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of Science Education**



BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF SCIENCE AND ENGINEERING

DEPARTMENT OF SPORTS SCIENCE AND MANAGEMENT

**Using Sports As A Youth Economic Empowerment Tool In Kwekwe Urban High
Density Suburbs**

B225297B

**A RESEARCH SUBMITTED TO BINDURA UNIVERSITY OF SCIENCE
EDUCATION IN PARTIAL FULFILMENT OF THE REQUIREMENTS OF THE**

MASTER OF SCIENCE DEGREE IN SPORT MANAGEMENT

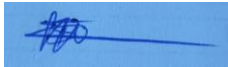
MARCH 2024

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I Tafara Mawere, the undersigned, hereby declare that this thesis is my own design and execution. This dissertation is submitted for the degree of Master of Science Degree in Sports Management at the Bindura University of Science Education. It has not been submitted before for any degree or examination at any other university.

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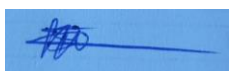
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DEDICATION

My dedication goes to God Almighty and my family who kept me this far. If it was not for your loving kindness, faithfulness and love, I would not be able to have completed this research.

Abstract

This research aims to explore the effectiveness of utilizing sports as a tool for youth economic empowerment in Kwekwe urban high-density suburbs. The study made use of pragmatism as its guiding philosophy and adopted the concurrent mixed methods research design to guide the data collection and analysis process. The inductive research approaches were used and the research purpose was exploratory whilst the time horizon was the cross-sectional time horizon. The researcher used a combination of stratified random and purposive sampling and data was collected from 35 respondents using semi-structured questionnaires and 10 key informant interviews were also conducted. Quantitative data was analysed using the Microsoft Excel package whilst qualitative data analysis was done using the Triangulation method. By investigating the relationship between sports participation and economic opportunities for youth in this specific area, the study seeks to provide insight into how sports programs can be structured to not only promote physical health and well-being but also create avenues for financial stability and personal growth. Through a combination of qualitative and quantitative research methods, including questionnaires and interviews. This research will analyze the impact of sports initiatives on youth in Kwekwe, shedding light on best practices for leveraging sports as a means of fostering economic independence and empowerment among young individuals in urban settings.

TABLE OF CONTENTS

BINDURA NATIONAL UNIVERSITY OF SCIENCE EDUCATION	i
RELEASE FORM	iii
DECLARATION ON PLAGARISM	Error! Bookmark not defined.
BINDURA NATIONAL UNIVERSITY OF SCIENCE EDUCATION	Error! Bookmark not defined.
COPYRIGHT DECLARATION	Error! Bookmark not defined.
ACKNOWLEDGEMENTS	Error! Bookmark not defined.
ABSTRACT	vii
chapter 1: the problem and its setting	1
1.1 introduction	1
1.2 background to the study	1
1.3 statement of the problem	4
1.4 significance of the study	5
1.5 research questions	5
1.5.1 Primary Research Question	5
1.5.2 Subsidiary questions	5
1.6 RESEARCH OBJECTIVES	6
1.6.2 Main objective	6
1.6.2 Secondary objectives	6
1.7 delimitations of the study	6
1.8 study outline	6
1.9 summary	7
chapter 2: literature review	7
2.0 introduction	7
2.1 conceptual framework	8
2.1.1 Youth	8
2.1.2 Empowerment	8
2.1.3 Youth Economic Empowerment	9

2.2 theoretical framework	10
2.2.0 Introduction	10
2.2.1 Human Capital Theory (HCT)	10
2.2.2 Resource Based View Theory (RBVT)	11
2.2.3 Social Cognitive Theory (SCT)	12
2.2.3.1 Impact of sports on youth economic empowerment	12
2.2.3.2 Observational Learning and Youth Economic Empowerment.....	13
2.2.3.3 Self-efficacy and economic empowerment	13
2.2.4 Ecological Systems Theory (EST)	13
2.3 methodological review	15
2.3.1 Quantitative approaches	15
2.3.2 Qualitative approaches.....	15
2.4 thematic literature review	16
2.4.1 Sports and youth development	16
2.4.2 Youth entrepreneurship and sports.....	16
2.4.3 Employment creation through sports.....	16
2.4.4 Socio-economic impact of sports participation	16
2.5 sports as a tool for economic empowerment in other countries	17
2.5.1 England	17
2.5.1.1 Sports infrastructure	17
2.5.1.2 Grassroots development	17
2.5.1.3 Education and training.....	17
2.5.2 America	17
2.5.2.1 Scholarship programs	17
2.5.2.2 Professional sports careers	18
2.5.2.3 Sports entrepreneurship	18
2.5.2.4 Community sports programs	18
2.5.2.5 Sports-based youth development programs.....	18
2.5.2.6 Sports tourism and events.....	19
2.5.3 South Africa	19
2.5.3.1 Sports infrastructure development.....	19
2.5.3.2 Sports talent identification and development programs.....	19
2.5.3.3 Education and skills development programs	19

2.5.3.4 Entrepreneurship in job creation.....	20
2.5.3.5 Social development and community engagement	20
2.5.4 Nigeria	20
2.5.4.1 National development policy.....	20
2.5.4.2 Youth empowerment and sports programs	21
2.5.4.3 Sports based social enterprises	21
2.5.4.4 Sports industry development.....	21
2.5.4.5 Knowledge Gap.....	21
2.6 Conclusion	22
chapter 3: research methodology.....	22
3.1 introduction.....	22
3.2 research purpose	23
3.3 research paridgm	23
3.4 approaches to theory development	23
3.5 methodological choice.....	23
3.5.1 Mixed Methods Approach.....	23
3.7 time horizons.....	24
3.8 choosing research participants.....	24
3.8.1 Population.....	24
3.8.2 Sampling	25
3.8.3 Sample	25
3.9 data collection procedures	26
3.9.1 Qualitative	26
3.9.2 Quantitative	27
3.9.3 Structured questions	27
3.9.4 Semi Structured Questionnaires.....	28
3.9.5 Interviews	28
3.10 data analysis and presentation procedure.....	28
3.10.1 Triangulation.....	28
3.11 quality assuarance and compliance.....	29
3.11.1 Validity and Reliability.....	29
3.11.2 Ethical Considerations.....	29
3.12 chapter summary.....	30

chapter 4: results.....	31
4.1 introduction.....	31
4.2 response rate	31
4.3 demographic data.....	32
4.4 presentation and analysis of data linked to the research objective	33
4.4.1 results from the questionnaires	33
4.4.1.1 How can sports be used as a youth economic empowerment tool?	33
4.4.1.1.1 An understanding in community development initiatives.	34
4.4.1.1.2 Involvement in community development initiatives	34
4.4.1.1.3 Do you agree that sports can empower youth economically?	35
4.4.1.2 What is the current state of youth economic empowerment in Kwekwe?	35
4.4.1.2.1 Sports programs targeting youth in Kwekwe District	35
4.4.1.2.2 Challenges in implementing sports programs.....	36
4.4.1.2.3 Can sports be used as a tool for youth economic empowerment?	37
4.4.1.2.4 Community involvement in sports initiatives	37
4.4.1.3 What sports strategies or interventions can be employed to address youth economic empowerment initiatives?.....	38
4.4.1.3.1 Strategies to increase community participation in youth sports programs .	38
4.4.1.3.2 Resources needed to enhance youth sports programs	38
4.4.1.3.3 Recommendations to improve the effectiveness of sports in promoting youth economic empowerment	39
4.4.1 RESULTS FROM THE INTERVIEWS	39
4.4.1.1 What is your understanding on youth economic empowerment?	39
4.4.1.2 What is the current state of youth economic empowerment in Kwekwe urban suburbs?	40
4.4.1.3 How effective are sport-based programs on youth employment and empowerment?	41
4.4.1.4 How do you think participation in sports can positively impact the economic empowerment of the youth in Kwekwe urban suburbs?	42
4.4.1.5 What specific skills or experiences do you believe young people can gain through sports that can be valuable for their economic success?	43
4.4.1.6 In what ways have you seen sports programs or initiatives directly contribute to the economic empowerment of the youth in Kwekwe?.....	44

4.4.1.7 What are some existing challenges or barriers that young people face in leveraging sports for economic empowerment in Kwekwe urban, and how can they be addressed?	45
4.4.1.8 How can local organizations, businesses, or government entities support and promote economic opportunities through sports for the youth in Kwekwe urban? ...	46
4.4.1.9 What role do you see mentorship and networking in sports playing in the economic empowerment of the youth in Kwekwe urban?	47
4.4.1.10 What sports strategies or interventions can be employed to address youth economic empowerment initiatives in Kwekwe-Urban?.....	48
4.5 chapter summary.....	49
chapter 5 findings.....	50
5.1 Introduction	50
5.2 conclusions	50
5.2.1 Research Questions	50
1. How can sports be used as a youth economic empowerment tool in Kwekwe High-Density Suburbs?	51
2. What is the current state of youth economic empowerment in Kwekwe High Density Suburbs?	51
4. How effective are sports programs on youth economic empowerment and employment?.....	51
5. What sports strategies can be employed to address youth economic empowerment initiatives in Kwekwe Urban High-Density Suburbs	52
Discussion.....	52
5.3 New Insights.....	52
5.3.1 Novel Findings.....	52
5.4 Limitations of the Study	53
5.5 Chapter Summary	54
CHAPTER 6: CONCLUSIONS AND RECOMMENDATIONS	55
6.0 Introduction	55
6.1 Conclusions.....	55
6.2 Implications/Recommendations.....	55
6.2.1 Implications for practice.....	55
6.2.2 Implications for Theory	56
6.2.3 Implications for further Studies	56
6.4 Chapter summary.....	56

Appendices	59
Appendice A-Questionnaire for Sports Associations	59
.....	59
Appendice B	62
Appendice C-Letter of permission	Error! Bookmark not defined.

CHAPTER 1: THE PROBLEM AND ITS SETTING

1.1 Introduction

Youth economic empowerment is a fundamental element in addressing poverty and promoting sustainable development. In many developing countries, youth unemployment is a significant challenge, and the youth are often marginalized from the mainstream economy. As a result, there is a growing interest in finding ways to empower young people economically, particularly through sports-based initiatives. This study seeks to explore the use of sports, as a tool for youth economic empowerment in Kwekwe urban high-density suburbs. The chapter grants the background to the study, statement of the problem, the significance of the study, conceptual framework, research questions, research objectives, delimitations and the study outline.

1.2 Background to the study

Sports-based initiatives for youth economic empowerment have gained significant attention in contemporary years. The building of many societies with social services structures is something that has been undermined by people who have no appreciation of sporting facilities as an empowerment tool for young people. Youth unemployment is a global phenomenon. Zinhumwe (2012) notes that whilst worldwide, youth are 43.7 % of the total unemployed people, in sub-Saharan Africa, about 60% of the unemployed are youth. The situation is no different for Zimbabwe with approximately 67.7% of its 13 million total populations; The Zimbabwe Human Rights Commission (N.D) reveals that the youth have the highest unemployment rate among all the age groups in the labour force in Zimbabwe. Zinhumwe (2012) identified the causes of unemployment in Zimbabwe as the incompatibility between the curriculum and the needs of the industry in changing times. This resulted in graduate skills being irrelevant to the needs of the community and nation at large. Zinhumwe (2012) notes the effects of high youth unemployment including but not least; youth engaging into drug abuse, violence and crime, promiscuity leading to prostitution where they end up contracting HIV and AIDS and other sexually transmitted infections that can be detrimental to their health.

Intensities of drug misuse in Zimbabwe are skyrocketing every year which is a cause of concern. A study by Muthengo (2022) reveal that skunk, cannabis, illegal alcohol, cough medicines and liquors approved by the Liquor Traders Association of Zimbabwe (LTAZ) are used by 50% of the Alcohol Drug and Substance (ADS) abusers. The study also reveals that daily consumption was measured in the 30 days preceding the Zimbabwe Civil Liberties and

Drug Network (ZLCDN) study. Muthengo (2022) augments that the use of skunk recorded 76.5 %, 75.1% cannabis, 57.3 % prohibited alcohol, 56 % cough medicines and 50.6 % legal alcohol. Ngwenya & Machingura (2023) identify insufficiency as the major cause of drug abuse which has led to school dropouts who end up worthlessly wandering around the streets and villages. Numerous of these youths who are supposed to be in school are being pushed into drugs as they seek to sink their sorrows. It seems as if most of the drug addicts do it so that they forget their circumstances. Ngwenya & Machingura (2023) exposed that some of these youth have been influenced by what they see on social media so they become curious to experiment and become hooked up. Peer pressure is another factor which greatly contributes towards the consumption of drugs. Ngwenya & Machingura (2013) point out that some people who live in the streets actually have homes but they cannot go back home because they will not be able to access drugs due to strict rules. These youths are no longer able to live without drugs, they see no life without drugs and their numbers on the streets increase by the day. There are various substances that are being consumed by drug abusers. Ngwenya & Machingura (2023) listed glue, BronCleer, ‘mangemba’, methamphetamine and polyacrylate extracted from diapers and sanitary pads as various substances taken by these youth.

