148 - AQUÁTICAS INSTALLATIONS IN THE CITY OF CANOAS, RS: A VISION ADMINISTRATIVE.

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Introduction

The membership and adhesion are worrying factors on the premises as well as in any business because many invest much money on advertising in order to attract customers and that experience or know their services. Any form of media is turned, discusses what is the most appropriate way and that will give a better result, say, if promotions and gifts in registration, all for increase the membership of potential customers. But on the other hand, to see that when the manager captures the customer seems to be a relaxation, a sense of relief, it is this customer incorporates the other visitors and part is for new invested.

This factor may also achieve the professional of Physical Education, this can be viewed in the arrival of a new customer it gives you any attention, where the practitioner is excited about the custom service, but this service remains until the arrival of a new client, worthy all the attention on the part of the team at work. Months later this practitioner leaves the installation, sometimes giving any excuse to not hurt or simply not giving any satisfaction. It is said that there wasn't adherence of this client, that is, this practitioner was not enough time to know the services and their benefits. Therefore, the turnover of customers seems to be a fact completely normal between premises, however this is a big problem and concern for many administrators to overcome this difficulty as Married (2002).

For the same author when adhesion is good, whether by financial factor or opportunity to accomplishment, it appears that the administrators do not give much importance to the adherence, It leaves practicing, enter practicing and this process does not seem to affect financial or professionally. But when the extent of caption of customers starts out, whether by increased competition or the arrival of months of low (winter, in the case of the swimming), the concerns appear, sometimes late, to hold practicing this in class. Sometimes the money employed in the maintenance (adhesion) of practicing in the installation appears to be less than the employed in the catchment (accession) of that practitioner. On the other hand if realizes that many owners and managers invest little with the renewal of knowledge and the motivation of its own teachers and employees. The search for characterizing its professionals as an assembly of a library, to pay courses or purchase new teaching materials would certainly cheaper in relation to costs that the practitioners lost by the installation for having in his group of professionals, as well as teachers little motivated or even when these investments are compared to the distributed ones to the propaganda in newspapers, television or radio.

It is believed that the majority of customers who if conquest are attracted or indicated by friends who already frequent the installation, in this respect is important enhance the investment in our service making it more efficient. And one way to keep the practitioner is the diversification of classes, implementing activities that leaving the daily, which shake the attention of the student without losing is the main focus of the practitioner, who is maintaining or gain of fitness and health according to Lima (2000).

The quality of participation that depict the relationship of working with repercussions on motivation depends on the nature of the task and individuals which it participates, beyond the physical and psychosocial conditions of the working environment, according to Schein (1992). Zanneli and collaborators (2004) affirm that to motivate the workforce is crucial that the managers observe carefully the peculiarities that the workforce has. This posture makes possible the understanding, though preliminary, as contributing to that each person, while unique, can reach its maximum potential. The understanding that human beings are different in terms of needs, expectations and capabilities, which change throughout the time due to multiple variables, it is relevant to the management of people in organizations. The scope of organizational goals is coupled to the efficient and effective performance levels in individual, group and organizational.

In accordance with the theories , it is believed that all are valid, but each provides its own approach and gives more emphasis to some factors than to others. However, the managers have a responsibility to put these theories into practice and actually looks motivate the next people in their working environment. Maitland (2002) affirms that one of the best methods to motivate people to work in the scope of their personal goals, the department or the organization is lead by the example. They must be observed the following practical aspects to motivate people: to be a leader (quality of leadership, style and variation of the situations), working as a team, improve the work, to develop the people, pay employees and provide a safe workplace and healthy.

In an installation water as any other organization, working as a team is essential to be achieved the motivation needed for the project is positive. Thus, particular characteristics to be identified, to recognize the components as individuals, with their own rights, as well as parts of the group, as well as employ various tactics, so all work together, seeking success. And also to be upgraded to improve the conditions of work, for example: how to assess the satisfaction at work (satisfaction, security and prospects), and evaluate officials and functions (official, the service and the company) and reshuffle the loads of work (rotation of services, extension services, improvement of services and combinations of techniques). As also seek the development of staff at work as we can quote: encourage self-improvement, define the areas of development, making self-evaluation, prepare plan of action, train the framework of officials, meet requirements, choose a method, develop a program and evaluate the program at Maitland (2002).

