AN ANALYSIS OF MORAL HYGIENE IN SPORT PARTICIPATION:
REFLECTING ON THE LEVEL, IMPACT AND STRATEGIES TO ERADICATE
CHEATING IN SCHOOLS’ SPORT COMPETITIONS IN ZIMBABWE

ABISHA MUGARI
Department of Physical Education and Sport, Zimbabwe Open University, Mash. East Regional Campus, ZIMBABWE.
Email: abishamugari@gmail.com.

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ABSTRACT
The wide-spread of unfair-play-culture in sport around the world has left most sport loving people confused and unexpecting of any glamour and dignity sport used to have and must have. The disappearance of sport morality has facilitated growth of cheating cases in all sporting disciplines. However, the world cannot sit back watching this scourge spreading unchallenged. Therefore, it was the sole focus of this study to unravel the root causes of the cancerous sport cheating practices that has seen sport clubs losing sponsorship, spectatorship and trust from their own people. The immoral practice has not spared the schools in Zimbabwe. Schools sport competitions are tarnished by the zeal to win at any cost, thereby, unlocking floodgates of cheating at this tender age. The interpretivist paradigm is the leading methodology for this study, and Hunhuism philosophy underpins this study. This study was an eye-opener to sport administrators to extend the horizons in curbing cheating in sport. It has been concluded that there is moral absence caused by cross-cultures in the world because of the existence of global village necessitated by global technology. Economic and social gains emerged as the root causes of sport cheating and coupled by maladministration of sport world-wide. Furthermore, the African philosophy of Hunhuism/Ubuntuism, if strictly taught in school curricular, cheating, deceitfulness, or infidelity would not have any place in human behaviour, hence in sport. The researcher recommended a package of some strategies to curb sport cheating which consisted of the use of Magnetic Resonance Imaging, strict vetting, biometric verification device, punitive penalties, dismissing of offenders from the profession, establishment of educational profile, passports for every athlete, anti-corruption workshops, anti-cheating commissions in districts, fair-play programmes for children, and sportsmanship classes as solutions to cheating in sport.
Keywords: Morality, cheating, hunhuism, sport.

1. INTRODUCTION
The proliferation of sport competition disturbances in most local and international tournaments is a direct call to empirical studies to unravel the root causes. Globally, issues of blood doping, sport violence, dubious officiating of matches, and match-fixing throng the media daily. The shameful practice is defying the spirit of Olympic Movement and its core values, that are: Excellence, Friendship and Respect, (Wertz, 2012).

Sport morality enchants all tenets of Olympism which involve the principle of non-discrimination, Sustainability, Humanism, Universalism, Solidarity and Alliance between sport, education and culture. Unfortunately, some immoral behaviours that consist of violent...
behaviours, match-fixing, doping, hiring of out-of-school players, dubious officiating, age cheating and deception in the field of play, characterise lack of sport moral hygiene.

The practice to date, has turned into a ‘culture’ of deceitfulness’ in sport. This practice has gripped match officials in most sport disciplines. Zimbabwe sport fraternity is not an exception in this scourge of immorality. Media is awash with several allegations, citing the above alluded to sport cheating cases which involve match-fixing scandals, interference by sport administrators unnecessarily, dubious refereeing and umpiring, aborted matches, unpaying of agreed match fees to players and rampant firing of coaches.

If anyone is to go by Shields and Bredemeier (1995) in Kavussanu and Ntoumanis (2003)’s belief of the adage “Sport builds character”, we cannot be guilty of discrediting this adage by saying because of ‘moral hygiene absence’ in sport today, sport has missed this expectation by miles.

School sport competitions have not been spared from these unsporting behaviours. National Association of Secondary Heads (NASH) once reported in Chronicle (28/09/2009) about the rampant cases of sport cheating. There might be a plethora of strategies put in place in an attempt to curb cheating in sport by authorities, but have proven not water tight enough, leaving cases like Asiagate, Limpopogate, age-cheating and violent behaviours taking place in Zimbabwe in particular. Today the school going age groups seem to have been persuaded by certain benefits that they have heard or seen enjoyed by those ‘sports-cheats’ who escape unpunished by current administrations.