Ngwenya and Machingura (2023) note an increase in criminal activities that take place after drug intake. People tend to be violent and they engage in unlawful acts like robbery and rape. In addition to that, they end up getting so hyperactive that they easily start fights among themselves or with other people, leading to injuries or death. A lot of gender-based violence incidents related to drug abuse are on the rise in the country. Ngwenya and Machingura (2023), note that people lose control after consuming drugs and end up being violent to their spouses and children. Drugs have destroyed a lot of families; relatives grieve for their loved ones as they watch them deteriorate due to drug abuse. A lot needs to be done for Zimbabwe to get back on its feet and develop. Another way this problem can be eradicated is through sporting activities. In this case, sporting activities can be an economic empowerment tool for anti-drug and substance abuse campaigns to keep the youth engaged.

Other challenges faced by the youth include, a lack of financial resources to support sports programs and initiatives. This can be a restriction to the development of training facilities, equipment, and resources necessary for youths to engage in sports activities. In addition, inadequate sporting facilities such as stadiums, training grounds and community sports centers make it difficult for youths to actively participate in sports. The absence of such infrastructure obstructs their ability to develop skills and compete at higher levels. It is also important to note

that lack of access to professional coaching and training programs can hinder the growth and development of young athletes. Moreover, it may limit their chances of participating in higher-level competitions and gaining exposure to potential scholarships and sponsorships.

Without proper promotion and sponsorship devices, young athletes tussle to attract financial backing or endorsement deals. This confines their ability to generate income from their sporting talents. Economic challenges such as high unemployment rates and a stationary job market can limit the financial prospects for young athletes. This creates additional pressure for them to find alternative sources of income, often diverting their focus away from sports. The absent of adequate recognition from local communities, government bodies, and sports associations can make it challenging for young athletes to gain support opportunities. This lack of recognition may discourage them from pursuing sports as a viable economic empowerment tool and end up indulging into illegal gold panning that has consequences on the environment, may lead them to commit crimes associated with illegal mining such as murder, robbery leading them to arrests and serving jail terms. A lot of talents have been lost through gold panning as many youths tend to fight for prospecting opportunities in these illegal mining deals. Some youths revert to robbery and early child marriages.

Many countries have implemented sports-based programs to address youth unemployment, poverty and social exclusion. These programs provide young people with opportunities to acquire skills develop networks and earn a livelihood. Studies by Coakley (1998); Guttmann (1998) & Hargreaves (1986) show that athletics, both actively and passively, have become an important part of the social and cultural profiles of many youths around the world. UNODC (2020) reiterates that in Europe and North America sports are increasingly becoming vital as a source of economic empowerment to its youthful participants. About 2million people are employed in the sports economy in the 15 member countries of the European Union that is 1.3% of overall EU employment (UNODC, 2020). In the United Kingdom, the input of the sports economy to GDP is currently estimated at more than 2% with majority of the participants being youth between the age of 16 and 35 years (Andreff & Szymanski, 2006). In Canada, the Commonwealth Games of Canada (CGC) and the Commonwealth Sport Development Program (CSDP) are among the agencies which have promoted the “added value” of sport in fostering economic empowerment of youths and in addressing issues affecting the youth such as poverty, environment, human rights, gender equality, HIV/AIDS prevention and awareness, economic growth and sustainability and international pride and peace (CIDA, 2012).

In Africa, the concept of using sports to foster development among the youth and spark positive social change has gained significant momentum in the African community in the past decade. According to United Nations Sport for Development and Peace International (UNSDPI) (2020), sports in Nigeria has grown from a humble beginning as an entertainment and recreational pastime for young people to a prominent phenomenon whose influence is felt in all facets of lives of the citizenry. Football and basketball are also among the most popular sports globally and have been used in many countries as a tool for youth economic empowerment. In Sub-Saharan Africa, for example, football is widely used as a tool for promoting social and economic development. Football programs have been implemented in many countries including Ghana, Nigeria and South Africa, to support youth empowerment through skills development and entrepreneurship. Similarly, basketball has been used in many countries as a tool for promoting youth development and economic empowerment. In Rwanda for example, the Giants of Africa basketball program has been implemented to promote youth development and entrepreneurship. The program provides young people with opportunities to learn basketball skills, develop leadership skills, and acquire business skills through mentorship and training.

Despite the growing interest in sports-based initiatives for youth economic empowerment, there is a need for more research to understand the effectiveness of these programs. Many questions remain unanswered, including the impact of sports-based initiatives on the economic empowerment of young people and the challenges and opportunities for using sports as a tool for youth empowerment.

1.3 Statement of the problem

Kwekwe is a city located in the Midlands Province of Zimbabwe. The city has a population of approximately 117,000 people, with a significant proportion of the population being youth. The youth in Kwekwe, like in many other urban areas in Zimbabwe, face significant challenges, including unemployment, poverty and limited access to education and training opportunities. These challenges are compounded by the limited availability of resources and opportunities in the city. Sports, particularly football and basketball, have gained significant popularity among young people in Kwekwe. The city has several sports teams, with many young people participating in these sports both as players and fans. Sports provide a platform for young people to engage in physical activity, build networks and develop essential life skills such as teamwork, leadership and communication. Despite the existence of various development

programs and initiatives above, a considerable portion of the youth population remains marginalized and lack opportunities to improve their economic prospects. This has resulted in high levels of unemployment, poverty and limited prospects for upward mobility among the youth in Kwekwe urban high-density suburbs. One of the key issues contributing to this problem is the lack of effective strategies and platforms for youth economic empowerment. Traditional methods of skills training and job placement have not yielded the desired outcomes, and there is need for innovative approaches to address this issue. Despite the popularity and enthusiasm for sports among the youth, there is lack of structured programs and support systems that harness the potential of sports to develop entrepreneurial skills provide sustainable livelihoods and foster economic growth. The desire to curb drug abuse has prompted this study to explore ways to empower the youth economically.

1.4 Significance of the study

The study contributes to the world of academia on using sports as youth economic empowerment tool. This idea of using sports as a means for youth economic empowerment in Kwekwe holds great significance in addressing various social economic challenges faced by youths in the region. The study addressed youth unemployment issues in Kwekwe which has contributed to social unrest and economic stagnation. This study offers an innovative approach to tackle unemployment. It explores how sports-related training, coaching, and career opportunities can create employment avenues and skills development programs for young individuals. The study also offers entrepreneurial opportunities among the youth in Kwekwe urban high-density suburbs. Through sport-related businesses such as sporting goods stores, fitness centers, event management companies and coaching academies, youth can tap into entrepreneurial ventures and contribute to the local economy. This research aims to identify and analyze the potential avenues for entrepreneurship in the sport sector. This study therefore, addresses the research questions below. Each question is aligned to an objective employed to answer a specific question.

1.5 Research Questions

1.5.1 Primary Research Question

How can sports be used as a youth economic empowerment tool?

1.5.2 Subsidiary questions

1. What is the current state of youth economic empowerment in Kwekwe urban-high density?
2. What sports strategies or interventions can be employed to address youth economic empowerment initiatives?
3. Are there any sports programs targeting the youth in Kwekwe urban-high-density Suburbs?

1.6 Research Objectives

1.6.2 Main objective

To find out how we can utilize sports as a youth economic empowerment tool Kwekwe urban-high-density suburbs. The specific objectives are as follows:

1.6.2 Secondary objectives

1. To assess the current state of youth economic empowerment in Kwekwe?
2. To explore sports strategies or interventions that can be employed to address youth economic empowerment initiatives?
3. To find out if there are sports programs targeting the youth in Kwekwe urban high-density suburbs?

1.7 Delimitations of the study

This study is confined to High-density Suburbs in Kwekwe urban in the Midlands Province in Zimbabwe with special attention on the youth between the ages of 15 and 30 years. The research focuses on all sporting activities that are offered in Kwekwe urban high-density suburbs.

1.8 Study outline

This research project comprises of 6 chapters the first chapter gives the problem and its setting, The statement of the problem, research questions and objectives are also included in the first chapter. Chapter two outlines the literature review where the researcher will review the relevant studies concerning the topic under investigation. Chapter three will examine the research methodology which includes the research design, target population, sample size and sampling procedure, research instruments, reliability and validity of the instruments and data collection

procedures. Chapter four will present, analyse and interpret data while chapter five discusses the summary of the study, conclusions as well as the recommendations.

1.9 Summary

The chapter provides a comprehensive overview of the topic and establishes a strong foundation for further exploration. The evidence presented emphasizes the potential of utilizing sports as a means to empower the youth economically in Kwekwe. The chapter sets the stage for subsequent chapters by underscoring the importance of implementing holistic strategies that integrate sports and economic empowerment to drive positive change in the lives of the youth in Kwekwe.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

In this chapter, the researcher discussed the meanings of concepts to be used in the study, drawing from previous studies. The main focus was on using sports as a youth economic empowerment tool in Kwekwe urban high-density suburbs. By examining previous research and scholarly works, the research aimed to develop a conceptual framework, theoretical framework, methodological review, thematic review, conclusion and the chapter summary that will guide our understanding and analysis of the topic.

2.1 Conceptual framework

2.1.1 Youth

The term youth can have varying meanings to different situations and people. However, for the purposes of this study youth was defined by the National youth policy (2013) as persons between 15 and 35 years of age. The definition is in line with the national constitution and so meets the continental definition of youth as provided for by the African youth charter (AYC). In the Zimbabwean context the youths constitute more than half of the total population and so continue to suffer various challenges socio-economic, political alike. Though, notwithstanding article (11.1) of the African youth charter which provides that every young person shall be awarded an equal opportunity to participate in all aspects of the society? The noble idea on paper still remains outstanding goal for the nation to develop. This is against the backdrop that the youths like any other marginalized groups of society are either not empowered enough to stand against other forces or in their own capacity cannot stand up to their emancipation through the provided opportunities.

2.1.2 Empowerment

The term empowerment can have different meanings to different people. Bailey (1992) posits that how we precisely define empowerment within our projects and program will depend upon the specific people and context involved. However, within the confines of Africa the empowerment initiatives in the cases of Zimbabwe and South Africa help to justify the post-independence restitution of colonial injustices instituted by the respective colonial governments. Some of these injustices and inequalities included skewed land and business ownership, uneven education systems and unequal opportunities in employment and education through the respective policies. The Zimbabwe constitution (2013) places empowerment under national objectives emphasizing the need to redress imbalances resulting from past practices and policies. Section 14(1) therefore provides thus, “the state and all institutions and agencies of government at every level must endeavor to facilitate and take measure to empower, through

appropriate, transparent, fair and just affirmative action, all marginalized persons' groups and communities in Zimbabwe." Makwiramiti (2011) notes that economic empowerment of previously disadvantaged people can be an important tool in improving their livelihoods and reducing poverty. A successfully implemented empowerment policy can give such people the opportunity to become more economically active by providing them with skills and enterprise development. This in turn helps to create jobs and to develop sectors possibly under or not developed, (ibid).

According to Business Council of Zimbabwe (BCZ) (2011) the need for economic empowerment dates to the 1990s with the formation of pressure groups for empowerment such as the Indigenous Business Development Centre (IDBC), Affirmative Action Group (AAG) inter alia. Thus as a response to this plight the government established the National Investment Trust (NIT) in 1996 to warehouse shares for indigenous Zimbabweans when parastatals were being privatized, (Chowa and Makuvare, 2013). All these developments culminated into the Indigenization and Economic Empowerment (I.E.E.) act of 2007. In this regard the National Indigenization and Economic Empowerment Board (NIIEB) states that the (IEE) act seeks to transform blacks from being mere suppliers of labor and consumers and enhance their participation and ownership of resources, UNODOC (2021). This study utilized the definition of the term empowerment as provided for by the indigenization Act 2007 [chapter 14:33] as "the creation of an environment which enhances the performance of the economic activities of indigenous Zimbabweans into which they would have been introduced or involved through indigenization." Thus the empowerment initiatives in the Zimbabwean context sought to provide and facilitate for the respective groups of locals to play an active role in the decisions that affect them and their communities.

2.1.3 Youth Economic Empowerment

To understand youth economic empowerment, it is important to explore how it has been used in previous studies. According to Smith et al (2018), Youth economic empowerment refers to the process of providing young individuals with the means and resources to improve their economic opportunities. Previous studies have highlighted the significance of youth economic empowerment in addressing issues such as poverty, unemployment and social cohesion UNDP (2016). Youth economic empowerment as a term has been well-defined and described contrarily by various intellectuals, Chinedu and Yunusa (2014), youth economic empowerment

refers to cautious efforts to eliminate known impairments to youth's full involvement in profitable activities that support their living. Postmus et al (2013), elaborates youth economic empowerment as an attitudinal, structural, and cultural process whereby youths gain the capacity, authority, and agency to make decisions and implement changes in their own lives and other people's lives including youth and adults. Hope (2012) also provides the meaning of youth economic empowerment as an edge that enhances youth to acquire dominance and influence in the social, economic, and political aspects of their lives through which they satisfy their needs and sort out their challenges for a better life. Chinedu and Yunus (2014) describe youth economic empowerment as crucial stages in people's lives that intend to build human capital, enhance youth to circumvent poverty, lead a better and ultimately purposeful life. The functioning definition of youth economic empowerment, according to this study, refers to a combination of efforts and initiatives originating from development stakeholders with the sole purpose of enhancing youth to access, utilize and manage the factors of production for their betterment,

2.2 Theoretical framework

2.2.0 Introduction

Youth empowerment is crucial for sustainable development and economic growth in any society. In Kwekwe a city in Zimbabwe, utilizing sports as a means of economic empowerment for the youth has gained significant attention. This theoretical framework aims to provide a comprehensive understanding of how sports can serve as an effective tool for youth economic empowerment in Kwekwe, drawing upon relevant sources and theories.

