

Gender Inequality Face by Female Athletes; With Special Reference to the Sabaragamuwa University of Sri Lanka

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This particular study was accomplished to identify the gender inequality faced by female athletes; with special reference to the Sabaragamuwa University of Sri Lanka. Identify the gender inequality faced by female athletes in Sabaragamuwa University was the key objective and it examined about what kind of factors of gender inequality related to participation in sports and how gender inequality experienced in other areas of sports life. A survey method was applied to examine the gender inequality faced by female athletes in Sabaragamuwa University. The questionnaire was used as main data collection method for the study. 113 female athletes who were participated currently to the university sports were selected as sample using total sampling method. The questionnaire was consisted of thirteen categories with two subsections as gender inequality related to participation in sports and inequality experienced in other areas of sports life. The study has provided conclusions after wearing out detail scientific analyses of data using suitable statistical tools. Descriptive statistics and chi-square test were used to analyze the data gathered from the questionnaire. According to the results, six factors were accepted from the chi-square analyze: approach of teachers and coaches ($P < 22.7476$), economical aspects ($P < 29.2110$), Social and cultural acceptance ($P < 21.1453$), religious factors ($P < 31.5024$), inequality in job opportunities ($P < 48.1320$) and scholarship awards and leadership ($P < 39.0244$). There is a positive moderate correlation among all factors. The results which were identified under the sub sections inequality faced in other areas of sports life is highly affected for the females to participate sports. Results suggested that there is need to enhance gender equity among the University sport participants. The recommendations were suggested of this study can be able to use as a tailor advertising messages among the different stakeholders of the University sport sector.

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