

Investigating sports and disaster relief management within the framework of social integration: The case of Kahramanmaraş earthquake

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Abstract. Efficient disaster management and crisis response frequently depend on the integration of society and the involvement of community organizations. Specifically, prominent sports organizations, sports managers, and athletes have a crucial responsibility in offering disaster relief and support to individuals impacted by disasters. The purpose of this study is to examine the disaster relief efforts and initiatives provided by various institutions and individuals after the Kahramanmaraş earthquake, as well as to provide an overview of a project conducted by the authors. The present study conducted a comprehensive analysis of 86 newspapers and television news reports that focused on disaster relief efforts carried out by different sports organizations, sports managers, and athletes in various regions of Turkey. The data was analyzed using content analysis methods. This research analyzed documentary and visual records pertaining to the earthquake disaster that occurred in Kahramanmaraş on February 6, 2023, as part of the data collection process. Data analysis identified a range of sports activities carried out by sports organizations, sports managers, and athletes to provide social support in the disaster-stricken area. These activities manifest in both tangible and emotional forms, highlighting the significance of sports in fostering social integration. As a conclusion we believe the current study revealing the prevalence and uniqueness of post-disaster relief activities by sports organizations, sports managers, and athletes might be a precedent for future research.

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1 Introduction

Numerous disasters impacting millions of individuals annually transpire globally [1]. Türkiye has consistently faced diverse disaster risks attributable to its tectonic configuration, geological composition, topography, and meteorological characteristics. Due to the nation's significant physical and social vulnerability, natural events lead to substantial fatalities, injuries, and property damage, culminating in disasters. The primary disasters in Türkiye include earthquakes, landslides, floods, erosion, rockfalls, avalanches, and drought [2].

Türkiye once again faced the reality of the earthquake on 6 February 2023 [3]. On 06 February 2023, at 04:17 and 13:24 Turkish time, two earthquakes with a magnitude of Mw 7.7 and Mw 7.6 occurred, the epicenters of which were Pazarcık (Kahramanmaraş) and Elbistan (Kahramanmaraş), respectively. The epicenter coordinate of the first earthquake (Pazarcık-Kahramanmaraş) was 37.236 N - 37.057 E, and the focal depth was 8.6 km. The epicenter coordinate of the second earthquake (Elbistan- Kahramanmaraş) was 37.239 N - 38.089 E, and the focal depth was 7.0 km. Both earthquakes caused severe loss of life and damage in Kahramanmaraş, Hatay, Adıyaman, Gaziantep, Malatya, Kilis, Diyarbakır, Adana, Osmaniye, Şanlıurfa and Elazığ (Fig 1) [4].



Fig. 1. The geography where the 06.02.2023 earthquakes were effective

Authorities estimate that the Kahramanmaraş Earthquake will result in total damages of 84.06 billion dollars, comprising 70.75 billion dollars in housing damage, 10.4 billion dollars in lost national income, and 2.91 billion dollars in lost working days. Simultaneously with the decline in provincial contributions to national income, officials project that the region affected by the disaster may see its exports plummet below 15 billion dollars due to the degradation of export port infrastructure. Furthermore, as a natural consequence of the earthquake, a significant migration wave may transpire across the extensive region extending from Adana to Istanbul. While there is currently no data or official statement available, expert opinions suggest that the demographic composition of the provinces may change shortly [5]. In addition to the possible changes in the demographic structures of the cities where disasters occur, these disasters also cause psychosocial traumas in individuals. Carlier et al. [6] have stated that "individuals who have endured a disaster frequently encounter significant stress-related issues." Experiencing a disaster exerts a profound psychological effect and may lead to physical manifestations of stress. Experiencing a disaster induces significant trauma and may result in enduring adverse effects, including post-traumatic stress disorder [7].