As for skills in an organization is important the knowledge and this should be linked to a systematic process of learning, which involves discovery, innovation and training of human resources. Zarifian (1999) differentiates the following powers in an organization, on the knowledge of: procedures (known processes); Techniques (know specifically the work being done); Organization (know organize the flow of work); Service (to unite the ability technique the question "that impact the product or service will have on the client) and social (namely be, including attitudes that sustain the behavior of people). The same author identifies three areas of competence: autonomy, accountability and communication.

According Casado (2002) enterprise organizations, the processes of communication are not only procedures to accomplish and to spread the culture of the company, repassing its employees return to the standards accepted and valid as to the structure of work, of resolution of problems and relationship interpersonal. They are also pragmatic ways to establish and enforce goals and targets. Indeed, to make the structure of a working group, which organizes the flow of information concerning the processes of the company returned to the fulfillment of their goals. Thus, the author suggests some guidelines to improve communication: to use a language appropriate to the message and the recipient; Listening to those who offer active forwards; To

have empathy in interpersonal communication to periodically, to reflect, on the process of communication and provide feedback of the received message and to ask for feedback of the sent message.

Another factor emerging to improve the competitive position in the market is seeking the quality of life at work, which is valued on welfare organization. Thus, new paradigms of style of life inside and outside the company, constructing relative values for the demands of quality of life at work, are being structured by diverse segments of the society how to quote the health, ecology, ergonomics, psychology, sociology, economy, administration and engineering. Through these contributions, identify themselves two main movements in the management of quality of life at work: individual (characterized by the deepening of understanding about the stress and diseases linked to environmental conditions organizational) and organizational (refers to the expansion with the concept of total quality, which fails to restrict itself to the processes and products to cover behavioral aspects and satisfaction of individual expectations, to the concentration of the results of the company), emphasize França and Arellano (2002).

Finally it is believed to be important to mention survey by the University of Sao Paulo (2004) on the challenges in the management of people, in this prism, the research shows that the two main challenges of the model must be searched to: align human skills to the business strategies of the company and to enable managers to be stimulators of this process.

Methodology

The present study it is presented as descriptive with qualitative boarding and as objective was traced: presenting the sports administrations in the city of Canoas, Rio large South in the perception of managers of aquatic plants. Sample was composed of three managers of these spaces. As an instrument used is the questionnaire adapted from Moreno (1996).

Results

Research results were as follows: the administration of aquatic plants of the city of Canoas is carried through by the proper proprietors or relatives of those, in this direction thereby maintaining complete control over everything that happens in these spaces.

Most of the managers are satisfied with the operation of the plant and believe that their subordinates held in general a good job.

Regarding the structure two installations have an old construction, more than twenty years of use, but try to keep them in condition for use. They have a simple physical structure for the care and development of aquatic practice. An installation if detaches in this question., because it is the newest physical structure for these activities in the city and this means that we focus on this parameter of structure, because it is believed that the modern works are planned and structured in a manner best suited for try to serve the practitioner. The structures can be better planned from an observation, for example, an incautiousness of the competitor. Realizing searches of the market to observe these factors in the time to build something new, can bring positive results, because they work on top of the needs of the public or the disability that perhaps the competitor may have.

How much to the professional formation of its employees the managers believe that they have the desired qualifications. In relation to the programs carried through in its installations they value total learning of the styles of the swimming followed of the therapeutical, elderly, recreation, fitness and hydrobike. They also important programs of swimming utilitarian, babies and for the deficiency carriers. They show that the games are few and encouraged performed in the spaces, is also mentioned in previous studies, such as Miquel (1990) that the cost that the practitioner pay for recreational activities become unworkable thus justifying the situation that occurs also in the city of Canoas. In relation to the practice of competitive swimming was divided among the three, therefore one stimulates and values the competition very, another one values a little and another one does not value such practical for not believing in this work and also noted that the structure of the plant does not allow the competition for being a swimming pool small e of little depth.

