

78 - POLE DANCE FITNESS: EVOLUTION AND INCLUSIVE PROPOSAL AS AN OLYMPIC MODALITY

BRENDA COSTA GOMES; ROSE DE QUEIROZ LOPES
VIVIANE ANGELO SANTOS DE CARVALHO
LUCIA DA COSTA LEITE REIS
MARIA AUXILIADORA TERRA CUNHA;
ELZIR MARTINS DE OLIVEIRA; PATRÍCIA DO AMARAL
LUCIANA SILVA ABDALAD.
Centro Universitário Augusto Motta - UNISUAM/ RJ, Brazil.

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INTRODUCTION

The Pole Dance for Moura, Gonçalves and Urbinati (2015) is established in a dance form around a highly polished metal bar. It combines gymnastic and dance movements, and determines strength, flexibility and coordination. It can perform through dance styles like ballet and modern dance. Although stigmatized, Pole Dance has been increasingly recognized worldwide as a form of dance and physical activity.

According to Holland (2010) Pole Dance is a mast or bar dance, but in the fitness area it develops only the acrobatic side of Pole Dance, with an emphasis on performing technique. Currently it is considered as a sport. It is a sport that uses gymnastics, dance, increased flexibility, and the development of motor coordination, as well as the promotion of strength of the lower limbs, upper back and abdomen, employing the body itself as resistance. Haff and Triplett (2015) say that within the different physical activities that can be performed, strength training gains unmatched evidence. This is especially true in scientific publications on the topic addressed, such as those by Rosin et al. (2017).

Pole Dance is conceptualized by Wilke (2012) and Fernandes (2012) as having a division into Pole Dance Fitness and Sensual Pole Dance. The first seeks only the acrobatic side, with emphasis on the technique of execution of movements and the second works eroticism, and female voluptuousness. In this research whose objective is a work of conclusion of the bachelor degree in Physical Education, will focus the studies in the first example, the Pole Dance Fitness.

Authors such as Whitehead and Kurz (2009); Parizzi, (2008); Haslam and Cooper (2010) say that although Pole Dance Fitness is a new modality, it is gradually arousing interest in new practitioners, such as children and adolescents. Benefits include weight loss, increased strength, improved cardiorespiratory fitness, and muscle endurance.

The practice of Pole Dance Fitness, according to Haslam and Cooper (2010) becomes important, since it provides communication and expression mechanisms in a particular way, attributes that cannot be found in other activities, only in dance and gymnastics.

According to the BBC News Brazil website (2018), although the Superior Court of Justice (STJ) has ruled that legally Pole Dance is a dance in the Brazilian context and not a sport, the activity was first recognized by an international sports entity. The practice has gained the status of "observer" from the Global Association of International Sports Federation (GAISF) association that groups international sports federations. Corroborating that the activity can be recognized as a sport internationally and with it, the initial step to become an Olympic sport.

Faced with the questions initially presented, you are faced with the following problem: What are the reasons that lead women and men to seek Pole Dance Fitness as a body practice in daily life? How do regular practitioners perceive the inclusion of Pole Dance Fitness as a future sport and Olympic modality?

Our hypothesis is that several reasons contribute to the practice of Pole Dance Fitness, because it means much more than moving body parts or moving in a space, performing Pole movements, or even understanding that the vertical bar as a goal of exploration, which allows dance movements, improvisation, varied movements, self-esteem, balance, finally, new learning and spontaneous achievements that can be explored with the regular practice of this activity.

The objectives of the study were to show the reasons that lead women and men to seek Pole Dance Fitness as a daily body practice and to describe how regular practitioners perceive the inclusion of Pole Dance Fitness as a future sport and Olympic modality.

In order to understand the limits imposed for Pole Dance Fitness membership, which is almost unknown to most people, be they children, young people, adults and the elderly and can be redeemed, so that there is a possibility of greater proximity to Other cultures.

This study is relevant because it will contribute to this line of study, assisting Physical Education professionals, as well as Pole Dance practitioners, offering meaningful expressions that allow learning in different ways, and it is also emphasized that the movement that is inserted in the practice of this modality, expanding its theoretical and practical knowledge.

