

## HUMAN RESOURCES-MAIN FACTOR IN THE DEVELOPMENT OF SPORTS

(Professional paper)

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### Abstract

The concept of 'sport' today can't be reduced to the process of training and competition, although they remain the core of the sport. Sport is an important social phenomenon and value, an activity that goes deep into the field of politics, economics, culture, education, ethics, science etc. The usual athlete-coach relationship has now been extended, and it is conditional connected with a series of social relationships in which we recognize politicians, managers, doctors, psychologists, sociologists, information technologists. By not underestimating the material and financial resources of community sports we believe that the role and importance of human resources which remains the basis for the survival and development of the sport. This fact implies that the human resources around the sport are rapidly evolving, much faster than the conventional education system does.

**Keywords:** athlete-coach relation, sports staff, amateur experts, amateur sports, professional sports, commercial sport, professional sport experts, sports managers

### INTRODUCTION

The development of sports casual fun of the people toward today's organized social activities, values and phenomena, follows the need for adequate staff involving. Today, it means that this area of human resources should be seen as selective but also through process of organizing and training. If until recently it was believed that it is necessary to "find" a talent, today is obvious that the maximum athletic power for athletes can be developed only by selected and improved sports staff and experts in various professions.

This paper's topic is about the skilled human re-

sources in sport. Scheme basis is characteristic of sport in terms of human resources, but other than athletes as carriers of primary sports activities (Krsmanović, 2006):

In practical terms, the holders of such sports activities are three personality profiles because of the growing differences between the amateur, professional and commercial sports.

#### 1. Amateur sport - experts with humanistic attitude

Experts in the field of amateur sport (mainly school sport and recreation) belong to "advisers", enthusiasts

Table 1. Sports development

Sports expert human resources			
Developmental forms of sport	Activities	Personnel	Education
1. Amateur sports (school, recreational)	health, relationships, entertainment, sports, culture	volunteers, enthusiasts, teachers, instructors	general physical education
2. Professional sports (competitive)	sporting success, affirmation athletes benefit participants	experts in various fields	specific expertise and top-notch education
3. Commercial Sport (Competitive-lucrative)	profit, entertainment	entrepreneurs, leaders	innovation, marketing

and volunteers, with the parents' attitude towards athletes. They are ready to indulgence, full of emotion, respect the will, commitment and personality of athletes. They are characterized by moral identity and consistency in behavior. Their knowledge, experience and self-control subordinate the personal success with athletes not to serve the hypocrisy and tactics to gain the sympathy.

Amateur experts represent certainly the professional, moral and social ideals. They get appreciation and awards for their work, but also compassion, disappointment and even resentment. Most are without wider support for their involvement in the sport, and only high ethical quality modalities are "holding" them within the sport. In the recreational sport they are virtues of altruism, honesty, tolerance, fairness and in school sports, esteem, practicality, communication, humor and suggestibility. They accept for themselves the role of a "donor" in the sport, but the sport creates them, not the other way around. Accept the talent of athletes as a gift of the Nature, but the success is built on mutual trust, control of emotions, self-esteem and satisfaction with the work.

The amateur experts are mostly from the ranks of the former athletes and their parents (Krsmanović, 2006).

Therefore, they are real enthusiasts who have embraced the value of amateur sports: the pleasure, joy, health and socializing.

The essence of their humanistic attitude towards sport is tolerance (Latin *tolerantia* - indulgence, endurance) for other people's views, and not of harm, weakness and hesitancy. For John Locke it is a matter of agreement, for Voltaire - standards of behavior because people are weak, inconsistent, subject to error and changes. For Mila - tolerance ensures the freedom of individual's, and for Kant is the social value of people.

If you switch to the field of sports, experts in amateur sport must have developed the awareness of tolerance of others with different attitudes, opinions, behaviors, activities (Krsmanović, 2006).

## 2. Professional sport - experts as enlightened absolutists

Just one goal is hovering over the professional sports - sports result. Athletes realize it through the tough competition, but experts are persons who will regulate the sports training and competition with a relationship within the athletes.

What characterizes the experts at this level of sport? First of all the absolutism (Latin *absolutus* - unconditional, unlimited), means the unlimited personal authority over the athletes. Thereby an expert is sovereign in decision - making, and his authority over the athlete is inviolable and without control. Some absolutists (known coaches and presidents of clubs) claim that this is a government's (administration) order, others believe in the importance of their infinite knowledge, and the third was given the privilege of oppression of another, and that suits toward their character.