The activities that the managers believe they do not work adequately in installations are: a swimming child, the bearers of the special needs and fitness, each of these classifications were cited by one of the managers for this reason, it is believed that it is for the physical structure that gives each installation and because the managers do not devote time to this type of public. For example, the physical structures of the installations, such as staircases, are not suitable to receive the bearers of special needs, making it difficult the access of this population in the swimming pools of Canoas. On the other hand, the installation reported that the fitness as a bad functioning does not have an adequate swimming pool mainly for the conditioning of adults, because it is small and without depth, so that its practitioners are mostly children. The installation which reported that the infant swimming not functioning properly, it is observed that few children are lessons, which makes us believe, that do not have qualified teachers to work with children and that perhaps the lessons are not motivating for new groups of practitioners children look for installation.

As for programs that bring profitability to the installations reference to swimming child, youth, adults and the elderly. Even those who do not bring profitability cited the bearers of special needs and the babies, they sharing, the answers of the managers, as a installation presents programs for babies as they bring profitability, for another one they bring little yield and in another installation no yield. Answers that are also found in other studies that some owners or the Spanish government itself does not believe in the investment directed to this population, because the supply is limited due to poor conditions of teachers, as well as inadequate installations for this age group, so that the public is small in various parts of the world. The same author believes that it should have a revolution in this sense that we placed first on education by moving Moll & Tarragô (1990).

On the other side, what one perceives is that in Canoas each installation has trend to value plus a program or another and what is says is that one tradition has more on a program or age than competitors. Of one it forms calm, is considered correct, because if the competitor has a good program and is already established in the city; another administrator should not exploit or invest in their business and thus to search valuation and growth of a program that none another one possess.

The managers believe it is important to carry out activities promoting the installation; As studies and surveys of the needs and demands of practitioners as well as the search and training of new practitioners, and that in technical terms consider very important the assessment and control of the programs of aquatic activities also with the issue of profitability of the installation, material, the physical space, remuneration, the social relation and the motivation of staff in general and in agreement with previous studies of (Schein, 1992, Casado, 2002; Maitland, 2002; França and Arellano, 2002; Zanneli and cols, 2004) as a form of the managers down the functioning of organizations, provides positive results or not, therefore they must be come back toward the presented difficulties and the ones that will be able to appear.

Conclusion

Through a planned action and modernized seek effective solution. It is believed that the managers, owners, and other officials of the city's aquatic installations will be motivated to work satisfactorily, and the practitioners of these modalities.

It follows that the environment of aquatic plants as well as the professionals who work can strongly influence the motivation of the participants in relation to daily practice. And to be considered a space that it stimulates and is generating motivation and growth is important, that everyone involved, seek attitudes and daily operations that meet expectations.

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AQUÁTICAS INSTALLATIONS IN THE CITY OF CANOAS, RS: A VISION ADMINISTRATIVE.

ABSTRACT

The present study it is presented as descriptive with a qualitative boarding. As objective it was traced: presenting the sports administrations in the city of Canoas, Rio large South in the perception of managers of plants. Sample was composed of three managers of these spaces. As an instrument used is the questionnaire adapted from Moreno (1996). Research results were as follows: the administration of aquatic plants of the city of Canoas is carried through by the proper proprietors or relatives of those, in this direction thereby maintaining complete control over everything that happens. Most of the managers are satisfied with the operation of the plant and believe that their subordinates held in general a good job. It follows that the environment of aquatic plants as well as the professionals who work can strongly influence the motivation and the permanence of the participants. And to be considered a enterprise that it stimulates and is generating motivation and growth is important, that everyone involved, seek attitudes and daily operations that meet expectations.

KEY-WORDS: administration, aquatic activities, Canoas.

