

The Economic And Social Impact Of Sport In Local Communities

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Sport - A Universal Language



- ⚽ Sport is a phenomenon of the modern world that, from the point of view of civilisation, emerged relatively late from the original forms of education through play and art. As such, it is seen as both an individual experience and an institution, leisure, and high-level specialisation with a view to competitions, spontaneous expression and elaborate technique, educational practice and spectacle, play and work, physical exercise, and psychological behaviour.
- ⚽ In a world faced daily with political upheaval, economic and social transformation, different religions, and multiple cultures, the universal language understood by all humanity is sport. Whether it's a game or a top competition, whether it's about numbers, whether it's natural or uses materials or facilities, it finally succeeds in crossing the barriers of any ideology.
- ⚽ Although today it takes on the sophisticated forms of high-level competition or leisure, over the last few decades, sport has asserted itself as a constant and popular mass phenomenon.
- ⚽ Sport is 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



Sport as a Social & Educational Activity

- The social structure of sport is also highlighted by Magnane, in whose opinion it represents "a leisure activity in which physical effort is the dominant feature, practised in the manner of competition, with specific rules and institutions and capable of being transformed into a professional activity". In any social activity, including sport, the problem arises of the effectiveness of the activity carried out in its specific context.
- Effectiveness can be judged by its biological, psycho-social and cultural effects, or by the relationship between the "investment" and the effect obtained.
- Educational activities and the expenditure they entail justify the application of the main principles of economic rationality. The problem of avoiding waste of time, money and skills also confronts specialists in the field of physical activity. Obviously, from an economic point of view, sport has and will continue to have a major impact on society.



Sport - A Provider Of The Service Called Education

Sport can be considered as belonging to the area of service production, in its position as a provider of the service called education (physical, through movement). Under these conditions, we consider that, in the field of sport, we can speak of three types of "customer":



PRIMARY – the direct beneficiaries of the effects of physical exercise



SECONDARY – parents, sponsors, local authorities



THIRD – society



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- Physical exercise, by virtue of its biological function, helps to maintain and improve health. This has favourable repercussions on the budget of each family, but also on society in general. Nowadays, with the move towards professionalisation, sport has become a highly valued profession in society and, undoubtedly, one that is very well paid in certain sports (football, tennis, handball, etc.). Through media coverage, sport transforms its protagonists into superstars whose profits can be considerably increased by selling their image to various international trusts.
- Sport, especially performance and high-performance sport, represents a major investment area, which is why economists, managers, specialists in finance and accounting, as well as in tourism and trade, are all turning their attention to it. 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).
- When these large-scale events are organised, 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. At the same time, large numbers of people are mobilised to support these events. At the same time, it mobilises significant human resources in the fields of media, protection, and security, etc. All of these factors lead to the consolidation of the economy of a region or, why not, a country.

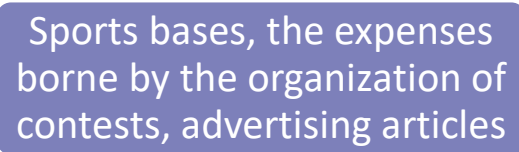
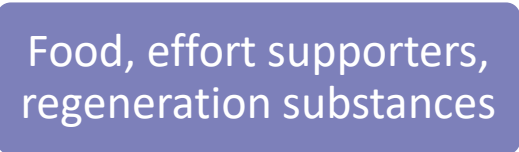
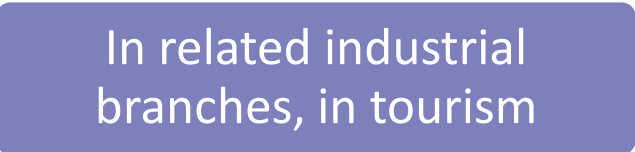
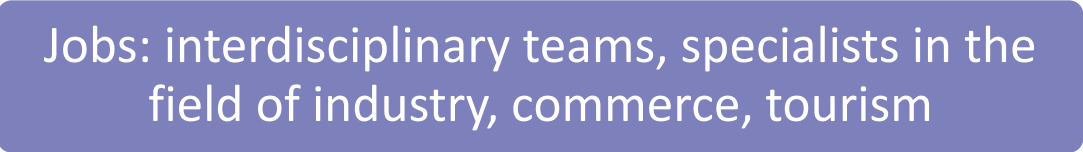
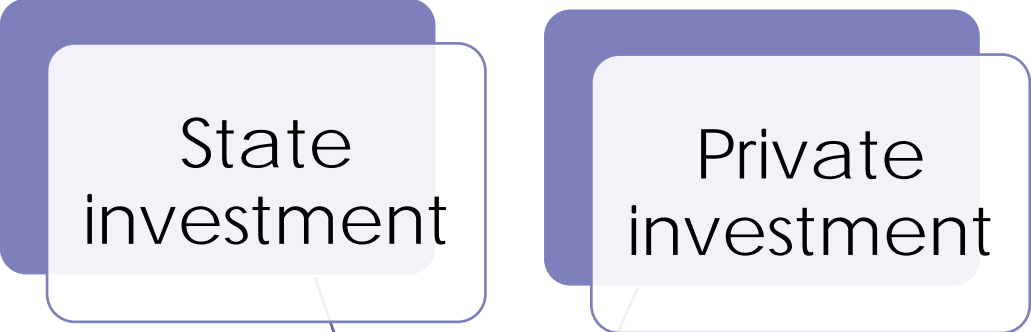


