

STUDY ON THE APPLICATION OF WINTER LEISURE ACTIVITIES AT THE AGE OF 8 – 10 YEARS

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Abstract: *The aim of the study concerns the practice of leisure sports activities in winter, adapted to the motor development needs at the age of 8-10 years by through experimental validation of some programs which can be conducted during intersemestrial holidays. To design programs of winter leisure activities a sample of 50 parents responded to a total of 10 questions. After processing the responses were designed and implemented three types of leisure sports winter programs. To demonstrate the quality and efficiency of the proposed program, a SWOT analysis was conducted, which surprised the following determinant for the proposed leisure programs such as: identifying capital positive aspects that we can value, identify weaknesses, identifying strengths and opportunities , protection and tackling bullying / external threats.*

Key words: *leisure, sports and SWOT analysis.*

1. Introduction

Tourism is considered primarily a form of entertainment, alongside other activities and leisure formulas, he involves the temporary movement of people to destinations outside the habitual residence and activities in time at those destinations; also, in most cases, it involves making cost savings impact on areas visited [3].

Tourism, according to new details, refer to „people activity during travels and stays in locations outside the residence for a consecutive period not exceeding one year (12 months), with the purpose of leisure, for business or other reasons” [4].

In fact, the very definition of tourism product can not be achieved without revealing particular character of tourism.

Most authors consider tourism product as a result of “associations, interdependencies between resources (assets) and services” and “resources would take the form of various tourism products only through the provision of specific services” [2].

Thus the reasons for the trip, it recognizes the need to identify them in order to evaluate consumer and visitor expenditure. Are specified also the main mobile travel [5].

Travel Service represents “a set of activities wich object is tourist needs while moving and in this connection” [1].

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2. Statement of problem

2.1. Research purpose

The project goal aims awareness and the importance of introducing in schools some outdoor programs containing a number of leisure activities, designed to improve the overall motricity at a young age (8-10 years) and a range of skills needed to develop their personality.

2.2. Research hypothesis

We believe that by implementing special programs in intersemestrial holidays, including activities conducted outdoor leisure, we can see a general improvement of motor skills and also the necessary skills for school age.

2.3. Work methodology

The study on the establishment of leisure activities that make up the proposed program for the winter holidays in Poiana Brasov is based on choices made by children and parents after applying a questionnaire of 10 questions, distributed in small classes in the two schools (School No.3 and No.14), in Piteşti city. In order to form an opinion opposite to the wishes and expectations of parents, the questionnaire applied by us had the following landmarks:

- age range;
- previous skills in certain sports such as skiing, snowboarding, skating and other winter activities possible;
- mention of sports that children want to practice in the proposed program;
- desire to move outdoor;
- wishes of parents for their children's participation in an organized environment such as programs designed to develop children's motor skills and personality.

The application methodology was made by tracing the stages of the investigation,

starting from specification issues, namely the determination of leisure activities in winter, designed to develop motor skills in children of age 8-10 years, in this way they acquire motric knowledge of certain sports.

The questionnaire was distributed to 100 people and will undertake a rigorous selection of children who will go to camp in winter. Parents agreed to spend winter intersemestrial holidays in the mountains in Poiana Braşov, participating in a program of 5 days. Thus following responses from parents, we have developed the program of leisure activities to be carried out, taking into account the preferences of children.

It follows data recording and processing, according to the following staging required respecting the action sequences. The first phase was the verification of results in terms of completeness and accuracy, then came ranking answers and entry into tables.

3. Product promotion

- Indoor Advertising: commercial galleries, cafes, restaurants, schools, colleges, universities;
- Outdoor Advertising: parks, stage trucks, caravans, Fast kits road shows, promotional tours;
- OR. Advertising: directing audience target to online platforms (Mv.com - Unconventional Advertising and Motion Vision Communication);
- Braşov local TV station may have broadcast with different themes: the promotion and notification of certain tasks. Example: „Postavaru Night – Poiana Braşov – March 10, 2012”, „Balkan Ski Alpin Winter”, „National University Championships Ski and Snowboard”, „Ski Jumping Cup”, on the trampoline with the size of 77 meters (HS77) and construction point 70 meters (K70), etc.

- promotion in newspapers and creating flyers and posters about Braşov and Poiana Braşov;
- Internet website in 4 languages (ro, en, fr, it).