Maladministration of sports stifles sport development in a country. Therefore, it is the sole intention of this study to unravel the root causes of this sport moral decadency dubbed as ‘moral hygiene absence’, in this study.

The growing rate of sport violence, unnecessary interference by top administrators, match-fixing, firing of coaches and unfulfilling of fixtures and delays in paying match fees to players, all means poor sports administration in Zimbabwe. The increase in such unsporting behaviour has disturbed the development of sport. What are the root causes of this state of things in Zimbabwe sporting fraternity?

The moral decadence in sport competition is not a problem to be solved by a few individuals in the sport fraternity echelons alone, but by every sport loving stakeholder. To achieve this hallmark, adequate empirical studies like this are indispensable in today’s sport fraternity. Therefore, this study’s findings in terms of emerging insights, answer numerous dilemma that are found on ways of mitigating sport cheating are a necessity as well as these enable the creation of moral hygiene in sport competitions today. This study could stand as a referral literature to be used by sport administrators world-wide. Furthermore, exposing immoral activities in sport and impact of sport immorality is a strong campaigning strategy against unfair-play in sport

Sport morality has been the central phenomenon to this study, therefore, it is very important to enlighten the readership of this study on what it entails. Morality is best described as those universal codes or principles of right conduct, (Kavussanu & Roberts 2001). In this present study, sport morality is that behaviour regarded as fair, honesty, expected of an athlete and such behaviour should be enshrined in hunhu/ubuntu from an African sense. Hunhuism is an African philosophy that defines ‘humanness’. According to Samkange and Samkange (1980), hunhu/ubuntu connotes “The attention one human being gives to another; the kindness, courtesy, consideration and friendliness in the relationship between people, a code of behaviour, an attitude to others and to life---”. This is a well-rounded, respectable and respected human being, concurs (Nziramasanga, 1999). From a sporting perspective, cheating, which is an act of circumventing rules through dishonest, deceit, age cheating,
match-fixing, hurting another opponent etc., to take advantage over another so as to win, is not part of Hunhuism philosophy.

There might be several theories related to morality, however, the theories that underpinned this study are Hunhuism and Self-egoism. People who are driven by selfishness are obsessed by the desire to please themselves. They are anti-altruistic. Hunhuism is an African philosophy that defines one’s behaviour. It is a collection of acceptable human behaviour that has nothing to do with one’s racial background, but once one’s behaviour depicts good and acceptable ethical behaviour for that society, whether he/she is a white or black or coloured person, he/she qualifies to have hunhu/ubuntu. Hunhu is a moral description in an African sense. As postulated by Samkange (1980) the ethical values of ubuntu/hunhu include respect for others, helpfulness, community sharing, caring, trust and selfishless. These values are similar to the Olympism values which are respectfulness, friendliness and excellence. Contrally to the expectations of the Olympic tenets, those players who disrespect Hunhuism are driven by ego. Egoism is all about selfishness and is clearly an opposite behaviour to hunhu. The term ‘egoism’ is derived from ‘ego’ a Latin term for ‘I’ in English. The philosophy of egoism has a bearing on competitors who cheat as shown by their “I don’t care what other people will say or feel about my behaviour and attitude”. Therefore, the two philosophies, though they are opposite to each other, they are clearly relevant in their power to describe the state of immorality in the sporting fraternity. Sport people are expected to show behaviour that depict hunhu/ubuntu, unfortunately, their failure to fulfil that expectation, maybe it is because of self-egoism.

1.2 Degree of Sport Immorality

It appears there is ample evidence of immorality in sport dating back from Ancient times in Greece and Roman empire. The use of performance–enhancing drugs and other concoctions made from roots and eating of wings of special birds and some animal brains (Majozi 2014), was an evidence of the beginning of the zeal to out-perform another opponent in sport. That outward attempt to make the human body perform unnaturally, has grown onwards up to date and has developed into a culture of cheating in sport.

