

# opción

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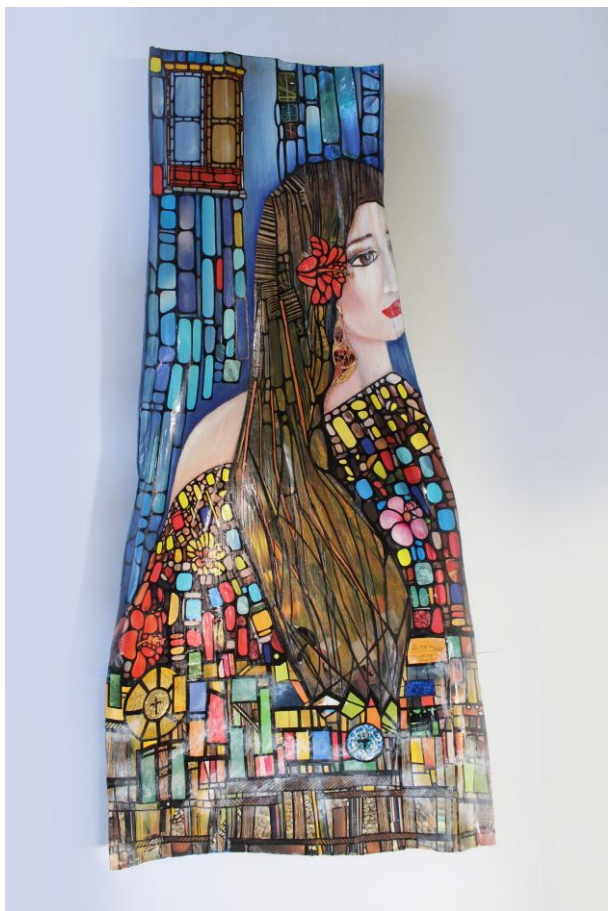
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## **Sports management: shaping competitive performance and mass participation**

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### **Abstract**

This article introduces some measures that allow increasing the motivation to do sports, reflected by sociological research data. Polling as a sociological research method was carried out in parallel through the interview and a questionnaire. Results revealed that 46% of participants positively assess the quality of training. In conclusion, young generation has obviously a positive view of physical training. Students stand for different sports sections. Thus, educational establishments face a problem associated with their inability to deliver expectations of each student.

**Key words:** Management, Sports, Sociology of Education, Health Promotion.

## Gestión deportiva: perfilando el rendimiento competitivo y la participación masiva

### Resumen

Este artículo presenta algunas medidas que permiten aumentar la motivación para practicar deportes, que se refleja en los datos de investigación sociológica. El sondeo como método de investigación sociológica se llevó a cabo en paralelo a través de la entrevista y un cuestionario. Los resultados revelaron que el 46% de los participantes valoran positivamente la calidad de la capacitación. En conclusión, la generación joven tiene obviamente una visión positiva del entrenamiento físico. Los alumnos representan diferentes secciones deportivas. Por lo tanto, los establecimientos educativos enfrentan un problema asociado con su incapacidad para cumplir con las expectativas de cada estudiante.

**Palabras clave:** Gestión, Deportes, Sociología de la Educación, Promoción de la Salud.

### 1. INTRODUCTION

Student life falls within the most active period of life, when the student has the max opportunities and amount of free time for intellectual and physical development (Aleshina, 2014; Mihailova, 2014; Karelina, 2014). The university physical education is focused on shaping student's healthy lifestyle as an institutional trait and delivering the basics of sports as an integral part of the general culture that the future specialist possesses and is able to realize in social and professional activities (Powers, 2014; Kane, 2015; Metzler, 2017).

The modern socio-cultural situation is characterized by the need for shaping the interest of young generation in sports (Cheon et al., 2014; Hills et al., 2015; Holt, 2016). The problem of sports environments is considered from many prospects: in the context of humanization, various educational dimensions, motivation increase, socialization, sporting lifestyle behavior fostering and the optimal self-realization strategy (Casey & Goodyear, 2015; Hodge et al., 2017; Evans, 2017). The process of shaping student's interest in sports has a significant effect on the propensities and abilities, as well as on a number of external factors that shape a social development situation (Vandenberghe et al., 2014; Evans, 2017b; Williams & Macdonald, 2015).