Researchers delineated the stages of the disaster, the post-disaster efforts, and the responses of individuals who experienced the events, highlighting the following four phases: The rescue phase, occurring in the initial week following a disaster, encompasses survival and recovery operations. The inventory phase, spanning from the second week to approximately four months post-disaster, involves addressing fundamental needs and assessing assistance requirements and losses. The disappointment phase, spanning from the fourth month to the second year, is characterized by the acceptance of destruction and loss, accompanied by pain and depression, necessitating substantial effort to achieve a return to

normalcy. The reconstruction phase, lasting two years post-disaster, encompasses heightened aspirations and endeavors for social empowerment and revitalization [8-9].

Disaster relief is essential in large-scale calamities and constitutes a significant component of disaster response and post-disaster recovery. Research on post-disaster recovery indicates that the degree of social support provided to individuals impacted by disaster influences the extent of their restoration of well-being and happiness [10-12]. This research, which uses social support as a theoretical framework, seeks answers to the questions of what kind of activities sports organizations, sports managers, and athletes perform to support the people affected by disasters and which sociological phenomenon of sports stands out in disaster situations.

1.1 Disaster Management

Since its inception, humanity has endeavored to mitigate the impacts of disasters to ensure survival [13]. It is imperative to proactively plan and implement measures to avert current or potential disasters. There are numerous definitions of this subject in the literature. First, it is necessary to elucidate the "Concept of Disaster" to fully comprehend this concept. Disasters are natural, technological, and anthropogenic events that disrupt the regular life and activities of societies or human communities, resulting in physical, economic, and social losses for human rights. These events necessitate the coordination of numerous institutions and organizations [14]. Conversely, Disaster Management is the comprehensive organization and management of all resources and responsibilities necessary to address emergencies in a comprehensive manner, with the objective of minimizing the impact of the disaster and enhancing the normal situation through preparation, intervention, and improvement [15].

In recent years, disasters have resulted in substantial global damage. Research has demonstrated that the successful recovery from a disaster necessitates the establishment of a comprehensive support network. The network should encompass not only the survivors' family, friends, and immediate circle, but also a variety of social organizations that are not part of this circle [16]. It is crucial to understand how vulnerability is repaired after a disaster, how the region is influenced by state policies and global market dynamics, and what recovery planning is necessary for resilience [17-18]. A few studies in the literature demonstrate that disaster management is a dynamic and sustainable process [19-20] and according to certain studies, the disaster management process contains three common phases: pre-disaster (before the occurrence of hazards), during-disaster (immediately following damage or a disaster), and post-disaster (recovery period). [21-22].

This study examines disaster management, a concept with numerous definitions in the literature, as a process. Its objective is to enhance comprehension of this concept by elucidating the role of sports in disaster management by promoting social integration.

1.2 Social Integration and Sports

Humans are social creatures. Thus, to endure, they must collaborate with others. "Socialization" is the process by which an individual recognizes, learns, and adopts the ways of doing, hearing, and thinking of their society through cooperation and interaction with other individuals [23]. The process of socialization is essential for the development of personality traits. Society and personality are, in fact, inextricably linked. We are unable to consider an individual in isolation from the society and culture in which they reside. In the same way, the behaviours of individuals demonstrate the existence of society and culture. In the construction of this reality, social values become increasingly significant [24]. Social integration is the extent to which an individual engages in a variety of social relationships. Social integration is a multidimensional concept that encompasses the cognitive element of

the sense of socialization, the behavioral component of active participation in a diverse array of activities and social relationships, and the identification of individuals with their social roles [25-27].

Sports, a crucial component in the formation of this multifaceted structure, is among the most prevalent and impactful social institutions in contemporary societies, serving as a potent social phenomenon in the development of modern society [28]. Sport, as a social phenomenon, is integral to individual self-discovery, rejuvenation, and well-being. The impact of sports, particularly in the context of socialization, fosters camaraderie and solidarity among individuals and communities, thereby contributing positively to global peace [29-30]. Sport is a significant element within the realm of social integration policies. Sports organizations assert their capacity to encompass society through tolerance [31-32]. Social integration is a significant aspect of sports, alongside the provision of sports services [33]. Sports can facilitate social change by fostering national integration and solidarity, as well as promoting fusion, integration, and rapprochement among diverse races, ethnic groups, and social classes. Consequently, sports serve as a mechanism for societal integration and hold significant importance [34].