These experts are most often antisocial (gr. *a-no*, lat. *Socialis* - social), poorly socially integrated and

without feelings of solidarity and ruthless exploitation. Their authority (Latin *auctoritas* - reputation, dignity) in athletes is based on the desire for subjugation and their sadomasochistic character. In science, there are divided explanations of their basic personality (g-base basis, foundation), i.e. whether it results from their personality structure, education, experience, characteristics, culture. This contemporary "Darwinism" worldview and philosophy of behavior today are explaining (and justifying) the natural selection of people for the job, but also the development of characteristic behavior in terms of ruthless competition in sports. The power and manipulative skills - are so related to the structural governance of athletes, sweeping voluntarily the relationship, freedom without "compulsion". Scientists are divided whether the power of "useful", "good", "mean", "violent", "necessity", are part of "the collective consciousness of the people" and so on.

If we were to conclude, the experts in professional sport are "powerful" people wishing to secure the status of "their" clubs and athletes in the structure of sport and society.

## 3. Commercial sport - experts as the treasure hunters

Parts of the professional sports in recent decades are separated by the main goal - the struggle for profits, revenue and prestige on the (sports) market. A typical example is a sports game as a sports field, and top modern Olympic movement.

Basically, the commercialization of sport is a globalist neoliberal conception of the development of civilization based on the correlation of financial, political and military elite, i.e. their power to rule the world.

Sport as a part of modern civilization culture contains in itself a multitude of fun, entertainment, emotion, drama and lucrative function, and "packed" into a profitable market product - goods may be acceptable to both the elite and the masses.

Experts in commercial sport, so called leaders and entrepreneurs become treasure "hunters" - market and financial success. Analysis of their personality reveals stable personality "traits" necessary for ultimate success (Sajmon, 2004).

New sports managers stand out as a new globalist and globalist elite (Latin *globus* - ball, that is, globe) liberal ideology, the new world order and the free world sports market. Thanks to the rapid development of information technology, connection between the mass media and the monopoly power of the world's sports elite (and companies) unites the global movement by the following characteristics:

- ↳ creates the organizational and market pyramid of power and relations by the principle of world sports center (top sports world federation), semi-periphery (national level sports) and peripherals (amateur sport);

- ↳ creates a model of global sports culture where the competition rules are homogenized, conducted by sports agents and mass media and impose a specific

model of a fair play;

↳ creates a solid model of organized and controlled competitive sports led by the International Olympic Committee which "abolishes" the national sports institutions and systems of value.

From the perspective of our civilization this part of the modern sports is only a part of the dominant model of global capitalism which, in practice, represents a contemporary crisis of this model and converts it into the value judgment dividing the people on hyper - globalists, skeptics and transformation nationalists. The close "conflict of generations" will certainly lead to a conflict within the world sports order and a social conflict within the national community.

New sports managers in this segment of sports have a large social power - ability to influence the decisions in sports processes (Krsmanović, 2006). Their influence is great, the use of force, and also the direct control which relies on money, social status, expertise, fame, prestige (Đulijani, 2008). Their way of management and leadership is a violent but successful. Their power is rusty, but good if the criteria are the sports performance and profits. Careerism (fr. *Carrier* - turf) is a social and the psychological expression of their behavior, quickly and ruthlessly advancing in the hierarchy and titles, rapid accumulation of knowledge, experience, income and reputation. Cold, functional relationships are characteristic of their behavior towards athletes against whom they are absolutist and asocial authoritarian (Đulijani, 2008).

In the end, their entrepreneurship and leadership in sport is the product of a more privileged evaluation of their work, than personal contribution to the sport.

## CONCLUSION

Today rapid development of civilization brought the sport into position between the sense and the nonsense, between moral results and profit results. On the other hand, the current global order will change (balance of power), so sports circumstances will have to change too, i.e. political, economic, cultural and moral power. However, the human needs for movement should always be

protected by play, joy, socializing, proving, at the expense of reducing the various constraints and manipulation.

Configuration of sport's "to be a better" may not be a new human slavery, but must be based on creativity, solidarity and decency. Natural inequality should be acquired by wisdom and the tolerance. The sport experts must work on the field of freedom and success of all, and not field of fear and lies.

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