2.2.1 Human Capital Theory (HCT)

Human capital theory (HCT) is among the prevalent philosophies emanating from macro-economic development theory (Fix 2018). This theory owes its upbringing to the 1960s when Becker, in 1962, founded the idea of human capital, whereas he referred to human capital as the process of obtaining skills that can be attained through the training and education (Macintyre, 2010; Tan, 2014). The HCT is based on the assumption that an advanced level of human capital is related to enlarged productivity, which is rewarded by high paying employment in the labour market (McIntyre, 2010). Moreover, the theory asserts that individual human capital accumulation varies by race and socio-economic background (Tan,

2014). This theory possesses several strengths, making it useful in some contexts, as proven in various studies.

To begin with this theory's strength is based on its explanation of how education increases efficiency and productivity. The theory further describes that when the human cognitive level is upgraded through education, then the individual's capability is enhanced; thus, efficiency and productivity will always be higher (Wright and Constantin, 2021). To add on, this theory has the strength of providing an analysis of the economic context in education and training investment (Afolabi et al., 2019). This is to say, the theory provides a basis for investment decisions related to training and education. Also the theory provides the relationship between the training process and its impact by showing the boundaries in the training and skills available out of its training process (Hook and Courtney, 2011). Furthermore, the theory is used to evaluate education and training processes for policy makers and researchers. This means that using this theory is relevant for creating incentives based on an individual's investment in the education process, as when he or she acquires education, the reward of a high salary and other benefits is guaranteed.

2.2.2 Resource Based View Theory (RBVT)

Resource based theory is one more theory that can be useful for this study. It was established by Barney (1991), who suggests that persistent competitive advantage is obtained by strategically leveraging internal resources and capabilities. These resources can be tangible such as (financial and physical) or immaterial (such as knowledge, skills, and reputation). This theory has been several times referred to as an economic framework relevant to recognize the strategic resources exposed to the organization's advancement (AgusZainul Arifin, 2020). The formation of the resource based view theory is based on the view of Penrose (1959), who viewed the resources originate in the business as a bundle of potential services through which the organization as an administrative unit employs those resources (Kraaijenbrink et al., 2010). Wernerfelt in (1984) elaborated that the organization needs to strike a balance between the utilization of current resources and the advancing of the new resources (Armstrong, 2014).

One of the strengths noted thus subsidizing to its wide application is the linkage with HCT, the resource based view theory, just like HCT establishes an emphasis that when an organization invests in people in terms of things such as capacity building, the value of the firm increases (Cruiz and Haugan, 2019). Strength of this theory is its ability to describe affiliations between the firm's resources and the competency of individual members of the organization and its

competitive advantage (Kraaijenbrink et al., 2010). Despite the strengths offered on top, the theory has its flaws in its presentation. To begin with, some scholars such as Armstrong (2014) and Cruz and Haugan (2019) suggested that the RBV theory has incompatibility between what is regarded as the best strategy, of which RBV does not recognize that and the approach advocated by RBV does not recognize that the approach advocated by RBV theory, which endorses the use of diversity strategies for attaining competitive advantage. Secondly, the theory portrays the massive benefits of human capital. However, the theory fails to explain how the management process's challenges can prevent organizations from utilizing (Gisip and Harun, (2013)

Armstrong (2014) argues that RBV has a limitation: first it may be challenging to find resources that justify all criteria, and it provides generalized guidance on which resources. Second the external factors, for instance, product market pressure, are ignored, and a third different configuration can provide the same value for the firm. Last but not least this theory was also used in the entrepreneurial study, specifically examining entrepreneurial orientation and organizational performance. The theory was sufficient to draw the relationship between entrepreneurial behavior and organization's performance (Gisip and Harun, 2013). According to the above discussion, it is seen that the resource-based view theory is also essential in this as it has proven beneficial to examine variables such as training, which is among the components invested in human beings to increase their value, as explained by Armstrong (2014) that the theory emphasizes on investing in people which later increase their value to the firm. Therefore, according to the discussion above, which covered HCT and RBV, this study opts to include both theories in the research.

2.2.3 Social Cognitive Theory (SCT)

Albeit Bandura's social cognitive theory is a useful framework for understanding the interactions between individuals and their environment, and behavior. This theory emphasizes the reciprocal interactions between these three factors, highlighting the importance of cognitive processes, observational learning, and self-efficacy in shaping behavior and empowering individuals. In the context of using sports for youth economic empowerment, social cognitive theory can help elucidate the processes through which sports participation can lead to improved economic outcomes.

2.2.3.1 Impact of sports on youth economic empowerment

Numerous studies have highlighted the positive impact of sports on youth development, including economic empowerment. For example, Robinson and Smith (2019) conducted a study in Zimbabwe and found that sports based initiatives provided skills training, mentorship and avenues for entrepreneurship, leading to increased economic opportunities for participating youth. This aligns with the tenets of social cognitive theory, as these initiatives provided opportunities for youth to observe and learn from successful role models, develop self-efficacy, and acquire practical skills that are transferable to the economic realm.

2.2.3.2 Observational Learning and Youth Economic Empowerment.

Observational learning, a key concept in social cognitive theory, posits that individuals can learn from observing others behavior and outcomes. In the context of sports based empowerment, youth can observe successful sports professionals who have leveraged their skills and opportunities to achieve economic success. For instance, Arai et al (2018) found that youth who aspired to become professional athletes were motivated to acquire relevant skills and knowledge in order to increase their chances of economic success through sports. The role of mentors and coaches is crucial in facilitating observational learning and providing guidance on how to translate athletic skills into economic opportunities.

2.2.3.3 Self-efficacy and economic empowerment

Self-efficacy, the belief in one's capability to thrive in specific situations, is another core concept of social cognitive theory. In the context of youth economic empowerment through sports, self-efficacy plays a vital role in persuading outcome expectations and shaping youth's innovative intentions among athletes, demonstrating that characters who believe in their abilities to succeed in the economic domain are more likely to pursue entrepreneurial behaviors. Kim et al (2017) found that self-efficacy suggestively predicted entrepreneurial intentions among athletes, indicating that individuals who believe in their abilities to succeed in the economic territory are more likely to pursue entrepreneurial endeavors. Sports-based initiatives that enhance self-efficacy can thus contribute to youth economic empowerment by instilling confidence in their abilities to navigate economic challenges.

2.2.4 Ecological Systems Theory (EST)

The theory was developed by Bronfenbrenner in 1979. The theory gives emphasis to the reciprocal influence between individuals and their environment in modeling human

development (Bronfenbrenner, 1979). According to this framework, individuals are not autonomous entities, but are influenced by numerous interconnected systems or environments that surround them. These systems include the microsystem, mesosystem, exosystem, macrosystem and chronosystem. The microsystem represents the instant environments in which individuals energetically take part, such as families, schools and peer groups (Berk, 2000). In the context of sports, the microsystem includes sports clubs, trainers, coaches and teammates, all of whom play a crucial role in a young person's progress and empowerment. Positive proficiencies within the microsystem can foster social skills, personal growth, and character development, which are essential in the process of economic empowerment.

The mesosystem refers to the interconnections between different microsystems Berk (2000). For instance the collaboration between schools and sports clubs can create a supportive environment that enhances youth empowerment through sports. Effective communication and organization between these microsystems can lead to synergistic outcomes, providing opportunities for skills development, mentorship, and publicity to economic opportunities. The macrosystem as defined by Berk (2000) encompasses the broader cultural, socio-economic and political contexts that influence individual's development. It includes traditional norms, masculinity roles, financial policies, and societal values. In the context of Kwekwe, understanding the macrosystem is essential for designing effective sports programs that align with community aspirations and address local economic challenges. The cultural relevance of sports, such as traditional games or culturally significant sports, can contribute to greater engagement and opportunities for economic empowerment.

Lastly the chronosystem identifies that human expansion is influenced by ancient and temporal factors. It accounts for the changes that occur overtime, such as the shifting economic landscape, technological advancements and societal transformations (Berk, 2000). To effectively utilize sports as a tool for economic empowerment in Kwekwe it is crucial to adapt and evolve programs to address the changing needs and opportunities within the chronosystem. The theoretical framework of ecological systems theory provides an inclusive understanding of interconnected environments that influence youth economic empowerment through sports in Kwekwe. By recognizing the significance of the microsystem, mesosystem, exosystem, macrosystem, and chronosystem, stakeholders can design and implement sports programs that have a holistic and sustainable impact on youth empowerment. Understanding the ecological systems theory is crucial for policy makers, organizations and community leaders involved in promoting sports for economic empowerment in Kwekwe urban high-density suburbs.

2.3 Methodological review

2.3.1 Quantitative approaches

One example of a research that used quantitative methods to examine the use of sports as economic empowerment tool is, “The impact of sports-based youth development programs on job skills and post-secondary education,” by Dow et al (2014). In this study, the researchers used surveys and interviews to collect data on the impact of sports based youth development programs on participants` job skills and post-secondary education. The study found out that participants who participated in these programs reported an increase in their job skills and a higher likelihood of pursuing post-secondary education.

Another example is, “Sports Based Youth Development: An economic Empowerment Tool For at Risk Youth” by Jones et al (2010). In this study, the researchers used surveys and interviews to explore the economic empowerment outcomes of sports-based youth development programs. They found that these programs had a positive impact on participants' job skills, post-secondary education, and economic outcomes. The researchers also noted that there was a need for more research on the long-term effects of these programs.

2.3.2 Qualitative approaches

One example of a study that used qualitative research methods to explore the use of sports as a youth economic empowerment tool is "Exploring Sport as a Pathway to Youth Development and Economic Empowerment in Kenya" by Kithinji and Ombajo (2016). This study used interviews and focus groups to explore how sports can be used to promote youth development and economic empowerment in Kenya. The researchers found that sports can provide opportunities for skill development, social capital, and income generation. Additionally, they found that sports can be used as a tool for community development and peace building.

Another example is "Exploring Sports for Development and Peace Interventions: The Case of Pakistan" by Durrani, et al (2014). This study used interviews, observations, and document analysis to explore the role of sports in promoting development and peace in Pakistan. The researchers found that sports can provide opportunities for social inclusion, community engagement, and conflict resolution. They also found that sports can be used to promote gender equality and empower women. A third example is "Understanding 'Sport for Development' in Africa: A Qualitative Research Study on Kenyan Children's Perspectives" by Sperandio (2015). This study used focus groups and in-depth interviews to explore how children in Kenya

perceive the role of sports in their lives. The researcher found that children viewed sports as a source of enjoyment, community, and hope for the future. They also found that sports could provide opportunities for education, health, and economic development. The study highlights the importance of understanding children's perspectives when designing and implementing sports-based development programs.

2.4 Thematic literature review

2.4.1 Sports and youth development

Numerous studies have highlighted the positive impact of sports on youth development. Engaging in sports activities promotes teamwork, discipline, leadership and communication skills that are critical for personal growth and empowerment (Filo et al., 2015; Chawansky et al.; 2017) furthermore participating in sports can foster a sense of belonging, build self-esteem, and increase resilience among young people (Nicholson et al., 2017). This theme establishes the foundation for understanding how sports can contribute to the overall development of youth in Kwekwe.

2.4.2 Youth entrepreneurship and sports

Sports can also serve as a platform for youth entrepreneurship, enabling young individuals to create sustainable income generating opportunities. Through sports related enterprises such as coaching, equipment sales, event management, and sports merchandise, young people can develop their entrepreneurial and business skills (Brown, 2016; Schulenkorf et al., 2016). This theme explores the potential for sports based entrepreneurship to empower young people economically and contribute to local economic growth in Kwekwe.

2.4.3 Employment creation through sports

The sports industry offers various employment opportunities for young people, including coaching, sports administration, event management, sports journalism, and sports science (Horton, 2016; Dyrmann et al., 2020). This theme examines how sports can be utilized to address youth unemployment in Kwekwe by promoting skill development, job creation, and sustainable livelihoods. It explores successful models from other regions and identifies challenges and opportunities specific to the local context.

2.4.4 Socio-economic impact of sports participation

Participation in sports has been associated with positive outcomes for community development and economic growth. The involvement of young people in sports activities can lead to increased tourism, opportunities for infrastructure development and the growth of local businesses (Misener et al., 2017). This theme investigates the broader socio-economic impact of sports on Kwekwe, highlighting the potential for sports to stimulate economic activity, attract investment, and enhance the overall well-being of the community.

