

THE IMPORTANCE OF SPORTS MANAGEMENT CONSULTING

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Abstract: *Sport is characterized by a series of moments such as commitment, struggle, competition, joy, satisfaction, representing the sphere of relations with one's neighbour both as a partner and as an opponent, face to face with one's own limits: the management of the sports sector must be based on these and other values. Sports system is characterized by a strong human and relational component and by a close link between environment and organization. In this context, compliance with the rules becomes the cornerstone of a sports management approach that aims to promote the education of the individual. The sports management strategy should at the same time include respect for others, therefore attention and care among all subjects, offering the possibility of welcoming the diversity of actors. These dynamics must be our **drivers** to outline a sports management strategy capable of developing and consolidating some of the main pedagogical values in the individual, stimulating an educational path that will benefit the entire community.*

Key words: *sports management, consultancy, rules, fans, management strategy.*

1. Introduction

The continuous evolution over time experienced by the sports sector has led a context capable of both influencing aspects considerably economic and financial aspects of today's society, with an impact on the educational and social dynamics of individuals [4], [9].

However, the evident consistency of the economic dimension of sport, which can

be found in everyday reality, cannot distract attention from capacity of this sector to decisively stimulate the educational development of the entire community, capable of promoting a social and cultural benefit.

Consequently, the educational component must not be discriminated against determining the guidelines of sport management for the benefit of the economic one. In fact, the main dictates of

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management, applied appropriately, generate the opportunity to produce, through sport, an educational and therefore social growth [5].

The combination of "sport and education" is as important, if not to a greater extent, than "sport and economy" one.

In this way, the research aims on a managerial approach, mainly focused on the development of the educational aspect, enhancing some fundamental sports principles.

In a time of crisis of traditional educational processes, efficient management of the sports sector is in an educational key, which focuses on the fundamental principles of sports culture that could finally exploit its educational potential representing the opportunity of younger generations, but also of adults, relationships and places that are suitable and effective for their personal growth.

2. Purpose

The purpose of the research consists in demonstration, based on the theoretical analysis, the opportunity to improve sports management in the Republic of Moldova and abroad, in order to formulate important solutions, in this way the process will support sports managers.

3. Methodology

The research methodology lies in the analysis and generalization of literature, study of working documentation.

4. Results and Discussion

Management consulting is a special kind of professional activity aimed at providing services to the heads of organizations in the field of economics and management in the form of independent assistance and advice. The activity of this kind is based on a special type of labour, which has specific elements and characteristics – intellectual ones.

The following *components of the notion of management consultancy* are:

- a) the basic function of the consultant is to find the directions and sensitive points in the managerial activity, accompanied by the action of stimulation, creation and practical implementation of the changes;
- b) the manager is responsible for his own activity, both in terms of making decisions and implementing them into facts, same as controlling their accomplishing during the consultancy;
- c) the management consultant independently carries out his mission;
- d) the managerial consultancy efficiency implies the correct definition of the aim and action modalities, collaboration between the parties and the application of the solutions proposed and adopted by the beneficiary.

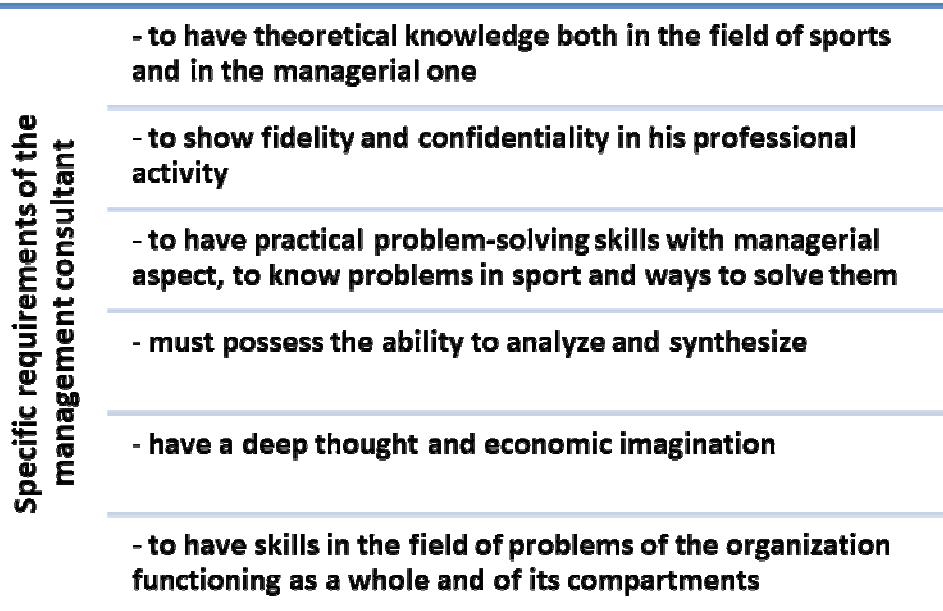


Fig. 1. *The management consultant needs*

The strong economic weight that sport has taken on globally, making it one of the most productive sectors, has meant that the purpose of “sport management” was increasingly referring, in an exclusive way, to the dynamics of sport business. This appears extremely limiting; in fact, the sports management perspective, the will to organize, coordinate, manage and control, in effectively and efficiently, any expression of sporting activity, especially if addressed to the educational field or to the social inclusion of subjects belonging to weak categories such as the disabled ones [5], [6], [13].

