161 - PERSONAL TRAINER: PERFORMANCE IN ACADEMY AND HOME

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1. INTRODUCTION

Usually, it is noticed at the market of the fitness a tendency to the use of the services of personalized training, rendered by the personal trainers (PTs). The people that look for that attendance type for the development of a personalized program of physical activity (PPAF) they make him/it for varied reasons. These can be related to the maintenance or he/she gets better of the physical capacities; to the reach of more positive results in relation to the aesthetics; to the motivation need for the practice of a structured physical activity, be for fatigue or for they be not accustomed to the routine practice of physical exercises, or still, for they seek a more effective accompaniment during the practice of this activity type, the that translates him in need of safer orientations (GARAY; SILVA; BERESFORD, 2008).

The influence on the corporal image in the society current group the individuals to a search for the perfection. That growing commercialization of the body so infused in the current culture it produces a paradox between the corporal beauty and the artificial, sticking smoothly to the corporal image, relating her/it to a pré-defined corporal pattern as reference of health, life quality and beauty. The physical activity as middle to develop so much in the individual abilities and capacities physics, mental and social, has been contributing a lot to this formation (GARAY; SILVA; BERESFORD, 2008).

1.1. THE PROFESSIONAL

1.1.1. To accomplish an updated revision about the performance of the personal trainer in academies and home.

1.2. YOUR ROLE CLOSE TO SOCIETY

1.1.1. to verify how the personal trainer appeared;
1.1.2. to know the areas of performance of the personal trainer;
1.1.3. to verify which are the difficulties found now by the personal trainer.

1.3 THE ' PRÁTICA' IN PRACTICE

The practice of the personalized training is growing a lot in the last years. Several people are seeking that training form for us to reach your objectives related to the body. Now we can see a high demand of people training muscular activity, race, walk, among other physical exercises, with the accompaniment of a personal trainer (SALCEDO, 2010).

Now we can see that the practice of physical activity with accompaniment of a personal trainer became in a practice of great search. With that growing number of people adeptas to the personalized training, it increases the number of professionals consequently, being is made like this the study of the performance of the personal trainer of great importance in academies and home.

2. BASES FOR THE NEW PROFESSIONAL

2.1.PERSONAL TRAINER

The Personal trainer, consists of a licensed professional or bachelor in physical education with qualification in sport training, physiology of the exercise, anatomy and biomechanics, capable for the prescription of individualized physical training. Therefore, the personal trainer is a professional that accompanies and it interferes in the dynamic operation of the body with planning and training control seeking to get changes related to the quality of your students' life (SALCEDO, 2010). This companion is recognized in the gymnastics academies and muscular activity as personal trainer or personalized trainer, that works with personalized training or personal training. The specialized bibliography on that thematic one presents several definitions for personal trainer and personal training.

The personal trainer is defined as a " professional formado/graduado in physical education that supplies personalized classes, formulating and executing specific training programs for each student ". Already for Domingues Filho (2006, p.19), the personal trainer is " the physical education professional that acts as teacher peculiar of physical " activity (BOSSLE, 2009). The personal trainer is usually found acting in gymnastics academies and assisting a person of every time individually, through a personalized training and returned exclusively to that person's needs. " The training personalized as it is the new force of Fitness in the following of the academies ". That definition, besides tying the personalized training accomplished by the personal trainer to a work of development of physical aptitude (fitness), it connects him/it to a certain place: the gymnastics academy. Besides, the personal trainer seems also to work as a type of extension of the academy, transporting her/it until the student and synthesizing all the modalities of gymnastics classes in a personalized attendance. He/she gave way, the illustration of the personal trainer it seems to be related the a group of corporal practices understood as gymnastics (BOSSLE, 2009).

Now, when the means of communication of great circulation detach the guided physical activity and individualized, soon the " specialist " emerges in physical form, in other words, the personal trainer or personalized trainer (BOSSLE, 2008).

With idiom " airs, this activity perspective was introduced in Brazil in the beginning of the nineties of the century XX. I understand that this perspective seems to have attaché new papers to the current activities exercised by the physical education teacher in the segment of Fitness. This way, the professional Personal Training is super as a " small business " that sells aptitude services and you/he/she seeks to conquer the customer, to satisfy him/it and to maintain him/it faithful (BOSSLE, 2008).

