22 - PROFILE OF MANAGER OF RECREATIONAL SPORTS CENTERS - MUNICIPALITY OF MANAUS

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INTRODUCTION

The sports systems are formed according to the present social system and education can not be analyzed only the pedagogical point of view. It required an understanding of how the social system influences the educational indicators.

In Brazil, most courses in physical education is intended only for training teachers to work in schools, but the branch of the sport is much broader and diverse offering various courses of action.

With regard to the provision of physical activity and leisure, is no different. The 1988 Federal Constitution, in Article 217, defines: "It is the duty of the State to promote sporting activities, formal or otherwise, as the right of each ...". Based upon this context there are a number of activities to be developed exclusively (according to Law No. 9696/98) by the professional physical education among them is the manager of the sport.

The management of the sport has decisive value in setting priorities and implementing social policies. The professionalization of management of sport in Brazil is fundamental to the promotion of exercise as a constitutional law and social action with an administrative staff-prepared and well beyond the basic requirement, a key factor in achieving social outcomes are essential. The main concern in this study is to highlight the importance of management in organizing sport and that no administration, it is difficult to achieve satisfactory or consistent with the objectives. We tried to thus analyze the profile of the manager of the sports centers, sports and leisure of the city of Manaus.

FUNCTIONS OF MANAGERS SPORTS

The administration is a specialized activity of development of complex functions, which can not be left to mere intuition or even randomly. So there are some specific functions to be developed by a sports manager they are: maintenance of sports centers, determining how the sport will be developed by the developers / educators physical interaction and supervision of activities that are being developed, the annual planning of social activities cultural centers, sports, planning, control, and evaluation tour of sporting events and socio-cultural center developed by among others, all must be considered and implemented.

As stated Esposel & Godoy (1993, p.82) "a conscious sports manager should be concerned with the welfare and security, both physical and hygienic conditions User. This however should be aware of security that is offered. Which leads us to believe that the administration has to be considered in a scientific manner, based on expertise and the systematic application of principles of administrative decisions.

The role of the administration of sports is important for any institution and organization that is related to the sport. Esposel & Godoy (1993, p.29) state that "it is the administration that governs the operation of all sectors, making decisions about the goals to be achieved, resources to be used, in addition to processing the administrative action." So is intrinsic that one can get a good result if we have qualified people developing the activities.

Capinussú (2002, p.32) states that "the specialization of sports administrator, his subsequent professional and even stoning of people who already work in the area is an immediate need." And not concerned about this fact, just causing results that represent the future discredit or disregard of the precepts for the operation of sports centers.

According Capinussú (2002, p.97), "the sports administrator training is needed broad and diverse, is not justified indications of corporatism that have become evident among professional physical education, claiming the exclusive right to exercise". To make this demand of physical education professionals should rather get a major, expanding their knowledge and require the upgrading of the sports manager in all sectors, be it public or private nonprofit.

VALUATION OF SPORT MANAGEMENT

The sports management was once seen as a hobby, but now management is critical to the success of sports organizations and those who defy or ignore its principles have not achieved satisfactory results. The training of sports managers interfere in their results, this association represents the scene sporting a simple design pattern that has developed under the management and needs, whose results are characterized as the fruit of a process that has been consistently growing.

However, we know that a degree in physical education is still very skilful and professionals have little knowledge of administrative issues which contributes to the devaluation of the work, but that does not mean that the professional management seeks expertise adding value to itself.

PERSPECTIVES OF SPORT MANAGEMENT

Among the various perspectives of the rise of sports management is a professional qualification in physical education that is required to know how to deal with the factors that are always interfering in sports management. As stated Capinussú (2002, p.83) states that:

> "Essentially, sports administrator means being able to work in coordination with political authorities, know how to create conditions and opportunities for competition are highly influential, ability to relate with the public able to use the printed media and information in general a fair and adequate, bearing in mind the predetermined goals and needs of the techniques.

Therefore, it is expected that a sport manager is fully aware of actions to be performed is ready to take responsibility for carrying out the activities they performed as well as the maintenance of sports venues, with the intention of serving the community who attend and control the environment to which he is managing.

REPORT OF RESULTS

This study was conducted with the active management of sports venues in the city of Manaus. According to the Department of Research and Statistics of the Municipal Sports Leisure and Youth (SEMDEJ, 2009) the City has several municipal centers for sports and leisure, but in this study were addressed sports centers (facilities with the following characteristics: a sports

field, swimming pool, soccer field and others offering the community a wide range of sporting activities) that have a structure suitable to be considered sports complex, offering various forms of sport to the community.

