



# Evaluation of the "Sports for All" Program in Cyprus and Member-Client Satisfaction

Alexandris, K.<sup>1</sup>, Papakosta, E.<sup>2</sup>, Rodafinos, A.<sup>1</sup>, Tzortzi, N.<sup>2</sup> & Dovoli, A.<sup>1</sup>

*<sup>1</sup>Department of Physical Education & Sports Sciences, Aristotle University of Thessaloniki*

*<sup>2</sup>Department of Physical Education and Sports Sciences, Frederick University, Nicosia*

## **Abstract**

To identify service delivery gaps and develop methods to improve participant satisfaction, the study investigated the perceptions of exercise participants, instructors, and administrators of the Sports Programs of the Cyprus Sports Organization (KOA). A standardized questionnaire was used to gather quantitative data from the exercisers and the exercise instructors. Semi-structured interviews with office staff and managers from the District Administrations of Nicosia, Limassol, Larnaca, Paphos, and Famagusta as well as the central Administration of Sports for All (AGO) were used to collect qualitative data. Respondents rated the fitness programs positively; among other factors, they rated staff and human resources highest. Ratings for restrooms, facilities, cleanliness, equipment replacement, and communication and service marketing were less favorable. Finally, administrators stated that they are fairly aware of the problems. They saw prospects for growth in the application of digital communications, the growth of the healthcare market, and the use of the membership database for more effective program promotion.

**Key words:** Sports for all, Cyprus Sports Organisation, exercise participants' satisfaction, quality evaluation of exercise programs