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Sport at School and University Level in Educational and Managerial Structures

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Abstract

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The aim of this study is to analyse how it is addressed physical education and sports at school and university level from managerial and educational aspect. Sports science, interdisciplinary sciences, social and human disciplines (sociology, psychology, social psychology, medicine and other equally important) integrated the sports themes. Education aims at the formation of human personality through the harmonious development of the individual by means of physical education, health education, hygiene and sports. Physical education and sport are activities of national interest, supported by the state. Terms often receive physical education significance of physical exercise, leisure, fitness, competition, etc. In the current political and economic situation, the human society reconstructs both horizontally and vertically, constraints and opportunities arise for positions as desirable. The study presents the political and economic issues of sport in the Romanian society and proposes managerial solutions. The managerial aspects are emphasized through a case study of a sports club.

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1. Introduction

Sport in Romania, as a facet of reality insinuates more and more in everyday life. Media of all kinds, but especially television introduce sport into the lives of everyone, with or without the consent. (Mureşan A., 2005). Performance sport has become a consumer good in the society (Craig P., 2008).

The theme of sport in Romania requires focusing the attention and for physical education, activity Romanian Olympic and Sports Committee COSR activity of the Romanian Olympic Academy, the



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Federation of Sport for All Federation of Sports for Persons with Disabilities, Sports Clubs, private and NGO .

Generally formulating objectives physical education and sport both at home and abroad covers the following areas:

- Strengthening and maintaining the health,
- Development of motor skills, habits of physical activity,
- The acquisition of sports skills,
- Acquire skills of organization and self-organization.

Sports performance goals are formulated by C.O.S.R., Ministry of Sports, Federations and the professional colleges for coaches. The objectives are expressed quantitatively in stroke meters, points and qualitative medals or places occupied domestic and international hierarchies.

2. The legislative framework for physical education and sport

As regards sport and physical education between our legislation and European law, there were made proper harmonization.

European Sports Charter (1992) provides a policy framework for sport to which all European states subscribed. It serves as a benchmark for public authorities and sport organizations. Governments commit themselves to provide to their citizens, in cooperation with the sports movement, the possibility of practicing sport in well-defined conditions. According to this document "sport should be accessible to all, in health and safety, loyalty, tolerance and satisfaction, with respect for the environment".

To promote sports as an important factor in human development, it is recommended that governments take the necessary measures in line with the principles of the Code of Sports Ethics so as to secure conditions for every individual to have the opportunity to participate in sport and all young people to benefit from physical education programs, to develop basic sports skills.

It further recommends taking the best measures for a physical development of young people, so they can acquire the basic physical skills for sports, to encourage them to practice sports. This will make sure that all students benefit from programs to sports, recreation and physical education necessary, equipment and hourly intervals as appropriate.

European Manifesto for Youth and Sport, states the need to develop appropriate and balanced programs for all young people to have the opportunity to participate in physical activities and sports. Programmes should aim both physiological and mental development of the young and the acquisition of sports skills and ethical values. The range of programs should express the needs of all young people, allowing them to develop their full potential in all stages of development and to meet all degrees of competence.

Regarding the infrastructure needed to practice sport, the same document makes the statement: "All educational institutions should be in a position to have the facilities and equipment necessary for appropriate practice of physical activities and sports." Also recommended to encourage mutual and coordinated use of school facilities and those belonging to the community, in closed or outdoor setting

to capitalize as much credit as public and foster exchanges. All young people should have access to facilities; they must be adapted to the needs of young people with disabilities or other special needs.

The European Parliament adopted, in November 2007 a report calling on Member States to ensure the requirement of a certain quota of hours for physical education in primary and secondary schools and at the university level to ensure a greater degree of integration between sport and regular courses. The report emphasizes that physical education is the only subject in the curriculum that aims at preparing children for a healthy lifestyle and transmit important social values like self-discipline, solidarity, team spirit, tolerance and sportsmanship.

Particular attention is given to obesity and related diseases among young people.

It is recommended the use of European Union structural funds for the creation and development of school sports facilities in disadvantaged areas. The document urges the European Commission, European Council and Member States, taking into account the principle of subsidiarity, to develop a framework to help increase investment and material resources allocated to youth sports.

