115 - THE ROLE OF SPORTS ADVISORS ON GROWTH OF STREET RACING IN BRAZIL

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1 INTRODUCTION

Currently the practice race has occupied a significant place within the physical activity programs focused on health, and people who are starting or already practiced race are increasingly seeking to improve their fitness levels.

The motivations for this are varied: by concern for the physical form, is the pursuit of quality of life or simply to keep your friends corridors, the fact is that street races are increasingly gaining more fans and spaces in Brazil and abroad.

A decade or two ago the evidence was slim, organized in simple ways, gathering almost always the same corridors. Today the Brazilian calendar underwent a major change, is filled with sometimes two or more races on the same weekend and many have become mega-events, where the race becomes just a detail. (ACHÔA, 2012).

The growing number of consultancies specializing in sporting street racing was a major movements observed in the last ten years. It was during this period that such rules had a "boom" in the number of participants and began to attract more and more investments, research, products and services to these communities athletes. (JUNIOR, 2005 apud SILVA, 2011).

In this sense it is necessary to draw up a work that has the objective to identify the influence of sports in advising growing road race and show the real benefits of coaching in a sport advice. To accomplish these goals, we conducted a field survey quantitative, exploratory, with 60 runners street of both genders in various sports staffs of Fortaleza during September will be October 2012.

2 A HISTORY AND EVOLUTION OF STREET RACING

Since the beginning of human history, the race was always present, whether for simple displacement, but also for their own survival in times of hunting or leakage, reaching the consent of authors of that man was made to run yes, as consequence or not the move. (SILVA, 2009).

Based on the opinion of Silva (2009), running is a natural act of human beings and can be practiced by any person, provided that it has physical limitations. The great forerunner of street racing in the world was the founder of the modern Olympics Baron de Coubertin, who performed the marathon race at the Olympics in 1896, honoring the hero Feidípides who ran the distance of 40 km from the town of Marathon to the city of Athens, Greece. Only in 1908, the London Olympics, the route was increased to 42,195 meters, distance which still stands as the official marathon.

According to the (AIMS) Association of International Marathons and Distance Races (2011) to seek a better quality of life, due to the consequences of sedentary habits of modern life, along with the popularization of Road Races throughout the world, caused a significant increase of the practitioners of this type of evidence and globally.

3 THE SPORTS ADVISORS AND ITS INFLUENCE

Stresses the TV Bahia (2005), calls "sports advisory" are responsible for a major increase in the number of practitioners of races, rather than factors that emerged in the wake of this growth. Regardless, it is noteworthy that these same advisors are contributing is in the process of maturing and professionalization of this market, and plan and guide training, they offer tracking nutritionists, psychologists, massage therapists, as well as partnerships with gyms, shops and laboratories .

For Felix (2010), the groups have different types of race fans composed of friends, neighbors, family and even corporate employees, groups of race have been the most exciting for the systematic increase in the number of participants in the competitions of the Street Brazil, is the evidence of long distance 21 km and 42 km and the average distance of 5 km and 10 km. According to Silva (2012) reflects the increasing evidence of the greater number of practitioners of the sport in all regions of Brazil. This growth is well supported by the work done by the high-level advisory sports with qualified professionals who contribute much to the development of this public

4 METHODOLOGY

Cross-sectional study conducted at Avenida Beira Mar, located in the state of Ceará in Fortaleza in September and October 2012. Where were assessed 60 individuals joggers street of both sexes who train in various sports staffs. With the age group of 18 to 57 years old.

The share of the population investigated was through reading, comprehension and written authorization of a term of informed consent and a questionnaire was administered by the evaluators responsible, in which practitioners in the history of street racing were asked about the practice time racing if train regularly, which aimed to train in an advisory if they feel motivated to participate in competitions, whether they feel safe in is training in a sports advisory, etc.

5 RESULTS AND DISCUSSION

The results were obtained from the analysis of the responses from questionnaires with practitioners, was chosen among nine aces 20 applied. Among the 60 practitioners were evaluated 30 male and 30 female, mean age 35.7 and 31.7 years respectively.

Tabela 1. Values in percentages according to variables Lifestyle, Performance and Safety in training.

