114 - INNOVATION IN THE SERVICES IN MARTIAL ARTS ACADEMIES OF FOZ DO IGUAÇU - PR

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INTRODUCTION

It is noticed that, currently, the branch of martial arts academies is an increasing development, there factors that have contributed to the demand of the population in these modes, one such factor is the great media exposure today. Along with that marketing has proved a highly effective tool in the fight against evasion of the companies customers.

To outperform the competition in the sports industry, it is important for professionals and managers not only in the area of martial arts, but everyone who wants to succeed, understanding the concept of market demand. Market demand is related to consumer expectations regarding the attributes of the main product, three factors are critical for decision-makers: game attraction, economic consideration and convenience.

These three factors must be the basis of decision making to determine the short- and long-term company, the professional qualifications of those involved is required for this, so they have basis in preparing and implementing the necessary measures.

A billion dollar industry responsible for a considerable share of GDP gross domestic product, which in recent decades, the stock market turned to the sport registered an average growth of 12.3%, directly employing over 300 000 people, martial arts fall as part of the culture since the beginning.

Contrary to popular belief, the martial arts are not exclusively Asian, they occur in almost all cultures, in all social classes and across all historical periods. All martial art organizes its fighting techniques into a coherent and effective system. This has attracted for a long time, avid and loyal users, but they represent only a small portion of this market.

To add students and retain them innovation efforts of the academies sector are essential, being necessary to understand the intensity of innovation activities developed. It was therefore necessary to obtain more details about what activities are developed, what level of innovation and the degree of professionalism and involvement of managers. These indicators serve as powerful discriminators of behavior and strategies of the companies analyzed, enabling the creation of profiles.

One factor that should be worked thoroughly by service companies to obtain success in implementing the necessary changes to achieve the desired goals, in the case of this article, to achieve customer loyalty, it is necessary, above all loyalty and commitment of its employees to understand, accept and support the innovations proposed herein.

DEVELOPMENT

MATERIALS AND METHODS

This research was conducted in the courseb of Physical Education at the Assis Gurgacz College (FAG), located in Cascavel, PR, October 2014.

The sample consisted of 27 teachers from different martial arts academies, who responded individually to the questionnaire containing 67 questions related to nine subjects, this is a descriptive study of transversely in 25 martial arts academies in the city of Foz do Iguaçu, western state of Parana - Brazil's south region. This study was conducted with professionals in the fields of martial arts on innovation in marketing services martial arts academies. For its completion were requested martial arts teachers duly registered in their federations, each in their respective sport martial art.

A sample of the assessed was obtained by simple random sampling, collection being conducted with both teachers, both managers in martial arts academies, according to their availability, being conducted by students of the School Assisi Gurgacz previously trained to apply the assessment instrument.

The evaluated answered a questionnaire developed for this purpose. Each teacher took the time to approximately 20 minutes to complete the questionnaire. Issues relating to the strategies adopted for dissemination of marketing services martial arts academies in the city of Foz do Iguaçu - PR were evaluated to know which one is the perspective of professional martial arts as a marketing and promotion and how they develop this service.

The perception of the quality of services provided by the facility was measured using our own questionnaire, the answers to the following Likert scale with values 1-5, which indicate better quality of services for higher scores.

Before filling, the participants were briefed on the content of the questions contained in the questionnaire, the need to answer to all questions, choosing the most appropriate alternative for each question and the understanding of the suitability for categorical responses, whose options ranged from 1 5.

From the responses of 27 teachers, the degree of association between the mean values of each of the issues subject to report on issues concerning the relationship between the quality of services offered by the academies, was estimated by Spearman correlation analysis. The significance of sample correlation coefficients was verified by t test. Statistical analyzes were performed using the R Development Core Team (2013).

Data were stored in SPSS for Windows version 15.0. Being performed to calculate percentage and construction of absolute and relative frequency tables. Everyone involved in the survey were aware about the objectives of the study and properly clarified.

RESULTS

The following results of the analyzes presented through tables reflect information obtained after the application of the questionnaire to the entire survey population, consisting of 27 managers / teachers of martial arts academy in Foz do Iguaçu.

Table 1: Percentage and frequency (in parentheses) of responses from practitioners of martial arts on the subject 'professionalization' of academies in 2014, according to the questions found in the questionnaire on the subjects listed below.