Pirre de Coubertin, the founder of Olympic Movement is believed to have brought in sanity to sport competition, probably after realizing the inhuman practices by world nations in doing sports. The French sports icon brought in some core values of the Olympic Movement which are today the underlining principles of sport participation world-wide. These three are: Excellence. Friendship and Respect.

Sticking to these sport values, there is nowhere one is encouraged to participate in sport disrespecting the rule and regulations of the competitions. A competitor is expected and is bound by these tenets of Olympism not to take unwarranted advantage through any means to win a game. The spirit of winning fairly is enshrined in the Olympic Movement in any level of competitions. To be specific, I have found out that certain scholars have elaborated these Olympic values as:

i) The value of **Excellence** in sport: this value stands for giving one’s best, on the field of play or in the professional arena. This is not only about winning, but also about participating, making progress against personal goals, striving to be and to do our best in our daily lives and benefiting from the healthy combination of a strong body, mind and will, (Wertz 2012)

ii) The value of **Friendship** in sport: this value encourages everyone to consider sport as a tool for mutual understanding among individuals and people in sport. The Olympic Games humanity to overcome political, economic, gender, racial or religious differences and forge friendships in spite of those differences. (Wertz 2012)
iii) The value of **Respect** in sport: (Wertz 2012) views respect as one that incorporates respect for oneself, one’s body, for others, for the rules and regulations, for sport and the environment. In sport, respect stands for fair-play and for the fight against doping and any other unethical behaviour.

Given that background of what is expected of a true competitor is not what is being experienced today in sport in many nations, and Zimbabwe is not spared as one of the nations in which disrespecting of such moral values is rampant in the sporting fraternity.

Sport immorality is evident in various categories in Zimbabwe.

a) **Sport violence** is any behaviour that causes physical or psychological injury related to either a direct or indirect result of a sport experience, (Jamieson and Orr (2009). In Zimbabwe, sport violence includes actual exchange of fists among players, verbal abuse, throwing of foreign bodies into the pitches etc. for example, games between Highlanders and Dynamos has for a long time been characterized by sport violence. Sharuko a Herald Sport Reporter (The Herald 2017 May) describes the extent of the rivalry as tribal oriented. Yadah FC and Dynamos FC, (Herald 2018, 16) has it that their game was marred by numerous stoppages due to violent supporters. Researches have noted that violence is higher in contact games than in non-contact games.

b) **Sport cheating** is an immoral behaviour by a sports competitor that involves intentional breaking of game rules and regulations with the aim of giving oneself advantage over an opponent. Cheating in sport is a rampant practice that has cascaded down from elite sports to grass-root sport. Incidents of sport cheating in Zimbabwe involve match-fixing. Example is the Asiagate and Limpopogate scandals, which has forced the Zimbabwe Football Association to sack away some officials involved in the racquet.

It is important in this study to note that sport cheating involves practices like:

B i) **Age-cheating**: this type of cheating is common in school tournaments where school children are given someone’s birth certificate or National Identity card, to just compete in a race or competition for those who are younger so as to win that race. This false winner did not deserve the medal since she/he had disadvantaged the rightful competitor of a correct age, (Mugari 2016). This immoral practice is echoed by NASH Executive Report (Chronicle) that age cheating is a cancerous practice in schools. Researchers are concurring that coaches are perpetrators of sport cheating. The question remains unanswered “What type of a future generation are we producing in schools?”. It has been noted with grave concerns that even in elite sport, that is at national level, clubs still practice falsification of documents, just to accommodate a talented player into their team for the reason to win.

B ii) **Using out of school players**: School tournaments have also reported such incidents. Some students during the 2016 Copa Coca-Cola tournament one coach complained that the opponent players of one of the contestant football teams could not identify each other by names.

B iii) **Falsifying sex**: Players are on record, not many incidents. The case of Semnkalislo Moyo, who competed in girls’ athletics team yet biologically and medically proved to be a male.