Constitution, Article 45 provides that "Public authorities ensure the necessary conditions that will enable young people to participate freely in the political, social, economic, cultural and sporting life of the nation".

Law of Education no. 84 of 24 July 1995 in paragraph f, Art. 4 - (1) states that Education aims at the formation of human personality through: the harmonious development of the individual through physical education; hygienic and sanitary education, and Practice of Sports.

Law No. 69/2000, in the law of Physical Education and Sport in Art. 2 (1) states that physical education and sport are activities supported by the State and of national interest (5) The practice of physical education and sport is an individual right, with no discrimination, guaranteed by the state.

In the inter-war period and immediately thereafter, physical education and sports had military characteristics and exploited the "curative", social and scientific properties (Kirîțescu, 1943, p. 297).

During the communist period in Romania direction that was clear drawn emerges from sporting organizations statutes at various levels (local councils, municipal, county, CNEFS) of specialized federations and party documents presented at congresses of PCR. Over time the order of importance of these attributes has been adapted to the interests of political decision makers. Approach to achieve the objectives of physical education and sport were contained in those times the representatives of the ruling party (Siclován 1975).

In this political and economic situation, the society reconstructs both horizontally and vertically. Constraints and opportunities arise for positions as desirable. Social rankings are based on the following criteria: prestige of profession, education (Bachelor), income, the number of subordinate employees (Raț C. 2011).

3. Performance sports in Romania

Performance sports ensures for combatants social confirmations, social recognition, professional, economic, political or other in a field involving skill, talent, attitude, skill, place, time and luck (Georgescu, 1998).

The larger, more extensive social gatherings aside of world wars are the Olympics and World Championships. These meetings indirectly dispute the supremacy of the image through sports.

Romanian athletes' performances, in various sports branches over time, ranked Romania as one of the most powerful states in the world in an area so appreciated by the large audience.

Sports personalities led Romania's image in the world more than the industry, science, art, culture and other social activities.

By results of the great champions we have been recognized and respected in the entire world. Sportsmen as Gruia, Gatu, Penu, those wonderful handball teams who conquered the world, humorous Nastase, who permanently changed the atmosphere of the tennis courts, beloved Nadia Comaneci, who took the first 10 in gymnastics, well known Hagi, Popescu and many others that cannot be evoked from the lack of space and time, but are registered in the national and international sports yearbooks, make us to want more of these immense satisfactions.

I picture by our athletes, our teams who were champions' trademark status.

In the consumerist world we live in, image counts and is hard to win. Performance sport has become a consumer good. All participants will win. Professional athletes win contracts, awards and prizes. The well-known gains from economic marketing by selling the image. The image of consecrated athletes joins any marketable products.

4. Sports management and marketing

Applied sports management provides the administrative reference organization designed to ensure consistency and feedback to scheduled activities (S. Teodorescu, Ganera C., 2013).

Olympic spirit promoted by Baron Pierre de Coubertin was forgotten and replaced by mercantile spirit of the consumer society. We recall here betting houses, television contracts, contracts for advertising, marketing or fans related industries, hotel industry, transport, food industry, pharmaceutical industry, the movie industry, tourism, media, all are related material and financial to Sports.

The use of doping substances annihilated total the prompt of the Olympism promoter that important is to participate. It is important to win. ABBA's song declaims "the winner takes it all". This put us into a new era. The race to discover doping substances untraceable on the list or unknown has led to genetic doping. As it is to cloning?

They speak openly about rigged matches and sales contracts of players, about biased refereeing at adult and junior level.

Rush for gains in sport is like the rush for resources in the economy. Only profits matter. Analysts, financiers are all working for this.

The girls enter the game in disciplines we did not expect: playing football, practice martial arts, wrestling, boxing and weightlifting.

The desire of gender equality manifests also through sport.

More and more money is put into play to Combat K1 fights and other sports with excessive violence. Are we prepared?