2.5 SPORTS AS A TOOL FOR ECONOMIC EMPOWERMENT IN OTHER COUNTRIES

2.5.1 England

2.5.1.1 Sports infrastructure

Brennan, (1994) says, England has established a robust sports infrastructure, consisting of well-maintained facilities and accessible spaces for sporting activities. The development and maintenance of sporting infrastructure have encouraged youth participation and created an environment conducive to skills development and talent identification.

2.5.1.2 Grassroots development

Promoting grassroots sports development has been a key focus in England. Through community based programs and partnerships with local schools, England has successfully engaged youths from a young age, providing them with opportunities to learn various sports, foster teamwork and develop essential life skills (Bello 2003).

2.5.1.3 Education and training

England has recognized the importance of education and training in empowering youths through sports. By integrating sports education and training programs into schools and colleges young athletes are provided with well-rounded education while enhancing their sporting abilities. This approach ensures that youths are equipped with practical skills and academic qualifications, increasing their employability and overall economic prospects (Clarke et al 2000).

2.5.2 America

2.5.2.1 Scholarship programs

One way America has empowered its youth economically through sports is by offering scholarship programs. Rattan (2012), many colleges and universities provide athletic

scholarships, allowing talented young athletes to pursue higher education while showcasing their skills on the field. These scholarships provide financial support, relieving the burden of tuition fees for students and their families.

2.5.2.2 Professional sports careers

America's professional sports industry offers numerous employment opportunities for young individuals. Athletes have the potential to earn lucrative contracts, sponsorships, and endorsements, making sports a viable career path. Major sports leagues, such as the NFL, NBA, MLB, and NHL, create employment prospects for skilled athletes and support their economic empowerment, (Gonzalez et al 2018).

2.5.2.3 Sports entrepreneurship

Gonzalez et al (2018), explains how sports entrepreneurship has gained significant traction in America, providing youths with avenues to build their own businesses. From starting sports clothing brands to launching training facilities, young entrepreneurs are leveraging their passion and knowledge of sports to create successful ventures. This entrepreneurial spirit not only stimulates economic growth but also cultivates self-reliance and independent thinking among youths.

2.5.2.4 Community sports programs

Gonzalez et al (2018), explains how sports entrepreneurship has gained significant traction in America, providing youths with avenues to build their own businesses. From starting sports clothing brands to launching training facilities, young entrepreneurs are leveraging their passion and knowledge of sports to create successful ventures. This entrepreneurial spirit not only stimulates economic growth but also cultivates self-reliance and independent thinking among youths.

2.5.2.5 Sports-based youth development programs

Sports-based youth development organizations focus on using sports as a tool to foster economic empowerment among young individuals. These organizations provide mentorship, educational support, career guidance, and job placement services to young athletes. By equipping them with necessary life skills and fostering their talents, these organizations create pathways for economic success.

2.5.2.6 Sports tourism and events

America's vibrant sports tourism industry generates economic opportunities for youths. Hosting sports events attracts visitors, drives local business, and creates temporary job opportunities, benefitting young individuals looking for part-time employment. Additionally, sports events contribute to the infrastructure development, further stimulating economic growth in host cities.

2.5.3 South Africa

2.5.3.1 Sports infrastructure development

South Africa has made significant investments in sports infrastructure to provide young people with opportunities to develop their skills and compete at different levels Dudfield (2014). These investments range from the construction of modern stadiums and multipurpose sports facilities to the establishment of community sports clubs. By providing accessible and well-equipped venues, South Africa encourages youth participation in sports, thereby fostering economic empowerment through talent development and the creation of employment opportunities.

2.5.3.2 Sports talent identification and development programs

South Africa has implemented various talent identification and development programs that aim to identify and nurture promising young athletes. These programs provide opportunities for youth from economically disadvantaged backgrounds to gain exposure to professional coaches, receive specialized training, and compete at regional, national, and international levels (Coalter, 2013). By investing in the development of sporting talents, South Africa not only promotes social mobility but also offers pathways for youth to secure employment in the sports industry.

2.5.3.3 Education and skills development programs

Recognizing the importance of education in youth economic empowerment, South Africa has integrated academic and vocational training programs within sports initiatives. This integration

ensures that young athletes receive a well-rounded education while pursuing their sporting aspirations. These programs offer scholarships, mentorship, and career guidance to enable youth to follow a dual pathway of academic achievement and sports excellence. By equipping young athletes with a range of skills, South Africa enhances their employability within the sports industry and beyond.

2.5.3.4 Entrepreneurship in job creation

South Africa has also implemented entrepreneurship and job creation schemes linked to sports. This includes initiatives aimed at developing sports-related enterprises, such as sports equipment manufacturing, event management, and sports tourism. By promoting entrepreneurship among youth, South Africa encourages self-employment and stimulates economic growth within local communities. Additionally, the sports industry itself generates employment opportunities in coaching, administration, marketing, and various support roles (Brewer 2013).

2.5.3.5 Social development and community engagement

South Africa recognizes that sports can be a powerful tool for social development and community engagement. Through sports-based interventions, the country promotes social cohesion, teamwork, discipline, and values that translate into positive social and economic outcomes for young individuals. This includes initiatives that address social issues such as gender inequality, violence prevention, and HIV/AIDS awareness. By leveraging sports as a platform for social change, South Africa empowers its youth to become agents of economic and societal progress.

2.5.4 Nigeria

2.5.4.1 National development policy

Nigeria has a comprehensive National Sports Development Policy in place, which recognizes the importance of sports in youth empowerment. It emphasizes the need to harness the economic potential of sports by creating opportunities for youth to engage in sports-related activities, develop essential skills, and generate income. The policy promotes grassroots sports

development and provides funding for various sports programs and initiatives targeting youth empowerment (Federal Ministry of Youth and Sports Development, 2018).

2.5.4.2 Youth empowerment and sports programs

The Youth Empowerment and Sports Program (YESP) is a flagship initiative in Nigeria aimed at empowering the youth economically through sports. YESP provides vocational training, mentorship programs, and funding for youth-led sports enterprises. The program equips young athletes with the necessary skills, knowledge, and resources to become entrepreneurs, coaches, and sports administrators, thereby promoting economic empowerment (Federal Ministry of Youth and Sports Development, 2018).

2.5.4.3 Sports based social enterprises

Nigeria has seen a rise in sports-based social enterprises, which utilize sports as a means of empowering youth economically. These enterprises provide coaching, talent development, and skill enhancement programs, enabling young individuals to not only excel in their chosen sports but also develop entrepreneurship and leadership skills. These initiatives not only generate employment but also foster sustainable economic empowerment among the youth (Usman, 2019).

2.5.4.4 Sports industry development

Nigeria has recognized the immense potential of the sports industry in driving economic growth. The government has invested in infrastructure development, including stadiums, training facilities, and sports academies, to enhance the sports industry's capabilities. Through these investments, Nigeria aims to attract international sports events, create job opportunities, and develop a thriving ecosystem that economically empowers its youth (Mohammed, 2019).

2.5.4.5 Knowledge Gap

After reviewing how other nations have empowered youths through sport, a number of knowledge gaps were identified. There is lack of research on the specific economic impact of

sports programs on youth in Kwekwe urban high-density suburbs. To add on to that there is a limited understanding of barriers faced by youths in accessing and benefiting from sports-based economic empowerment initiatives in this area. It has also been noted that there is scarcity of information on the best practices and successful strategies for integrating sports programs with economic empowerment initiatives tailored to the needs of Kwekwe's youth population.

2.6 Conclusion

In conclusion, this literature review has highlighted the significance of using sports as a youth economic empowerment tool. The evidence gathered from various studies and research articles indicates that sports can be an effective strategy for promoting economic empowerment among the youth in specific context. The literature suggests that sports can provide numerous benefits to young individuals, including the development of essential life skills, increased self-confidence, improved social integration, and enhanced physical and mental well-being. These factors contribute to the overall empowerment of youth, giving them the tools and resources necessary to succeed in various economic endeavors. Moreover, the literature emphasizes the role of sports in fostering entrepreneurship and income generation opportunities for young people. Through sports based initiatives, such as community sports clubs, sports academies, and sports events, youths are given the chance to develop their entrepreneurial skills, create employment opportunities for themselves, and contribute to the local economy. However, it is important to acknowledge the potential challenges and limitations associated with using sports as an economic empowerment tool. These include the need for sustainable funding and resource allocation, the importance of gender equality and inclusivity within sports programs, and the necessity for effective monitoring and evaluation mechanisms to ensure program effectiveness and impact.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction

This chapter provides a detailed overview of the research purpose, research paradigm, approaches to theory development, methodological choice, primary research strategy, time horizons, choosing research participants, data collection procedures, data analysis and presentations, as well as quality assurance and compliance. The methodology employed in this

study aims to gain a comprehensive understanding of how sports can be harnessed as a tool for youth empowerment in Kwekwe Urban high-density suburbs.

3.2 Research purpose

The purpose of this research study was to explore the potential of sports to economically empower youth in Kwekwe Urban high-density suburb. This was agreed by (Sekeran and Bogie 2020), who asserts that exploratory studies are carried out when not much is known about a particular phenomenon; existing research results are unclear or suffer from various limitations. The study sought to explore the various ways in which sports can contribute to the development of essential life skills, enhance socioeconomic opportunities and promote positive youth engagement and empowerment within the community.

3.3 Research paradigm

This study employs an interpretivist paradigm, which recognizes the social construction of reality and the role of human intervention in shaping social phenomena. This paradigm is well-suited for this study as it allows for the exploration of the intricate relationships between sports programs, youth, and economic empowerment within the specific social, cultural, and economic context of Kwekwe urban high-density suburbs.

3.4 Approaches to theory development

The theoretical framework for this study was developed through an inductive approach. Grounded theory was utilized to derive concepts and theories from the data collected, rather than imposing pre-existing theoretical frameworks (Charmaz, 2006). This approach allows for theory to emerge from the specific context of the study, providing a more comprehensive understanding of the relationship between sports and youth economic empowerment.

3.5 Methodological choice

3.5.1 Mixed Methods Approach

Mixed methods research as defined by Du Plessis et al (2010:456), “is a method that involves qualitative and quantitative research methods being mixed in more than one stage of the study.”

Bless et al, (2013:16) “concur that mixed method is an approach that uses both quantitative and qualitative approaches in the same study in order to confirm or elaborate on each other.” For instance this research used structured questionnaires which are quantitative in nature and interviews which are qualitative in nature. “The rationale for mixed method paradigms in research interventions (including this research study) is that the strength of one method overcomes the weakness of the other,” (Greene & Caracelli 1997:10)

It is in this appreciation of the foregoing that the researcher decided to use the mixed methods approach in the data collection process. Overall, the research design is qualitative dominant mixed methods research.

3.6 Primary research strategy

The primary research strategy for this study was a combination of questionnaires and semi-structured interviews. Participant observation allowed the researcher to immerse themselves in the sports programs and observe the interactions and dynamics between the youth participants. Semi-structured interviews were conducted with key stakeholders, including youth participants, coaches and community leaders, to gain insights into the experience perceptions and the impact of sports on economic empowerment.

3.7 Time horizons

The time horizon for this study was cross sectional. Cross sectional time horizons offer advantages in researching on the sports programs to improve youth economic development, since these designs are less expensive and consumes less time in data collection. The research used cross-sectional designs as they allow researchers to control for factors that may change over time, such as changes in the political or economic environment.

3.8 Choosing research participants

3.8.1 Population

The population of this study were the youth and all those people linked and affected by the development of the youth.

3.8.2 Sampling

Purposive or Judgmental sampling as a common non-probability method was used to come up with a sample consisting of the participants that are involved with the youth almost on daily basis. It targeted participants who were in the best position to provide the required and relevant data based on their expertise, experience and perceptions in the field of investigation. Theoretical sampling principles were employed to determine the sample size. The selected sample based on judgmental choice over cases that will best enable the answering of research questions and to meet research objectives following the recommendations of Neumann (2015); Bush and & Burns (2010); and Saunders *et al* (2013).

In selecting a sample the researcher looked at representativeness. The sample accurately reflected the characters of the population. The researcher also looked at the randomness of the selection process in order to do away with selection bias. On purposive sampling participants were selected intentionally rather than randomly. The researcher had to define specific criteria that participants had to meet that included traits such as age, experience, geographical area. In relation to the interviews carried out (five). Only five participants were chosen since there is no random selection, thereby results can not be generalized.

Participants in the quantitative research went through stratified sampling where they were divided into groups for example, age groups and types of sports. Then after stratifying the athletes a random sample was conducted within the group. The inclusion criteria included aspects like, living in Kwekwe high density suburbs, actively participate in sport.

3.8.3 Sample

“A sample is a unit within a larger population that a researcher selects to form the key focus of his/her inquiry,” (Bryman, 2012:187; Bless, 2006:99). “Besides the elements being people, they can also be towns, animals and organizations that are selected for investigation, where testing every single unit is impossible,” (Bryman, 2012:187). This research used purposeful sampling which is defined as selecting units based on specific purposes associated with answering a research study question (Teddlé & Yu, 2007:54; Maxwell, 1997:22). The units were deliberately selected because of the information they were to provide. To this end Coaches, Community leaders, Business persons, Athletes, Political leaders and School heads formed the sample frame as they are familiar with the needs of the youths that are 21 years and below. They are also involved with the youth from time to time.