LITERATURE REVIEW

The Historical Context of Pole Dance

According to the story told by Moura, Gonçalves and Urbinati (2015) and the IPDFA (2018), Pole Dance began incipiently in ancient India, where there was the practice of Mallakhamb, that is, "the man of strength or gymnastics. pole" that focused on a kind of yoga, which was practiced on a wooden pole with ropes, existing since the twelfth century. Pole Mallakhamb was best practiced by men and boys, a traditional Indian dance in which athletes performed acrobatic movements using a wide wooden pole with a wooden border. They used this method to train as all pole dancers do today, although it is intended for male athletes only. Already the rope Mallakhamb by women and girls. In addition to Mallakhamb, there was Mallastambha, "the pillar gymnastics," an extinct modality that was used by wrestling fighters to work on muscle hypertrophy and strength.

There is the closely related Chinese pole, Mallastambha, a strength training completed on an iron pole known as stambha. Starting as an ancient Indian sport, it builds the physique in the same format as pole dancing, although it was designed for men. The men spun, spun, bent, and held positions at mast length, developing dexterity and agility. Still according to the International Pole Dance Fitness Association - IPDFA (2018) it seems that pole dancing disappeared for several centuries and reappeared again in the 1920s. During the Depression circuses traveled with tents. At the next shows, women danced around the

tent posts, sliding up and down and holding poles. This entertainment has gained a bit of popularity (what a surprise). These were called "hoochie coochie" dances. As the word traveled, pole dancing became more and more prevalent within the burlesque scene throughout the 1950s.

Parizzi (2018) reports that pole dancing was influenced by paganism and Roman rituals in the western world. The most famous is the Maypole, dating from the 12th century. The pole was decorated with flowers and the girls used to dance around it. In fact, it was a pagan fertility ritual. During the Great Depression in the USA (1920s), pole dancing began to recover in circuses in the form of sensual choreography. The dancers used to dance on the poles that supported the circus stage. These specific dances became so popular that by the 1950s they became the core of the burlesque and cabaret scene. From then on, pole dancing will be associated with sensual dance and striptease.

Moura, Gonçalves and Urbinati (2015) also ratify that it was during the 1920s, the era marked by the Great American Depression, that the current Pole Dance began to structure itself. A group of artists versed as Tour Fair Shows (similar to circus performers) they traveled around the cities giving performances and entertaining the public. Along with the main show were some side shows in small tents around the main tent. One of the most famous tents was where erotic dancers Hoochi Coochi, name derived from the hip movement used by the dancers, performed. To adapt to the unsuitable stage space, according to Parizzi (2018), the dancers began using the near-stage poles to support the tent as part of the show.

The oldest pole dance recorded in the USA was in Oregon in 1968, performed by Belle Jangles at the Mugwumps strip bar. The craze took off and spread to Vancouver's red light district of Vancouver, where pole dancing was featured in many nightclubs. The women dressed in themed costumes, wore musical routines and danced seductively in their performances. These shows, in Parizzi's (2018) and Moura's, Gonçalves and Urbinati's (2015) considerations quickly spread to the US, popping up in strip clubs in different places, then losing all aspect of 'music theme', but without losing the seduction and with little amount of clothes and sticks.

Parizzi (2018) reports that in the 1990s, Fawnia Mondey, a Canadian, not only competed in Pole Dance, but began teaching her by releasing the first instructional video on pole dancing. With this video Pole Dance has spread around the world, including the UK and Australia. Fawnia is also responsible for the Pole Expo, an annual convention in Las Vegas.

The expansion of Pole Dance Fitness took place in 2006, especially due to the emergence of championships with regulations and federations, such as the International Pole Dance Fitness Association founded in 2007 (IPDFA, 2013), of the International Pole Sports Federation with the constitution of regulations in 2011. (IPSF, 2013) and the International Pole Fitness Federation (IPFF, 2013) which promotes international competitions. In Brazil there is the Brazilian Pole Dance Federation, founded in 2009 (FBPOLE, 2013) that promotes national competitions since 2012, as well as Studio Grazy Brugner, organizer of competitions in the Brazilian scene since 2009.