B iv) **Blood Doping**: Drugs are chemicals occurring in natural forms or made in laboratories which can alter normal functioning of the body in some way, (Eshuys, Guest, and Lawrence, (2009). Blood doping is the misuse of techniques and/or substances to increase one’s red blood cell count. It is argued that blood doping is rampant among elite competitors who participate in athletics, football, motor-racing, wrestling, bicycling etc. There is a new observation that the youth of today are
engaging in drug taking as witnessed by, e.g. street vending of performance-enhancing drugs Broncho, marijuana and cocaine. This practice has filtrated into youth sport.

Coaches who are win-centered do not orient their players on effects of drug-taking. This table provides some known effects:

Table 1: Known effects of drug-taking

<table>
<thead>
<tr>
<th>Drug</th>
<th>Manner used</th>
<th>Immediate-after-effects</th>
<th>Mental complications</th>
<th>Physical complication</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alcohol</td>
<td>By mouth</td>
<td>Confusion, delirious state</td>
<td>Intoxication</td>
<td>Gastritis, pancreatitis, cirrhosis, neuritis</td>
<td>Coma, respiratory failure</td>
</tr>
<tr>
<td>Amphetamines (stimulants)</td>
<td>By mouth and injection</td>
<td>Depression, aggressiveness, hallucinations</td>
<td>Hyperactivity, confusion</td>
<td>Liver and kidney damage, malnutrition, infection from needle</td>
<td>Comvulsions, coma, brain hemorrhage</td>
</tr>
<tr>
<td>Barbiturates (sedatives)</td>
<td>By mouth and injection</td>
<td>Withdrawal, delirium, convulsions, confusion</td>
<td>Intoxication. Confusion</td>
<td>Anxiety, nausea, slowed reactions</td>
<td>Coma, respiratory failure, shock</td>
</tr>
<tr>
<td>Cocaine</td>
<td>By mouth, inhalation, injection</td>
<td>Depression, loss of coordination, hallucinations</td>
<td>Hyperactivity, confusion</td>
<td>Malnutrition, perforated nose septum from sniffing</td>
<td>Comvulsions, respiratory failure, shock</td>
</tr>
<tr>
<td>Heroin</td>
<td>By mouth, inhalation, injection</td>
<td>Withdrawal, vomiting, diarrhea, tremors, sweats</td>
<td>Intoxication</td>
<td>Infection from needle, anxiety, nausea, slowed reaction</td>
<td>Coma, respiratory failure</td>
</tr>
<tr>
<td>Marijuana</td>
<td>By mouth and inhalation</td>
<td>Sometimes difficulty in concentration</td>
<td>Intoxication and rare panic</td>
<td>Heavy use-bronchitis, conjunctivitis, sometimes nausea</td>
<td>Death as a result of overdose is unknown</td>
</tr>
<tr>
<td>Minor analgesics</td>
<td>By mouth and inhalation</td>
<td>None</td>
<td>None</td>
<td>Gastric ulcers, kidney failure, hemorrhage</td>
<td>Death has been known</td>
</tr>
<tr>
<td>Nicotine</td>
<td>By mouth</td>
<td>Sedation</td>
<td>None</td>
<td>Long term heavy use</td>
<td>Lung cancer, bronchitis, high blood pressure, heart diseases</td>
</tr>
</tbody>
</table>

Source: Guest and Eshuys, (1987 pp 64). You are a Citizen.

The above Table 1 is a good explanation of the knowledge those perpetrators of performance-enhancing users should be aware of. Unfortunately, the pharmaceutical industry is racing ahead the World Anti-Doping Agency (WADA) by bringing in some more sophisticated drugs unable to be detected. It is unfortunate that most of sport cheating cases go unreported in various areas of this country, especially in rural areas and in community social sport, but that does not mean there is no sport immorality happening.

