

“SPORT FOR ALL” PROGRAM IN SUCEAVA

Florin-Valentin Leuciuc¹

¹Stefan cel Mare University of Suceava, Romania

Key words: Sport for All, SWOT analysis, strategy

Abstract: The analysis was made following the feasibility studies proposed to improve people's health, to raise life quality, to provide an alternative for young generation (fight against drugs and social relationships). Suceava needs a medium and long term strategy to develop the Sport for All program.

Introduction

Practicing motrical activities leads to a number of beneficial effects within each individual: positive image of oneself, fine perception of internal and external information, positive emotions related to movement, desire for lifelong physical movement (playful, sports activities).

The analysis was made following the feasibility studies proposed to improve people's health, to raise life quality, to provide an alternative for young generation (fight against drugs and social relationships). Suceava needs a medium and long term strategy to develop the Sport for All program.

The European Sports Charter defines Sport as “all forms of physical activity which, through casual or organized participation, aims at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competition at all levels”.

All documents signed by EU Sports Ministers emphasizes the role of “involvement of the public authorities (central and local public authority) in supporting sports activities, under the laws and ordinances drafted in accordance with UN and UNESCO regulations”.

Material-method

Sport for All means:

- aims, motivations, needs, interests leading to joy, pleasure, relationship, relaxation, recreation, companionship, health;
- means and forms consisting of games, competitions and exercises with flexible rules and practice of several disciplines; the existence of heterogeneous groups;

- rules of participation refer to accessibility for everyone, no matter the age or the education level, to the possibility to behave freely, conditioned on anonymity;

- its consequences and results are intended for individual, personality development, encouraging spontaneity, creativity, relationships, solidarity.

To highlight the area of human motricity field, in the structure of motrical activities there are, theoretically, leisure activities. (Dragnea A., Bota A., 1999):

Motric activities	Objectives
Leisure activities	<ul style="list-style-type: none">- compensation;- maintaining physical and mental well – being;- satisfaction.

Table 1 The objectives of leisure activities (Dragnea A., A. Bota, 1999)

Practicing motrical activities leads to a number of beneficial effects within each individual: positive image of oneself, fine perception of internal and external information, of positive emotions related to movement, desire for lifelong physical movement (playful, sport activities).

Results

Sport for All program: activities organized in Suceava County

1. *Activities organized in collaboration with Sport for All Romanian Federation:* 4 competitions took place in different sports, for all ages – football, table tennis, athletics, kinball, tennis, basketball, volleyball.

2. *Activities organized by the Sporst Directorate of Suceava County:* 40 in number, for all ages in different sports – skiing, skating, sledging, table tennis, billiards, archery, athletics, handball, football, basketball, mini-football, cycling, chess, backgammon, volleyball, travel guidance, wrestling, dance sport.

3. *Championships held at schoo, high schooll or university (local or county stages of competition),* where there were organized 36 competitions for schoolchildren, high school students and faculty students in various sports: chess, volleyball, table tennis, handball, football, athletics (cross country, tetrathlon competition, individually).

The budget of Sport for All program is estimated at 50,000 RON, funds from:

- Sport for All Romanian Federation;
- Sports Directorate of Suceava County;
- Sport for All Association of Suceava County, own revenues from sponsorships, donations, fees;
- Suceava Municipality (the City Hall).

Funding was granted on the basis of projects or programs developed according to Law 69/2000 of Physical Education and Sport.

The SWOT analysis on Sport for All program in Suceava
Strengths

- large number of school, high school and university population (10,000 students and 35,000 schoolchildren and highschool students);
- relatively large number of active population: institutions, schools, one university, banks, enterprises, small and medium enterprises (SMEs);
- relatively large number of pensioners (third age population);
- medium standard of culture and life, nationally estimated;
- accesible and pleasant characteristics of the physical activity, which is perceived at a superior level by the population;
- possibility of extending the offer of sports services to the population;
- existence of a cooperation tradition between the Suceava City Hall, the Local Council of Suceava Municipality, the Sports Directorate of Suceava County, sports clubs, NGOs for organizing sports activities.

Weaknesses

- negative natural growth;
- large discrepancy between the number of sports activities and other forms of leisure (bars, discos, restaurants);
- lack of coherent and coordinated programs for attracting people to practice organized physical exercises;
- lack of media involvement;
- insignificant support from the local budget due to small fees of local companies in these programs.

Opportunities

- recover people's financial resources;
- promoting Sport for All programs nationwide, helped by media, local authorities involving local companies in carrying out these programs.

Threats

- low interest for sports activities due to the lack of offers;
- increasing the number of alcoholics and smokers due to the dissapereance or dilution of Sport for All programs.

Strategy

- Developing a feasibility study for one health path in each district of Suceava City (short term) – costs, location.
- Developing a feasibility study to build tracks in parks for mountain – bike, wheels (medium term) with completion in 4 – 5 years.
- Individual sports do not enjoy much attention from sponsors, so must be supported with priority by the budget.
- Establishment of street areas for sports (street ball).
- Diversification of sports in Suceava: Sport for All activities and professional sports activities.
- Achieving an annual calendar of sporting events through partnerships between Suceava Municipality and sports clubs.
- Each school should have its own sports association or affiliate to another association, to record members paying a membership fee which is used for modernizations, investments.
- Organizing an event for promoting sports, combating inactivity through which sports clubs become known (increasing their potential of attracting new financial resources) and recruit professional athletes, but also amateurs concerned about their health.
- Sports clubs to present their schedule on the City Hall website (days, hours, age, number of weekly sessions).

Discussions

The analysis was made following the feasibility studies that were proposed in order to bring major benefits to people's health, raise the quality of life, provide an alternative for the young generation (the fight against drugs) and establish relationships. Costs can be reduced through land leasing and partnership agreements.

In conclusion, Suceava needs a medium and long term strategy to develop Sport for All programs.

Bibliography

1. **Bota, A.**, (2006) *Exerciții fizice pentru viața activă: activități motrice de timp liber*, Editura Cartea Universitară, București
2. **Dragnea A., Bota A.**, (1999) *Teoria activităților motrice*, Editura Didactică și Pedagogică, R.A., București
3. <http://dsjsuceava.ro/raport-de-activitate.html>

Titlu: Programul "Sportul pentru toți" la Suceava

Cuvinte cheie: sportul pentru toți, analiza SWOT, strategie

Rezumat: Analiza s-a efectuat în funcție de studiile de fezabilitate propuse cu scopul de a aduce beneficii majore în starea de sănătate a populației, ridicarea calității vieții, asigurarea unei alternative pentru tânăra generație (lupta antidrog) și socializare. Este necesară elaborarea unei strategii pe termen mediu și lung pentru dezvoltarea mișcării sportive în municipiul Suceava.

Titre : Programme “Sport pour Tous” dans Suceava

Mots-clés: sport pour tous, analyse SWOT, stratégie

Résumé: L'analyse a été effectuée selon les études de faisabilité proposées dans le but d'apporter des avantages majeurs pour la santé de la population, améliorer la qualité de vie, offrir une alternative pour les jeunes générations (la lutte contre la drogue) et de socialiser. On a besoin d'une stratégie à moyen et à long terme pour le développement du mouvement sportif à Suceava.