

ЧОВЕШКИЯТ ФАКТОР И ЕКИПНАТА ДЕЙНОСТ В УПРАВЛЕНИЕТО НА СПОРТНО – ТУРИСТИЧЕСКАТА АНИМАЦИЯ

Георги Димитров

*Университет „Проф. д-р Асен Златаров”, Булевард „Якимов” 1
Медицински колеж, Катедра „Физическа култура и спорт”
Р. България, Бургас 8000, 056 / 533372, E-mail: dgad@abv.bg*

HUMAN FIGURE AND TEAM ACTIVITY IN SPORTS – TOURIST ANIMATION MANAGEMENT

George Dimitrov

*University "Prof. doc. Assen Zlatarov", Boulevard "Yakimov" 1
Medical college, Department „Physical education and sport”
R. Bulgaria, 8000 Burgas, tel: 056 / 533372, E-mail: dgad@abv.bg*

ABSTRACT

Many scientific works are published in recent years. Their main theme is a management of human resources in the sport – tourist business. With all respect to the authors achievements the researching team thinks that the theme is not completed because of the absence of different components: sport staff system in tourist business, team building, their management, working skills and an evaluation of the human figure.

The main point of this scientific work is the necessity of the team work, as a fundamental factor in the tourist business. This research includes the main role of the high management in a sport – team activity and business ethics.

A sport staff resource in South–Eastern Black Sea Coast is an object of the work. The aim of this work is to fix the level of the sport team activities in our seaside resorts and to offer a new model for their making up

Key words: sport staff, team activity, sport – tourist activity, sport services, sport – entertainment services.

INTRODUCTION

Today in sport – entertainment business plan comes forwards managers who manage people. There are a lot of publication about staff management during the recent years in Bulgaria, but few of them go into sport team building and their management in the tourist industry. According to reader Dimitrov “Sport – entertainment business requires the development of the team collaboration” (3, p.44) “Sport team philosophy involves from focusing on the team product, individual progress and the results in sport – entertainment business.” (4, p.44) The high management role in team activity of sport – entertainment business has a great importance. According to prof. Vladimirova “The human resources management is a theory and a practice, which is a relatively independent but it is a part, a function or subsystem of the management system.” (2, p.4) It is necessary to have a high team activity level in sport animation management. According to prof. Kalaikov “The practical realization in sport – tourist business requires forming and special work teams training.” (5, p.172) A resource insurance in sport – entertainment business is necessary today, which is emphasized by prof. Bankov “The management of human resources are carry out in complex conditions which is provokated by inside and outside factors.” (1, p.200)

AN AIM AND TASXS OF THE RESEARCH

The object of the research were the seaside resorts along the South – East Bulgarian Black Sea Coast. They are: “Eleni”, “Slanchev Bryag”, “Gradina”, “Smokinya”, “Djuni”, “Primorsko”.

The main aim of the work is to research the principles of sport team formation and the team activity in the sport – tourist firm management, to a give true evaluation of the human factor, which connected with the philosophy of sport – animation necessities.

The aims of the researching team are:

- 1) Sport teams research and activity in the sport – animation management in seaside tourist centres.
- 2) To project the system of the modern team activity management insurance in sport –tourist animation.

ORGANIZATION AND METHOAS OF THE RESEARCHING

The work is carried out through the tourist season “Summer’2009”. A total number of the researching draft is 1139, 823 out of them are holidaymakers and 316 – sport-entertainment staff. The tourists are different nationalities: Germans – 17,3%, Russians – 16,1%, English – 14,8%, Czechs and Slovaks – 11,2%, Skandinavians – 9,5%, Ukraimans – 8,4%, Poles – 8,3%, Bolkan nationalities, including Bulgarians – 14,4%. The number the sport – entertainment staff is: “Eleni”- 48 people, “Slanchev Bryag”- 108, “Gradina”- 26, “Smokinya”- 28, “Djuni”- 48, “Primorsko”- 58 people. They are divided into 4 groups: sport managers – 14,6%, sport instructors – 38,5%, sport animators – 35,4% and serving staff – 11,5%.

