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Compiled By

S Othalawa

Designed By

PC Thotawaththa

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ICAS 2023 gives scientists a platform to discuss their research discoveries, as well as their potential as researchers, with a large research community. This exposes them to a wide range of academic and industry prospects, as well as research collaborations with top industries. It encourages scientists to look at regional and worldwide trends in their fields of study and to exchange new concepts, technological advances, know-how, and financial investments.

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Contact : info@icas.sab.ac.lk

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Message from the Vice Chancellor

It is with great pleasure that I pen this message to the International Conference on Applied Sports (ICAS 2023) of the Department of Sports Sciences and Physical Education. In fact, it gives me great joy to observe this academic endeavor as the country of Sri Lanka's first-ever international conference.



The idea behind this conference captures the crucial role that a higher education institution plays in physical education, sport science, and sport management, which is also required by the continually expanding issues that the modern sports society is faced with. Only innovative programs like these can solve the present problems in the social, economic, and environmental spheres of practical sports. By empowering society in a range of sectors, including movement analysis, strength and conditioning, sport performance analysis, health wellness, admiration, and management, the Department of Sports Sciences and Physical Education has an intrinsic chance to foster interdisciplinary research. I am certain that the ICAS 2023 will continue to take use of the aforementioned opportunities, producing noteworthy results within the context of physical education and sports.

Finally, I want to express my gratitude to the participants, sponsors, reviewers, and notable keynote speakers. I appreciate the organizing committee's dedication to realizing the university's objective, and I hope that all researchers will become stronger and better equipped to serve their country and the rest of the world with the knowledge, skills, and attitudes they developed while pursuing their studies.

*Senior Professor RMSUK Rathnayake
Vice Chancellor
Sabaragamuwa University of Sri Lanka*

Message from the Co-Conference Chair (SUSL)

I am honored and delighted to welcome you all to the International Conference on Applied Sports (ICAS) –2023. The conference is organized by Department of Sport Sciences and Physical Education, Sabaragamuwa University of Sri Lanka as a collaborative event with the University of Management and Technology, Vietnam.



I believe we have chosen a venue that guarantees a successful conference amid the culture and scenery of Sri Lanka. The main objective of this conference is to provide an international platform to promote academic and industrial research related to applied sports and present those research findings with both local and foreign community. Our conference is rich and varied with 2 leading keynote speakers and there will be 3 plenary sessions under the themes; sport sciences, sport management and physical education and sports.

We bring together professionals in sports and physical education fields from worldwide to this conference and, despite our widely diverse cultural backgrounds, we share a common purpose: improving the sports and physical education fields through the art of evidence based practice. The theme of the conference is, "Emerging Prospects of Sports and Physical Education in Sri Lanka". This event has been carefully planned with the inclusion of sub themes which include sport biomechanics, sport health, sport tourism, sport nutrition, sport psychology, sport management, sport training, sport performance, sport marketing, sport technology, sport analytics, exercise and sport physiology etc.

We hope that you will benefit maximally from this conference. So, take advantage of this opportunity to ask how the research gaps were addressed in different aspects of the world. Collectively, we can extend the work of this conference into the future to expand the boundaries of sport and physical education.

Finally, I warmly welcome you to ICAS – 2023 which will be a unique opportunity to get the exposure from the world's best experts that you won't be disappointed.

Dr. AWS Chandana

Head of the department, Department of Sports Sciences and Physical Education

Faculty of Applied Sciences

Sabaragamuwa University of Sri Lanka

Message from the Co-Conference Chair (UMT)

In my capacity as the co-chair of this conference, representing the University of Management and Technology (UMT), Ho Chi Minh City, I have the privilege to share insights and knowledge from my role as the Director of the Institute of Sport Science and Management. This background underscores my deep understanding and experience in the intricacies of the sports science and management discipline. My involvement also reflects a commitment to fostering meaningful discussions and collaborations in this specialized field, aligning with the conference's overarching objectives.



On October 18th and 19th, 2023, we embark on an exciting journey together. These two days will see us come together to delve into the many dimensions of applied sports. Picture a tapestry of ideas, discussions, and discoveries that will shape the future of sports. The themes in this conference will spark discussions to lead us to transformative new horizons. Our conference themes (sports science, PE and sports, and sport management) are more than just words; they are gateways to vibrant discussions.

Moreover, this conference serves as a catalyst for the advancement of applied sports. Experts, scholars, and practitioners find a platform to discuss innovations, challenges, and opportunities in sports science and practice. The conference objectives focus on presenting cutting-edge research, promoting networking, and translating research into practical applications.