The personalized training arrived in Brazil in the middle of the years 1980 and that your " boom ", happened in the decade of 1990, in reason of the scientific progresses about the benefits of the systematized exercise and the popularization of the media on the importance of the physical activity guided by professionals. The personal training emerged as a " new idiom " (BOSSLE, 2009).

The search for competent and qualified professionals of the physical education area, the search of significant results in short period, the demand of privacy, the lack of time, the search for better attendance, medical recommendations and specific

trainings are some of the reasons for the search of a personal trainer in Brazil. Differently of the classes of gymnastics aerobics, where the student should adapt if to the exercises pré-established by the teacher seeking the whole group, the sessions of personal training aim at to assist to the individual need of each student's training (BOSSLE, 2009).

To " acquire " a personalized trainer seems to have past to be symbol of status social, indispensable success sign. The modality became popular the following decade and it started to reach several social layers, stopping being for few " and propitiating to the personal trainer a market of larger and including professional performance (BOSSLE, 2009).

The popularization of the training personalized it seems also to have carted in the increase of the number of professionals acting in the job market and in an increment of the dispute among them. To be personal trainer started to mean the dream of larger profitability in the area of the physical education, more specifically in the following of the academies, because many gymnastics teachers and of muscular activity they migrated for the personalized training. The job market, more and more competitive and restricted, in which is a growing number of professionals formed in physical education and a low salary level, it turned this activity the most profitable option of the area

people that look for aesthetics, athletes, senior, obese, children and young, pregnant, cardiopatas, diabetics, sick breathing, sick neurological, among others. To win the war among the competitors ", it became an essential condition in the work as personalized trainer (BOSSLE, 2009).

The emergency of the personal trainer seems to be linked, in a more general way, to the process of individualização of the life, to a contemporary spirit less and less gregarious, and, to the m guess time, to the precarização of the work conditions (BOSSLE, 2009).

The population of personal trainers increased vertiginosamente and your performance field was diversified. The profile of the personalized trainer's public objective involves: people that look for aesthetics, athletes, senior, obese, children and young, pregnant, cardiopatas, diabetics, sick breathing, sick neurological, among others. To win the war among the competitors ", it became an essential condition in the work as personalized trainer (BOSSLE, 2009).

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2.2. PERSONALIZED TRAINING: ORIGIN AND CONCEPTUAL BASES

The personalized physical activity exists from old Greece where welded they were trained by your commandants for the battles through walks and run. In this time, the physical activity was only current of the empiricism, in other words, it didn't possess the aid and the necessary accompaniment for a more efficient result. In the course of time, methods appeared to develop the performance centered in the ideal of the especificidade and of the athletic individuality (DELIBERADOR, 1998).

Due to this reality, a willing professional appears to offer physical activities gone back to the life quality or to the revenue of high level that, through programs of individualized training, you/he/she could provide to the people a daily accompaniment with larger sustentação theoretical-practice in the development of these activities (SCHERER et al., 2004). Domingues Filho (2006) you/he/she considers personal training as:

...atividade physics developed with base in a program private, special, that respects the individuality biological, prepared and accompanied by physical education professional, accomplished in schedules preset for, with safety, to provide an appropriate conditioning, with aesthetic purpose, of rehabilitation, of training or of maintenance of the health (DOMINGUES FILHO, 2006, p. 19).

According to Deliberador (1998) personal training understands a training programming that respects the individuality and it looks for to reach the objectives in a short period of time with a safety margin stepped on in scientific beginnings. With relationship to the personalized training, Novaes and Vianna (1998) it defines him/it as:

[...] an application process and execution of tests and tasks accomplished of systematic way and individualized, being your use based on parameters morphologic, biological and psychological, as well as in the degree of initial physical conditioning and in the student's objective or athlete (NOVAES; VIANNA, 1998, p. 5).

The personalized training (personal training) it is:

[...] physical activity developed with base in a program private, special, that respects the prepared biological individuality and accompanied by physical education professional accomplished in schedules preset with aesthetic purpose, of rehabilitation, of training or of maintenance of health (DOMINGUES FILHO, 2006, p.19).