Have you changed your lifestyle due to the practice of race	**Do you feel safe is in training at a sports advisory**
Yes	Yes
No	No
98,3%	98,3%
1,7%	1,7%

The main objectives of the practice race				
Aesthetic	Social	Quality of Life	Recreation	Rehabilitation
Peformance	Gathering			

Source: The author himself.

As shown in table 1, according to the variable change of lifestyle with the practice race, 98.3% (59 practitioners) have changed their lifestyle with the practice of the race, among them: Improving Sleep They sleep more and wake up earlier, better nutrition, eat less alcohol, quit smoking cigarettes, etc.

The variable that asked whether practitioners felt secure training group, 59 practitioners (98.3) stated that yes, they felt safe with the training. With the increasing number of street runners, people who are starting or already practice runs long distances are increasingly hiring specialized professionals through the scientific background can improve their fitness levels and consequently obtain higher yield athletic.

Understanding the reasons that lead people to physical activity and follow a practice it is important to keep it attractive to the practitioner. Thus, as shown in Table 1 third variable of the individual can enjoy longer benefits promoted by the race mode. According to research (Williams, 1996; Ocarino; Serakides, 2006; SANTOS; BORGES, 2010; Weineck, 2003; COGO, 2009; Massarela; Winterstein, 2009). Health promotion, pleasure, aesthetic benefits, a way to manage stress, overcome limits, can be with other people, are the motives and goals that people seek and find the practice race.

Table 2. Distribution of training variables according to category.

Variables	**Categories**	**Total**	
		N	**%**
Age	Up to 30 anos	24	40
	30.1 will be 45 years	30	50
	> 45 years	6	10
Time of race practice	1 year 6 months will	13	21,7
	2 years	14	23,3
	Over 3 years	33	55
His advice has organized tours, travel packages and run out of your city	Yes	52	86,7
	No	8	13,3

The importance of sports advice in relation to your training Little	Little	0	0
	No	1	1,7
	Much	59	98,3
Sit in a comfortable training group	Yes	60	100
	No	0	0

Source: The author himself.

In table2 The average age of practitioners is 33.7 years with 35.7 males and 31.7 females, showing a growth of the youth population in the practice of street racing that is increasingly dominating the world of sports. According to other research and de Silva (2011) that examined the prevalence of lesions in the street racers average age of 39.6 years practitioners is slightly larger than that found in our research.

The same search Silva (2011) shows that the greatest number of practitioners is in category from 30.1 to 45 years with 60% and 50% of this research. It is this age group as the profile of the practitioner racing street, adults with children, social life, seeking a physical activity where they can overcome their limits

Regarding time that had already found that race 13 practitioners trained for 6 months to 1 year corresponde21 7% of the sample; 14 practitioners trained for 2 years (23.3% of the sample); practitioners to 33 + 5 years (55% of sample) indicating that corridors were mostly with extensive experience in athletics.

The third variable in Table 2 were asked joggers street if your staff has organized sports tours and travel packages to run out of your city and 86.7% (52 practitioners) said yes. This is due to the growth of racing in Brazil and worldwide. Allowing several tests in several states and countries with distances for all audiences, According to Silva (2011) in Brazil the race that concentrates the largest number of participants, is the International Half Marathon in Rio de Janeiro consists of 21km which in 2011 brought together 21mil participants outside Brazil says Falcon (2011) that the evidence of street racing gathered more than the marathon runners are New York, Chicago, Berlin, London and Paris, arriving almost 100mil receiving grant applications for only 30% of them.

So the sports staffs plan the whole year to participate in events outside of their city. It was also asked practitioners to the importance of sports advice in relation to their training, and 59 practitioners (98.3%) said it was very important in training. In these practitioners are individually monitored and has an elaborate training to your profile, track according to your goals, and plan and guide training, they offer tracking nutritionists, psychologists, massage therapists, as well as partnerships with academia, shops and laboratories (TV BAHIA, 2005).

The last variable in Table 2, 100% of practitioners (60) were unanimous in saying that they felt at ease in group coaching. Sociability is the dimension that assesses the individual level that uses regular physical activity as a way of being part of a group, club or relate to other people (Balbinotti et al., 2007). Weinberg and Gould (2001) Sociability consider one of the most important motivational factors for the practice of regular physical activity in children and youth.