In the post-disaster period, the primary objective is to align social integration, activity orientation, perceptions, and expectations with current standards through sports, given the impact of sports on socialization and social integration. However, there has been no research or project-based endeavor to investigate how sports organizations, athletes, sports managers, and volunteers can contribute to post-disaster recovery, despite the social integration benefits of sports. It is imperative to mention certain points and address this gap in the literature [12]. Initially, there is a societal expectation that sports organizations should contribute to relief efforts and take on a role in the recovery process, even though disaster response is not their primary responsibility [35]. Despite the exceptional conditions of disasters, sports organizations can challenge a social collapse in the post-disaster process [36-37]. After a disaster, sports and game events have the potential to stabilize communities and individuals. In this context, sports and game activities can offer a framework that can naturally fortify, heal, and safeguard individuals who are experiencing extreme stress [9].

Therefore, by elucidating the precise responsibilities of sports organizations and sports activities, it is possible to strengthen public support for disaster relief and provide benefits to the affected individuals and communities. Furthermore, engagement in disaster-related activities can foster positive relationships between sports organizations and fans [38]. Successful implementation of disaster relief activities by sports organizations and other sports stakeholders not only facilitates post-disaster recovery but also helps these organizations improve their public image.

2 Method

The present study employed a qualitative content analysis methodology, a systematic and replicable technique [39] to answer the question of what kind of support activities sports organizations, sports managers, and athletes perform to support the people affected by disasters. Deciding which documents to analyze is the most critical step in content analysis [40].

The analysis stands on the news of sports and disaster relief in newspapers and television, accessed via Google, YouTube, and Dailymotion. Press releases on disaster relief of sports organizations, sports managers, and sportsmen were scanned with keywords such as "sports and disaster relief," "Kahramanmaraş earthquake and sports disaster relief," "sports organizations and disaster relief," "sports managers and disaster relief," and "sportsmen and disaster relief." The related search was confined to the "Kahramanmaraş earthquake," "Turkish sports organizations," and "sportspeople," and the scanning process stopped when

the repetitions became more frequent. This scanning was limited to the Kahramanmaraş earthquake and stopped when repetitive news became more frequent. This research, identifying 126 sports and disaster aid news, excluded 40 news stories that did not cover sports and disaster aid issues from the evaluation and analysed the remaining 86 news stories.

The authors, independently coded 86 sports and disaster relief news stories to ensure the reliability of the research findings [41]. In particular, the author reviewed all the news and developed codes describing the various activities carried out by sports organizations, sports managers, and sportspeople to provide social support to earthquake victims. The authors then independently reviewed the relevant news stories using modified codes to categorize the data and compiled the content analysis results.

3 Results

Content analysis performed on 86 newspapers and television news revealed two types of activities of sports organizations, sports managers, and athletes regarding post-disaster social support. These activities were classified according to the post-disaster social support types as tangible and emotional support [12]. This section contains detailed descriptions of these activities.

3.1 Tangibles Support

Tangible support provides resources to help survivors recover their financial losses from disasters [10]. Following the Kahramanmaraş earthquake on 6 February 2023, sports organizations, managers, and athletes engaged in extensive volunteer efforts to offer tangible assistance to the disaster's victims. These tangible supports were both financial and in diverse forms, including housing, food, and clothing. Sports organizations, managers, and athletes typically contributed a portion of their earnings to disaster relief funds, such as AFAD, Kızılay, and AHBAP Platform, while also soliciting donations from fans through campaigns at sporting events (e.g., the Shoulder to Shoulder Donation Campaign for Earthquake Victims, exhibition matches to benefit earthquake victims, jersey auctions, etc.). Furthermore, the intact sports facilities in the earthquake-affected region fulfilled the shelter requirements of the victims, while sports facilities in other areas of the country functioned as aid collection centers, with numerous sports clubs mobilizing all available resources.

