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UF TRSM PROFESSOR GIVES PRESENTATION AT KOREAN SPORT CONFERENCE

Gainesville, FL -- Dr. Yong Jae Ko, an Associate Professor in the Department of Tourism, Recreation and Sport Management, recently arrived home from a nearly five day trip (December 2nd - December 5th) to South Korea. Dr. Ko was invited to present at the 2013 Global Sports Talent Forum held at the Seoul Olympic Parktel. This was Dr. Ko's first time presenting at this conference.



This annual event is sponsored by the Ministry of Culture Sport and Tourism in Korea and Korea Foundation for the Next Generation Sports Talent (NEST). NEST is the biggest sports organization in terms of annual budget in Korea. Although there is a different theme for the conference every year, their overall focus is on athlete's well-being and career development, health enhancement of general public and sport development in Korea.

Dr. Ko delivered a presentation entitled "Student Athletes on Balancing School and Sports." His presentation covered student athletes at a University level, using the University of Florida as a case example. Dr. Ko discussed the services offered to student athletes at the University of Florida to help them balance sport and school as well as the issues they face as a student athlete.

The Office of Student Life (OSL) is dedicated to "providing and supporting quality programs and services to facilitate graduation while promoting the personal, educational, and career development of student athletes." OSL has five primary areas: academic support, personal development, leadership and service, career development and athletic excellence. Dr. Ko highlighted their academic support service by listing all the tutoring and academic mentorship programs that are available to student athletes. Despite all the services available to them, student athletes still face some issues, which were also discussed in the presentation.



The issues that were featured were: identity, welfare, integrity, time management, and diversity in academic major.

The last topic Dr. Ko touched upon were the implications for College Sport in Korea. He compared the College Sport and Athlete career development programs to programs in the United States and Japan, pointed out gaps and places for improvement. Overall, the presentation was well-received with Dr. Ko being featured in the NEST Sports Power Newsletter as well as the other invited speakers. With the varying theme of this conference, Dr. Ko would not mind being invited back to present again if the topic is relevant.

The Department of Tourism, Recreation and Sport Management is committed to national and international excellence in the generation, dissemination, and communication of knowledge in tourism, recreation and sport management. The Department is also dedicated to excellence in the preparation and training of future industry and academic professionals, and providing relevant outreach to stakeholders.

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If you would like more information about this topic, please contact Dr. Yong Jao Ko (Associate Professor) at yongko@hhp.ufl.edu (352.294.1665) or Arielle Gousse (Marketing and Public Relations) at agousse@ufl.edu (352.392.3992).