The research was authorized by the Municipal Secretary of Sports, represented by the person of the Manager of Sports. Were invited to participate in this study all managers (administrators) of the ten sports venues in the city of Manaus, considered by us as sports complex. These centers are located in popular districts of the city of Manaus and seek to offer the sport for free in the population, and of the present study seven (7) sports managers, representing 70% of them. Two sports complexes are disabled and therefore no managers and one (1) manager refused to participate.

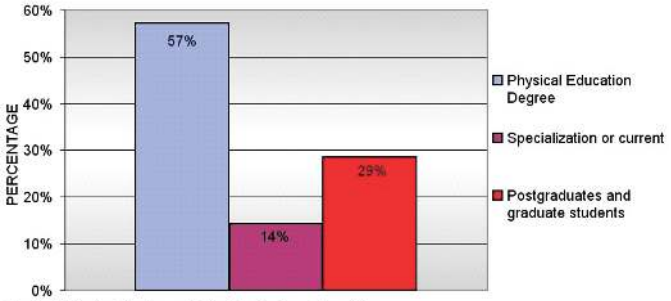
The final results implied in a sample of descriptive goals thus verifying who are the managers of sports centers in the city of Manaus, diagnosing the formation of the manager and the difficulties encountered in developing a service that meets everyone's expectations.

MANAGEMENT PARTICIPANTS BY SEX

With respect to sex among the participated in the survey 57.14% of males and 42.85% are women. This shows that even with the women, seeking its place in the labor market in the sports management field is still male.

EDUCATION ADMINISTRATORS OF RECREATIONAL SPORTS CENTERS

Regarding the academic background of sports managers, has been an education in Physical Education. All are Physical Education. Since the most represented are those with only bachelor's degree in physical education with 57%, those with graduate or currently enrolled is 29% and finally with a specialization course we detected 14% of managers acting municipal sports centers in the city Manaus (Graph 01).

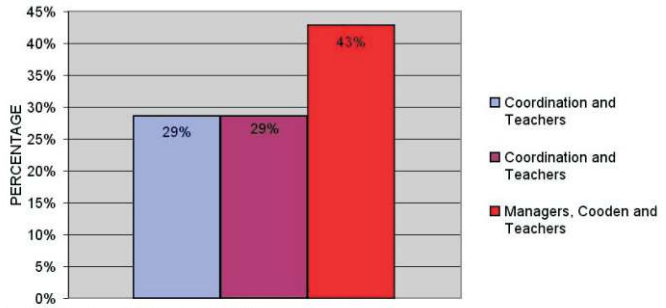


Graph 01: Educational Background of the Administration of Sport clubs

The data show that a lot of managers have only the training course degree in Physical Education. According to the literature, it is known that only the initial training is not enough to exercise that role. Therefore, one can see that the majority of sports managers must add new knowledge by specializing in sports management or not, provide better utilization of facilities to users, since the area of sports management involves the application of concepts and general theories of management to sport and the different roles it plays in society requires a study on multidisciplinary knowledge.

PARTICIPATION IN PLANNING

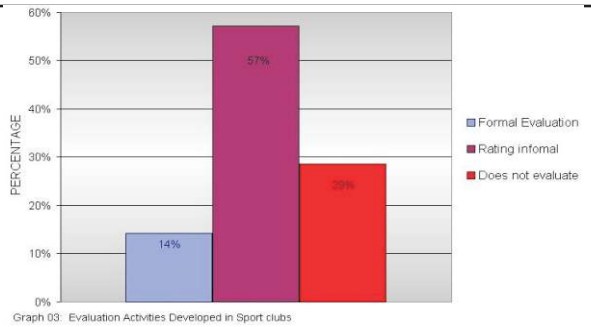
When asked about the planning of the sports centers can be seen that there is a concern in carrying out the planning, yet there is no uniformity with respect to the participants as reported by them. In most sports centers participate in the planning coordinator and teacher with 43% (Graph 02), it is known that a program has goals and aimed to be completed and implemented over a period of time, so there must be an involvement of the manager as all involved in the process so that these goals and targets are achieved.