There are free stages of the research:

- 1) instruction stage (enquiry cards, scales, preparation researching plan, researching indexes etc.);
- 2) researching stage (includes the researching itself and using different methods);
- 3) final stage (mathematical calculations, scales, black and white drawings, figures, conclusions and suppositions).

The author uses following methods: a) a content analysis; b) an enquiry; c) an interview; d) a supervision; e) an experiment; f) a mathematics and statistics method.

RESULTS AND DISCUSSIONS

The main factor of the new management is a team qualification, the team construction and the team work. The aim of the sport teams in a sport – tourist animation is:

- ▶ integrating specialists with a similar sport qualification to realize the fixing tasks;
- ▶ fusion the aims with personal interests and wishes of the tourists;
- ▶ high – effective level of communication and motivation among sport – specialists and among them and tourists, from other side;
- ▶ combining a team with a personal responsibility of the sport staff to realize their sport – animation tasks;
- ▶ optimum using sport – staff knowledge and their qualification.

The sport animation staff is valued by the tourists. (Scale 1) The researching team uses eight indexes to realize the tasks:

The results are: The highest value is given to the Bulgarian resorts is a good mark (from 32,8% to 35,7%). It is followed by the excellent mark (from 27,6% to 28,6%). It is to be wished to improve qualification and to unite sport teams (16,2% - 29,1%). The sport teams aims are bounded by the tourists wishes for active relax. The best results, according to the second index, are achieved in “Slauchev Bryag” (5 – 24,5%; 4 – 38,8%; 3 – 12,4%; R – 24,3%), following by “Eleni”, “Primorsko” and “Dyuni”. It is necessary to have a high – effective communicativity, among the tourists and the sport teams. According to this index the interviewed tourists put in order following Black sea resorts: 1. “Slanchev Bryag”, 2. “Dyuni”, 3. “Eleni” end 4. “Primorsko”. Percentage indexes given to the “Slanchev Bryag” are the best value (5 – 23,3%; 4 – 36,6%; 3 – 13,5%; R – 26,6%).

It is necessary to have a teamwork in sport animation. They are put into practice such qualities as a mutual aid, a friend – ship, replacing members of the staff. According to the 4-th index the tourist centres are put in order: 1. “Slanchev Bryag”, 2. “Eleni”, 3. “Dyuni” and 4. “Primorsko”.

The percentage results are: 3 (satisfying presenting) is rather highly – 20,2%; R (it is required to be in progress) – 26,9%. The other rates are – 5 (from 20,1% to 21,1%); 4 – (from 31,3% to 33,1%).

Scale 1. A Sport teams staff valuation in South – East Black Sea tourist centres

INDEXES	RESORTS / INDEXES / WORK VALUATION / PER CENT															
	„ELENI”				“SLANCHEV BRYAG ”				„DYNNI”				”PRIMORSKO”			
	5	4	3	R	5	4	3	R	5	4	3	R	5	4	3	R
2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	12.	13.	14.	15.	16.	17.	18.
1.Uniting of the specialists with suitable sport qualification. Sport teams.	27,7	32,8	10,4	29,1	28,6	35,7	9,5	26,2	27,6	34,8	10,3	27,3	28,5	34,7	10,4	26,4
2.Team binding with the personal sport wishes for the tourist.	23,6	38,0	13,3	25,1	24,5	38,8	12,4	24,3	23,6	37,9	13,3	25,2	23,4	37,9	13,3	25,4
3.High – effective communication among sport specialists and tourists	21,4	35,7	14,2	28,7	23,3	36,6	13,5	26,6	21,4	35,8	14,2	28,6	21,2	35,6	14,4	28,8
4.Team and Personal responsibility fusion of the sport staff in the teams	20,3	31,3	21,1	27,3	21,1	33,2	19,3	26,4	20,2	31,4	21,1	27,3	20,1	32,1	20,2	27,6
5.Communication ability – tourist behavior during the staff work.	26,8	40,4	11,8	21,0	26,7	40,3	11,9	21,1	26,7	40,4	11,7	21,2	26,7	40,5	11,7	21,1
6.Foreign language training of the sport team staff.	18,5	29,7	16,4	35,4	18,4	29,6	16,5	35,5	18,5	29,7	16,3	35,5	18,3	29,6	16,4	35,7
7.Optimum using of the knowledge and skills (the qualification) of the sport staff.	29,8	34,0	9,7	26,5	30,7	39,9	8,8	20,6	28,8	33,9	10,7	26,6	28,7	35,8	10,6	24,9
8.Adopting to the team (the group / the body).	29,5	37,9	2,4	30,2	29,4	37,8	2,6	30,2	29,5	37,9	2,5	30,1	29,4	37,8	2,5	30,3