The sample combined 5 participants from each group of the population. For example, from a pool of coaches just 5 were selected, the same with athletes, political leaders and school heads. This selection was informed by their location; the high-density suburbs involved are Mbizo. This was done to gain an insight on the components that contribute to the economic empowerment of the youth.

One person was interviewed from the politicians, school heads, team managers, councillors and former athletes. This was done because it was not easy to get them to sit down and do an interview.

3.9 Data collection procedures

Two methods were used for data collection that is semi structured interviews and questionnaires.

3.9.1 Qualitative

Qualitative research was employed in a study that focused on utilizing sports as a means of youth economic empowerment within the high-density suburbs of Kwekwe. The research methodology involved collecting in-depth, non-numerical data through interviews.

The researcher reviewed existing literature on youth empowerment, sports and economic development to identify key themes and gaps. The community was also engaged targeting stakeholders that is the youth, community leaders, and sports organisations who provided valuable insights into the relevant issues and constructs that should be addressed.

Basing on the literature and stakeholder input, questions were crafted to explore participants' experiences, perceptions, and suggestions regarding sports as a tool for economic empowerment. All interview questions linked directly to the overarching research questions. Each interview question was designed to elicit qualitative data that provides insights and answers to the research questions regarding the role of sports in economic empowerment and the specific context of Kwekwe urban high density suburbs. Only five interviews were conducted.

The researcher interviewed key stakeholders such as community leaders, local business owners and young people involved in sports programs. These interviews helped gather rich, detailed

insights into how sports are currently used and perceived within the community in terms of economic empowerment opportunities for the youth.

Through the qualitative research paradigm, the study was able to capture nuanced perspectives, experiences, motivations that quantitative methods alone may have overlooked. The gathered qualitative data provided a holistic understanding of the role of sports in youth economic empowerment in the specific context of Kwekwe urban suburbs, thereby offering valuable insights for policy makers, community leaders and program developers.

3.9.2 Quantitative

A questionnaire was a valuable tool used to gather data from the target population. The questionnaire included a mix of closed-ended and open ended questions to gather both quantitative and qualitative information. Closed-ended questions included demographic information about the participants such as age, gender, education level and designation. These questions provide structured data that can be easily quantified and analysed to identify patterns and trends.

Open-ended questions on the other hand, allowed participants to provide more on-depth and personal responses about their experiences with sports as an economic empowerment tool. These responses can offer valuable insights into the nuanced ways in which sports can impact the lives of young people in urban high-density suburbs. The questionnaire was designed to ensure that the responses gathered would address the research objectives and provide valuable data for analysis and interpretation. The researcher conducted a pilot test with the questionnaire to ensure that it was clear, easy to understand and elicited the desired information from participants.

Overall the use of a questionnaire in this research project have been instrumental in collecting data from a large number of participants and gaining valuable insights into the impact of using sports as a tool for youth economic empowerment in Kwekwe`s urban high-density suburbs.

3.9.3 Structured questions

Structured questionnaires use closed/prompted questions with predefined answers (Harris & Brown 2010:55; Bryman, 2012:246). Structured questions were presented with a set of fixed alternatives from which respondents had to choose the answer (Creswell & Clark, 2011:176;

Bryman, 2012:246). Questions were asked to the respondents in the same way and sequence. One of the advantages of using structured questions is that the availability of answers might help those who might not be clear about what the question requires (Behr, 1983:152).

The structured questionnaires were used for quantitative data collection. Possible responses were supplied in advance and the respondents indicated their choices which were rated on Likert Scale (Kendall, 2008:45). Seventy (70) closed questionnaires were administered to the educators. Respondents were putting a tick on the suitable answer.

3.9.4 Semi Structured Questionnaires

“A semi structured questionnaire technique uses questions that molds the respondent’s frame of reference, while at the same time giving the respondent the freedom to respond in whatever way she/he likes,” (Jarbandhan & Schutte, 2006:678; Auriacomb, 2010:477). The researcher used semi structured questionnaires with all the respondents to the questionnaire. This helped in getting more information about the problem under study. By using the semi structured questionnaires the researcher also obtained comparative information pertaining to the level of youth economic empowerment through sport. This type of data collection was used because it gave room for exploration on the topic as the respondents gave more information on the topic than that which was asked for, thereby satisfying the qualitative approach of data collection.

3.9.5 Interviews

This method was used by the researcher as a data collection method as it enabled one to probe the participants and generate deeper understanding of the topic being researched. The researcher asked questions based on the responses of the participants. In depth interviews allow interviewees to give meaning to their experiences (Guest et al 2013). The participants described their own experiences to the researcher as they see them. Semi-structured interviews were conducted with selected participants and stakeholders, using interview guides that were developed based on relevant literature and initial analysis of the data.

3.10 Data analysis and presentation procedure

3.10.1 Triangulation

The study used the triangulation data analysis procedure. This involves using multiple methods to collect and analyze data, in order to get a more comprehensive and robust understanding of

the research problem (Creswell, 2003). Frey and Eitzen (1991) went on to say this method helps to increase the validity and reliability of the findings, by providing multiple perspectives and sources of evidence. Furthermore it assisted the researcher in gaining a deeper understanding of the phenomenon under study. The results were collected from both questionnaires and interviews and then compared using tables and pie charts. The researcher looked for overlap and discrepancies. The data from questionnaires was used to provide breadth and generalizability while interview data for depth and richness. There was cross validation of key themes to look for corresponding narratives to enrich a common finding.

3.11 Quality assurance and compliance

3.11.1 Validity and Reliability

This research like any other has its innate gaps emanating from different angles; nevertheless, the researcher attempted to seal and mass all possible sources of bias and renders all entrenched weakness to the minimal. The use of mixed methods promotes validity through triangulation which is seeking conjunction and validation of findings from different methods that study the same phenomenon. Teddlie and Tashakkori, (2016) views that mixed methods complementary seek for elaboration, illustration, enhancement, and clarification of the findings from one method with results from the other method of development using the findings from one method to help inform the other method. Paramount among weakness of the aggregate findings of this particular research is the use of questionnaires as the mainstream data collection tools; in light of their shortcomings in soliciting effective data. Questionnaires have inherent inability to capture non-verbal responses as well as having a limited probing capacity. For this reason mainly, the researcher instituted a backup strategy in form of a semi-structured interview that aimed at ramping the underscored blind spots integral in a questionnaire, in order to ensure both Parallel- Form Reliability and Interim Consistency Reliability, as well as Construct (convergent) Validity.

3.11.2 Ethical Considerations

To ensure the integrity and rigor of this study, ethical considerations were adhered to throughout the research process. Informed consent was obtained from all participants, and their confidentiality and anonymity was guaranteed. The research process complied with the ethical

guidelines set forth by the relevant institutional review board (IRB) to protect the rights and welfare of the research participants.

According to Bhattacharjee, (2012:135),“informed consent ensures that the respondents of the research participated freely without physical or psychological force from the researcher.” Hence, the agreement before the commencement of the research between the researcher and the respondents is based on open information concerning the nature, duration, and purpose of the research.

Anonymity also guided this research. The respondents did not like to disclose their status. Thus, the researcher was bound by the ethic for different implications this particular research posed to the respondents. The other ethic is the respect for privacy. This is a right in itself that the researcher has to be sensible to what was permissible and not during the course of conducting the research.

Last but not least confidentiality was assured. Bhattacharjee (2012) notes that the information obtained from the respondents was not be disclosed to anyone else without their knowledge as this may have detrimental effects to them. Hence, the researcher has to ensure that the information obtained is to be used as per agreement reached about the purpose of the study and where possible about its publication into the public domain the respondents will be notified.

3.12 Chapter summary

This chapter presented an overview of the research on using sports as a youth economic empowerment tool in Kwekwe Urban. It discussed the research purpose, research paradigm, approaches to theory development, methodological choice, primary research strategy, time horizons, choosing research participants, data collection procedures, data analysis and presentations, quality assurance, and compliance. The chapter highlighted the importance of understanding the impact of sports on youth empowerment and provided insights into the research design and procedures that will be employed in subsequent chapters.

CHAPTER 4: RESULTS

4.1 Introduction

This chapter presents the results of the mixed methods research study on the use of sports as a youth economic empowerment tool. The first part of the chapter presents the results of the surveys conducted with teachers, youth and community members. The second part of the chapter presents the results of the interviews conducted with the Director of housing of the local council, politicians and head coaches. The data is presented in a clear concise manner, with charts, tables and quotes from the interviews to illustrate key findings.

4.2 Response rate

Table 1 showing the response rate of participants

Tools	Tools distributed	Tools completed	Total %
Interviews	5	4	80 %
Questionnaires	35	29	83 %
Total	40	33	83 %

The response rate of the research participants in this study where 29 out of 35 questionnaires were completed and returned indicates a commendable level of engagement. A response rate of approximately 83% for the questionnaires suggests a high degree of willingness and interest among the participants to contribute to the research. Furthermore, conducting 4 out of 5 interviews demonstrates a strong level of participation from potential interviewees. The high rate of participation in the interviews (80%) further underlines the significance and relevance of the research topic to the participants. The data collected from these responses are likely to be rich in insights and perspectives, providing a solid foundation for the dissertation and potentially yielding valuable findings. The high response rates for both the questionnaires and interviews indicate a successful engagement with the research participants suggesting that the study has the potential to generate meaningful and significant results in the context of using sports as a tool for youth economic empowerment.

4.3 Demographic data

Table 2 showing demographic data of participants

Designation	Coaches	Players	Council leaders	School head	Politicians	Total
Gender:						
male	10	3	1	1	1	
Females	12	4		1		
Total	22	7	1	2	1	33
Age						

15-20		1				
21-30		2				
31-40	4					
41+	22		1	2	1	
Total	26	3	1	2	1	33
Education						
No formal						
Primary		1				
Secondary		1				
Certificate	2					
Diploma	11	2			1	
Degree	12		1	2		
Post graduate						
Total	25	4	1	2	1	33

The demographic profile presented showcases a diverse range of participants in terms of gender, age, education level, designation, and experience within the sports industry. It reflects a mix of individuals across different age groups and educational backgrounds, holding various roles such as coaches, former players, council leaders, school heads, politicians and players. The distribution of experience in the sports industry also varies, indicating a blend of both seasoned professionals with extensive experience and those just starting out in the field. Overall, this diverse demographic composition can provide valuable insights and perspectives when studying the use of sports as a tool for youth economic empowerment.

4.4 PRESENTATION AND ANALYSIS OF DATA LINKED TO THE RESEARCH OBJECTIVE

4.4.1 Results from the questionnaires

4.4.1.1 How can sports be used as a youth economic empowerment tool?

4.4.1.1.1 An understanding in community development initiatives.

Table 3 showing understanding in community development initiatives

This question sought to interrogate if the participants have an understanding in community development initiatives.

	YES	NO
NO. of Participants	20	9

The results above indicate that the majority of participants have a strong understanding of community initiatives and their role in promoting youth economic empowerment. Some of the key definitions given by participants include: *P1 “Community initiatives are projects or programs that are designed to benefit the local community”*. *P2, “community initiatives often involve partnerships between different organizations or groups, such as businesses, government agencies and community groups”*. *P3 “community initiatives can take different forms, but often focus on issues such as education, health or economic development.”* Some examples of community initiatives mentioned by participants including road maintenance, construction of a bridge in Mbizo 18, housing project in Rutendo, nutrition garden, netball coaching and athletics academy to mention a few. These examples demonstrate the variety of ways in which community initiatives can be implemented to promote youth economic empowerment.

4.4.1.1.2 Involvement in community development initiatives

Table 4 showing number of participants who have been involved in community development initiatives.

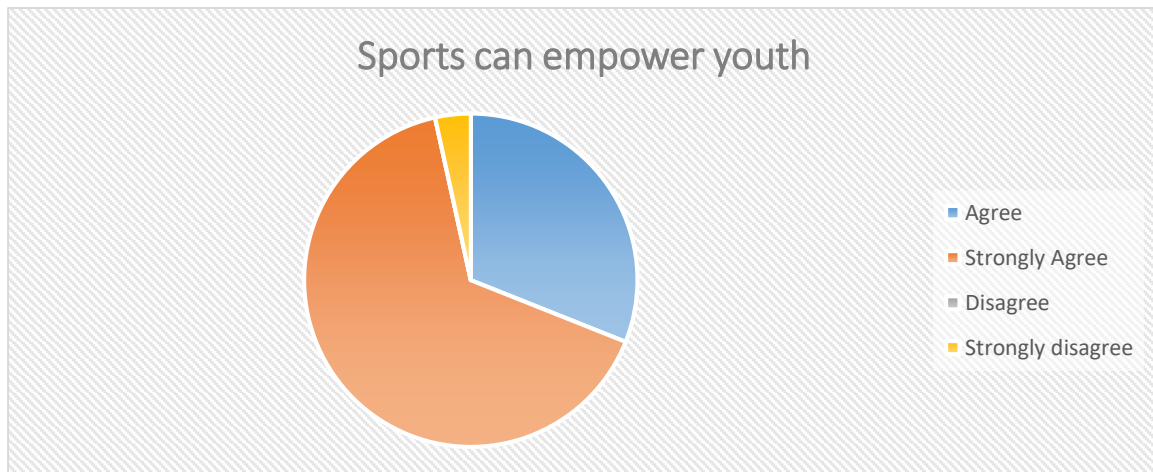
The question seeks to interrogate the number of years in which the participants have been involved in community development initiatives.