Thus, among the various functions of sport, management must aim towards that education, which recognizes and exploits the great possibilities contained in practicing sport for an educational development sporting tics with regard to the growth of the younger generations. It is necessary that the important phases of

planning, organization, and control, at the basis of management, are applied according to an educational objective.

Again, human, structural, financial, technological, etc. resources must be destined to satisfy a development of sporting activity from this point of view and their use should satisfy the aforementioned criteria of efficiency and effectiveness in order to maximize the result and reduce the waste of the same resources.

Through the application of management rules, in order for an educational purpose, a rationalization of sports resources would be obtained to the benefit of the critical phenomenon of their rationing, guaranteeing greater opportunities for social development, particularly for the new generations [5], [11].

In fact, sport reproduces the reality of life on a symbolic level, which is characterized by a series of phenomena

such as fatigue, struggle, suffering, anger, joy, satisfaction, happiness, and its potential in the educational, social and cultural fields. It represents the "place" of relationships with others both as a partner and as an adversary, in the search for oneself, of the encounter with one's own limits and the will to overcome them in order to enhance one's own potential. These are some of the main values on which the management of the sports sector must be based and which, at the same time, this management must enhance, bringing the individual back to the center of this system [3], [9]. The evolution of the conception of sports management towards an educational system model must, in fact, absolutely focus on culture and the promotion of the main pedagogical values of sport; otherwise, its physiological criticalities would remain unresolved which in this sense they materialize the inability to be a capable training tool in order to achieve an integral development of the person, which, in the long term, is likely to be reflected in the inability to recognize and satisfy economic and material needs [5], [16].

In a period of educational crisis like the current one, where, especially, the new ones generations encounter a barrier characterized by attitudes of remission, delegation, renunciation that seem to prevail over those of trust and a search for new communication and the will for relational development, including the sports sector that must absolutely rise to his own role in providing an effective contribution to growth both from an educational point of view, which, as a natural consequence, and from the social one.

Examples in this regard derive from the sport management approach implemented in contexts such as the USA and Australian contexts, where this sector in addition to being managed with a view to economic profit, is present in the training course and educational of the individual since childhood and accompanies it over time through the support provided directly by the school education system and university. There are, in fact, many subjects who, thanks to a sports management relate to the educational system, found through the values of sport personal maturity and satisfaction over time [7], [14], [15].

The educational value of sport. Sport is one of the most valid educational tools able to support the family and school context in the formation of society, understood as complex place of individuals who continually relate to each other in different situations. In fact, sporting activity has in itself an enormous educational value that could stimulate the consolidation of people, important values such as trust in the future, the assumption of responsibility, respect for legality, the integration of the "different", team working, living together according to the rules of democracy, fair play [16].

Everyone, in sport, is aware of playing their role within of a group and recognizes that its function is at the service of all for the pursuit of a common goal; the individual thus places himself in relation to others, acts in function of others and his personal value is at the service of the community. That is perfectly configures one of the main objectives of education: to develop the individual in his individual and social components, so that he has a personal wealth to put at the service of society.

The ability to actively explore the world through one's eyes, one's head, and one's body creates the cognitive structures that act as anticipations of information. The experience of the body therefore generates the fundamental condition of bond through which it is possible to express and realize knowledge. This condition delimits the spheres of our possibilities and that it does not simply constitute the limits of doing and thinking, but precisely through this delimitation opens the spaces of liberation to the experience of being and knowing. In the bodily experience of contact, care and relationship between parents and their children develops the identity dimension of the single individual, and their own in relation to the effectiveness of this relationship, the knowledge structure that will guide the learning and training. The quality of that structure therefore, depends on the quality of one's bodily experience of relationship, which it is the result of social, emotional, cultural experiences: the socio-corporeal relationship appears as the essential, primary and precious "nourishment" that every human being needs to learn and to become. The body and the movement represent, therefore, the primary function of defining the behavioural context of life as significant through socially shared action patterns and mediated by corporeality; in other words, every relationship between the individual and the environment implies the mediation of the body and thanks to this mediation that social relations are structured and, consequently, thought, an identity, the faculty to learn.

The results. Any sporting expression, both amateur and competitive, provides compliance with a regulation that you

need to know, learn to apply; practicing a sport is equivalent to organizing one's own conduct and that of one's team in relation to this regulatory framework whose borders are known and all possibilities must be explored in order to know the own freedom. Thus, sport contributes to the full educational perspective to the understanding of the need to have a rule for every human social activity and the importance of accepting it, learning it and knowing how to apply and use it.

Thus, sport is recognized as a great opportunity for education, which however, it must not lead us to make the mistake of believing that through sport we do automatically produce educational processes simply by means of mere aggregation of a group of individuals into a team; education in values through sport is more rhetorically affirmed than carried out in practice.