Question	Answer					
	totally disagree	partially disagree	Neutral	partially agree	totally agree	Total
Professional Development	55,56(15)	11,11(3)	18,52(5)	7,41(2)	7,41(2)	27
Certification Class	29,63(8)	11,11(3)	0(0)	48,15(13)	11,11(3)	27
Related studies	7,41(2)	0(0)	48,15(13)	25,93(7)	18,52(5)	27
Personal update	0(0)	11,11(3)	11,11(3)	62,96(17)	14,81(4)	27
Technical Qualification	48,15(13)	11,11(3)	0(0)	22,22(6)	18,52(5)	27
Teachers qualification	22,22(6)	0(0)	0(0)	48,15(13)	29,63(8)	27

Tabela 2: Percentage and frequency (in parentheses) of responses from practitioners of martial arts on the subject 'Management' of academies in 2014, according to the questions found in the questionnaire on the subjects listed below

Question	Answer					
	totally disagree	partially disagree	Neutral	partially agree	totally agree	Total
Corporate legality	44,44(12)	7,41(2)	0(0)	37,04(10)	11,11(3)	27
Satisfaction Survey	18,52(5)	14,81(4)	18,52(5)	37,04(10)	11,11(3)	27
Changes in Market	3,70(1)	14,81(4)	0(0)	55,56(15)	25,93(7)	27
Aggregate products	29,63(8)	0(0)	29,63(8)	37,04(10)	3,70(1)	27

DISCUSSION OF RESULTS

This research aimed to better understand the services on innovations in martial arts academies in the city of Foz do Iguaçu, west of the State of Parana - Brazil's southern region, performing with professionals in the fields of martial arts directed interviews using a questionnaire. 27 teachers of martial arts academies with a sizeable sample of different martial arts academies in the city.

There is a total lack of market information in the marketing of martial arts services specifically. Although numerous studies have examined the motivational aspects of the sport in other sectors, the marketing efforts in martial arts fall short of other business industries, little has been researched on the variables of market demand (Yang and Ko, 2008 Ko and Valacich 2004).

Regarding the information contained in Table 1, was observed with great resistance from respondents about professionalization, legalization and investments to upgrade the manpower involved, especially for the cost to be invested and the difficulty of obtaining a return on investment in the short term, since the majority of enterprises in the sector is characterized by lawlessness and family and informal structure, often constituting unfair competition.

Table 2 contradict the information contained in Table 1 in the sense that there is no intention of investing without the guarantee of financial return, however realize the intention to monitor the market and make the necessary changes to ensure their existence.

As the results presented in the previous paragraphs, we can certainly predict an improvement of the services offered by the academies if they deploy more commercial professional managements and invest in professional development, which certainly will lead to customer loyalty and growth, expected by any entrepreneurial goals.

This work allowed us to check the services on innovations with teachers of martial arts academies in Foz do Iguaçu-Pr. However, it is suggested that further studies be conducted with other teachers in different regions of Brazil, so you can see which are the best in services innovations in martial arts academies in different regions in order to endorse or oppose the data obtained in this study .

We also believe that this study will contribute to an expansion of ideas and suggestions within the realm of martial arts academies and understanding the changes that appeal to everyone and increasingly motivate managers to adhere to service innovations, promoting training and professionalization of the sector.

Analyzing the result as a whole, the equivalences between proportions for responses indicating agreement with the proposals and answer questions indicating high quality also demonstrate the need for greater attention from academia to the topics discussed in this article since there is no consensus for either items both for high quality, both for low quality.

CONCLUSION

Considering all the results obtained in this study, it appears that the lack of innovation, professionalization and specialized management, prevents martial arts academies in Foz do Iguaçu, know your shortcomings, weaknesses and especially not get to know their strengths and unexplored possibilities, mainly because of lack of knowledge and application of accurate diagnostic tools that embase decision making of local managers.

It can be argued that by investing in poor areas is possible the growth not only of the individual, as a person in terms of gaining market share and expansion capital for business through market share gains, profit maximization and increased revenue.

Observe market updates, and mostly accompany them, becoming the benchmark for innovation and quality, is the great challenge of the surveyed companies, as well as the key to its success.

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INNOVATION IN THE SERVICES IN MARTIAL ARTS ACADEMIES OF FOZ DO IGUAÇU - PR

ABSTRACT

Exceed expectations to retain customers and become professional, an increasing challenge to martial arts academies. Introduction: In an increasingly globalized environment, where each individual has specific needs, and the martial art academies increasingly become standardized, the challenge will be how to differentiate and gain advantage, to offer quality of life and innovation to customers. Objective: To identify the factors causing the evasion of customers, levels of managerial preparation of teachers and proprietors of academies and provide solutions for threat identification and development of management improvements. Methodology: The sample consisted of 27 teachers from different martial arts academies, who responded individually to the questionnaire containing 67 questions related to nine subjects, expressed as services, promoting services, outreach / promotion, social identity, professionalism, physical structure, management, compliance and sociability, in order to assess the quality of services offered by the public academies, totaling a database with 1809 records. Results: the results indicated a low level of preparedness of both professionals and managers, poor infrastructure as well as low innovation in the sector. Conclusion: It was determined that the high evasion is given by the technical inability of the administrators and teachers in improving their facilities and make the constantly dynamic activity.

KEYWORDS: Martial Arts, management, quality of life.