Economic marketing enters Sports like nonspecific feasts and grasp the situation so that national and traditional sports are dismissed. It takes whatever is sold in the phenomenon of globalization. The rush to results brings rewarding. Competitions are fiercest, most disputed, the show is as sporty. Science progresses. Envy, hatred, would remain constant?

4.1. Managerial Issues in Sport

- To what extent school programs and activities of O.N.G. and sports clubs can provide sports development and thus the health of the population?

- Related to material conditions, the participation and getting medals in Olympiads is an exceptional record. If we had more functional sports facilities and swimming pools we could win more medals in Olympic Games?

- Children and youth coaches, who are engaged in sports clubs can be paid attractive?

- Current legislation defends coaches in dealing with the sponsor?

- In certain countries exposed to the danger of drug use by children, there were designed interesting programs to attract children for sport. After 20-25 years, the Dutch were world champions in volleyball. It would be viable such a program here?

- Organizing competitions lead to influencing arbitration. In Competitions for children, the teachers could be judged by the number of competitions involving children and not just by results?

4.2. Managerial solutions proposed

- Training and education of specialists in international mobility;
- Construction of sports facilities for the various sporting disciplines;
- Motivate coaches;
- Preparing coaches on age levels;
- Ensuring health of the general population and school population in particular;
- Ensure the grassroots sport;
- The design of policies and programs for sports development.

5. Case Study

Training and education of athletes from university and youth sport clubs depends on the management of all resources, on the competition and specific training for athletes.

Full value of sport and physical education lessons is ensured in a very important way through the proper application of learning methods (Wauters-Krings F., 2014). The content and activities of the specialized units depends on analysis and assessment of potential experiences through the potential opponent. As a means of explanation we will use a case study without having it compared with other

sports entity. We believe and hope that this case study can become a model for operational and athletic schools or other units.

This study analyses a university sports club from the SWOT features point of view (Strengths, Weaknesses, Opportunities and Threats).

The aim is to determine clearly the club's situation at present, namely deep understanding the critical potential problems that might affect business. SWOT analysis will pursue: what works well within the club and where there is room for improvement (strengths and Opportunities); if sports organization has competition in the market and how we can cope (strengths and Threats); if the organization needs to make some changes under the pressure of external influences (Weaknesses and Threats); the priorities that should be considered (Weaknesses and Threats).

SWOT analysis is a method easy to perform, an evaluation of internal and external environment and is the main base for the development of the business plan, both short and long term (Pope N., D. Turco, 2001) ,.

The methods used in the study are document analysis and participant observation (Oprışan V., 2002). Studied documents are part of the club's various departments: administrative, accounting, marketing, sports. Participatory observation was done in terms of teacher position coach at the club by participating in: the club's daily activities, sporting events, internal meetings, press conferences etc.

Strengths - analysing strengths by observing the organization itself and its ability to meet its goal.

- Lack of strong rivalry: it is one of the biggest clubs in the country, comprising 19 sports sections;
- Strong brand name (notoriety): generates sympathy among the public;
- The existence of a solid infrastructure: gyms, tennis training courts, physical therapy and rehabilitation facilities, accommodation, cars and buses for transport, office building, etc.
- Nutrition program for athletes: athletes receive nutrition advice, having the possibility to request individual nutritional plan to improve performance;
- Psychology specific program for athletes and coaches;
- Financial support from local authorities;
- Originator of "Business Sport Club", which brings together several local companies in various fields to financially support athletes with outstanding performance;
- Sports clubs and high school sports club program provide future athletes of the club;
- Partnerships with local and national press.

Weaknesses - focus on the weaknesses arising from internal analysis of the club:

- Departmental structuring is inappropriate; lack of specialized departments for External Relations and attracting sponsors;
- Non-specialized personnel who perform duties "by ear";
- The lack of specialized personnel for recruitment and selection of athletes in each division;
- Many wards who need financial support, but without results in sporting success;
- Lack of sponsors often creates situations of financial instability;

- Lack of marketing: presentation site that is not promoted enough, it's not easily accessible and only provides information about certain sections outdated, lack of promotion / information on matches to be played; copies printed in the newspaper club are too many and not distributed efficiently, poor promotion on social networks;
- Poor communication and liaison with supporters.
- All departments communicate on a single e-mail from a Yahoo account; it creates delays in online communication and the lack of personalized address (e.g. office@clubsportiv.ro, marketing@clubsportiv.ro etc.) shows unprofessionalism;
- The existence of a single association storage sponsorship money creates confusion in the distribution of funds to departments;
- Lack of a development plan to address the long term.

