

95 - SPORTS AS LEISURE IN PERSPECTIVE OF SOCIAL WELFARE

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INTRODUCTION

In today's society the man has taken a significant position in relation to stressful work. You could say that free time with the increase of the technological revolution has become a time of regeneration for the work itself. Although the machines to favor productivity growth, has the feeling, as De Masi (2001), that man has much less leisure time than in the past.

The advent of industrial society, many authors have written about the subject. In Europe, the end of the nineteenth century, Lafargue (2003) writing the first literary manifesto on leisure commenting on the failure that the workers suffered from the factories.

As Marcelino (1999), only the first decades of the twentieth century, was the systematic study of leisure in Europe and the United States. As one of the more recent authors highlight the French Dumazedier Jofre (1976) in research with international scope, with influences in Brazil.

This study on the practice of sports and leisure in their free time tried to understand the main aspects involved in a socio-historical dialectic of leisure, sports and social welfare.

LEISURE

Leisure is a term commonly understood in the common sense in a pejorative sense is associated with non-work and non-productivity. In this study, however, it is necessary for a brief discussion a better understanding of the issue.

Industrial society, as Calvet (2006) contributed considerably to this pejorative sense to leisure. In the Industrial Revolution, the work was regarded as the greatest good of men, who departed the ease of their environment as they consider the opposition.

Idleness, in antiquity, as Salis (2004), was seen as a way to spend time with joy and passion. The purpose of the entertainment was to get the man mimics the gods, as a means for the celebration of himself and his own enrichment. The man appealed to the enjoyment of the time, getting rid of plan activities servile. However, it took into account that, pleasant or not, activities should be performed as required. The man would only be complete when they transcend their status as subsistence activities taking contemplation through the free time. (SARMENTO, 2002).

According to Werneck (1996), the relationship of work and leisure have their origins in antiquity. Before, specifically in the fifth century BC, the Greeks lived in a strong and warlike, ensuring the protection of values and wealth of the community at that time considered as attributes needed to sustain life. The great progress achieved by Greece in the Classical Period due to the possibility that some men have opportunities for leisure at the expense of others, who were required to maintain the actual work.

Market societies, over time, they were removing the leisure activities, as conceived economic achievements as its main objectives, thus replacing the leisure *Negum otio*, known traditionally as a business to this day. (Calvet, 2006).

The work won a very big space in the life of human beings in the establishment of industrial society, imposing a new framework for work time. It meant that man should absorb a significant time of his life as a professional, high productivity (PADILHA, 2000).

Calvet (2006, p.58) states: "[...] while thinking of leisure as non-productive time, as opposed to productive time, stay will be to fix the work as the centerpiece of life "[...].

Thus, the rest was reasserting itself as a mere replenishing the energy spent at work and in opposition of productive activities, taking only as a means of compensation for work.

Given this, the welfare of the working class was shrinking and contributing to an increase in stress, social isolation, sedentary lifestyle and habit of an unbalanced diet. As Lafargue (2003), the workers seemed to understand that when they were subjected to a day of extreme work, exhausted their strength early, committing their well-being and quality of life.

Currently, achieving the social welfare is a key issue for people to exercise citizenship. However, it is known that it is the responsibility of the State and foster the practice of sports in their free time, solving issues related to health, education, unemployment insurance, to protect the elderly, the social risk and abandonment.

THE STATE OF SOCIAL WELFARE

The first to use the term State of Welfare were British journalists. The matter came later to academic teaching for a more reasoned about its sustainability (GOMES, 2006).

Means the well-being by integrating components of mental, physical, spiritual and emotional. Every well-being is greater than the parts that compose it and the result of a subjective and individual. According to Nahas (2001), while health is determined by objective parameters and subjective well-being is always assessed by a subjective perception of individual.

The major purpose of social welfare seems to be the guarantee of minimum dignity to human beings, mainly in relation to employment, health services, housing, clothing, food, education, welfare and recreation. Improvements of the population in relation to rent increase, security and comfort also favor the well-being.