Today, according to Wilkerling's (2012) considerations, pole dancing is still considered to be sensual and erotic and found in strip clubs. But it has also evolved into a fitness venue in studios around the world as a form of aerobic dance. And soon it will be at the Olympics, as many people have called for it to become a recognized sport.

Pole Dance in the Brazilian Context

As emphasized by Oliveira (2016), the first popular allusion to Pole Dance in Brazil was through Rede Globo communications station, showing it during the soap opera *Duas Caras*, in 2007, where actress Flávia Alessandra played a dancer in a house. night time. From this news, Brazilians became interested in this practice.

The first school was founded in Curitiba by the teacher and dancer of this practice Grazieli Brugner, director of her own studio and portable bar lines. She pioneered the creation and registration at the National Library of Brazil in December 2008 of her Pole Dance teaching methodology for instructor training. It was also the first to introduce it within universities as an extension course in 2013 in the city of Curitiba, Paraná. She is currently a teacher of the extension course for Pole Dance Fitness instructors at the Inspirers College, which also has the course in its existing branches in the cities of São Paulo / SP, Curitiba / PR and Porto Alegre / RS. Oliveira (2016, p. 21) says that Brugner also held the first Brazilian Pole Dance Championship, in 2008, in the city of Curitiba / PR.

According to Fernandes (2012), in December 2009, the Brazilian Federation of Pole Dance - FBPOle, founded a solid administrative base with the adhesion of qualified professionals, having infrastructure to favor new guidelines in favor of pole dance growth. The federation has consolidated the training of new athletes and people interested in the sport. Recognized worldwide, FBPOle is a forerunner in rule book design, arbitration code and arbitrator training, thus beginning a new vision for Pole Dance in the Brazilian context and worldwide.

The Motivation for Practicing Pole Dance Fitness

From the 2000s onwards, according to CBPOLEDANCE (2016), Pole Dance spread throughout the world context, filling the studios of people who sought the benefits of this agglutination of dance and bodybuilding, providing improvement in self-esteem and change in the body of men and women.

Fernandes (2012) highlights that curiosity is high among people, especially among women who are interested in taking classes. This is a sport that comes gradually, having prominence in the world context, although there is still prejudice for the practice, for issues of sensuality spread by the media, as, for example, in movies, soap operas, programs. However, the fitness side has been arousing even more curiosity and drawing more attention from people, especially women, making them look for classes and sticking as a serious exercise, becoming increasingly aware of this practice.

The practice of Pole Dance Fitness that can also be called Pole Sport leads the individual in search of a healthy life, since according to Moura, Gonçalves and Urbinati (2015) through their practice it promotes physical changes such as the gain of strength and reduction of weight. fat mass and also in the physiological aspect as the increase of the cardiorespiratory capacity.

For Fernandes (2012) the reasons that led the participants of that study to practice Pole Dance, are similar results to the present study that showed as the main reason that was seeking to practice some physical activity. Most of the students noticed improvements in their health, aesthetics and emotional aspects. In addition, they begin to practice the sport because they want to do a physical activity and enjoy challenges. It also states that most women seek effective means for weight loss in Pole Dance Fitness, including health, as well as the risk that the accumulation of fat can bring is causing some types of diseases for women, such as, among others, for example, obesity, hypertension and diabetes.

For Salles (2018) this practice is due to the same contribution so that the abdominal, lumbar and pelvic region is toned, as well as the shoulders, arms and shoulder blades. The leg muscles are also worked to perform static exercises for mast support. In a 1 1/2 hour class, you can spend about 500 to 600 calories. So many benefits have sparked public interest and currently more than 200 schools are registered in the federation, spread over Brazil, with over 8,000 students.

Ferreira (2015) highlights the relationship of being-with-the-world is given by the body, the totality of being, without

distinction between soul and body. Against the transformations of this totality, of corporeality, of rediscovery of self through pole dancing, this study has structured its purpose. The experiences, elucidated by the participants' speech, had the most varied emotions in which they were reported, from the withdrawal of the marital relationship from the routine to the possibility of taking a photo to show their ability to overcome obstacles, thus allowing a categorical understanding. He also states that the formation of affective bonds within the studio was reported by all participants as inherent in the practice. Women of various ages, professions and motivations have found a bond due to pole dancing. Friendships were made possible by the need of the other, who became a safe haven in the creation of a movement and subsequently a friendship for life. Friendships that make it possible to talk about taboo themes, often repressed in other social sectors.