It is essential that the performance of any sporting activity is accompanied intentionality by the phenomenon of educational. This provides that coaches do not are happy to assume a technical role, but their action and management of relationship with children, through an educational attitude, must aim at a personal growth of the latter, thus transforming sporting activity into a constructive life experience [10],[11].

Within this educational scenario, it is essential to choose the educational path that best matches the student's abilities with the identification of characteristics, in our opinion in particular the motor and sports ones that make it possible to effectively pursue the objectives set out in the plan as well as the competence and attitude of the teacher in the educational context is important.

In this regard, the importance of being able to rely on motivated and competent educators, able to collaborate synergistically with the family, with the school, and with anyone interested in working for one community educational development [12].

Educating with sport therefore requires planning, educational intentionality, educational method and educators up to the role, aware and prepared, but above all a sports management approach capable of coordinating in a way these requirements and the related human, structural and financial resources are effective and efficient.

Managing sport to promote education.

The powerful economic connotation assumed over time by sports sector cannot and must not limit the educational area that has always characterized the different activities in this way.

"Sport" is present in the set of information that children, adolescents and adults receive on a daily basis. New research models in education have long insisted on the necessity of general training based on the intellectual, motor, emotional, social, physical and bodily levels. Not surprisingly, the role and importance of sport, for example, in Anglo-Saxon universities it is already a consolidated reality [8].

Furthermore, it should be pointed out that both conceiving and doing management are to be considered questions of pedagogical investigation. In an open management system like the sports one, the human and relational component, and the correlation between environment and organization are the fundamental issues. In this case, the need to appeal arises to a more pedagogical sports management approach, in which

values such as the respect for the rules by everyone, social inclusion, team spirit and constructive conflict, represent the main determinants for management and enhancement of this sector [5].

Respect for the rules is probably the cornerstone of a sports management tackling, being the main objective the promotion of the individual education. Furthermore, any violation of the regulation provides for the same sanction regardless of who committed the irregularity and this aspect allows us to enhance an important educational premise: the principle of equality. It would be advisable for the management strategy to include the same principle also towards the amateur sector and that of the fans and of enthusiasts, with the aim of limiting the onset of harmful phenomena, acts of violence and delinquency.

Furthermore, complying with the guidelines, the management strategy should be the respect for others, which finds its maximum expression in the social inclusion actions that sport is able to stimulate. A sports management based, therefore, on attention and care among all and for all subjects, offers the possibility of welcoming the diversity of others and who manages to have an interest authentic towards the problems of others and the things that are managed. Acceptance of the other and the will to enhance forms of diversity are one of the fundamental aspects for a context that aims at an educational and cultural development [5], [6].

Again, in full compliance with the educational principle of team spirit, assuming a management of the sports sector that contemplates an authentic, free and active mode of cooperation, with the various stakeholders, where

promoting the encounter with the other means accepting it as an element different from oneself [2]. The desire to achieve unity of interests cannot, in fact, disregard the idea of understanding teamwork as a moment of understanding, acceptance, of taking care of things and especially of people, of responsible participation in organizational life and global growth in and through sport.

It is, essential that sport, representing an imperfect system, but at the same time alive and dynamic, is managed by facing conflict and error in a pedagogical and therefore positive and constructive way.

These must, in fact, be contemplated as educational artifices capable of generating a pedagogically more evolved synthesis; from the error a new possibility of development follows, one turning point, a change, something on which to rebuild a new, more solid reality than the previous one. In order for this to occur, however, it is essential that in the relationship between the various stakeholders in the sports sector, there is recognition first of a human relationship based on educational principles [1].

The elements and dynamics just explained could outline a strategy sports management capable of strengthening some of the main ones in the individual pedagogical values and stimulate educational development for the entire community.

5. Conclusions

In a social and cultural environment characterized by increasing difficulty to develop educational processes, especially towards the new generations is felt strongly the responsibility to show all the educational value of sport.

It was analyzed how, at the outset, it is necessary to rethink the concept of sports management, breaking down the limitation that restricts it to the alone economic sphere to the advantage of a perspective that takes into account the educational dynamics. In this way it is possible to enhance the enormous educational potential inherent in sporting activity and its facets.

It is no longer sufficient to theoretically state that sport represents one great resource for education, we need to go further and move from theory to practice, implementing a concrete management methodology that shows its value.

Indispensable that this social context also comes from an educational point of view managed according to the criteria of efficiency and effectiveness so that it produces the results that potentially can prosecute.

Planning is needed for this sector that is able, initially, to identify the main educational objectives that sport is potentially able to foster and, subsequently, to implement certain strategies collectively to pursue them. The stimulation of a correlation between sporting practice and the education and training system, on a par with international contexts more evolved from this point of view, could be an excellent starting point for management sports education.

In this regard, it was brought to the evidence that only through enhancement of some key principles of the sporting world, such as team spirit, social inclusion and respect for the rules, the management of sport is able to contribute to the educational development necessary for today's society.

Thus, in addition to configuring an "good economic", the sports sector would also manifest itself as an "educational good" of fundamental importance for sustainable cultural and pedagogical growth over time.

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