However, it is known that social welfare is subsidized by the state, since the range of services and benefits which it promotes as a way of establishing a balance between market forces and ensuring social stability relative. The company receives sufficient social benefits to a material structure and maintain their standard of living, as a defense mechanism of the negative effects of exclusionary capitalist structure (GOMES, 2006).

In the postwar period, as Outhwaite and Bottomore (1996), the term State Wellness gained strength as the State's institutional proposal to achieve some goals in combating the five evils of society: the scarcity, disease, ignorance, poverty and idleness. However, the same state which has achieved success in the postwar period in the late 1960's became irrelevant by not following the devastating economic growth, resulting in the failure category of the Wellness. Thus, a first time the globalization of the economy sought the possibility of well-being and, subsequently, contributed to enhance the social failure of many people.

It is argued, from this approach, the policies of welfare rather than reduce inequalities inherent in any social system, in contrast, stimulate them, to reward dependence and accommodation at the expense of recovery of individual initiatives. This translates, perversely, by a process of naturalization of inequality. For neo-liberals, so there is nothing more positive than the underlying competitiveness of inequality, it is from there that people are driven to achieve better living conditions (Mascarenhas, 2004, p.79).

As a result, few people had access to leisure, which took a commodity nature, becoming known as "MERCOSUR leisure," according to Mascarenhas (2004). Was created, then a different ball to the values of leisure that were widely reported in studies of Dumazedier (1994). Gradually the culture of the "market play," which inspired the phenomenon of surplus value, prioritize the profits of the leisure industry, has been sharing space with the ideas of rest, recreation and development.

According to Padilha (2000), leisure time presents itself today as a consumption activity, since the activities related to it are turned into commodities and are increasingly taking a place in the economic system in which it is inserted. The author argues that if there is a tendency for an increase in free time depending on the technological revolution, there will likely be a significant increase in specialized services for entertainment and thus increasing the possibilities of consumption and production of goods.

LEISURE AND SPORTS, AN ALMOST PERFECT MATCH

The sport originated in bourgeois classes as a pleasure in work environments in Europe, with a democratic, unselfish and enjoyable. However, during the historical process, the sport was appropriating capitalist interests to make it a major element in the pursuit of productivity and efficiency and interests by maintaining the status quo of the ruling classes. According to Elias and Dunning (1986), aristocrats and bourgeois and those belonging to lower classes played sports as an occupation of free time, improving the status of social classes to which they belonged. As examples can be mentioned tennis, athletics, football and several other classic sports known to date, which appeared in England between the seventeenth and nineteenth centuries.

In Brazil, according to studies of Costa (1990), the first manifestation of sport in Enterprise environments was an initiative of the Bangu factory, based in Rio de Janeiro in 1901. Officials at that time practiced a football field on site.

The author explains that events such as these occurred in the country since 1930 in various ways, fitness subsidies to businesses. These clubs were called "Associations Sports Association" and consisted of a recreational and entertainment for employees and their families. These organizations worked outdoors the factories (COSTA, 1990).

If the sport is practiced with a sense of leisure, may contribute to the development of standards of cooperation, there is a greater chance of promoting social integration among employees. For this it is important that professionals are well engaged in this approach. It is worth noting that even has a sense of democratic and participatory, there may be a spirit of competition, which is intrinsic in the process. From this perspective, the competition is serving a primarily social function, leaving the outcome, the rivalry and preoccupation in defeating the enemy at any cost to the background (OLIVEIRA, 2001).

Studies show that the work environment permeated by their competitive and strategic relationships has caused negative effects on the welfare and clinical social worker (Marques and GUTIERREZ, 2006). The authors refer to the prospect of income and productivity in the company's goals. Thus, employees feel pressured to achieve them, living in an environment of tension and psychological pressure.

One of the strategies that companies have employed for officials to reduce such effects are the programs of quality of life for the greater well-being and increase employee productivity. Although he notes that the free time or always valued by the ruling classes as a development strategy, although it is recognized that involvement in recreation programs, to bring health, wellness and recovery to the worker, also brings availability, energy to think about the values of one's life, providing in a time of possible resistance and even transformations.