No. of years	None	0-5 years	6-10 years	11-20 years	20 +
Participants	8	10	7	2	2

The results above shows that most of the participants have been involved in community development initiatives for a relatively short period of time, with the majority (33 out of 29)

having been involved for 10 years or less. This could be due to a number of factors, such as the limited number of opportunities available, the lack of awareness of these initiatives, or the relatively recent emergence of community development initiatives. On the other hand, it could also be that most participants are relatively young, and thus have not had the opportunity to be involved in such initiatives for a long period of time.

4.4.1.1.3 Do you agree that sports can empower youth economically?



The results indicate that the majority of the participants strongly agree that sports can empower youth economically. The participants indicate a variety of ways in which sports can empower youth economically. *P1 indicated that sports can provide a source of income, through opportunities such as professional sports, sponsorship deals or coaching programs. P 2 outlined that sports can improve employability by developing skills such as team-work, discipline and leadership. P 3 mentioned that sports can promote entrepreneurship by providing opportunities to start and run businesses, such as sports clubs and sports retail stores. P 4 also indicated that sports can create opportunities for networking and collaboration with other individuals and organizations. P 5 mentioned that sports can foster a sense of pride and identity, which can lead to increased motivation and productivity.* The above shows that sports can be a source of pride and achievement for youth and can help to boost their self-esteem.

4.4.1.2 What is the current state of youth economic empowerment in Kwekwe?

4.4.1.2.1 Sports programs targeting youth in Kwekwe District

The majority of participants indicated that sports can indeed be a powerful tool for economic empowerment among the youth. P1 highlighted how engagement in sports can help young people develop valuable skills such as teamwork, leadership, communication and problem solving. These skills are not only essential for success in sports but also transferrable to various economic opportunities. P 2 noted examples of young athletes who have successfully leveraged their sports careers to create entrepreneurial ventures. He mentioned, Kasinauyo Edzai who started football academy and Nyasha Charandura who started athletics academy. From launching their own sportswear brands to starting sports academies, these individuals exemplify how sports can lead to economic empowerment. P3 said that sports scholarships and opportunities for professional sports careers are pathways to economic empowerment. Many participants shared stories of young athletes who were able to access education and secure employment through their involvement in sports. This analysis suggests that sports can play a significant role in empowering youth economically. By providing opportunities for skill development, entrepreneurship, education and employment, sports serve as a valuable platform for young individuals to achieve economic independence and success. Going forward, further research and initiatives are needed to maximize the potential of sports as a youth economic empowerment tool.

Table 5 showing challenges in implementing sports programs

4.4.1.2.2 Challenges in implementing sports programs

	YES	NO	NOT SURE
No. of participants	25	1	3

The majority 86% of the participants indicated that there are challenges in implementing sports programs. 3% indicated that there are no challenges in implementing sports programs and 10% were not sure if there are any challenges. The results highlighted a number of challenges faced by youth in implementing sports programs for economic empowerment. Some of the most

commonly mentioned challenges were lack of funding or resources to sustain programs over time, limited access to facilities or equipment, especially in low-income communities, difficulty in recruiting and retaining volunteers and staff and challenges in attracting participants especially those from low income or at risk backgrounds. The participants also mentioned low levels of awareness or understanding of the benefits of sports programs and lack of cooperation or support from local government or other organizations.

These challenges make it difficult to effectively implement sports programs for youth economic empowerment. However, the participants also mentioned creative solutions to overcome these challenges, such as: partnering with local businesses or organizations to secure funding or resources, utilizing public places or temporary facilities to host programs. The research also suggest leveraging the power of social media and other technologies to promote programs, utilizing youth leaders or role models to help recruit and retain participants and creating partnerships with schools or community centers to increase access to programs.

4.4.1.2.3 Can sports be used as a tool for youth economic empowerment?

In general, the data collected from the participants suggests that sports can be used as a tool for youth economic empowerment. While some participants acknowledged that sports alone cannot solve all of the economic challenges facing young people, they did highlight a number of benefits that sports can provide, including increased self-confidence and self-esteem, better physical and mental health, improved social skills and social support networks, better educational outcomes and increased chances of finding employment. These findings suggest that sports can play an important role in helping young people to develop the skills and attributes that can lead to economic empowerment.

4.4.1.2.4 Community involvement in sports initiatives

The results from the participants suggest that there is a significant level of support for these initiatives, but that there is also a need for more community involvement and awareness. For example, many participants noted that there is a lack of knowledge about the benefits of youth sport initiatives, and that more needs to be done to promote these initiatives to the wider community. In addition, many participants highlighted the need for more financial support for youth sport initiatives, in order to ensure that they can continue to provide positive outcomes

for young people. Overall, it appears that there is a strong willingness within the community to support youth sport initiatives, but that there are still some barriers that need to be overcome in order for these initiatives to be truly successful. It is hoped that with more awareness and support, youth sport initiatives can be a positive force for change in the community, and can help to create a brighter future for young people.

4.4.1.3 What sports strategies or interventions can be employed to address youth economic empowerment initiatives?

4.4.1.3.1 Strategies to increase community participation in youth sports programs

Based on the data collected, it appears that there are a few key strategies that can be employed to increase community participation in youth sports programs. These strategies include making programs more affordable and accessible to all members of the community, promoting the programs through local schools, media, and social media and engaging with local businesses to provide sponsorship and support. The results also suggested creating opportunities for community members to volunteer and get involved and promoting the health and social benefits of participating in youth sports. These strategies can help to ensure that everyone in the community has the opportunity to participate in youth sports, and that the programs are seen as a valuable and worthwhile investment for the community. It is important to remember that community participation is not just about getting people to turn up to games and events, but also about involving them in the decision-making and planning processes, so that they feel a sense of ownership and pride in the programs.

4.4.1.3.2 Resources needed to enhance youth sports programs

The participants suggested the following resources that may be needed to enhance youth sports programs. P 1 mentioned funding and financial support, both from public and private sources. P 2 suggested facilities such as sports fields, gyms and community centers. P 3 cited equipment, including uniforms, balls, nets and other supplies. P 4 advocates for coaches, trainers, and other experts to provide instruction and guidance. P 5 mentioned transportation, to help participants get to and from practices and games. P 6 stated nutrition and health education, to support the physical and mental well-being of athletes. Lastly, P 7 mentioned publicity and marketing, to increase awareness and participation in programs and community involvement and engagement

4.4.1.3.3 Recommendations to improve the effectiveness of sports in promoting youth economic empowerment

Based on the data collected, there are a few recommendations that could be made to improve the effectiveness of sports in promoting youth economic empowerment. These recommendations include creating more opportunities for youth to be involved in sports at a professional level, providing more funding for youth sports programs and encouraging businesses to provide mentorship and internship opportunities for youth athletes. The participants also mentioned making sports programs more accessible to all young people, regardless of socioeconomic status or ability, increasing awareness of the economic benefits of sports participation, both at the individual and community level and improving the infrastructure and facilities available for youth sports programs. These recommendations are aimed at creating an environment where young people have the opportunity to develop the skills and attributes needed to be successful in life, both on and off the field. It is important to remember that sports should not be seen as an end in itself, but rather as a tool that can be used to promote social and economic development in communities.

4.4.1 Results from the interviews

4.4.1.1 What is your understanding on youth economic empowerment?

The Head of School A defined youth economic empowerment as *“providing young people with the skills and knowledge they need to enter the workforce and be successful in life.”*

The Head of School B defined youth economic empowerment as *“providing opportunities for young people to earn an income, save money and invest in their future.”*

The Politician defined youth economic empowerment as *“giving young people a voice in the political process and making sure their needs are represented in policy decisions.”*

The Housing Director defined youth economic empowerment as *“improving the quality of life for young people by providing access to affordable housing, quality education, and safe and healthy communities.”*

These different perspectives highlight the importance of defining youth economic empowerment in a way that is relevant to the specific context and needs of the individual or

community. It is clear that there is no one-size-fits-all definition of youth economic empowerment and that different approaches may be needed depending on the circumstances. Based on the responses given, it appears that there is a need for more focus on the role that sports can play in youth economic empowerment. While all of the respondents mentioned the importance of education and employment, only two (The Head of School A and The Politician) mentioned sports as a potential pathway to economic empowerment. This could be because the other respondents may not have considered the potential of sports in this context, or they may not have been aware of the evidence that links sports participation to improved economic outcomes. The responses also highlight the importance of considering the context in which youth economic empowerment initiatives are being implemented. For example, The Housing Director emphasized the need to address issues such as affordable housing and safe communities in order to create an environment where young people can thrive. Similarly, The Politician mentioned the need for policies that support young people, such as job training and apprenticeship programs. This suggests that a holistic approach is needed to address the many different factors that contribute to youth economic empowerment.

4.4.1.2 What is the current state of youth economic empowerment in Kwekwe urban suburbs?

The results review that the current state of youth economic empowerment in Kwekwe Urban Suburbs is mixed. The Head of School A and The Politician both expressed concern about the lack of opportunities for young people, particularly in terms of education and employment. However, the Head of School B and the Housing Director mentioned some positive initiatives that are being implemented to improve the economic situation for young people. These include job training programs, apprenticeships and microfinance initiatives. Overall, it seems that there is some progress being made, but that more needs to be done to improve the economic situation for young people in Kwekwe Urban Suburbs. It is worth noting that the interviewees did not mention any specific initiatives related to sports, which suggests that this is an area that has been overlooked. Based on the evidence that links sports participation to improved economic outcomes, it is clear that sports should be more actively considered as a potential tool for youth economic empowerment. One additional factor to consider is the role of technology in promoting youth economic empowerment. While none of the interviewees mentioned this directly, it is clear that access to technology and digital literacy are important for young people in today's world. The ability to use technology to access information, learn new skills, and

connect with others can open up new opportunities for young people and help to level the playing field.

One of the key themes that emerged from the responses of the interviewees was the importance of considering sports as a tool for youth economic empowerment in a holistic way. While the focus of many sports programs is on physical activity and health, the interviewees emphasized that sports can have much wider benefits, such as improving academic performance, developing social skills, and providing opportunities for personal development. This suggests that a more integrated approach is needed to fully realize the potential of sports to promote economic empowerment. Another key theme that emerged was the need for partnerships and collaboration between different organizations and stakeholders in order to effectively promote youth economic empowerment through sports. This includes local governments, schools, businesses, community organizations and sports clubs. By working together, these different groups can pool their resources and expertise to create sustainable and effective programs that meet the needs of young people. Another theme that was evident in the responses was the importance of providing tailored and specific programs that address the unique needs of young people. This means taking into account factors such as age, gender, location, and economic status when developing sports-based economic empowerment programs. This will ensure that the programs are more relevant and effective for the target audience. Overall, the responses from the interviewees provided a lot of food for thought on the topic of sports as a youth economic empowerment tool. It is clear that there is a lot of potential for sports to play a positive role in the lives of young people, but that there are also some challenges and barriers that need to be addressed.

4.4.1.3 How effective are sport-based programs on youth employment and empowerment?

The interviewees provided a range of perspectives on the effectiveness of sports-based programs on youth employment and empowerment. The Head of School A highlighted the importance of using sports as *a vehicle for teaching life skills and values that can help young people find and keep jobs*. The head of School B emphasized the role of sports in *promoting physical health and well-being, which can improve job performance and productivity*. The Politician focused on the potential of sports to *provide opportunities for social mobility and*

economic advancement, especially for disadvantaged groups. The Housing Director highlighted the potential of sports to *foster community cohesion and create a sense of belonging, which can be a driver of economic empowerment.* These different perspectives suggest that sports-based programs can be quite effective in promoting youth employment and empowerment, but that the specific effectiveness will depend on the specific program and the target group. For example, programs that focus on physical fitness may have more of an impact on health and well-being, while programs that focus on life skills may have more of an impact on job readiness and employability. While all of the interviewees expressed positive views about the potential of sports to promote economic empowerment, there were some limitations and challenges that were also identified. One of the biggest limitations mentioned was the lack of funding for sports programs, which can limit their reach and impact. Another challenge mentioned was the lack of qualified coaches and trainers to deliver sports-based programs. Some interviewees also mentioned the need for more data and evidence to demonstrate the effectiveness of sports-based programs. Other limitations and challenges mentioned included a lack of access to facilities and equipment, and the need for better coordination and cooperation between different stakeholders.

4.4.1.4 How do you think participation in sports can positively impact the economic empowerment of the youth in Kwekwe urban suburbs?