1.3 Reasons why sport immorality increases

We can relate to various reasons cited by some researchers e.g. (Siedentop, (2004), etc., and make a summary from their perspectives on the reasons why sport competitors decide to accept sport cheating forms:

- Pressure to succeed either from themselves or coaches or families
- Belief that their competitors are taking drugs, so one should not be left out.
- Pressure from government/national authorities (a case of Russia preparing for world competition in Brazil 2017).
- Financial rewards for outstanding performance.
- Lack of access to, or funding for training facilities and additional support (nutrition, psychological support)
- Community and media attitudes and expectations of success.

However, it is unfortunate scenario that most of the ideas cited by researchers do not mention lack of humanness among the perpetrators of sport immorality. This lack of humanness has been strongly viewed in this study as lack of hunhu/ubuntu from an African reasoning. The South African Nobel Laureate Archbishop Desmond Tutu (2008), describes ubuntu as the

Essence of being human. This notion translates to emphasize a point that those who practise sport immorality are not human enough. Ethicists, like Bhengu, (2006) believe that ethical values of ubuntu include respect for others, helpfulness, community sharing, caring, trust and unselfishness.

We can see from the above description of ubuntu that selfishness by the sport cheats is equated to self-egoism. The term “egoism” derives from “ego,” the Latin term for “I” in English, and the theory refers to one’s self is, or should be, the motivation and the goal of one’s own action, (Internet Encyclopedia of Philosophy). Therefore, egoism is also a character that influence competitors in sport to be immoral. One competitor wants to satisfy his/her own desires, despite hurting or infringing other participants’ rights. Psychologists like Gross (2009) regard this as the absence of altruism, the opposite of egoism. For instance, those who commit match-fixing practices are egoistic (Rajan Nayar, a domestic cricket official in Zimbabwe has been suspended from all cricketing activities for 20 years by the ICC for attempting to improperly influence an International match fixing, (Newsday, March 28, 2018 by Cricinfo reporter). The Asiagate and Limpopogate which involved some few Zimbabweans is a practical epitome of self-egoism.

1.4 Sport Morality versus Sport Development
Ethicists across the globe agree that morality in sport is the central concern and aspiration of any sport governing body. Morality involves the recognition of laid down rules of every game, respect of other competitors and winning fairly without taking any form of unacceptable behaviour in sport.

The major importance of sport in a country is to bring development to the nation. UN 2015 recognizes sport as a tool with immense potential to promote development in any society. Practical experiences have shown that in communal areas where some political aspiring candidates have managed to stage their Cup Tournaments and that has resulted in the construction of football and netball pitches for the communities. Such tournaments have seen the communities benefiting from selling their crops and groceries to the large spectators. Hosting of regional and international tournaments e.g. World Cup, the cases for South Africa 2010 and Brazil 2014, and Brazil Olympic Games 2016, left the countries’ infrastructures upgraded to world standards and their economies benefited a lot.

Unfortunately, a country like Russia which had a state sponsored sport immorality (blood doping) had once had all its athletes banned from participating. That practice has detrimental effects to economic sport development. Issues of sport violence have negative effect again to sport development. The usual support from the general populace means an increase in gate-takings at sport venues for municipal developmental needs in towns, but the unfortunate scenario of sport violence between rivalry teams, e.g. the ever-clashing Dynamos and Highlanders supporters in Zimbabwe, have led spectators stop going to the match venues. Match-fixing and dubious officiating practices could also lead most matches to lose their sport glamour, which is an important marketing niche unique in sport. Generally, such immoral practices in sporting fraternity are common and have negative effects to development. To an individual of the right age-group who has been made to compete against those of older ages0 than him/her in a particular race, his/her chances of being identified as a talented athlete to join an elite club are very slim. This is a disadvantage to the innocent athletes.