Padilha (2000) states that most recreational activities carried out in the workplace is equipped with functional principle, as the leisure time fulfills a function of rest-purpose priority to promote a recovery necessary to return a more productive worker. The author understands that functionalist authors believe that the frustrations and grievances generated in the workplace can be compensated in leisure moments provided by, and is in Appendix activities for work.

It is necessary to favor leisure activities in companies with the focus of development. For Greiner (1986), it is essential that companies adopt measures for employees to rest, reflect and grow. Leisure and accordingly meets these requirements, the character of the improvement of both productivity and the development of the individuals involved. Thus, leisure can be used as an enhancement of the human being in work time and time not working.

Marcelino (1999) states that the relations of business and leisure have been routinely used with success in organizations in the contemporary world. It is essential that people reflect on the possible adaptations of these relations not as antagonistic but as complementary.

Tubino (2007, p.58) defines the sports business as a right of employees:

The sport is in business practices sports offered by companies for employees and family members. The precepts of Modern Management suggests that companies should offer their employees, sports practices that will provide a desirable environment in their premises. Large companies assemble clubs for their employees and their families where they have the opportunity to practice sports in view of sports Leisure.

The sport and leisure has, in principle, the pleasure of play and the occupation of free time and freedom. Also known as sport participation. Its major purpose is to promote the welfare of participants without major compromises with institutional rules. People who practice the sport leisure develop a spirit of socialization very large, since the participation is free, not privileges to the talents, encouraging the inclusion of all (TUBINO, 2001).

Today it is clear the importance of sports as one of the biggest of this century, especially when it ceases to prioritize income in order to incorporate its concepts of values education and social welfare. In fact, sport leisure, sport other than income, which focuses on the talents and keeps their rigid international standards, whose main characteristic is democracy, which determines the practice by anyone, anywhere, free time, alone or with partners, according to one or more conventional rules and goals throughout life (TUBINO, 2001).

FINAL

Sport practiced in business as a recreational allows employees to compensate for social inequalities in times when, regardless of professional role that exercise, simply enter the playing field for sports and, joined by a friendly feel, defend the same time, surpassing the real social barriers. The sport is considered one of the best ways of human society this century (TUBINO, 2001).

It follows therefore that the practice of sports as entertainment in their spare time can contribute to the achievement of physical well-being and mental health, improve the quality of life, providing greater human society and greater willingness to deal

with the routines of daily day. Moreover, these activities are potential desrotinização, recover energy and personal achievements.

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ABSTRACT

This study aims to understand the social relations involved in the sport in relations with leisure time working and not working while seeking to reflect the available time filled with sports and leisure practices can contribute to the achievement of well-physical and mental, with a view of human society and improving the quality of life for workers

SPORTS LOISIRS COMME DANS UNE PERSPECTIVE DE SERVICE SOCIAL

RÉSUMÉ

Cette étude vise à comprendre les relations sociales impliquées dans le sport dans les relations avec le temps de travail et les loisirs ne fonctionne pas tout en cherchant à tenir compte du temps disponible rempli et les pratiques sportives de loisirs peuvent contribuer à la réalisation de puits - physique et mentale, en vue de la société humaine et l'amélioration de la qualité de vie des travailleurs

DEPORTE COMO OCIO EN LA PERSPECTIVA DE BIENESTAR SOCIAL

RESUMEN

Este estudio busca entender las relaciones sociales implicados en el deporte en las relaciones con el tiempo libre de trabajo y no trabajar mientras se busca a fin de reflejar el tiempo disponible lleno de deportes y ocio prácticas pueden contribuir a la consecución del bienestar -- física y mental, con el fin de la sociedad humana y la mejora de la calidad de vida de los trabajadores

O ESPORTE COMO LAZER EM PERSPECTIVA DE BEM-ESTAR SOCIAL

RESUMO

Este estudo tem como objetivo compreender os aspectos sociais envolvidos nas relações entre o esporte lazer nas relações com o tempo de trabalho e não trabalho, ao passo que procura refletir como o tempo disponível preenchido por práticas esportivas como lazer pode contribuir para a conquista do bem-estar físico e mental, numa perspectiva de convivência humana e melhoria da qualidade de vida dos trabalhadores.

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