Personal Trainer performance embraces different activities; he/she/you begins for the processes of physical evaluation, it goes by the prescription of the training, for the personal accompaniment of the activities and it concludes for the analysis of the results. This work can happen at different places, such as academies, clubs, parks, residences, among others. The muscular activity, however, it seems to be culturally an activity indispensable in the people's conception that you/they seek this professional, because they want to reach aesthetic objectives more concretes through the physical exercise (SCHERER et al., 2004).

Personal Trainer work is going besides the development of cognitive and motive capacities, because he creates a proposal of activities that stimulates the affectivity through a better physical aptitude. This fact doesn't only characterize him/it as a technician that acts on the body of the other, but he is also responsible on the part of the individuals' social interaction with whom works (PINE TREE; MALHEIRO JÚNIOR, 1998).

Due to the great development in the area of the health, specifically in the physical education, it is witnessed a behavior of a certain groups of individuals around an improvement of the aesthetics, of the performance and of the well-being, among others; consequently the physical education professional more and more improves your knowledge through researches and evaluations for best to supply your customers' lacks. These for your time involved partly with the great propaganda of a healthy and perfect body they look for, in certain cases, the training personalized as a vehicle among the options offered at the market (GARAY; SILVA; BERESFORD, 2008).

The personalized trainer (PT) he/she appeared in Brazil concerning two decades under influence of professionals originating from of the United States of North America (GARAY; SILVA; BERESFORD, 2008).

The Brazilian market of the fitness has been growing a lot in the last years stimulated by the growth of the own segment of health and for the people's fact more and more want to have within your reach a professional capable to develop a personalized training. In the first years of such activity the PT rendered service to a public elitizado and selected, as artists, great entrepreneurs and people with a high purchasing power that you/they had your corporal image as one of the work instruments, what is not different from the current days. The PT initially prescribed exercises with the objective of maintenance of the physical

health in a general way and specifically the corporal image (LUBISCO, 2005; GARAY; SILVA; BERESFORD, 2008).

Now this service is extensive to people of the class-average, students, professionals liberal, retired, in other words, varied groups looking for life improvement with quality. With this growth a great concern appeared, what really means a personalized attendance and him/it as the professionals that intend to supply such attendance are qualified to do him/it. (GARAY; SILVA; BERESFORD, 2008).

According to Brooks (2000), one of the first personal trainers in the United States, the personalized attendance should consist of a versatile and effective program that requests a combination of activities that you/they specifically satisfy the needs of health and changes of levels of the customer's physical aptitude.

The terms " customer's " use and " student " can come to cause some controversy, because the two are used by authors during the text. With the intention of a larger explanation he/she becomes necessary the definition of both, because it is very common to use the term " customer " instead of " student " to speak or to go to the individual that uses the services of a PT (GARAY; SILVA; BERESFORD, 2008).

Student " is an original word of Latin and it means the person that receives instruction e/ou education from some master, or masters, in school or particularly. The term " customer " is already designated to characterize that that consumes the product or service of a certain company or professional, in a habitual way. Therefore, the word customer is plenty pertinaz to designate the person assisted by a PT (FERREIRA, 1999).

Is a concern among the professionals of the area of health of becoming aware the population on the importance of the practice of physical activity, mainly as primary prevention of health, in other words, an action destined to impede the occurrence of certain diseases (GARAY; SILVA; BERESFORD, 2008).

The recommendation is that the physical activity is practiced in a regular way and with the adoption of an active lifestyle for the promotion of the health and life quality during the aging process. Although the physiologic factors and the diseases impede that many individuals participate in programs of physical conditioning, according to the authors they are the psychological and social factors that they take most of the individuals, mainly the seniors, to an inactive life (ARAGÃO et al., 2002).

The PT should guide your customers in the search of better work conditions in the training places and to maintain a constant concern with relationship to the attendance of the same. The personalized training is an application process and execution of tests and tasks accomplished of systematic way and individualized. Several studious and specialists of the area of the fitness agree with relationship to the ideal requirements to act as PT. Starting from this concern to the customer, the PT creates a link of professional and personal commitment with the same (ACSM, 2006; BROOKS, 2000; LUBISCO, 2005; MELHER, 2000; MONTEIRO, 2002; NOVAES AND VIANNA, 1998, P.08; OLIVE TREE, 1999).