1.4 Objectives of the Study
1. To explain the extent of sport immorality in Zimbabwe.
2. To identify causes of sport cheating in Zimbabwe.
3. To describe the impact of lack of sport morality in the development of sport in Zimbabwe.
2. Methods and Materials

2.1 Research Paradigm

This study adopted an interpretivist paradigm. A research paradigm addresses the philosophical dimensions of social sciences. This school of thought suits the current study’s focus and nature, as it aimed to study a phenomenon that is quite social, but using scientific methods to define the causes of immorality in sport today. According to Jonker and Pennik (2010), a research paradigm is a set of fundamental assumptions and beliefs on how the world is perceived which then serves as a thinking framework that guides the behaviour of a researcher. The purpose of this research is to show the practices that constitute a way of viewing reality on causes of sport moral decadency. Therefore, this study was grounded on the interpretivist tradition. This tradition refers to approaches that aim to understand the subjective meaning of participants in their natural environments in order to avoid distorting them and to use them as building blocks in theorizing, (Goldkuhl, 2012). I believe that interpretivist methodology’s position in relation to ontology and epistemology is that the reality is multiple and relative, and also it enabled me to adopt a more personal and flexible research structures which were receptive to capturing meanings during participants’ interactions.

2.2 Research Design

The need to involve a variety of participants from the sporting fraternity led me to use the descriptive survey. The participants were drawn from sports clubs, coaches, trainers and competitors. My choice was based on the basis that this design made me to be as objective as possible. I wanted to develop an understanding of the world as it is ‘out there’ from the rich sport stakeholders, while being independent of my personal bias, values and idiosyncratic notions.

2.3 Sample and Sampling Techniques

Guided by Borg and Gall, (1996), Maree, (2007) in Tichapondwa (2010, p.171), I found it deemed possible to use more objective instruments such as standardized questionnaires, observation schedules and interview guides to collect data. The sample size constituted of twenty-five (25) participants, five from each sport administrative and technical departments from cricket, soccer, athletics, netball, handball, and referees’ associations.

However, to avoid time wasting and to reduce costs of travelling, I preferred purposive sampling technique to other sampling methods.

3. Results of the Study

The following are the response analysis that emanated from the study:

3.1 Responses on the extent of sport immorality in Zimbabwe

It emerged that 100% of the participants strongly believed that moral behaviour expected in the Olympic Charter is not observed by sport competitors across all sporting disciplines. The
zeal to win at all cost in sport is fueled by too much pressure from club members. This concurs very well with Expectance Theory by Vroom (1964).

On a ranking scale, the following table shows in which sporting discipline is unsporting behaviour greatest:

<table>
<thead>
<tr>
<th>Discipline</th>
<th>Rate</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soccer</td>
<td>10</td>
<td>40</td>
</tr>
<tr>
<td>Cricket</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>Netball</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>Athletics</td>
<td>4</td>
<td>16</td>
</tr>
<tr>
<td>Handball</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Refereeing</td>
<td>5</td>
<td>20</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>25</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

The data on this table clearly suggest the degrees of moral decadency that has robbed the glamour sport should reflect both to the participants and the spectators. Furthermore, violence is the most common practice in soccer. Study participants have pointed out poor refereeing and umpiring as the outstanding instigator. Poor administration was pointed out as one of the sources of immorality, and it causes competitors to misbehave as revenge.

At school level competitions, it surfaced that Heads of schools were conniving with other coaches and Heads of sister schools who may ask the Head of a school to write a temporary transfer of a best footballer or athlete to another sister school whose team has won and is going to represent the province at any higher level tournament. Just after the tournament the child comes back to his/her original school. In the event of a case raised against the receiving school, the Head shall freely produce the transfer letters, yet the child does not belong to that school.

### 3.2 Responses on reasons sport immorality increases in Zimbabwe

Pharmaceutical Industry has developed several drugs that flooded the community especially in urban areas than rural areas. The youth in sport are benefiting from the urban cohorts who sell those performance enhancing drugs to the rural youth. Some drugs are difficult to detect even by modern technologies because the users have what are called maskers tablets.

Economic difficulties in Zimbabwe have been singled out as instigator of drug selling. Youth today enjoy bronchoped, a cough syrup, marijuana and mandrax. It emerged that there is no sport hygiene in all levels of competitions.