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- 🎤 From a temporal point of view, the economic effects of sport are immediate (like those mentioned above) and delayed (sports bases, housing areas, press centres built for various occasions - which can be used at a later date).
- 🎤 Sport is an extremely attractive field for applied science. It can offer new jobs, because it is an area where skill and creativity can lead to high-performance results. Sports performance itself is the result of individual preparation by the sportsperson, assisted by an interdisciplinary team.
- 🎤 Not only are services characteristic of sport, but also a certain type of goods production. The "sports industry" is supported and, at the same time, stimulates the production of sports equipment, facilities and materials, electronic measuring and recording devices, and medical assistance. Today, this sports industry, which is one of the most prosperous in the world, provides a large number of jobs and financial resources, some of which logically re-enter the sports circuit through sponsorship.
- 🎤 In conclusion, we can appreciate that sport is also a consumer and producer of goods and services. Each position can be assigned several dimensions, as can be seen in diagram bellow.



The Economic Impact Of Sport



National Strategy For Sport 2022-2032 - Key Concepts

Wellbeing or quality of life

The concept of public health

Community development

Education

The concept of culture

Sports facilities

Sports management

Gender policies



Tourism

The concept of ethics and integrity

Use of empirical data and digital technology



The Social And Economic Character Of Sport

The social and economic character of sport - the EU White Paper on Sport, 2007 unequivocally defines the role that sport has in the social sphere - "sport is a field of human activity that presents a high degree of interest for the citizens of the European Union and that has immense potential to bring them together and address everyone, regardless of age or social origin". The same document emphasizes "the important contribution to economic and social cohesion, as well as to the formation of better integrated societies [...] the special role that sport can have for young people, for disabled people and for those who belong to disadvantaged categories, [...]] sport can also facilitate the integration into society of immigrants and people of foreign origin and can support intercultural dialogue, promote the feeling of common belonging and participation.

The quality of the budget process and economic efficiency influence the quantity and quality of resources available to achieve organizational objectives. The selection of a well-trained human resource has a direct impact on the strategic direction at the organizational level, in accordance with the financial and material resources available. From the perspective of sports strategy, material resources, the modern sports material base have a direct impact on the rate of practicing sports in schools and mass, as well as on the number of performance athletes. The funds likely to be capitalized must meet certain well-defined standards and criteria to ensure the performance and development of the sports field.

The economic dimension of sport - in this area the Commission's efforts are directed towards:

- › **1. the integration and valorization of sport in the regional development process**
- › **2. promoting innovation and sustainable practices through sport.**

Sport makes a direct contribution to regional growth, encourages employment and social cohesion, innovation, sustainable development and urban regeneration, enhancing the overall attractiveness of regions.

A study carried out by the EC on the contribution of sport to regional development through structural funds demonstrates this contribution and indicates a specificity of inter-regional projects and the focus rather on urban areas.



THANK YOU!