Legend: 5- well done; 4 – good presenting; 3 – satisfying presenting; R – requires improvement.

The 7-th index has an important significance. It fixes the staff level (knowledge, skills and qualification). Percentage results put in order our Black – Sea Side resorts: 1. “Slanchev Bryag”, 2. “Eleni”, 3. “Primorsko”, 4. “Dyuni”. The aspiration for improving percentage results is to be: 5– 30,7%, 4–39,9%, 3–8,8%, R– 20,6%.

The sport teams have to be into their aims, tasks and methods. Their philosophy is focused on the team work product, an individual growing in experience and their best results.

The main role of the high management in sport-tourist business is connected with sport improvement level. It is based on this task, not only to sport team building. The characteristics of the management teams are shown on figure 1.

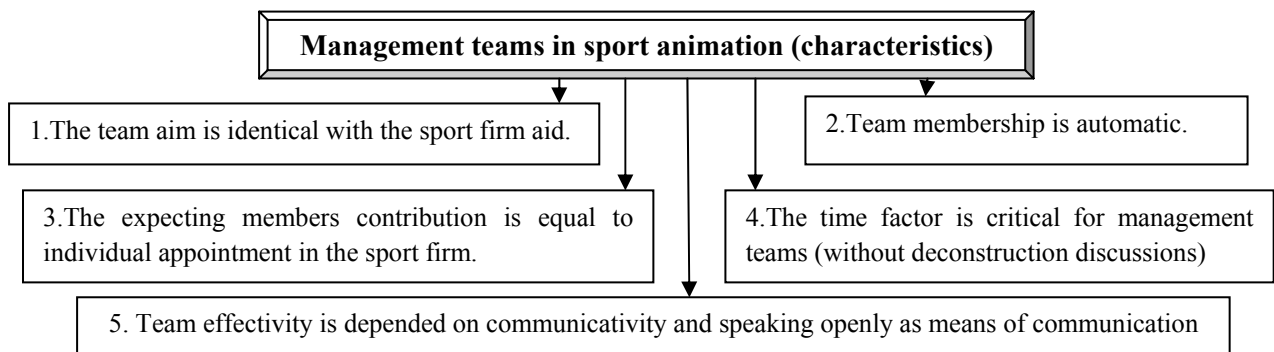


Fig: 1 High management role in team activity in sport animation

Main indicators of a high perfection in sport – animation teams are: leader – ship vision, sport – tourist ethics, partner ship, innovations, a satisfaction of the customers demands, a competition. Signs of the change are: low competitive positions and need of a change, decrease of the quality and the profit etc. (Figure: 2)