In his considerations, he confirms that interrelation changes are noticeable, but physical changes are also present. There is an increase in muscle strength and flexibility that results in increased quality of life, making it synonymous with health. Other physical activities became parallel in order to provide greater pole dance performance.

STUDY METHODOLOGY

It is a qualitative research, a method of scientific investigation, whose objective is to be able to understand the behavior of a particular group. This study is based on a bibliographic and field research, in order to achieve the objectives of the study. It has a descriptive character, since its objective was to observe, record and analyze phenomena, however, without interfering or influencing them, with a subsequent comparison of the results obtained according to the characteristics evaluated.

Population and Sample

The study population analyzed refers to regular practitioners of Pole Dance Fitness, with a total of four adults, two men and two women.

Data collect

To select them, the following process was performed: after being informed about the nature and objectives of the experiment, the volunteers practicing Pole Dance Fitness obtained an Informed Consent Form, in which the study followed the guidelines and rules that regulate research with human beings (Resolution No. 196 of the National Health Council of October 10, 1996, updated by Resolution No. 466/2012), being informed of all the purposes and methods used in the study, highlighting the right of even give up the experiment at any time. Following these arrangements, the evaluations began.

Instruments / Collection

The instrument used was a questionnaire with seven open and closed questions validated by three university professors.

The interview will then follow the acceptance of respondents, having the same full knowledge about the meaning of their participation and the purpose of the study as well as all procedures performed and the use of collected data.

RESULTS ANALYSIS

Data were collected by the authors of the investigation, in direct contact with the research participants. The informants of this study are two men and two women.

Regarding the age of the informants, the men are 26 and 32 years old. The women are 29 and 48 years old.

Regarding the time of practice, there was a discrepancy between male and female informants. The practice time of women is 5 to 7 years and, in contrast, men are still quite incipient in the practice of Pole Dance, ie 1 year and 6 months to 3 years. It seems that this body activity is already consolidated in the female universe, while practicing men are pioneers in the sport. However, it is noteworthy that the experiences of participating informants with Pole Dance range from 1 year and 6 months to 7 years, and among them we contact divergences and similarities, from their goals to begin to their reasons for continuing in practice.

Regarding the decision to start this practice, there was no convergence in the answers. Responses such as physical fitness, acrobatic skills, aesthetics, freedom of expression, were remarkably presented in the speech of these informants who, when encountering a vertical bar, could rediscover themselves and still combine this practice with other practices. These characteristics can be exemplified in the statements of informants 1 (male), 2 (female): "Because as I am a martial art practitioner, Pole Dance already helps me to focus more on physical exercises that are not practiced in martial art." (Informant 1 man). "I decided because I like physical activities that have to do with acrobatic skills." (Informant 2 woman).

Regarding what he likes most about this practice, it was possible to find some common points in the answers of the informants. However, as in any relationship, the link to the practice of Pole Dance is due to some particularities. However, for each one there is a different meaning in the practice of sport, as we can observe in the answers of the informants: "Of the control of the movements, about the tension in the pole of the Pole Dance." (Informant 1 man). "The freedom I have to express myself and be myself." (Informant 1 man). "I like body strength gain and strength control, working the eccentric phase." (Informant 2 woman). "Physically enchants me by force." (Informant 2 woman).

It is observed that the issue of strength development and movement control are issues of great relevance that contribute to the desire of these practitioners.

Regarding commenting on what they do not like in practice, the responses of female informants were unanimous in answering that there is nothing they do not like. Different responses from the position of men who questioned flexibility movements and body locks as you can see in the respondents' responses: "I am not close to the flexibility movements of practice." (Informant 1 man). "The body locks that are very painful." (Informant 1 man). "There is nothing I dislike in practice." (Informant 2 woman). "There's nothing I don't like so far." (Informant 2 woman).