3. Results

3.1. SWOT analysis

Strengths

- The new proposed activities are considered to be a success both in terms motric due to the development and improvement of skills and motor skills, as well as some general and specific motor skills required to practice as a wide variety of games, contests, hiking and in terms of progress in mental development of children.
- Program can mold and addresses of all ages (children, adolescents, young adults and elderly), because it can juggle a variety of sports, games, hiking, practiced in a less polluted environment and also relaxing, while taking account the types of activities mentioned by them.
- Tradition county / tradition of the Poiana Brasov resort in tourism, sports, ecotourism, etc.
- Well developed ski area: 24 kilometers of slopes, to 16,4 as they were before, and all sections are interconnected.
- Following major infrastructure works carried out during the year, Poiana Brasov ski area has increased by about 35 hectares compared to 2010, reaching 85 acres, being the largest ski area in Romania.
- The geographical position of Poiana Brasov with opportunity to conduct projects with educational themes, with themes of ecology, to practice leisure activities programs, educating civic responsibility, documentation on the history of the area and the promotion of the tourism and not only in this area.
- A relatively high proportion of tourists from Romania and abroad.

Weaknesses

- High costs regarding rental of necessary materials (snowshoes, Snow biking, snow tubing, etc) to practice these leisure activities, which are felt due to the economic crisis.
- Inadequate transport infrastructure (inadequate roads, lack of motorways and national roads for safe movement).
- Economic issues that have a direct negative impact on the development potential of the area.
- Lack of marketing research specific tourist areas of county, necessary for the promotion of tourism packages.
- Failure focus on promoting the area that has the offer a lot in terms of history, geography, fauna, sights, entertainment, and leisure.
- The small number of training programs for tourism and inadequacy of existing market demand.

Opportunities

- Structural funds available in tourism and beyond.
- Develop services to ensure quality growth in tourism activities.
- Diversification travel packages – development of entertainment, recreational and leisure activities for all walks of life and all ages.
- Improving geographical area and expanding the ski area and related facilities in Poiana Brasov resort, surrounded by four major mountains: Postăvaru - altitude max.1799m, Piatra Craiului – 2238m, Bucegi – 2505m, Piatra Mare – 1848m and beyond.
- Developing tourism packages;
- The existence of internal and external partnerships in tourism.
- Attracting people from abroad through touring programs or packages.
- The natural environment for the growth of sport tourism, ecotourism, rural tourism and development and increase recreation and sports.
- Emphasis may be placed on promoting sports and leisure tourism both in summer and winter.

Threats

- Relatively slow implementation of modern management projects in tourism management at all levels.
- Poor involvement of local authorities in developing mountain tourism due to lack of experience.
- Lack of adequate infrastructure for the development of mountain tourism.
- Lack of investment policy to modernize material structures in mountain tourism.
- Warming climate is going to affect winter sports tourism.
- Lack of education tourists regarding behavior in nature, their negligence against potential threats.
- Lack of free time for most people.
- Economic instability.

4. Conclusions and recommendations

Following implementation of such programs we can conclude a number of issues that were noted during the course of it.

- Sports tourism is an ideal means both preventive and curative health retention among those who practice it.
- Participation of children in a number of programs / projects include leisure activities can lead to a motoric and mentally development. Their development refers to both motor acquisitions as well as some qualities such as self-confidence, courage, will, self-confidence, ambition, aspects of decision in the absence of parents, etc.
- Engaging in such activities in an organized environment, education, sport can bring many benefits to training the young child's personality.
- Teamwork is in fact, another important aspect that children can learn in these camps, where acquiring skills and developing skills is a good way, in an outdoor space with pleasant leisure activities, without so many rules that school requires.

- Unfortunately, often, school is perceived by children from lower classes as something hostile, unwelcoming.
- The project placed during intersemestrial winter vacation can be an example of the conditions under which a child can be educated on several aspects: physical, intellectual, educational, psychological.
- Implementation of modern management projects in tourism management at all levels.

4.1. Recommendations

Ability to conduct comprehensive tourism product, geographical area, designed to exploit both the educational and leisure specifics of it.

Introduction of entertainment products that satisfy the needs of tourists opposite the practice of leisure activities, which give them an individual's wellbeing through movement, relaxation, fulfillment, fun and adrenaline by age. Diversification travel packages - development of entertainment, recreational and leisure activity for all walks of life and all ages.

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