Our gratitude extends to the dedicated organizing committee, sponsors, partners, and volunteers who contribute to making this event a reality. The insights shared during the conference are captured in the proceedings, ensuring that the knowledge shared endures beyond this event. Selected papers also can be published in the Scopus Indexed journal after the conference.

In closing, I extend my best wishes for a successful and fruitful conference experience. Let us embrace the spirit of collaboration and, together, advance the frontiers of applied sports science.

Dr. Tra Giang Nguyen

Director, Institute of Sports Science and Management

University of Management and Technology (UMT), Ho Chi Minh City, Vietnam

Keynote Address by Professor Chathuranga Ranasinghe

Effective delivery of sport science in to sporting industry in Sri Lanka

Anecdotal evidence shows that since the first Olympics in Greece, humans have been studying how to improve their athletic performance and gain an edge over one another in competition. 'Sports Science' the scientific approach to this need evolved in great heights in the last 30 years becoming multidisciplinary, incorporating various fields of study, such as anatomy, physiology, psychology, biomechanics and nutrition.



Sport Science and management education was introduced to the Sri Lankan university education system more than a decade back and now expanding with more local universities developing new programs. Research network is expanding with students taking up post graduate studies, developing international collaborations and knowledge dissemination through research conferences like ICAS.

It is timely that local scholars' explore the possibilities of incorporating this science to the local sporting industry which is a unique challenge of its own. Inviting local experts and stakeholders for a situational analysis and gap identification is a must at this stage. Devising methods according to identified gaps, prioritizing according to the feasibility and advocacy will be part and parcel of this stakeholder group.

One of the main gaps evident is the positioning of sport scientist in the local sporting system and the athlete support system which is financially strained. Another would be revising the education programs timely to meet the updated knowledge and local needs and incorporating industry based learning at early stages of the programs. Finally, athlete and coach education, standardization and building of sustainable relationships are important to deliver the science to the grass roots.

Professor Chathuranga Ranasinghe
MBBS (Col), D. Sp. Med.(Col), PhD (Aus.)
Professor in Sport and Exercise Medicine
Faculty of Medicine, University of Colombo, Sri Lanka

Keynote Address by Dr. Nguyen Tra Giang

Applying strategic marketing to sport event and tourism

Marketing is predicated on the identification and satisfaction of personal and societal needs. Succeeding financially is the fundamental objective. It is defined by the American Marketing Association as a process that involves the development, distribution, communication, and partnership with customers, partners, and society to provide meaningful services.



In addition to fundamental human necessities such as food, water, and shelter, needs also include aspirations for amusement, education, and entertainment. Wants are formed when these needs are focused toward items that can fulfill them. An example of this is when a customer in Afghanistan may choose rice, lamb, and carrots to a Chicago-style pizza and craft beer, which are both desirable options in the United States. Stakeholder desires are notably impacted by sociocultural circumstances.

Conversely, demands are desires for things coupled with the financial means to purchase them. While many may covet luxury products such as Mercedes, only a select few are able to purchase them. Companies must not only comprehend the demand for their products, but also the spending power of their target market.

Market segmentation into relevant customer groups, targeting specific groups, distinguishing market offerings for these targets, and positioning these offerings in the eyes of consumers are all components of effective marketing strategies. An application of these concepts can be observed in Thailand's strategic emphasis on establishing itself as a preeminent sports tourism destination, with a particular emphasis on traditional sports.

Traditional Thai combat sport Muay Thai has amassed international renown and contributed substantially to Thailand's tourism industry. To appeal to a wider range of tourists, the Ministry of Tourism and Sports has been branding and diversifying Muay Thai products and services. This includes lodgings that cater to Muay Thai lovers, customized Muay Thai tours, and standard boxing arenas in popular tourist destinations.

Furthermore, Muay Thai has broadened its scope and appeal by including contemporary elements such as social media, souvenirs, and games. Integration of the sport into numerous facets of Thai culture and utilization of contemporary channels such as social media for its promotion have had a substantial impact on its international reputation and appeal.

As a result of Thailand's clever marketing, specifically the branding of Muay Thai, its tourism business has expanded significantly. Thailand's emergence as a leading international tourism destination by 2019 demonstrated the efficacy of its marketing approaches in recruiting and maintaining visitors, particularly those with an affinity for distinctive cultural encounters such as Muay Thai.

Dr. Nguyen Tra Giang
Director, Institute of Sports Science and Management
University of Management and Technology
Ho Chi Minh City
Vietnam