆኗል።				
2	የቅርጫት ኪስ በትምህርት ሥርዓተ-ትምህርቱ ውስጥ ቅድሚያ የሚሰጠው ስፖርታዊ እንቅስቃሴ በቂ ድጋፍ አለማግኘቱ በዳወሮ ዞን በሚገኙ ትምህርት ቤቶች ውስጥ ያለውን ውህደትና እድገት እንቅፋት ሆኖታል።				
3	በትምህርት ቤት ስርዓት ውስጥ ለተወዳዳሪ የቅርጫት ኪስ ጨዋታዎች እና ውድድሮች የተገደበ እድሎች በአካባቢያችሁ ያሉትን የተማሪ አትሌቶች እድገት እና ተነሳሽነት እንቅፋት ይሆናሉ።				
4	በዳወሮ ዞን ለቅርጫት ኪስ ልማት ፕሮግራሞች እና ውጥኖች የተመደበው በቂ የገንዘብ ድጋፍ እና ግብአት እድገትን ያደናቅፋል።				
ክፍል 6	ከ ስፖርት አስተዳዳሪ እና ከባለድርሻ አካላት ጋር የተያያዘ ነገር				
1	በዳወሮ ዞን በስፖርት አስተዳዳሪዎች እና የቅርጫት ኪስ ባለድርሻ አካላት መካከል ውጤታማ የመገናኛ መንገዶች አሉ።				
2	ለዳወሮ ዞን የቅርጫት ኪስ ልማት የአካባቢው አስተዳደር በቂ ድጋፍ እና እውቅና ይሰጣል።				
3	በዳወሮ ዞን ለቅርጫት ኪስ ልማት በቅርጫት ኪስ ባለድርሻ አካላት መካከል በቂ ትብብር እና ቅንጅት አለ።				

2.አባሪ ለ

ጅማ ዩኒቨርሲቲ

የስፖርት አካዳሚ

የስፖርት ሳይንስ ክፍል

የድህረ-ምረቃ ፕሮግራም

ለወረዳ ስፖርት አስተዳዳሪዎች የቃለ መጠይቅ መመሪያ

ውድ ምላሽ ሰጪዎች! የቃለ መጠይቅ መመሪያ ውድ ጠያቂ። የዚህ ቃለ ምልልስ አላማ በደቡብ ምዕራብ ክልላዊ መንግስት በዳወሮ ዞን የቅርጫት ኪስ ልማት ተግዳሮቶች እና ተስፋዎች ላይ መረጃ ለመሰብሰብ ነው።

አጠቃላይ አቅጣጫ

1) የትምህርት ዳራጃ

2) ሥራ

3) የሥራ ልምድ

4) የሥራ ቦታ

1.የዳወሮ ዞን የቅርጫት ኪስ ልማት ሁኔታን በተመለከተ አጭር መግለጫ ቢያቀርቡልን ?

2. በዳወሮ ዞን የቅርጫት ኪስ ልማትን ለማሳደግ ባደረጋችሁት ጥረት ያጋጠማችሁ ዋና ዋና ተግዳሮቶች ወይም መሰናክሎች ምንድን ናቸው?

3. በዞናችሁ የቅርጫት ኪስ ስፖርት እንዲጎለብት ባለድርሻ አካላት ምን አስተዋፅዖ እንዲያደርጉ ይመክራሉ?