Much is due to the fact that I can be with friends or make new friends, being closely related to issues of acceptance, self-esteem and motivation from it. According to Allen (2003), sociability is the motivational factor that best explains youth participation in physical activities

6 FINAL

In street racing, practitioners are mostly amateurs, who train constantly to seek a better quality of life, coupled with healthy habits. For this reason, many seek a professional monitoring to help start the sport or improve their own performance. Many seek the services of sports advisors, practitioners have them individually monitored and has an elaborate training to your profile, track according to your goals. Today, there are several sports consultancies in Brazil grows increasingly the number of groups of races. Be academies or autonomous, the fact is that they are helping to promote street racing in the country. Nowadays they are essential in the practice of street race in Brazil and worldwide.

Through this research, the role of sports in advising growing street race in Brazil that aimed to identify the influence of sports staffs in the growth of street racing. Showed satisfactory results, practitioners are increasingly motivated to practice street race, we noticed significant changes in lifestyle, such as improved sleep, nutrition, stress, etc.

Practitioners feel safe in coaching staffs and Physical Education professionals are increasingly specializing in the area to monitor the growth.

Obtain data regarding the role and influence of sports advisory is valuable for professionals conduct a planning volume and training intensity, as in the activities, which may involve the training provided in groups, travel and relay races, to meetings , dinners and parties. Identifying the goals of practitioners to conduct activities better.

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ABSTRACT

Currently the practice race has occupied a significant place within the physical activity programs focused on health, and people who are starting or already practiced race are increasingly seeking to improve their fitness levels. The motivations for this are varied: by concern for the physical form, is the pursuit of quality of life or simply to keep your friends corridors, the fact is that street races are increasingly gaining more fans and spaces in Brazil and abroad. The growing number of consultancies specializing in sporting street racing was a major movements observed in the last ten years. It was during this period that such rules had a "boom" in the number of participants and began to attract more and more investments, research, products and services to these communities athletes. In this sense it is necessary to draw up a work that has the objective to identify the influence of sports in advising growing road race and show the real benefits of coaching in a sport advice. To accomplish these goals, we conducted a field research, quantitative exploratory, with 60 runners street of both genders in various consultancies Fortaleza between September and November 2012. Through this research, the role of sports in advising growing street race in Brazil that aimed to identify the influence of sports staffs in the growth of street racing. Showed satisfactory results, practitioners are increasingly motivated to practice street race, noticed significant changes in lifestyle, such as improved sleep, nutrition, stress, etc..Practitioners feel safe in coaching staffs and Physical Education professionals are increasingly specializing in the area to monitor the growth.

KEYWORDS: Runners street. CounselingSports.Paper.

RÉSUMÉ

Actuellement, la manche d'entraînement a occupé une place importante dans les programmes d'activité physique axés sur la santé, et les gens qui commencent ou d'une race déjà pratiqué de plus en plus cherchent à améliorer leur condition physique.Les motivations de cette situation sont variées: par le souci de la forme physique, est la recherche de la qualité de vie ou tout simplement pour garder vos amis couloirs, le fait est que les courses de rue sont de plus en plus gagner plus de fans et des espaces au Brésil et à l'étranger. Le nombre croissant de consultants spécialisés en sport des courses de rue était un des mouvements majeurs observés au cours des dix dernières années. C'est durant cette période que de telles règles a eu un "boom" du nombre de participants et a commencé à attirer des investissements de plus en plus, la recherche, les produits et services à ces communautés athlètes. En ce sens, il est nécessaire d'élaborer un travail qui a pour objectif d'identifier l'influence du sport dans le conseil et la course sur route croissance montrer les avantages réels de l'entraînement d'un conseil du sport. Pour atteindre ces objectifs, nous avons mené une recherche sur le terrain, quantitative exploratoire, avec 60 coureurs rue des deux sexes dans divers cabinets Fortaleza entre Septembre et Novembre 2012. Grâce à cette recherche, le rôle du sport dans le conseil course de rue croissance au Brésil, qui visait à identifier l'influence des états-majors de sport dans la croissance des courses de rue. Ont montré des résultats satisfaisants, les pratiquants sont de plus en plus motivés à pratiquer course de rue, remarqué des changements significatifs dans les habitudes de vie, comme une amélioration du sommeil, la nutrition, le stress, etc. Les praticiens se sentent en sécurité dans le personnel d'encadrement et de professionnels de l'éducation physique sont de plus en plus spécialisé dans le domaine de surveiller la croissance.