Table 1. Tangible support by sports organizations and athletes.

Social Support Category	Activity Type	Explanation
-Tangible Support	-Monetary donations -Housing support -Clothing and food support	-Clubs' broadcast revenue donations -Donation of competition proceeds -Organizing an exhibition match -Donating part of the proceeds to the charity fund -Joining a fundraiser -Auction of jerseys

The Turkish Football Federation launched the "Shoulder to Shoulder" campaign for earthquake victims and coordinated clubs and football players to endorse this initiative. The campaign amassed 845.7 million TRL on its inaugural day, with support persisting in the subsequent days. The authorities announced that 59 million TL of broadcasting revenues

from the distribution pool would be allocated to the earthquake-affected region in the 2022-2023 season. Additionally, broadcasting pool revenues would be reduced by 5,000,000 TL from Beşiktaş, Fenerbahçe, Galatasaray, and Trabzonspor, and by 3,000,000 TL from other Super League clubs [42].

The Turkish Football Federation contributed 20 million TL to the account managed by AFAD and urged the entire football community to endorse this initiative. The Turkish Football Federation and the Association of Clubs Foundation procured 1,000 containers and dispatched them to Kahramanmaraş, Hatay, and Gaziantep, regions significantly impacted by the earthquake [43]. Mehmet Büyükekçi, President of the Turkish Football Federation, personally donated 1 million TRY [44]. Galatasaray Sports Club organized continuous help in earthquake areas. In this context, Galatasaray sent 100 aid trucks containing clothing and food supplies to the region. On the other hand, the club's chairman, Dursun Özbek promised to build 250 houses and ten schools [45]. A significant mobilization occurred in the stadiums of Galatasaray, Fenerbahçe, and Beşiktaş, initiating the aid campaign under the slogan "We are together." Relief trucks were laden with essential supplies, including food packages, blankets, stoves, and clothing, and dispatched to earthquake-affected areas. [46]. In the Beşiktaş-Antalyaspor match, BJK fans threw thousands of toys on the field for earthquake-affected children [47]. In the first days of the earthquake disaster, the donations of the athletes were: Merih Demiral 1,000,000 TRL, Emre Kılınç 150,000 TRL, Hakan Balta 300,000 TRL, Mert Hakan Yandaş 200,000 TRL, Burak Yılmaz 300,000 TRL, Nevzat Aydın 1,000,000 TRL, Çağlar Söyüncü 50,000 Euros and Cengiz Ünder 50,000 Euros. Medipol Başakşehir Technical Director Emre Belözoğlu donated his entire salary this year [44].



Figure 2. Aid organization for earthquake victims at the NCAA [48].

In the campaign initiated by national football player Merih Demiral, who is affiliated with Atalanta, a team in the Italian Serie A, the revenue generated from the sale of numerous star football players' jerseys rose to 9 million TRL. Lionel Messi, Cristiano Ronaldo, Neymar, Kevin De Bruyne, Karim Benzema, Harry Kane, Paulo Dybala, Eden Hazard, Alvaro Morata, Leonardo Bonucci, and Gianluigi Buffon engaged in the initiative to assist earthquake victims [44]. Cedi Osman, the Cleveland Cavaliers' national basketball player, initiated a relief campaign for the earthquake-affected region in the NBA and, along with his wife Ebru Şahin, contributed 1 million TL to the disaster zone. Additionally, Cedi Osman visited the Cleveland Turkish Association's assistance center and contributed to their initiatives [49].



Figure 3. Support from the World of Sports to earthquake zones [50].