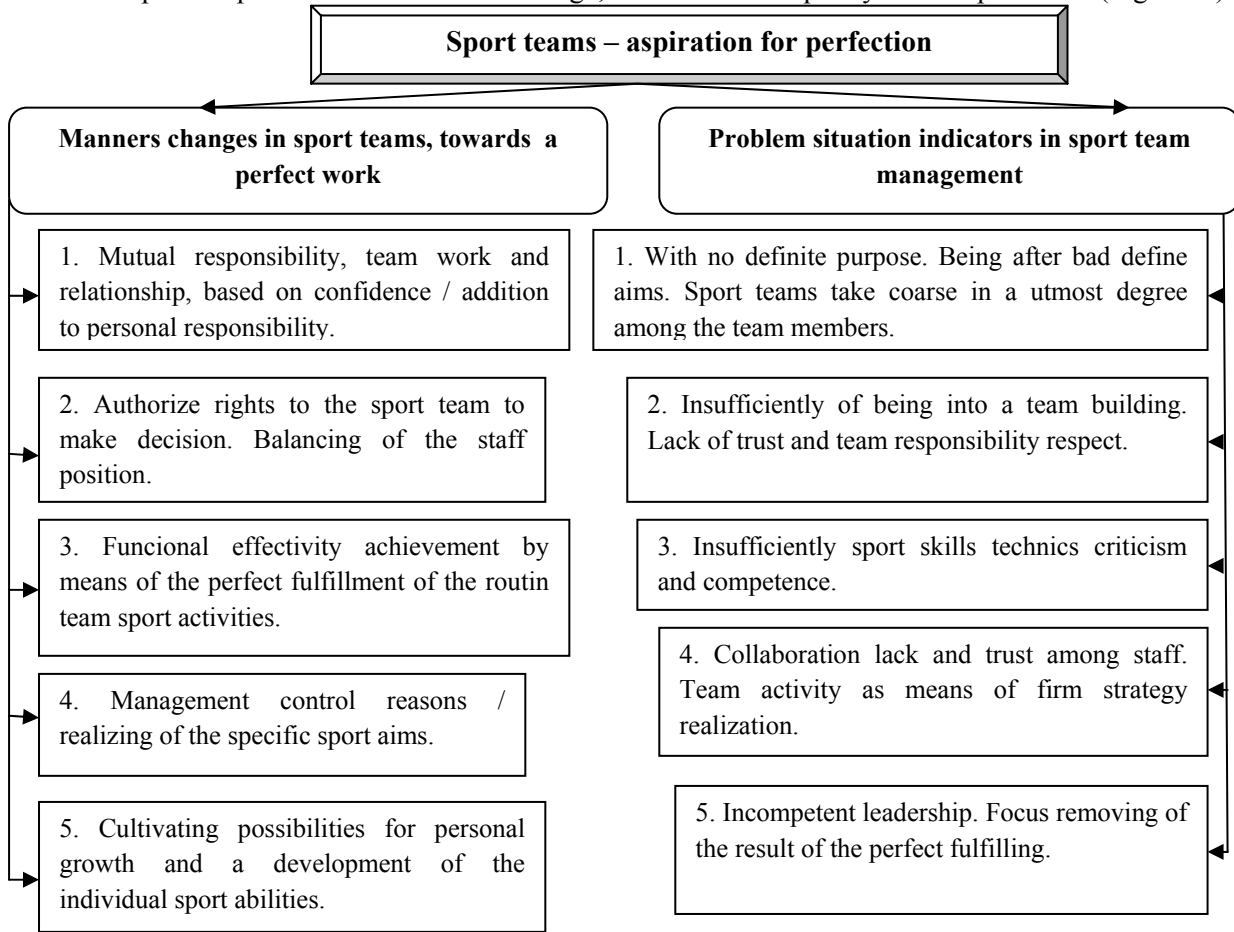


Fig: 2 Sport teams – change – perfectionism

Today sport – entertainment firms in tourist business are faced in front of the perfectionist challenges in the team activity. The satisfaction of the tourist demands, the innovation, the innovation, a sport ethics leads to a precision team forms.