The following were reasons that emerged from the respondents:

- The need for quick cash due to prevailing economic hardship in the country. Drugs are purchased from street vendors who need cash transactions only there and there, as they feared to be arrested.
- It is reported that match-fixing involves very few secret individuals and they prefer cash immediately than any other transactions that might lead them to be traced.
- Illegal migration which involve cross-borders from and into neighbouring countries has facilitated easy drug trafficking also.
- 10% of the participants in top sport clubs have identified top government officials who have diplomatic passports as another entrant port for drugs, since their parcels are not subjected to security checking.
- Zimbabwe has become part of the Global Village, therefore, participants of this study have agreed that the Zimbabwe culture used to be shaped by Hunhuism/Ubuntuism has been corroded, corrupted and destroyed by culture cross-pollination from other regions.
- The spirit of self-egoism has given birth to sport immorality, whereby every player is obsessed by ‘win at all cost philosophy’, be it at club level or school level.
- Age-cheating cuts-across all levels of competitions, but drug usage is most pronounced at elite competitions, especially in athletics and boxing tournaments.
An important reason came out that the existence and enforcement by authorities of Result Based Performance system in almost every sport club has greatest influence to force coaches, players and those technical staff to engage in sport cheating as the only way to keep their jobs.

3.3 Responses on the impact of sport immorality to sport development in Zimbabwe.

Furthermore, if this sport immorality is to continue unchallenged by sports administrators, it emerged sport would lose its glory, spectators would not attend sport competitions, sponsors would terminate their much needed financial assistance. It emerged that 100% of the sponsors indicated that they do not want to be associated with any club with a reputation of sport cheating, (a case of ADIDAS vs IAAF). That proved a point that any unsporting behaviour reduces sport development.

The results indicate that a club that relies on winning through unsporting means does not train its players proper skills, therefore, its players are not marketable, so it could not earn money through selling its players. Such clubs end up collapsing because of bankruptcy and many players desert and join other clubs of good reputation.

Data collected showed that 80% of club members agreed that athletes promoted into elite clubs through undeserving methods easily get relegated to redundancy by clubs without serving much time or they retire early. This might be a reason that they always find the going being tough since they lack the ability and talent.

Competitors born out of that immoral sporting culture are believed to be future perpetrators of unfair-play, whether they become coaches, parents or spectators. The situation becomes worse if such a product of sport cheating happens to be a school coach or a club coach, he/she continues spreading that culture thinking that one cannot win without cheating. During games, sport immorality practice leads to violence by other teams as a reaction against unfair-play by the perpetrators. Some soccer games were reported to have been terminated immaturesly after violence have erupted. This is a common practice in school competitions and league games around the world.

4. Conclusions

- Lack of knowledge among athletes about health effects of drug abuse to the their lives make sport people get persuaded by coaches to take drugs in order to enhance performance.
- The study concludes that there is moral absence in the sporting fraternity that has been exacerbated by cultural diversity.
- The desire for economic and social gains are main causes of sport immorality.
- Sport is generally administered in Zimbabwe by officials who are not sport academically and professionally qualified, but is run by those who once been players or those who have strong financial background, this is the main loophole.
- Winning at all cost is a common philosophy among sport clubs and schools and is the main driver of sport cheating at all levels of competitions.
- Violence is a by-product of sport cheating.
- Sport immorality has negative impact to sport development in Zimbabwe.

5. Recommendations

Given the above background, this study has made the following recommendations:

i. The Ministry of Health and Child welfare should launch and spearhead anti-drug abuse and awareness campaigns in conjunction with sport associations.

ii. Schools syllabus must make a refocus on the need to teach Hunhuism/Ubuntuism to school children at all levels of learning.

iii. Heads of schools should be oriented during anti-sport cheating workshops by researchers under the Ministry of Education.

iv. To reduce the height of the desire to win in competitions, there should be also a prize for participation in any sport competitions.

v. Heavy penalty should be imposed on those who practice sport immorality.

vi. Those on record for sport cheating must be banned for live to compete in sport competitions at all levels.

vii. Police units must be availed at every sport competition to nab everyone suspected of committing any sport cheating practices.

viii. I recommend for another research on ways to curb sport cheating.

6. References