A lifestyle physically active it provides partial protection against several significant chronic diseases, for that the regular exercise is beneficial in the primary prevention of the disease coronariana (DC) and in the reduction of the mortality after infarct of the miocárdio. To help the customers to begin her and they maintain a change in the behavior related to the health it constitutes a challenge even for the more experienced PT (ACSM, 2006).

The program of physical training should be permanent and with motivation incentives and determination, promoting the student's physical and mental well-being and your use should be based on parameters morphologic, biological and psychological, as well as in the degree of initial physical conditioning and in the customer's objective (PINE TREE, 2000).

2.3 FORMS AND PLACES OF PERFORMANCE OF THE PERSONAL TRAINER

Usually, the personal trainer assists individually. But same if taking care of a personalized trainer, he can assist her/it more of a student, in small groups formed by likeness, objectives, gender, age or schedule readiness. He/she/you is, also, composed companies for contracted trainers' teams. In that case, the student hires the company and this company is that will indicate a trainer that composes your team for the work with this student (BOSSLE, 2009).

The private attendance consists of the contract between teacher and student, because the personal trainer has the initial work of to evaluate physically and to elaborate a training program in agreement with the student's physiologic needs. In this case, the teacher can apply in a safer and efficient way all your knowledge, and the student is benefitted, for reaching your results in a more efficient way, it holds and fast. It is also very important the total involvement of the personal trainer with the student, it is decisive that to I work it is all and exclusive of the trainer, I don't tend the other teachers' of the academy interference. That attendance reaches a more restricted public due to the high price (SALCEDO, 2010).

Is not age group limit for this modality: children, adolescents, adults and seniors are the public's part assisted by the personal trainer. The classes or trainings need to be flexibilizados and diversified by the personal trainer so that they are adapted to the characteristics of each age group, your objectives and preferences (BOSSLE, 2009).

For Bossle (2009), the day of the personalized trainer's work is not pré-certain, your schedules modify and they adapt in agreement with the dates and the schedules that the student disposes. Therefore, the day doesn't have fixed schedule to begin or to finish, could extend from Monday to Sunday and to include vacations and holidays. According to Domingues Filho (2006), the schedules more sought for the personalized training they are in the morning, from 06:00 to 10:00, and at night, from 18:00 to 22:00.

The personal trainer doesn't also possess fixed place of work, because what determines the activity to be accomplished it is not the place where the classes happen, but the individual needs of training that each student presents. Like this, he moves to assist your student in the gymnastics academy and of muscular activity, in the work atmosphere, in the residence, in the club, in the park, in the race track, outdoors, in condominiums (BOSSLE, 2009).

The work of individualized training if it diffused a lot, taking the professionals of the area to seek other places to assist your customers. The attendance domiciliar is already now very common, in that case it is also structured as in the academies, in reduced groups, matter and supervision. The attendance domiciliar is characterized by the absence or very little use of apparels, the personal trainer usually seeks other means as muscular activity of free weights that it is based on the halteres use, anilhas, bars, banks, etc. Other apparels that are easy to use in the classes in home are the Swiss balls and elastic bands. The reasons which the customer seeks the personal trainer to be assisted at your own house are due to the fact that cannot like to workout in academy and she prefers to be in a more reserved atmosphere. Another reason is for being a good option when the same doesn't have time of to move and to workout in an academy and he/she prefers like this that the trainer goes your house to remit the time (SALCEDO, 2010).

Some students possess at your houses the necessary material for your training, but when that doesn't happen the personal trainer it is responsible for the adaptation of the place and, for so much, he/she needs disposal of a series of equipments, as: mattresses, halteres, cinnamons, extending of eraser, step, balls of several sizes, sticks, arches, whistles, chronometers, monitor of heart frequency, pressure apparel, palm top, adipômetro, balances, among other (NOVAES; VIANNA, 1998).

Besides the investment that demands the acquisition of that material, is the need to transport him/it to the student's

house. However, that transport can cause upset, as the professional's physical waste. It is very tiresome to carry a heavy bag from house to house full of equipments (BOSSLE, 2009).

The personalized trainer can improvise the equipments your second creativity, place and materials found in the student's residence, planning the form training to adapt the use of materials as: sofa, bed, chair, step, towel, broomstick, swimming pool or bathtub (DOMINGUES FILHO, 2006).