The Sports Department of the Perm Polytechnic University together with the Polytechnic sports club undertakes mass measures for sports performance improvement. At the moment, the sports Department has 34 highly skilled teachers: 7 thereof are senior lecturers and 2 – honored trainers. Some of them were awarded for performance, 20 teachers have various sports titles. The sports club has deep traditions since 1960. The elite of student sports is formed by the Olympic champions, Honored Masters of Sports – Vladimir Alikin (biathlon), Michael Devetyarov (ski racing) – and by the Olympic athletes, Masters of Sports of the International Class – Yuriy Velikorodniy (marathon in Munich and Montreal) and Alexander Nosov (skiing, Sapporo). The purpose of this research is to assess student involvement in sports and student satisfaction with the training

mode, content, and available facilities and resources (Alkaabi & Jowmer, 2018).

## **2. METHODOLOGY**

Polling as a sociological research method was carried out in parallel through the interview and a questionnaire. We have polled 1686 (847 boys and 839 girls) students of Perm high schools and cadets of military institutes: Perm National Research Polytechnic University, Perm State Institute of Culture, Perm Military Institute of Internal Troops of the MIA of the RF, Prikamsky Social Institute and West Ural Institute of Economics and Law. A group of teachers (15 people) was guiding the polling procedure, carried out between September and November of 2017. The item list was as follows:

- Were you doing sports earlier?
  
- Where do you stand on sports?
  
- What kind of sports would you like to do?
  
- What is your maximum achievement?
  
- Where do you stand on an unhealthy lifestyle?

- What estimate would you give for the quality of physical training?

### 3. RESULTS

Polling results are in Table1:

Question	Total, %	Males, %	Females, %
Were you doing sports earlier?	85% of students have been into sports before	87% of students have been into sports before	82% of students have been into sports before
Where do you stand on sports?	95% of students are fine with it	96% of students are fine with it	93% of students are fine with it
What kind of sports would you like to do?	35% of student would like to be into swimming	27% of student would like to be into swimming	48% of student would like to be into swimming
What is your maximum achievement?	16% of students compete on the international, regional and local levels	20% of students compete on the international, regional and local levels	11% of students compete on the international, regional and local levels
Where do you stand on unhealthy lifestyle?	Negative attitude toward drugs – 68%. Negative attitude toward smoking – 63%. Drinking at times – 58%	Negative attitude toward drugs – 65%. Negative attitude toward smoking – 60%. Drinking at times – 64%	Negative attitude toward drugs – 73%. Negative attitude toward smoking – 66%. Drinking at times – 55%
What estimate would you give for the quality of physical training?	46% of students assess the quality of physical training as good	49% of students assess the quality of physical training as good	41% of students assess the quality of physical training as good

Table 1. Polling Results

Interviewing was part of the poll – students were answering to what affects or will affect sports the most. The majority believes that

finances are the answer. Parents and relatives of the 87% of students control their finances. At this point, 12% of students are able to get by on their grants, while 24% of students have jobs feeding them. Majority of students (65%) choose to be trainers because of high salary, but only 6% (7% of boys and 4% of girls) of respondents are good enough for this job. Majority of students (45%) generally look for a high salary, pleasure from performance, opportunity to travel, high prestige and for the opportunity to open own business. The sociological analysis revealed that students of Perm high schools live a healthy lifestyle, are engaged in sports, try to improve their health, do not use drugs, but do not have enough rest and irrationally use their free time. In 1998-2015, Sports, Sociology and Politology Departments of Perm Polytechnic University have carried out a joint sociological research, as over 60 % of humanities majors (most significantly economists and politologists) were exempted from physical education class with the full load.

According to sociological research data, students were engaged in sports before entering the Perm Polytechnic University; 85% thereof would like to go swimming, while 35% would like to go in for aerobics, tourism and sports games. Unfortunately, the university environment provides no opportunity to deliver such expectations, as there is no swimming pool at the university and no such is in the plans for years to come. Sports Department staff designed a training package on sports to increase student motivation. The improved education program was designed for physical education class with reduced load with regard to individual programs, designed for each disease group

and health status. Designed Physical Fitness Tests allow making proper recommendations on improving the fitness shape, developing the professionally important qualities and shaping a healthy lifestyle. These measures allowed increasing motivation to do sports, reflected in sociological research data. Raising student physical and mental health is a way to lay grounds for improving physical fitness and motor performance that affect health promotion through life.

#### **4. CONCLUSION**

As we can see from the polling results, the young generation has obviously a positive view of physical training. Students stand for different sports sections. Thus, educational establishments face a problem associated with their inability to deliver expectations of each student. We consider propagating to increase the interest in sports sections among young people, since the change in social-economic base of national development will entail problems.

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