The Socrates YouTube account hosted a great charity and solidarity project to heal the wounds of the earthquake. All the income from the project, in which the famous names of the sports world auctioned their valuables, would be transferred to the Darüşşafaka and Turkish Education Volunteers Foundation (TEGV) centered project for the needs and education of children [51].

3.2 Emotional Support

Emotional support fosters psychological well-being by offering encouragement and hope during the post-disaster phase [12] and aids in the development of individuals' life skills [52]. After the Kahramanmaraş earthquake, sports organizations, sports managers, and sportspeople carried out various activities to raise their morale and support those affected by the disaster.

Table 2. Emotional support activities of Sports organizations and Sportspeople

Social Support Category	Activity Type	Explanation
-Emotional Support	-Visits -Commemorations	-Morale visits -Meeting of athletes and earthquake survivors -Taking the field with a black jersey or black band -Standing in silence in competitions for one minute for those who have lost their lives in the earthquake -Visiting athletes affected by the earthquake

The Republic of Türkiye's Directorate of Communications brought together national athletes from different sports with people who had been hurt in the earthquake in the container and tent cities that were set up in the disaster area. Athletes tried to make earthquake victims in the area feel better [53]. Under the instructions of the President of the Turkish Football Federation, Mehmet Büyükekşi, the Chairman of the Board of Representatives Gökhan Özsvağ, together with the Rapporteur of the Board Ertuğrul Arslan, visited the earthquake victims in Adana, İskenderun, and Hatay on 14 February 2023 [54]. Fatih Çintimar, President of the Turkish Athletics Federation, visited the regions affected by the Kahramanmaraş earthquake, met trainers and athletes, and promised psychological and financial support to the earthquake victims [55].

Paralympic national table tennis players visited the earthquake victims hosted in the dormitories at Ankara Yıldırım Beyazıt University Esenboğa Campus. The child survivors,

who came to the table tennis room with their rackets, spent time with national table tennis players [56]. World champion national wrestler Rıza Kayaalp also helped earthquake survivors in the region. Kayaalp stated, "While people were waiting for help and tents, I could not stay at home. Being there would give morale to other volunteers" [57]. Similarly, the mayor of Bursa said, "We are hosting in Bursa five coaches and 20 licensed athletes from five provinces of the earthquake zone. Together with our athletes, we try to keep them alive and alleviate their pain a little. Our most important duty is to give morale, to heal their wounds" [58]. Beşiktaş Football Team outfitter Erdal Erdem continued to give morale to children affected by the earthquake in Gaziantep Nurdağı for a long time [59].

As part of emotional support activities, the Climboic Efes Ultra Marathon, held with the slogan "Discover World Heritage by Running," ended with an award ceremony between March 18-19. This year, the VIth Efes Ultra Marathon winners donated their plaques for the earthquake zone. People passing away in the earthquake were commemorated with a minute's silence at the award ceremony [60]. On its social media account, Anadolu Efes announced that it would play with Asvel in the EuroLeague in black-color jerseys to commemorate those who lost their lives in the earthquake [61].

4 Conclusion

This study examined the involvement of sports organizations, sports managers, and athletes in the assistance rendered to the region following the Kahramanmaraş earthquake disaster on February 6, 2023. The current study, following the news analysis, identified five categories of aid activities, classifying them as tangible and emotional support. An in-depth analysis of the news has disclosed that sports, a remarkable social phenomenon, serves as a unifying and solidaristic force, bringing individuals together during events that profoundly impact society, such as disasters. Another concern is that emotional support holds greater importance than tangible assistance for those impacted by the disaster. Additionally, during catastrophic social events, competitive sports are overlooked, and all stakeholders in the sports community unite in solidarity. Given these significant issues, it is important to recognize that sport plays a vital role in social integration and societal enhancement. This article signifies an endeavor to advance research on sports and disaster relief matters. The study will illuminate future research by identifying the intersection of sports and disaster relief, thereby enhancing the role of sports in social integration.

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