Graph 02: Members of the Planning Sport clubs

HOW IS THE ASSESSMENT AND CONTROL ACTIVITIES OF SPORTS CENTERS

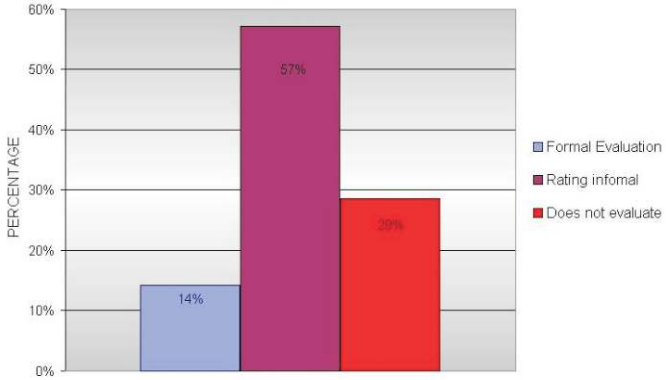
With respect to the control of the managers of activities offered to the community, all reported to control and observe how this is performed by the teacher or trainee. Was also asked if there is concern among sports managers with the quality of service offered to the community. The 100% of respondents said yes, but when questioned as to the type assessment for them to measure the quality of activities offered and whether or not they are reaching their goal, it may be noted that only 14% makes formal evaluation (graph 03). Thus, it appears that most do not have to measure, whether or not to offer a quality service to the community, after all 86% of managers do not make a formal assessment to obtain information and answers to which may be comparing the results.



Graph 03: Evaluation Activities Developed in Sport clubs

DIFFICULTIES

Regarding the difficulties encountered by managers in sports centers is the culmination security with 43% (graph 04), but other factors were reported that they say are problems that interfere with the management of the sports center, such as destruction of facilities, environmental degradation environment, lack of material, lack of money and lack of interest by the public for maintenance.



Graph 03: Evaluation Activities Developed in Sport clubs

But we know that it is necessary to have a structure that management tools to be successful, the fact is that many difficulties reported by managers are external factors therefore depends not only on them to be resolved.

CONCLUSION

The results from this research demonstrate that there is still a significant percentage of men who play the role of manager and sports that most managers of municipal sports centers in the city of Manaus has the only degree course in Physical Education.

Therefore, according to the literature section and the results it is clear that there is a need for management expertise associated with the physical educator so that they can come to play his position. The Sports Manager to try to manage without a theory and a structured knowledge need to rely on luck, intuition or experience, that is, as done in the past. Armed with knowledge he will have the opportunity to develop well-founded solutions to solve management problems or sports.

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PROFILE OF MANAGER OF RECREATIONAL SPORTS CENTERS - MUNICIPALITY OF MANAUS

ABSTRACT

This article was to examine the relevance of sports management knowledge by the manager of the areas of physical education and administration. To achieve its aims governing the federal unit of the country lies with the government for political grounded in information that show the necessity and priority of the community and make up resources, planning and efficiency to avoid waste and inconsistencies. The survey was conducted with the managers of municipal sports centers in the city of Manaus where we could demonstrate that the academic education of sports managers interfere in their results, this association represents the scene sporting a simple design pattern that has developed in accordance with the management and their needs and whose results are characterized as the fruit of a process that has been consistently growing, so the manager must be aware of the functions of management as planning, organizing, implementing, and controlling, and sport management will end, assuming responsibility for the results imposing himself a high standard of performance, emphasizing the opportunities, taking risks to achieve new goals and results with wisdom thus exerting its function. The professionalization of sports management is fundamental to the promotion of exercise as a constitutional right. The sports management is key to its success and those that ignore the principles of sports management do not usually get good results.

KEYWORDS: Sport Management, Administration, Sport,Vocational.