In that sense, the personalized trainer could be thought as a " traveling " academy, because he offers the transport of the necessary material for each student's specific training, the assembly, the adaptation of that material to the training and the supervision during the accomplishment of the exercises (BOSSLE, 2009).

According to Salcedo (2010), the work of the personal trainer is structured in different ways to assist your customer better, being the academy the place of more common attendance, where they are several types of apparels and possibilities to work the muscular groups and to accomplish exercises aeróbicos in the mats. For Guedes and Guedes (1998) in the academies, the muscular activity is turning if the car boss for the students that try to improve the corporal aesthetics and the life quality. For Hansen and Vaz (2004), the gymnastics academies and muscular activity are spaces of corporal tecnificação, places where the sport training finds fertile land for your speeches and practices, dispersing, in your acquaintances consequences, for an universe before unsuspicious because supposedly " free " from the imperatives of the competition.

Quando o treinamento do aluno é realizado em academias de ginástica, a necessidade de transportar equipamento extra é reduzida. However, the academies collect rates for the use of the place and of the equipments. Those rates vary as the size of the academy, status and location, marks and quality of the equipment that offers and number of each personalized trainer's students. Tem academias que exigem o repasse de até 60% do valor que o personal trainer cobra do aluno. That collection reduces the earnings of the personal trainer, that he/she starts to need to obtain more students, increasing your work load (BOSSLE, 2009).

In the academies he/she has to adapt and to modify the available equipments, molding them according to the student's characteristics, height, weight and particularities of the training. It is also important that the personal trainer mixes the classes with the innovations of the market, such as: funk/street dances, bodypump, cyclism indoor, aeroboxe, fitball, circuito/interval training, gap, triathlon indoor, water aerobics, hidrostep, hidrotraining, elastic bed, I row stationary, training of functional force among other (DOMINGUES FILHO, 2006).

The work in the academy can be in reduced groups that vary from two to four people, in other words, the personal trainer elaborates the training and it accompanies a certain group being very common families they stick that work. That is a possibility that a reduced value is usually collected for the students, should not specifically be a work individualized (SALCEDO, 2010).

Another attendance way personalized inside of the academies it is the one of supervision that consists of the assembly of the periodização of the training, without the accompaniment of the sessions, but with periodic revisions. The customer seeks a personal trainer for varied reasons as, the lack of the student's time or of the personal trainer to firm a commitment. Another reason can be because the student has the preference of alone, but he needs an elaboration with quality of the training program. A decisive factor for that training form is the collected price, the trainer it collects much less compared to the other forms (SALCEDO, 2010).

Condominiums are also now a very common place to accomplish training, due to the growth of condominiums in the main cities of Brazil. Many are built with a gymnastics academy for the residents to enjoy, and, in that case, the personal trainer has to possess a contract with the condominium to have free access, and the work in small groups they are more common (SALCEDO, 2010).

Parks and streets are more and more local used by the trainers of personalized attendance. Muitos clientes têm a preferência de utilizar um espaço ao ar livre por não gostarem de academia. Inside of that type of individualized training if it formed a ramification denominated personal runner that is based on the students' attendance that you/they want mainly an elaboration of a program of training aeróbico could use free weights, being the race and the walk exercises very used for the weigh loss, health, well-being, aesthetics, high performance, participation of physical proofs in contests and personal goals. It is worth to remind that the walk and the race can become appropriate attitudes for the improvement of the health, because they are essential movements to maintain the metabolic operation for the organism, providing physical and mental well-being (SALCEDO, 2010).

3. ANALYSIS OF THE RESEARCHES IS RESULTED

3.1.STUDY TYPE

It is an including revision, not systematic of the literature about the performance of the Personal trainer in academy and home. The literature revision embraces key points on the detailed research that he/she/it intends to investigate where the subject on the agenda it should consist a clear evolution and in an integrated way. The analyzed work should frame if in the technician-scientific norms, in the which the work locates inside of the wide area of research. Through the literature revision it is that improves the knowledge generated in previous researches observing important conclusions, discussions, results, procedures and concepts.

3.2.PROCEDIMENTO PARA COLETA DE DADOS

The collection of the data was accomplished through the databases Scientific Electronic Library Online (SCIELO), Latin-American Literature in Sciences of the Health (LILACS) and Pan American Health Organization (PAHO) in the period of May to July of 2011. The search limited to the scientific goods indexed in scientific magazines, published among the years 1998 and 2010, in Portuguese language, having been used the following word-key: Personal trainer; personalized; personalized training and academy.