INNOVATION AUX SERVICES DES ACADÉMIES D´ARTS MARTIALS DU FOZ DO IGUAÇU PARANA

RÉSUMÉ

Surpasser les expectatives pour retenir les clients et être plus professionnels, un défi chaque fois plus grand pour les académies d´arts martials. Introduction: Dans un ambiance chaque fois plus global, dans lequel chaque individu a des nécessités spécifiques, et les académies d´arts martials deviennent plus similaires, le défi se tourne comment se différencier et obtenir des avantages pour offrir de la qualité de vie et de l´innovation pour les clients. Objectif: Identifier les facteurs que causent l´évasion des clients, les niveaux de préparation gerantiel des professeurs et des proprietaires des académies et de pourvoir des solutions pour identifier les menaces et développer des améliorations de gestion. Méthode:la montrea été composé par 27 professeurs d´arts martials des diverses académies, qui ont répondu individuelment le recueil de questions de 67 questions relatives aux neuf matières, signalées comme services ofris, accroissement des services, divulgation/promotion, identité social, professionalisation, structure physique, gestion, attention et sociabilité, avec l´intention d´évaluer la qualité des services ofris par les académies aux clients, faisant un banc d´indices de 1.809 enregistrements. Resultats: le resultat a signalé le bas niveau de préparation des professionels et des gerants, structure deficiente, et un bas niveau d´innovation dans le secteur. Conclusion: On a défini que la grande évasion est causée par l´incapacité technique des gerants et professeurs pour améliorer les structures physiques et tourner l´activité constament dynamique

MOTS-CLÉS: Arts Martials, gestion, qualité de vie.

INNOVACIÓNEN SERVICIOS EN LAS ACADEMIAS DE ARTES MARCIALES DE FOZ DO IGUAÇU - PR

RESUMEN

Superar las expectativas para retener a los clientes y convertirse en profesional, es un desafío cada vez mayor para las academias de artes marciales. Introducción:En un ambiente cada vez más globalizado, en el que cada individuo tiene necesidades específicasy las academias de artes marciales cada vez más se convierten en estándar, el desafío será cómo diferenciar y obtener una ventaja, para ofrecer calidad de vida y innovación a los clientes. Objetivo: Identificar los factores que provocan la evasión de los clientes, los niveles de preparación gerencial de los maestros y propietarios de las academias, proporcionar soluciones para la identificación de amenazas y el desarrollo de mejoras en la gestión. Metodología: La muestra está formada por 27 profesores de diferentes academias de artes marciales, que respondieron individualmente un cuestionario que contiene 67 preguntas relacionadas con los nueve temas, expresada en los servicios ofrecidos, la promoción de los servicios, la difusión / promoción,identidad social,la profesionalidad,la estructura física,la gestión,el atendimiento y la sociabilidad,con el fin de evaluar la calidad de los servicios ofrecidos por las academias al publico, totalizando una base de datos con 1.809 registros.Resultados: Los resultados indicaron un bajo nivel de preparación de los profesionales y gerentes, la infraestructura deficientey bajo nivel de innovación en el sector. Conclusión: Se determinó que la alta evasión se da por la incapacidad técnica de los administradores y profesores en mejorar sus instalaciones y de hacer más dinámica la actividad.

PALABRAS CLAVE: Artes Marciales, gestión, calidad de vida.

INOVAÇÃO EM SERVIÇOS NAS ACADEMIAS DE ARTES MARCIAIS DE FOZ DO IGUAÇU - PR

RESUMO

Superar expectativas para reter clientes e se profissionalizar, um desafio cada vez maior para as academias de artes marciais. Introdução: Num ambiente cada vez mais globalizado, onde cada individuo possui necessidades especificas, e as academias de arte marciais cada vez mais se padronizam, o desafio passa ser como se diferenciar e obter vantagem, para oferecer qualidade de vida e inovação aos clientes. Objetivo: Identificar os fatores que causam a evasão de clientes, níveis de preparação gerencial dos professores e proprietários de academias e prover soluções para identificação de ameaças e desenvolvimento de melhorias de gestão. Metodologia: A amostra foi constituída por 27 professores de artes marciais de diferentesacademias, que responderam individualmente a questionário contendo 67 perguntas relacionadas a nove assuntos, expressos por serviços oferecidos, fomento de serviços, divulgação/promoção, identidade social, profissionalização, estrutura física, gestão, atendimento e sociabilidade, com o intuito de avaliar a qualidade dos serviços oferecidos pelas academias ao público, totalizando um banco de dados com 1809 registros.Resultados: O resultado indicou o baixo nível de preparo tanto dos profissionais quanto dos gestores, infraestrutura deficiente bem como baixo nível de inovação no setor. Conclusão: Determinou-se que a alta evasão é dada pela incapacidade técnica dos gestores e professores em melhorar suas estruturas físicas e tornar a atividade constantemente dinâmica.

PALAVRAS-CHAVE: Artes Marciais, gestão, qualidade de vida.