

Summary

The title of my contribution project is: "The economic and social impact of sport in local communities" and it is divided in two parts: in the first one I speak about sport as one of the most dynamic social activities that aims to perfect the human being. Through its socio-cultural dimensions, sport offers a unique opportunity to get to know other people, to communicate with them, to take on different responsibilities, to acquire moral attitudes (for example, tolerance, respect for fellow human beings, etc.), to accept behaviours linked to the activity (which contributes to personality development), to experience emotions that are more difficult to feel in other spheres of life, accept positive lifestyle elements (e.g., those linked to diet, rest, etc.), to adapt to the objective being pursued (through cooperation, cohesion, etc.) and become more active in society, stimulated by the performances of others. In the same time I present the factors that lead to the consolidation of the economy of a region or a community by giving the example of large scale events organised, where sports infrastructures are built, local and international tourism is stimulated, substantial financial resources are generated from television rights, sponsorship, entry fees, licences (advertising), stamp and coin issues, etc, and, at the same time, large numbers of people are mobilised to support these events. Sport has become a huge economic enterprise which, if properly managed, can bring consistent benefits at both micro-economic (club, city, region) and macro-economic (a country's entire economy) levels; to argue this point, I mention the acrimonious struggle between nations to organise major competitions (Olympic Games, World Championships, and European Championships).

The second part presents, based on Romania's National Strategy for Sport 2022-2032, the key concepts in sport which, in my opinion, can constitute points of territorial attractiveness and development: wellbeing or quality of life; public health; community development; education; culture; sports facilities; sports management; gender policies; tourism; ethics and integrity; digital technology.