3.3. INSTRUMENTS OF COLLECTION OF DATA

Fichamento of the goods was used through the items: title, authors, publication date, name of the magazine, book or site, with exploratory descriptive analysis of the content, made location of the information works that they were important to increase the work, elaborations of critics, adverse reaction in study and reached results. The selected goods were separate for category of definition of the theme, the goods that you/they contained the subject personalized training related with the performance of the personal trainer; they were included at this study, origin and conceptual bases, forms and performance places to conclude with the proposed objective.

4.CONSIDERAÇÕES

Personal Trainer acts in many different places, as academies, specialized studios, residences, parks or squares, clubs and condominiums, and it works with a varied public, considered customers or students, could be children, adolescents, adults and senior.

In the contemporary society, problems as the sedentarismo, obesity, alimentary disturbances are more and more common, the physical activity becomes like this I object of desire and consumption linked to a crescent it looks for for health and life quality. The physical education professional that works like Personal Trainer has as one of your objectives to prescribe trainings or physical exercises for yours diversified public in your several performance areas, aiming at the improvement of the health, life quality, aesthetics among others.

Personal Trainer performance is in discharge in the market, appearing as an indicative that the physical education is accompanying the social evolution - the Era of the Personification, where the essential value is the one of the personal accomplishment and the respect for the subjective singularity, where the individual not just has main value in the ambit economical, political and educational, but in the habits and in the day by day. That evolution social group the people to look for her/it more and more Personal Trainer attendance impelled by different objectives and in search of different personal accomplishments.

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PERSONAL TRAINER: PRACTICE AND HOUSES IN ACADEMIA

ABSTRACT:

Generally, there is a market of fitness trend to the use of customized trainingservices, provided by personal trainers (PTs). People who seek this type of careto develop a personalized program of physical activity (PPAF) do so for various reasons. These may be related to maintaining or improving our physical capabilities, available to more positive results in relation to aesthetics, the need for motivation for the practice of a structured physical activity, either throughtiredness or because they are not accustomed to the routine practice of physical exercise or, they aim for a more effective practice during this type of activity,which translates into the need for safer guidelines (GARAY, SILVA, Beresford,2008).

The influence on body image in today's society leads individuals to a quest for perfection. This increasing commercialization of the body so ingrained in cultureproduces a paradox between the body and artificial beauty, gently adhering to thebody image, body relating to a standard pre-set as a reference for health, quality of life and beauty. Physical activity as a

means to develop individual skills and capabilities in both physical, mental and social, has much contributed to this training (GARAY, SILVA, Beresford, 2008).

KEYWORDS: Body Health, Physical Education,

PERSONAL TRAINER: ATUAÇÃO EM ACADEMIA E DOMICILIO

Geralmente, nota-se no mercado do fitness uma tendência à utilização dos serviços de treinamento personalizado, prestados pelo personal trainers (PTs). As pessoas que buscam esse tipo de atendimento para o desenvolvimento de um programa personalizado de atividade física (PPAF) o fazem por motivos variados. Estes podem estar relacionados à manutenção ou melhora das capacidades físicas; ao alcance de resultados mais positivos em relação à estética; à necessidade de motivação para a prática de uma atividade física estruturada, seja por cansaço ou por não estarem acostumados à prática rotineira de exercícios físicos, ou ainda, por visarem um acompanhamento mais eficaz durante a prática deste tipo de atividade, o que se traduz em necessidade de orientações mais seguras (GARAY; SILVA; BERESFORD, 2008).

A influência sobre a imagem corporal na sociedade atual leva os indivíduos a uma busca pela perfeição. Essa crescente comercialização do corpo tão incutida na cultura atual produz um paradoxo entre a beleza corporal e o artificial, aderindo suavemente à imagem corporal, a relacionando a um padrão corporal pré-definido como referência de saúde, qualidade de vida e beleza. A atividade física como meio para desenvolver no indivíduo habilidades e capacidades tanto físicas, mentais e sociais, tem muito contribuído para esta formação (GARAY; SILVA; BERESFORD, 2008).

PALAVRAS - CHAVE: Saúde do Corpo, Educação Física,