Opportunities - refers to the possibility of new development directions due to changes in the external environment.

- Construction of sports training in villages near the city;
- Opening a shop with branded club in a local commercial space within the stadium;
- Training and intellectual concern for athletes: University graduates specializing in coaching, kinesiology and sports management;
- Recognition of voluntary work as professional experience; attachment to the brand can attract volunteers from various areas: students, coaches, doctors, lawyers, etc.
- The existence of attracting potential sponsors: the city with great financial power among private companies;
- Public interest in seasonal sports (e.g. organizing competitions of beach volleyball for both the professional and amateur);
- Involvement in programs to increase accountability to society and to attract public sympathy: environmental support by printing newspapers on environmentally friendly paper, visit kindergartens, schools, high schools to promote sport, support for amateur sports competitions, for disabled etc.

Threats - pinpoints issues that are threats from outside the club activity.

- Confusion with the football club with the same name;
- Provided by the Local Administration, budgets decrease from year to year;
- EU long-term plan in terms of supporting sport is augmenting budgets for grassroots sport and reduction for performance sport; So clubs will receive funds from sponsorship partnerships with private companies;
- Lack of public presence at matches reasons of lack of interest in certain sports or because of lack of time (several competitions take place during the week at times inaccessible to those employed);
- Any change in the organizational structure of the organization and the club requires disputing and approval from state administration;
- Often sponsors enter into financial trouble, which is why the club is sued by unpaid athletes;

- Lack of sports marketing;

The Sports organization analysed above is one of the biggest clubs in the country, behind which endures tradition and performance. SWOT analysis emerges after the club need to match international standards, which provides whole process of functioning and organization. The need for change is imperative.

Suggestions

- Taking advantage of competing facilities, it is necessary to take measures to restructure existing departments and functions;
- At the moment the club is in financial trouble, a problem which in recent years is repetitive. Thus, the development of a SWOT analysis for each department individually sports can clarify whether the maintenance department is effective or its activity may be suspended, at least for a certain period of time;
- Development of the Business Association Sport Club by attracting new members and the association to support sports performance orientation of the various departments to increase performance;
- Establishment Junior Sports Club - juniors training schools for different sports where it is anticipated that there is potential to achieve high performance; choice for sports that will form the junior sections will have a rigorous selection and training of young people, both in terms of sports and education;
- Develop a partnership with the Faculty of Physical Education and Sport the club to actively contribute to educating students through: support of conferences / trainings on various topics in the field of sports workshops for organizing sports events, organization of competitions for students, opportunity practice at the club;
- Organizing galas early in the season (for the athletes / teams presentation, sponsors and supporters, communication objectives for each section) and at the end of the season (analysis of the season, presenting the results, thanks to sponsors, awards ceremony by athletes for excellent activity etc.).

The information obtained from the SWOT analysis represents the first step towards a long-term development strategies. It is necessary that the development strategy to be designed on the lines clear and detailed expression of the aims and activities that lead to their achievement. The development plan will reflect the expected actual achievement thereof, the stage from conception to completion.

6. Conclusion

Physical education and sport activities are declared of national interest, but fulfilling objectives is dependent on the quota of hours included in the weekly program and education budgeting. Performance Sports suffers from inadequate sponsorship law and training methodologies.

Decision makers in the field of sport and physical education need a reference theoretical framework and practical experiences to formulate appropriate vision of mandate. It is imperative that decision makers in the field choice to be made on the basis of management program quality.

It requires the demarcation of objectives, contents, methods, means and evaluation criteria specific to sport and physical education: sports tracks performance sports specific features; physical education aims at optimizing health.

Individualization objectives or focusing on the individual and not on the program fits in modernizing the education process for health and sports performance.

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