Although informants women do not report anything in practice that would disavow their continuity, it is noteworthy that just as any physical activity, during the activities may occur movement limitations and flexibility, which, in turn, can become a hindrance. However, persistence and motivation can break the barriers of the practitioner not being able to perform all movements.

Regarding the pertinent question the opinion of your family / friends when you said you would do Pole Dance classes, it was possible to see the prejudice of this practice by the male public, which can be confirmed by the answers of the male informants and, in the opposite sense, the answers of female informants ratify family support and encouragement for practice. "At first glance it is a bit odd to be a man, but it all depends on the practitioner's performance." (Informant 1 man). "They had a lot of prejudice at first because they thought it was an activity for women only." (Informant 1 man). "Everyone finds it amazing to be a stunt activity." (Informant 2 woman). "Everyone supported and liked the idea, although they found it quite unusual." (Informant 2 woman).

Although the practice of Pole Dance has evolved, there is still much prejudice, but many people perceive it as a

serious sport that should be recognized and achieve visibility in the sporting and Olympic context.

FINAL CONSIDERATIONS

The practice of Pole Dance promotes better quality of life and still contributes to better physical fitness. Therefore, the pursuit of this practice is linked to the improvement in flexibility, strength and endurance.

Through the answers of the informants it was possible to verify that the physical difficulties and, even for the lack of family incentive, can be gradually overcome through the overcoming of any obstacles, as the lack of understanding by close or even physical people were gradually being overcome.

It is believed that this study can contribute to the theoretical foundation of Pole Dance Fitness not only as physical activity, dance, sport, gymnastics, but notably as a future sport and Olympic modality.

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POLE DANCE FITNESS: EVOLUTION AND INCLUSIVE PROPOSAL AS AN OLYMPIC MODALITY

Abstract: The aim of this study was to investigate the evolution of pole dance fitness to the present day and its future inclusion as a sport modality. The pole dance fitness corresponds to a sports modality concretized by means of gymnastic movements in vertical mast. The purpose of this study was to show the reasons why women and men seek Pole Dance Fitness as a daily practice and describe how regular practitioners perceive the inclusion of Pole Dance Fitness as a future sports and Olympic modality. The methodology adopted was the review of literature and field research with the adoption of a questionnaire for qualitative analysis, and it is classified as an exploratory research that intends to know the subject and to deepen existing knowledge. The study population analyzed refers to regular practitioners of the modality being our sample of a total of four adults, being two men and two women practicing Pole Dance Fitness. The results of the study indicate that the practice of Pole Dance for informants has contributed to several benefits related to health, well-being and better physical conditioning. Although the practice of Pole Dance has evolved, there is still a lot of prejudice, especially in relation to practicing men, but several people perceive it as a serious sport that must be recognized and achieve visibility in the sporting and Olympic context. It is concluded that the practice of pole dance promotes a better quality of life and also contributes to better physical fitness.

Keyword: Pole Dance Fitness. Inclusion. Olympic Modality.

POLE DANCE FITNESS: ÉVOLUTION ET PROPOSITION INCLUSIVE EN TANT QUE MODALITÉ OLYMPIQUE

Résumé: Cette étude visait à étudier l'évolution de la condition physique de la pole dance jusqu'à aujourd'hui et son inclusion future en tant que sport. Pole Dance Fitness correspond à une modalité sportive réalisée à travers des mouvements de gymnastique en mât vertical. Par conséquent, l'objectif de cet article était de montrer les raisons qui poussent les femmes et les hommes à rechercher le Pole Dance Fitness comme pratique quotidienne du corps et de décrire comment les praticiens réguliers perçoivent l'inclusion du Pole Dance Fitness comme sport futur et modalité olympique. La méthodologie adoptée consistait en une revue de la littérature et des recherches sur le terrain avec l'adoption d'un questionnaire pour une analyse qualitative. Elle est

classée comme une recherche exploratoire visant à connaître le sujet et à approfondir les connaissances existantes. La population à l'étude analysée fait référence à des praticiens réguliers de la modalité, soit notre échantillon d'un total de quatre adultes, deux hommes et deux femmes pratiquant le Pole Dance Fitness. Les résultats de l'étude indiquent que la pratique de la pole dance par les informateurs a contribué à plusieurs avantages liés à la santé, au bien-être et à une meilleure condition physique. Bien que la pratique de la pole dance ait évolué, il existe encore de nombreux préjugés, en particulier envers les hommes, mais beaucoup le perçoivent comme un sport sérieux qui devrait être reconnu et avoir une visibilité dans le contexte sportif et olympique. On considère que la pratique de la pole dance favorise une meilleure qualité de vie tout en contribuant à une meilleure forme physique.