The interviewees provided a variety of explanations for how they think sports can positively impact the economic empowerment of the youth in Kwekwe Urban Suburbs. Head of School A mentioned that *"Sports can teach youth important life skills like teamwork, discipline and goal-setting, which are key to success in the workforce. Sports can also provide a positive outlet for youth, which can reduce the risk of engaging in risky behaviours that can lead to unemployment or other negative outcomes."* The Head of School B elaborates that *"Sports can help youth develop physical and mental health, which can improve their ability to work and earn a living. Sports can also provide networking opportunities, which can lead to job opportunities or other connections that can lead to economic empowerment. Finally, sports can give youth a sense of pride and self-worth, which can motivate them to work hard and achieve their goals."* The Politician also supports that *"Sports can create a sense of community and togetherness, which can foster a sense of civic engagement and responsibility. This can*

lead to youth feeling a sense of ownership over their community and an interest in its economic development. In addition, sports can help to attract businesses and investment to the community, which can create jobs and other economic opportunities for youth." The Housing Director revealed that *"Sports can improve the overall quality of life in the community, which can create a more attractive environment for businesses and economic activity. In addition, sports can help to create a more cohesive and peaceful community, which can reduce crime and violence, and create a more stable environment for economic development. Finally, sports can help to create a culture of hard work and dedication, which can lead to greater success in other areas of life, including economically."*

From the above enlightenments, the interviewees see a variety of ways in which sports can positively impact the economic empowerment of youth in Kwekwe Urban Suburbs. While the interviewees all agreed that sports can positively impact youth economic empowerment, there were some potential challenges and limitations to consider. One limitation that was mentioned was the cost of participation in sports, which can be a barrier for low-income families. This can create a gap between those who have access to sports and those who do not, which could further exacerbate economic inequality. Another challenge mentioned was the potential for sports to become a form of exclusion, where those who are not good at sports or do not have access to them are left behind. This could create a negative impact on the community, rather than a positive one. Finally, another potential limitation is that sports may not be seen as a priority by policy-makers or other decision-makers, which could lead to a lack of funding or resources being allocated to sports programs. This could result in a lack of infrastructure or facilities, which would limit the benefits that could be gained from sports participation. Despite these potential challenges, it is clear that the interviewees all feel that sports can be a powerful tool for economic empowerment, if implemented correctly and with the right support.

4.4.1.5 What specific skills or experiences do you believe young people can gain through sports that can be valuable for their economic success?

The interviewees gave a variety of responses to this question, highlighting the different ways in which sports can help to develop skills and experiences that can be beneficial for economic success. The Head of School A highlighted the importance of learning to work in teams, follow rules and work towards a common goal as valuable skills for the workplace. The Head of School B stressed the importance of developing discipline, determination and perseverance

through sports, which can be crucial for finding success in any field. The politician focused on the social skills that can be developed through sports, such as networking, collaboration and communication which are essential for building relationships and advancing in the workforce. The Housing Director highlighted the importance of developing physical health and fitness through sports, which can lead to improved productivity, energy and focus, all of which are important for success in the workplace.

While the responses from the interviewees highlighted some of the key skills and experiences that can be gained through sports, it is important to consider whether these benefits can actually lead to economic success. One potential critique is that there is no guarantee that the skills and experiences gained through sports will lead to economic success. While these skills may be valuable, they do not necessarily guarantee a job or economic opportunity. Additionally, while sports can provide social and networking opportunities, this does not mean that young people will be able to find a job or career through these connections. Another potential critique is that there may be other factors that play a larger role in economic success, such as education, access to resources and socioeconomic background. This means that even if a young person has gained valuable skills and experiences through sports, they may still face other barriers that prevent them from achieving economic success. Despite these critiques, it is still clear that sports can provide a range of benefits that can be valuable for young people's future economic success.

4.4.1.6 In what ways have you seen sports programs or initiatives directly contribute to the economic empowerment of the youth in Kwekwe?

The responses from the interviewees highlighted a number of ways in which sports programs and initiatives have contributed to the economic empowerment of the youth in Kwekwe. The head of School A mentioned that the school has seen an increase in student employment after the implementation of a sports program that provides job training and placement assistance. The head of School B mentioned that the school has seen an increase in graduation rates, as well as a decrease in dropout rates, since implementing a sports program that includes mentorship and tutoring. The politician highlighted the success of a local sports league that has provided scholarships and other financial support to students, as well as opportunities for youth to gain work experience and develop leadership skills. The Housing Director mentioned that a sports program in the community has helped to increase property values and attract new businesses to the area, creating jobs and opportunities for young people.

These are just a few examples of how sports programs and initiatives have directly contributed to the economic empowerment of the youth in Kwekwe. It is clear that these programs have had a positive impact on the community and the lives of young people. While these examples provide a snapshot of the impact of sports on youth economic empowerment in Kwekwe, it is important to consider some potential limitations. For example, these specific programs may not be representative of the entire community, or may not be accessible to all young people. In addition, the specific economic outcomes that have been observed in these cases may not be directly attributable to the sports programs, and may instead be due to other factors, such as economic growth or increased investment in the area. Despite these limitations, the examples do demonstrate the potential of sports to have a positive impact on youth economic empowerment

4.4.1.7 What are some existing challenges or barriers that young people face in leveraging sports for economic empowerment in Kwekwe urban, and how can they be addressed?

The interviewees identified a number of challenges and barriers that young people face in leveraging sports for economic empowerment in Kwekwe Urban. The Head of School A mentioned the lack of available infrastructure and facilities as a major challenge. He stated that many young people do not have access to safe and appropriate places to play or practice sports, which limits their ability to participate and develop their skills. The Head of School B mentioned the lack of funding as a major challenge. She stated that many youth sports programs rely on donations or grants, which are not always available or sustainable. This limits the ability of these programs to grow and reach more young people. The Politician mentioned the lack of coordination and collaboration between different organizations as a challenge. They mentioned that many organizations have their own agendas and goals, which can lead to competing interests and limited cooperation. This makes it difficult to create a comprehensive approach to youth economic empowerment through sports. The Housing Director also mentioned the lack of awareness about the benefits of sports as a challenge. They stated that many young people and their families are not aware of the potential economic benefits of sports participation, and therefore do not prioritize sports as a way to improve their economic situation.

While the challenges identified by the interviewees may not be unique to Kwekwe Urban, they do highlight some of the specific barriers that young people in this community face. It is important to address these challenges in order to create a more comprehensive and effective approach to youth economic empowerment through sports. One way to address the lack of infrastructure and facilities is to create partnerships between sports organizations and local governments to build and maintain facilities. Another way to address the lack of funding is to create more sustainable models for sports programs, such as through corporate sponsorships or social enterprise models. To address the lack of coordination and awareness, it is important to create a central coordinating body or organization that can bring together different stakeholders and raise awareness about the benefits of sports. This could include a public information campaign or targeted outreach to specific groups, such as parents and community leaders. Overall, it is clear that addressing these challenges will require a multi-faceted approach, involving a variety of stakeholders and organizations.

4.4.1.8 How can local organizations, businesses, or government entities support and promote economic opportunities through sports for the youth in Kwekwe urban?

The interviewees suggested a number of ways that local organizations, businesses, and government entities can support and promote economic opportunities through sports for the youth in Kwekwe Urban. The Head of School A suggested that local organizations and businesses could provide financial support for sports programs, either through direct donations or through in-kind donations of equipment or facilities. They also suggested that businesses could offer internships or apprenticeships to youth athletes, or provide job training and employment opportunities. The head of School B mentioned that government entities could provide funding for sports programs, as well as tax breaks or incentives for businesses that sponsor or support sports initiatives in the community. They also suggested that government could create policies and regulations that support youth economic empowerment through sports, such as by requiring businesses to provide paid time off for youth athletes to participate in competitions or requiring public spaces to be accessible for sports activities. The Politician suggested that government entities could create partnerships with schools and sports organizations to promote the benefits of sports participation to youth and their families. They also mentioned the importance of creating laws and policies that protect the rights of young athletes and ensure fair and equitable access to opportunities. The Housing Director suggested

that government entities could invest in the infrastructure and facilities needed to support youth sports programs, such as by building and maintaining parks, gyms, and other public spaces. They also mentioned the importance of ensuring that sports programs are inclusive and accessible to all young people, regardless of their ability or socioeconomic status.

These are just a few of the many ways that local organizations, businesses and government entities can support youth economic empowerment through sports. One common theme that emerged from the interviewees' responses is the need for a comprehensive and collaborative approach to supporting youth economic empowerment through sports. While each individual suggestion has merit, it is clear that no single solution will be enough to make a lasting impact. There is need to be a coordinated effort between all stakeholders to ensure that youth athletes have access to the resources, opportunities and support they need to succeed. Another theme that emerged is the need for long-term planning and investment in order to ensure sustainable and meaningful impact. For example, investing in infrastructure or funding youth sports programs may take time to show results, but it is an important step towards creating a system that will benefit young people for years to come. Finally, it is important to consider the role of the youth themselves in this process. While adults and institutions can provide support and opportunities, it is ultimately up to the youth to take advantage of those opportunities and make the most of them.

4.4.1.9 What role do you see mentorship and networking in sports playing in the economic empowerment of the youth in Kwekwe urban?

All the participants agreed that mentorship and networking play an important role in the economic empowerment of youth in Kwekwe Urban. The Head of School A highlighted the importance of mentorship in providing guidance and support to young athletes, helping them to set and achieve goals, and build relationships with role models and mentors. The Head of School B mentioned the importance of networking in helping young athletes connect with potential employers, sponsors, and other resources. She also mentioned that networking can help young athletes build their personal brands and gain visibility in the community. The Politician mentioned that networking is not only important for finding employment opportunities, but also for building relationships with community leaders and decision-makers. He emphasized the importance of having a voice and being heard in decision-making processes

that affect the lives of young people. The Housing Director highlighted the role of mentorship and networking in creating a sense of belonging and community for young athletes. He also mentioned that mentorship and networking can help to break down barriers and create a more inclusive environment for all young people.

From these responses, it is clear that mentorship and networking play a key role in helping young athletes navigate the world of sports and achieve their goals. First, the role of mentorship and networking in economic empowerment is often overlooked, but it is a crucial component of success. Second, it is important to note that these opportunities need to be accessible to all young people, regardless of their background or circumstances. Third, the participants all emphasized the importance of having a voice and being heard, which suggests that there may be a lack of representation of young people in decision-making processes. Lastly, in sports economic empowerment, it is also important to consider the role of education and other factors in creating a holistic approach to empowerment. The participants' responses focused primarily on the benefits of sports for individual youth. However, it is also important to consider the broader social and economic impact of sports on the community as a whole. Sports can contribute to economic development by attracting investment and tourism, creating jobs and improving community infrastructure. In this sense, sports can serve as a catalyst for positive change in a community, rather than simply benefiting individual athletes.

4.4.1.10 what sports strategies or interventions can be employed to address youth economic empowerment initiatives in Kwekwe-Urban?

The participants identified a variety of strategies and interventions that could be used to promote youth economic empowerment through sports in Kwekwe Urban. The Head of School A mentioned the importance of expanding access to sports, such as by increasing the number of facilities and providing scholarships for low-income youth. They also suggested creating partnerships with local businesses to provide job shadowing and apprenticeship opportunities. The Head of School B emphasized the need to create safe and inclusive spaces for youth to participate in sports. They suggested providing training for coaches and volunteers on topics such as inclusion, equity, and anti-discrimination. They also suggested creating sports clubs and leagues that specifically focus on underserved or marginalized groups, such as girls or youth with disabilities. The politician highlighted the importance of government support for sports initiatives. They suggested creating policies and funding mechanisms that support youth

sports, such as tax breaks for sports organizations or grants for youth sports programs. They also suggested creating an office or department within the government that is specifically focused on youth sports. The Housing Director proposed the creation of "Sports Enterprise Zones" in Kwekwe Urban. These would be designated areas where sports organizations would receive incentives such as tax breaks, reduced licensing fees, and priority access to government funding. These zones would be designed to attract businesses and create jobs in the sports sector. It is worth noting that while the participants had different perspectives and ideas, they all shared a common goal of using sports to positively impact the lives of youth in Kwekwe Urban. It is also important to consider the role of other stakeholders in promoting youth economic empowerment through sports. For example, the private sector, non-profit organizations, and the media all have a role to play in supporting these initiatives.

4.5 CHAPTER SUMMARY

This presented the results from the questionnaires and interviews with participants revealed a variety of ways in which sports can impact youth employment, education and entrepreneurship. However, it is important to consider the limitations and challenges that need to be addressed in order to maximize the impact of sports in youth economic empowerment. The next chapters will present the findings and give recommendations to the study.

CHAPTER 5 Findings

5.1 Introduction

The preceding chapter focused on the methodology and data collection methods that were used in the study. The key data collection instruments that were used were semi structured questionnaires, and Interviews. These data collection instruments were used with sports managers, youth, teachers, politicians and councillors in Kwekwe urban High-density Suburbs. The majority of the respondents were teachers who are mostly involved with the youth, the sports managers or coaches in Kwekwe high-density suburbs from different sports codes, the youth in the same area again, the local councillors and the Interviews were done with the local Member of Parliament and the CEO of the Kwekwe city council.