The scientific team researches the sport staff, working in Bulgarian South – East Black – Sea resorts. They are divided into 3 groups. There are 5 indexes. 1) work qualities; 2) work discipline; 3) specific requirements; 4) methodical training; 5) foreign language training. The results are shown into scale 2.

Scale 2. Comparative analyses of the sport staff work presenting in South – East Black Sea resorts

RESORTS	RESORTS / INDEXES / YEARS / PERCENT														
	SPORT INSTRUCTORS					SPORT ANIMATORS					SPORT STAFF ASSISTANTS				
	Q	D	S	M	F	Q	D	S	M	F	Q	D	S	M	F
1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	12.	13.	14.	15.	16.
“ Eleni ”	2	4	4	4	2	2	4	3	3	2	1	4	2	2	1
“ Slanchev Bryag ”	2	5	4	5	2	2	4	4	4	2	2	4	2	2	1
“ Gradina “	1	4	4	4	1	1	4	3	3	1	1	3	2	1	1
“ Dumni “	2	4	4	4	2	2	4	3	3	2	1	4	2	2	1
“ Smokinya “	1	4	4	4	1	1	4	3	3	1	1	3	2	1	1
“ Primorsko “	2	4	4	4	2	2	4	3	3	2	1	4	2	2	1

Legend: Q – work quality; D – work discipline; S – specific requirements; M – methodical training; F – foreign language skills

According to the total sport staff value the results are: 1) sport instructors – 18,8 p.; 2) sport animators – 16,4 p.; 3) sport staff assistants – 11,4 p. The resorts are put in following order: A) sport instructors: 1) “Slanchev Bryag”- 18 p., 2) “Eleni”- 16 p., 3) “Primorsko”- 16 p., 4) “Dyuni”- 16 p., 5) “Gradina”- 14 p., 6) “Smokinya”- 14 p. B) sport animators: 1) “Slanchev Bryag”- 16 p., 2) “Eleni”- 14 p., 3) “Primorsko”- 14 p., 4) “Dyuni”- 14 p., 5) “Gradina”- 12 p., 6) “Smokinya”- 12 p. C) sport staff assistants: 1) “Slanchev Bryag”- 11 p., 2) “Eleni”- 10 p., 3) “Primorsko”- 10 p., 4) “Dyuni”- 10 p., 5) “Gradina”- 8 p., 6) “Smokinya”- 8 p. The average work presenting values of the sport teams are: a) sport instructors – 3,76 p.; b) sport animators – 3,28 p. c) sport staff assistants – 2,28 p.

COUCLUSIONS

- 1) The work presenting values of the sport staff in teams in Bulgarian South – East Black Sea resorts are: a) excellent – 28,1%; b) well done – 34,2%; c) good mark – 37,7%. It is to be wished to make better the sport teams qualification and the communication with the tourists, tourist manners, foreign language skills of the sport teams, a team integration.
- 2) Comparative analyses of the work sport staff presenting in our South – East Black Sea resorts is in following order: 1) “Slanchev Bryag”, 2) “Eleni”, 3) “Primorsko”, 4) “Dyuni”, 5) “Gradina”, 6) “Smokinya”.
- 3) The average value of the work sport staff presenting is: a) sport instructors – 3,76 p., b) sport animators – 3,28 p., c) sport staff assistants – 2,28 p.
- 4) The diagram of the sport team perfection in the tourist business is shown into two parts: a) Sport team manner changes towards the perfection; b) Problem situation indicators in the sport team management.
- 5) Team necessities in the management and the organization of the sport animation in the tourist business. They are the base of the new high-level organizations. The main arguments are 4:
 - a) sport team motivation towards novelty in the tourist industry;
 - b) the leaders wish to reach new ethics of the sport teams in the resorts(tourist / sport ethics);
 - c) sport team discipline created new conditions to realize the highest level of the services;
 - d) to reach these aims is necessary to unify the efforts of the team members.

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