Mot clé: Pole Dance Fitness. L'inclusion Modalité Olympique.

FITNESS DE POLE DANCE: EVOLUCIÓN Y PROPUESTA INCLUSIVA COMO MODALIDAD OLÍMPICA

Resumen: Este estudio buscó investigar la evolución del fitness de pole dance hasta el día de hoy y su futura inclusión como deporte. Pole Dance Fitness corresponde a una modalidad deportiva realizada a través de movimientos gimnásticos en mástil vertical. Por lo tanto, el objetivo de este documento fue mostrar las razones que llevan a las mujeres y los hombres a buscar el Pole Dance Fitness como una práctica diaria del cuerpo y describir cómo los practicantes habituales perciben la inclusión del Pole Dance Fitness como una futura modalidad deportiva y olímpica. La metodología adoptada fue la revisión de la literatura y la investigación de campo con la adopción de un cuestionario para el análisis cualitativo, y se clasifica como una investigación exploratoria que pretende conocer el tema y profundizar el conocimiento existente. La población de estudio analizada se refiere a los practicantes habituales de la modalidad que es nuestra muestra de un total de cuatro adultos, dos hombres y dos mujeres que practican Pole Dance Fitness. Los resultados del estudio indican que la práctica de Pole Dance para informantes contribuyó a varios beneficios relacionados con la salud, el bienestar y la mejor forma física. Aunque la práctica de Pole Dance ha evolucionado, todavía hay muchos prejuicios, especialmente hacia los hombres practicantes, pero muchas personas lo perciben como un deporte serio que debe ser reconocido y lograr visibilidad en el contexto deportivo y olímpico. Se considera que la práctica de Pole Dance promueve una mejor calidad de vida y aún contribuye a una mejor forma física.

Palabra clave: Pole Dance Fitness. Inclusión. Modalidad Olímpica.

POLE DANCE FITNESS: EVOLUÇÃO E PROPOSTA INCLUSIVA COMO MODALIDADE OLÍMPICA

Resumo: Buscou-se neste estudo pesquisar a evolução do pole dance fitness até os dias atuais e sua futura inclusão como modalidade esportiva. O Pole Dance Fitness corresponde a uma modalidade esportiva concretizada por meio de movimentos ginásticos em mastro vertical. Logo, o objetivo deste trabalho foi mostrar os motivos que levam mulheres e homens a buscarem o Pole Dance Fitness como prática corporal no cotidiano e descrever como os praticantes regulares percebem a inclusão Pole Dance Fitness como futura modalidade esportiva e olímpica. A metodologia adotada foi a revisão de literatura e pesquisa de campo com a adoção de um questionário para análise qualitativa, e se classifica como uma pesquisa exploratória que tem a intenção de conhecer o tema e de aprofundar conhecimentos já existentes. A população de estudo analisada refere-se a praticantes regulares da modalidade sendo a nossa amostra de um total de quatro adultos, sendo dois homens e duas mulheres praticantes de Pole Dance Fitness. Os resultados do estudo indicam que a prática do Pole Dance para os informantes contribuiu para vários benefícios ligados à saúde, ao bem estar e melhor condicionamento físico. Apesar da prática do Pole Dance ter evoluído, ainda há muito preconceito, principalmente em relação aos homens praticantes, mas várias pessoas o percebem como um esporte sério e que deve ser reconhecido e alcançar visibilidade no contexto esportivo e olímpico. Considera-se que a prática do Pole Dance promove melhor qualidade de vida e ainda contribui para melhor aptidão física.

Palavra chave: Pole Dance Fitness. Inclusão. Modalidade Olímpica.