This chapter presents the data and data analysis on the use of sports as a youth economic empowerment tool in Kwekwe urban high-density suburbs. The data was collected over a period of two months between January 20 and March 20 2024. The data presented in this chapter was analysed and interpreted using both qualitative and quantitative methods, thereby utilising the mixed method approach as discussed in chapter 3.

The data is presented in two sections, the data gathered from the sports managers, educators, youth and athletes and also the data from the interviews of the local Member of Parliament and the CEO of the Kwekwe City Council. The research questions that the analysis will seek to answer are listed below:

5.2 Conclusions

5.2.1 Research Questions

1. How can sports be used as a youth economic empowerment tool in Kwekwe High-Density Suburbs?

The findings from this study suggest that sports programs can be an effective tool for youth economic empowerment in Kwekwe urban high-density suburbs. The programs provide opportunities for skill development, networking, and resilience, all of which are key to enhancing youth employability and economic mobility. In addition, the programs serve as a means of social inclusion, improving the overall well-being of the participants and their communities.

The research findings also highlight the importance of addressing the economic instability in Kwekwe and the need for additional resources to support the continued development and sustainability of these programs.

2. What is the current state of youth economic empowerment in Kwekwe High-density Suburbs?

Kwekwe urban high-density suburbs face significant challenges related to youth economic empowerment. High levels of poverty, limited educational and employment opportunities, and a lack of access to resources make it difficult for young people to participate in the formal economy. These challenges are compounded by the unstable political and economic environment in Zimbabwe, which has made it difficult for the government and other stakeholders to address these issues.

4. How effective are sports programs on youth economic empowerment and employment?

The research findings suggest that sports programs have appositve impact on youth economic empowerment and employment in Kwekwe urban high-density suburbs. Participants reported increased skills, improved health, and increased social capital, all of which can lead to better economic outcomes.

While these findings are promising, there is still need for additional research on the long-term effects of sports programs on youth economic empowerment and employment in low-income urban areas like Kwekwe.

5. What sports strategies can be employed to address youth economic empowerment initiatives in Kwekwe Urban High-Density Suburbs

- i) The findings of this study suggest that several sports strategies can be employed to address youth economic empowerment in Kwekwe urban high-density suburbs, these include but not limited to skill development: sports programs should incorporate skill development, such as leadership, teamwork, and communication to enhance participants` employability.
- ii) Networking: sports programs should create opportunities for participants to network with community members and potential employers to enhance their economic mobility.
- iii) Resilience: sports programs should include activities that help participants develop resilience and overcome challenges related to economic stability.

Discussion

5.3 New Insights

5.3.1 Novel Findings

Sports programs can have a significant positive impact on the financial health of participants, particularly those in disadvantaged communities, can also serve as a springboard for young people to pursue higher education and career opportunities, have a significant positive impact on the physical and mental health of participants, furthermore they can be a powerful tool for building social capital and strengthening community bonds and play a role in reducing crime and delinquency among young people.

The research findings had links to the conceptual framework, for the youth, it was discovered that sports provide youth with opportunities to develop various skills, such as teamwork, leadership, discipline, and resilience. These soft skills are essential for future employment and entrepreneurial endeavors.

5.3.1.1Community engagement

Engaging the youth in sports fosters a sense of belonging and community. When young people participate in organized sports, they build social networks, which can be instrumental in assessing job opportunities or business ventures.

5.3.1.2 Physical and mental health

Participation in sports promotes physical fitness and mental well-being, which are crucial for productivity. Healthy youth are more likely to be engaged, motivated, and able to contribute positively to the economy. The youth can be easily engaged in various economic opportunities, including local job creation, within the sports sector (coaches, referees, facility management), as well as entrepreneurial ventures related to sports (equipment sales, event organization).

The resource based theory speaks about accessing resources that assist in carrying out tasks to achieve desired goals. The research found out that programs that integrate sports with economic empowerment initiatives can provide access to facilities, coaching, mentorship, and funding. These resources are crucial for building entrepreneurial skills. The research also found out that there is what is called institutional empowerment. It states that the role of the local government and organizations in supporting sports initiatives can also empower youth. Policies promoting sports can lead to improved facilities and funding, making sports a viable avenue for economic development. Empowering youth within sports can also involve advocacy for their rights and needs, ensuring they are considered in community planning and resource allocation.

According to Armstrong (2014), access to resources is a major boost for the youth in creating an economic base that can sustain an individual and the community at large. To support the assertion this study found out that programs that integrate sports with economic empowerment initiatives can provide access to facilities, coaching, mentorship and funding. These resources were found to be crucial for building entrepreneurial skills.

To add on, the research underscores the potential of sports as a multifaceted tool for empowering youth economically in Kwekwe's urban high density suburbs. By fostering skills, providing employment opportunities, and encouraging entrepreneurship, sports can play a vital role in mitigating the economic challenges faced by young people in these communities. Effective strategies and support systems are essential to maximize the impact of sports on youth economic empowerment.

5.4 Limitations of the Study

There are several limitations to this study. Initially, it is limited to one specific location, Kwekwe urban high-density suburbs. The results cannot be generalizable to other areas or to different types of sports programs. In addition, the study relies on self-reported data, which may be subject to bias. Thirdly the study does not account for other factors that may influence economic empowerment, such as access to education and health care. Finally the study does not account for long effects of sport programs. Despite these limitations, this study provides valuable insights into the potential role of sports programs in promoting youth economic empowerment.

5.5 Chapter Summary

The chapter delves into the findings of using sports as a youth economic empowerment tool in the high-density suburbs of Kwekwe urban. The study highlights how various sports activities have positively impacted the economic development and well-being of the youth in these areas. It discusses the specific sports programs implemented and explores the ways in which they have helped to empower the youth economically. The chapter also looked at the challenges faced in utilizing sports for economic empowerment and suggests potential solutions to address these obstacles. Overall the findings underscore the potential of sports as a powerful tool for promoting economic empowerment among youth in Kwekwe urban high-density suburbs.

CHAPTER 6: Conclusions and recommendations

6.0 Introduction

This chapter focuses on the conclusions and recommendations. The conclusions will address the research questions outlined in chapter 1. Recommendations for practice and further study are also suggested in this chapter.

6.1 Conclusions

Based on the findings of this study, it can be concluded that sports can be used as a tool for youth economic empowerment in Kwekwe urban high-density suburbs. The key to achieving this goal is to design sports programs that are tailored to the specific needs and challenges of the community, and that are integrated into a broader strategy for economic development. Additionally, it is important to ensure that the programs are sustainable and provide opportunities for long-term employment or other economic benefits. It is also essential to measure the impact of the programs on participants and other broader community in order to evaluate their effectiveness.

6.2 Implications/Recommendations

6.2.1 Implications for practice

The implications for practice derived from this research include the need for policy makers and development practitioners to consider the potential of sports programs as a tool for youth economic empowerment. The design of such programs should consider the social, cultural, and economic context of the community in which they are implemented. Additionally, programs should be designed in consultation with local stakeholders, including young people, to ensure that they are tailored to the needs and aspirations of the community. Programs should also be

implemented in a way that is sustainable and provides opportunities for continued economic benefits.

6.2.2 Implications for Theory

The findings of this study have implications for theory in the fields of youth development, economic empowerment, and sport for development. First, the study adds to the evidence that sport can play a role in promoting positive youth development and reducing poverty. Second, the findings provide insights into the specific mechanisms through which sports programs can lead to economic benefits, such as improved health, skills development, and increased social capital. Finally, the study highlights the importance of considering the broader social, cultural, and economic context when designing and implementing sports programs.

6.2.3 Implications for further Studies

This research suggests several areas for further study. First, it would be beneficial to conduct a more in-depth analysis of the specific mechanisms through which sports programs lead to economic empowerment, including health, skills development, social capital, and labour market outcomes. Additionally, it would be useful to compare the impact of different types of sports programs, including traditional team sports, individual sports, and non-competitive recreational activities. Thirdly, it would be beneficial to explore how sports programs can be integrated into broader strategies for community development and economic empowerment.

Furthermore, studies can investigate the role of sports programs in promoting gender equality and women's empowerment. Additionally, more research is needed on the impact of sports programs on specific groups, such as rural youth or youth from ethnic minority groups.

6.4 Chapter summary

The final chapter of this study provides a summary of the key findings and implications for practice, theory and further studies related to using sports as a youth economic empowerment tool in Kwekwe urban high-density suburbs. The study found that sports programs can serve as an effective tool for promoting youth economic empowerment, but there is a need for additional research on the long-term effects of these programs on employment and economic mobility.

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Appendices

Appendice A-Questionnaire for Sports Associations



Questionnaire for: the youth, sports managers, council leaders, School heads, athletes and former athletes and politicians.

I am **Tafara Mawere**, a Bindura University of Science Education student pursuing a Master of Science Degree in Sports Management. I am working on a study titled, “**Using Sports as a Youth Economic Empowerment Tool in Kwekwe urban high density suburbs.**” You are cordially invited to respond to the questionnaire below. Your responses will only be used for academic purposes and will be kept entirely anonymous.

1. Gender

Male

Female

Age

15-20

21-30

31-40

41+

2. Please indicate your professional qualifications

No formal education

Primary

Secondary

Certificate

Diploma

Degree

Postgraduate

3. Designation coach former player council leader
 School head politician

4. Have you been involved in any sporting activities?

Yes No

5. If yes for how long?

0-5years 6-10 years 11-20years 21+

6. Experience in sports participation

0-5 years 6-15 years 16-25 years 26 + years

7. Do you have an understanding in community development initiatives?

Yes No

If yes state the development initiative you have been involved in

8. How long have you been involved in community development initiatives in Kwekwe?

None 0-5 Years 6-10 years 11-20 years
 20+

9. Do you agree that sports can empower the youth economically

Agree Strongly agree Neutral Disagree
 Strongly disagree

10. Are there currently any sports programs targeting youth in Kwekwe high density suburbs?

Yes No

11. If yes, briefly describe these programs?

.....

12. Are there any challenges in implementing sports programs for youth economic empowerment in your area?

Yes No not sure

13. If yes, state the challenges

.....

.....
.....

14. Do you agree that sports can be used as a tool for youth economic empowerment?

Agree Strongly agree Neutral Disagree

Strongly disagree

15. Does the community support youth sports initiatives in your area?

Yes No not sure

16. If yes explain how the community support youth sports initiatives in your area.

.....
.....
.....
.....
.....

17. In your opinion what strategies should be employed to increase community participation in youth sports programs?

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.....
.....

18. What support or resources do you think are needed to enhance youth sports programs in Kwekwe?

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.....
.....

19. Are there any recommendations you would make to improve the effectiveness of sports in promoting youth economic empowerment?

.....
.....
.....

Appendice B



INTERVIEW GUIDE FOR SPORTS ADMINSTRATORS

Interviewees: sports managers, council leaders, School heads, athletes, former athletes and politicians.

I am **Tafara Mawere**, a Bindura University of Science Education student pursuing a Master of Science Degree in Sports Management. I am working on a study titled, “**Using Sports as a Youth Economic Empowerment Tool in Kwekwe urban high density suburbs.**” You are cordially invited to respond to the interview questions below. Your responses will only be used for academic purposes and will be kept entirely anonymous.

Interview Questions

1. What is your understanding on youth economic empowerment.
.....
.....
2. What is the current state of youth economic empowerment in Kwekwe urban suburbs?
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.....
.....
.....
.....
3. How effective are sport-based programs on youth employment and empowerment?.....

-
-
4. How do you think participation in sports can positively impact the economic empowerment of the youth in Kwekwe urban suburbs?.....
-
-
5. What specific skills or experiences do you believe young people can gain through sports that can be valuable for their economic success?.....
-
-
6. In what ways have you seen sports programs or initiatives directly contribute to the economic empowerment of the youth in Kwekwe?.....
-
-
-
-
7. What are some existing challenges or barriers that young people face in leveraging sports for economic empowerment in Kwekwe urban, and how can they be addressed?.....
-
-
8. How can local organizations, businesses, or government entities support and promote economic opportunities through sports for the youth in Kwekwe urban?.....
-
-
9. What role do you see mentorship and networking in sports playing in the economic empowerment of the youth in Kwekwe urban?.....
-
-
10. What sports strategies or interventions can be employed to address youth economic empowerment initiatives in Kwekwe urban?.....
-
-

THE DISTRICT SCHOOLS INSPECTOR

KWEKWE DISTRICT

BOX 1560

KWEKWE

Dear Sir/Madam

RE: APPLICATION TO CONDUCT RESEARCH

I do hereby apply to conduct a research with School Heads, teachers in your district particularly Mbizo Schools. I am currently studying Master of Science Degree in Sport Management with Bindura University. As part of my degree programme, I am required to carry out Action Research Interventional Studies. At the end of the research, the researcher will disseminate results to your District of operation for implementation purposes. My research topic speaks to: **USING SPORTS AS A YOUTH ECONOMIC EMPOWERMENT TOOL IN KWEKWE URBAN HIGH DENSITY SUBURBS.**

I do request for authority and permission to conduct research in your organization.

Your cooperation is greatly appreciated.

Yours faithfully

Tafara Mawere

Faculty of Science and Engineering

Mawere Tafara