LES INSTALLATIONS AQUATIQUES DANS LA VILLE DE CANOAS, RS
UNE VISION ADMINISTRATIVE

RESUME

Cette étude se présente comme descriptive avec un abordage qualitatif. Comme objectif on se propose de: présenter les administrations aquatiques dans la ville de Canoas, Rio Grande do Sul, d'après le point de vue des gérants des installations. Un échantillon a été composé par trois gérants de ce secteur. Comme instrument on a utilisé un questionnaire adapté de Moreno (1996).Les résultats de la recherche ont été les suivants: l'administration des installations d'eaux de la ville de Canoas est réalisé par les propriétaires mêmes ou par des parents de ceux-di, dans ce sens ils maintiennent ainsi un contrôle total sur tout ce qui se passe. Dans sa majorité, les gérants sont satisfaits avec le fonctionnement des installations et ils croient que leurs subordonnés, d'une façon générale, réalisent un bon travail. On en déduit que l'environnement des installations aquatiques ainsi que les professionnels qui y travaillent peuvent influencer fortement dans la motivation et permanence des participants. Et, pour qu'elle soit considérée une entreprise qui pousse et qui soit génératrice de motivation et de croissance, il est important que tous les concernés cherchent à avoir des attitudes et des interventios journalières qui répondent aux expectatives des clients.

MOTS CLES: administration, activités aquatiques, Canoas.

ACUÁTICAS INSTALACIONES EN LA CIUDAD DE CANOAS, RS: UNA VISIÓN ADMINISTRATIVA.

RESUMEN

Este estudio se presenta como descriptivo con un enfoque cualitativo. Como se indica objetivos son: presentar el gobierno acuáticas en la ciudad de Canoas, Rio Grande do Sul, en la percepción de los gestores de las instalaciones. Muestra estuvo integrada por tres directores de estos espacios. Como un instrumento utilizado es el cuestionario adaptado de Moreno (1996). Los resultados de la investigación fueron las siguientes: la administración de las plantas acuáticas de la ciudad de Canoas está en manos de los propietarios o familiares de los que están en esa dirección a fin de mantener un control completo sobre todo lo que sucede. La mayoría de los directivos están satisfechos con el funcionamiento de la planta y creemos que sus subordinados se celebró en general un buen trabajo. De ello se deduce que el medio ambiente de plantas acuáticas, así como los profesionales que trabajan pueden influir fuertemente en la motivación y la residencia de los participantes. Y, para ser considerada como una empresa que está generando impulso y la motivación y el crecimiento es importante que todos los involucrados, buscar las actitudes y las operaciones diarias que respondan a las expectativas de los clientes.

PALABRAS CLAVE: administración, actividades acuáticas, Canoas.

AS INSTALAÇÕES AQUÁTICAS NA CIDADE DE CANOAS, RS: UMA VISÃO ADMINISTRATIVA.

RESUMO

O presente estudo apresenta-se como descritivo com uma abordagem qualitativa. Como objetivos traçou-se: apresentar as administrações aquáticas na cidade de Canoas, Rio Grande do Sul na percepção dos gerentes das instalações. Amostra foi composta por três gerentes destes espaços. Como instrumento utilizou-se o questionário adaptado de Moreno (1996). Os resultados da investigação foram os seguintes: a administração das instalações aquáticas da cidade de Canoas é realizada pelos próprios proprietários ou por parentes destes, neste sentido mantêm assim o controle total sobre tudo que ocorre. Na sua maioria, os gerentes estão satisfeitos com o funcionamento das instalações e acreditam que seus subordinados realizam de forma geral um bom trabalho. Conclui-se que o ambiente das instalações aquáticas assim como os profissionais que nela trabalham podem influir fortemente na motivação e permanência dos participantes. E para que seja considerado um empreendimento que impulsione e que seja gerador de motivação e crescimento é relevante, que todos os envolvidos, busquem atitudes e intervenções diárias que atendam as expectativas dos clientes.

PALAVRAS-CHAVE: administração, atividades aquáticas, Canoas.