PROFIL DE GESTIONNAIRE DES CENTRES DE LOISIRS SPORTS - LA MUNICIPALITÉ DE Manaus

RÉSUMÉ

Cet article a été d'examiner la pertinence des sports de gestion des connaissances par le gestionnaire des domaines de l'éducation physique et l'administration. Pour atteindre ses objectifs relatifs à l'unité fédérale du pays se trouve avec le gouvernement pour des raisons politiques la base d'informations qui montrent la nécessité et la priorité de la communauté et compléter les ressources, la planification et l'efficacité pour éviter le gaspillage et d'incohérences. Le sondage a été mené avec les gestionnaires des centres sportifs municipaux de la ville de Manaus, où nous avons pu démontrer que l'enseignement académique des directeurs sportifs s'immiscer dans leurs résultats, cette association représente la scène sportive un modèle de conception simple qui a mis au point conformément à la gestion et de leurs besoins et dont les résultats sont caractérisés comme étant le fruit d'un processus qui a connu une croissance constante, de sorte que le gestionnaire doit être au courant des fonctions de gestion comme la planification, l'organisation, d'exécution et de contrôle, et la gestion sportive prendra fin, en supposant la responsabilité des résultats d'imposer lui-même un haut niveau de performance, en insistant sur les possibilités, prendre des risques pour atteindre de nouveaux objectifs et de résultats avec sagesse, exerçant ainsi sa fonction. La professionnalisation de la gestion du sport est essentielle à la promotion de l'exercice comme un droit constitutionnel. Le management du sport est la clé de son succès et ceux qui ignorent les principes de la gestion du sport n'obtiennent généralement pas de bons résultats.

MOTS-CLÉS: Sport Management, Business, Sports, la formation professionnelle.

PERFIL DE GERENTE DE CENTROS RECREATIVOS DEPORTIVOS - Municipio de Manaus

RESUMEN

Este artículo fue examinar la pertinencia de los deportes de la gestión del conocimiento por el gerente de las áreas de la educación física y la administración. Para conseguir sus objetivos que rigen la entidad federal del país se encuentra con el gobierno para político basado en la información que muestran la necesidad y la prioridad de la comunidad y constituyen los recursos, la planificación y la eficacia para evitar los residuos y las incoherencias. La encuesta fue realizada con los gerentes de centros deportivos municipales en la ciudad de Manaos, donde se pudo demostrar que la formación académica de los directores de deportes de interferir en sus resultados, esta asociación representa la escena deportiva un patrón de diseño simple que se ha desarrollado de conformidad con el gestión y sus necesidades, y cuyos resultados se caracterizan por ser el fruto de un proceso que ha estado creciendo constantemente, así que el gerente debe ser consciente de las funciones de gestión, planificación, organización, ejecución y control, y gestión de deporte extremo, suponiendo responsabilidad de los resultados se establece a sí mismo un alto nivel de rendimiento, haciendo hincapié en las oportunidades, asumir riesgos para alcanzar nuevas metas y resultados con la sabiduría ejerciendo su función. La profesionalización de la gestión deportiva es fundamental para la promoción del ejercicio como un derecho constitucional. La gestión deportiva es clave para su éxito y los que ignoran los principios de la gestión deportiva no suelen obtener buenos resultados.

PALABRAS CLAVE: Sport Management, Negocios, Deportes, Formación Profesional

O PERFIL DO GESTOR DOS CENTROS ESPORTIVO DE LAZER - PREFEITURA MUNICIPAL DE MANAUS

RESUMO

Este artigo buscou analisar a relevância para gestão desportiva do conhecimento por parte do gestor das áreas de educação física e administração. Para atingir os fins propostos que rege a unidade federativa do país cabe ao poder público uma gestão política embasada em informações que retratam a necessidade e prioridade social da comunidade e compor recursos, planejamento e eficácia para evitar desperdícios e incoerências. A pesquisa foi realizada com os Gestores dos centros desportivos municipais da cidade de Manaus onde foi possível comprovar que a formação acadêmica dos gestores desportivos interfere nos seus resultados alcançados, esta associação representa no cenário desportivo um padrão simples de estrutura que se desenvolveu de acordo com a gestão e suas necessidades e cujos resultados obtidos se caracterizam como frutos de um processo que vem sistematicamente crescendo, logo, o gestor precisa ter noção das funções da administração como planejar, organizar, executar, e controlar, assim a gestão desportiva terá objetivo, assumindo a responsabilidade pelos resultados impondo a si próprio um elevado padrão de desempenho, enfatizando as oportunidades, correndo riscos para alcançar novas metas e resultados exercendo assim com sapiência sua função. A profissionalização da gestão do esporte é fundamental para a promoção de seu exercício enquanto um direito constitucional. A gestão desportiva é fundamental para o sucesso da mesma e aqueles que desconhecem os princípios da gestão desportiva não costumam obter resultados satisfatórios.

PALAVRAS-CHAVE: Gestão Desportiva, Administração, Desporto, Qualificação Profissional.

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