MOTS-CLÉS: Coureurs de rue. Sport d'orientation. Papier.

RESUMEN

En la actualidad la prueba de entrenamiento ha ocupado un lugar importante dentro de los programas de actividad física centradas en la salud, y las personas que están comenzando o raza ya se practica cada vez más buscan mejorar sus niveles de condición física. Los motivos para ello son variadas: por la preocupación por la forma física, es la búsqueda de la calidad de vida o simplemente para mantener los corredores de amigos, lo cierto es que las carreras callejeras están ganando cada vez más adeptos y espacios en Brasil y en el extranjero. El creciente número de consultorías especializadas en deportes carreras de calle era un grandes movimientos observados en los últimos diez años. Fue durante este período que esas normas tenían un "boom" en el número de participantes y comenzó a atraer más inversiones y más, de investigación, productos y servicios para estos atletas comunidades. En este sentido, es necesaria la elaboración de una obra que tiene el objetivo de identificar la influencia del deporte en el asesoramiento de carrera en ruta de crecimiento y demostrar los beneficios reales de coaching en un consejo deportivo. Para lograr estos objetivos, se realizó una investigación de campo, cuantitativa exploratoria, con 60 corredores de calle de ambos sexos en diversos Fortaleza consultorías entre septiembre y noviembre de 2012. A través de esta investigación, el papel del deporte en el asesoramiento de carrera urbana en crecimiento en Brasil, que tuvo como objetivo identificar la influencia del personal de deportes en el crecimiento de las carreras callejeras. Mostró resultados satisfactorios, los médicos están cada vez más motivados a practicar la carrera de calle, notó cambios significativos en el estilo de vida, tales como la mejora del sueño, la nutrición, el estrés, etc. Los profesionales se sienten seguros en cuerpos técnicos y profesionales de Educación Física están especializando cada vez más en la zona para controlar el crecimiento.

PALABRAS-CLAVE: corredores callejeros. Deportes Consejería. Papel.

O PAPEL DAS ASSESSORIAS ESPORTIVAS NO CRESCIMENTO DAS CORRIDAS DE RUA NO BRASIL

RESUMO

Atualmente a prática de corrida tem ocupado um espaço significativo dentro dos programas de atividades físicas voltados para a saúde, e as pessoas que estão iniciando ou que já praticaram corrida buscam cada vez mais melhorar seus níveis de condicionamento. As motivações para isso são as mais variadas: seja pela preocupação com a forma física, seja pela busca da qualidade de vida ou simplesmente para acompanhar seus amigos corredores, o fato é que as corridas de rua estão cada vez mais, ganhando mais espaços e adeptos no Brasil afora.O crescimento do número de assessorias esportivas especializadas em corridas de rua foi um dos principais movimentos observados nos últimos dez anos. Foi nesse período que essas modalidades tiveram um “boom” no número de participantes e passou a atrair cada vez mais investimentos, pesquisas, produtos e serviços destinados a essas comunidades de atletas.Nesse sentido faz-se necessário a elaboração de um trabalho em que tenha como objetivos identificar a influência das assessorias esportivas no crescimento da corrida de rua e mostrar os reais benefícios de treinar em uma assessoria esportiva.Para realizar tais objetivos foi realizada uma pesquisa de campo, quantitativa exploratória, com 60 praticantes de corrida de rua de ambos os gêneros de várias assessorias de Fortaleza no período de Setembro e Novembro de 2012.Através da presente pesquisa,o papel das assessorias esportivas no crescimento da corrida de rua no Brasil que teve como objetivo Identificar a influência das assessorias esportivas no crescimento da corrida de rua. Mostraram resultados satisfatórios, os praticantes estão cada vez mais motivados a praticarem corrida de rua, perceberam-se mudanças significativas No estilo de vida, como a melhoria do sono, da alimentação, do estresse, etc. Os praticantes se sentem seguros treinando nas assessorias e os profissionais de Educação Física estão cada vez mais se especializando na área para acompanhar o crescimento.

PALAVRAS-CHAVE: Corredores de rua. Assessorias Esportivas. Papel.