

Efficient management of fitness centers, an important link of sport for all _____

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Abstract

Background: Fitness is widely regarded as a fundamental premise of a good state of health for all ages, offering creative and fun opportunities, it can bring a comprehensive help for individual and social development that staff needs physical exercise for his psychological balance and physiological. Purpose: The purpose of the study is to present the current state of Fitness Centers, their management and marketing in accordance with the socio-economic changes that our country is going through, in accordance with the conditions of the market economy and the needs of customers. Management should be seen as a process by which personnel contribute to the choice of leadership, so that an organization functions efficiently in achieving that for which it was created. Conclusion: The next step in managing a fitness center is partnering with commercial gym equipment providers to equip your fitness facility with the latest fitness equipment and tools. Effectively managing a health center means making sure all your fitness equipment is in good working order. Professionally managing a fitness center means taking the time to

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hire experienced and resolute staff dedicated to helping your fitness center thrive. Employee incentives and well-organized employee training programs can help keep all staff members engaged and committed.

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Introduction

Physical activity and sports represent the largest area in which people engage, simply because of the satisfaction of the activity. Usually, people think about physical health and beauty when they begin to feel the loss of physical abilities, but here we must emphasize that it is never too late to repair or restore some of the functions that you have lost. Today it is observed a sedentary life, excessive fatness in people as well as a decrease in physical activity, even more so when many individuals, although they are not sick, present breathing difficulties, get tired quickly, various body deformities, etc. Initially, to make a living, people looked after profit, doing various jobs, of a large or small business nature, spending a lot of mental and physical energy as well as long working hours without thinking about free time and health, forgetting that sport is part of life. The modernization of work tools from artisanal to modern ones made it possible for people to participate as leaders and observers rather than performing active physical work. At the same time, we cannot leave without mentioning that in addition to the work process, all other movements of the vital aspect are conducted with motorized means. This is how Kenyon treats attitudes towards physical education based on a multidimensional concept that includes physical activity as a social experience, as health and fitness, as a matter of enthusiasm, as an artistic experience, relaxation, and as a Spartan experience. While WANKELL concluded in his studies that many crucial factors that influence the joyful participation of sports activities are the improvement of skills, feelings of personal success from the activity. It is necessary to distinguish the line between entertainment and sport. In fact, today it is forgotten that there is a way to practice sports, simply to be in good health, a sport to have fun and integrate with dignity in society, which is a right of every individual. Sport, offering creative and fun activities, can bring a comprehensive help for individual and social development and that man needs physical exercise for his psychological and physiological balance. Especially today when society is characterized by urbanization and technological development that aims to separate man from the natural environment. If it is true that the right not to practice sport is as important as the right to practice it, knowing the values

of sport in accordance with one's wishes and possibilities, one should not be forced to give up due to the exaggerated difficulties related to the cost of the activities or the possibility of entering the sports facilities. Man, and the environment in which we live present the most important consideration in the world. The real world of a different field, organization or idea is found in what it serves people. These goals include the need for health and safety for self and family, the desire to have an education and to be employed in useful, valuable, and gainful work, and the right to engage in free society and to enjoy one's hobbies. his. It is not said that people work wonderfully together, they do not spontaneously group together to achieve common objectives. Because the group and the individual possess common goals, however, through a joint effort of theirs, they help each other to achieve goals that would be impossible if they were to do it alone. Not even one person, for example, will be able to stabilize a complete school for the education of his children, but through the cooperative efforts and support of many people, they come together to make a possible qualitative education.

Effective management of physical education requires the stabilization of strategic positions if it serves to achieve the goal. Without strategies, there is little to guide activity and ways of organizing to achieve the goal. With well-organized policies, the organization can operate efficiently and effectively, and members will better understand what is expected of them. Making strategies is a solution by making the internal managerial concern and the given limits with which decisions and behaviors are expected to be reduced. Strategies are guides that reflect the procedures, which when applied complete the best interests of the organization and the goals for which it exists. If we choose and develop policies where each member of the organization knows what tasks are to be performed, the type of behavior that will result in greater productivity for the bottom line, the best way that the goals of the organization can be realized, and the procedures with which accounting can be stabilized and evaluated. Management policies are statements of procedures that introduce the legal structures in which the organization operates. Insofar as they are not in permanent change, they nevertheless possess some sense of performance. Management policies are not developed on short drafts without the assistance of a management group and this falls under the responsibility of the organization's oversight. Because education is the responsibility of the state, the government also provides policies that must be linked according to local educational authorities.

It often happens that local policies conflict with state policies, in which case local policies are declared invalid. On the other hand, local policies may come into conflict with institutions, and it must be said that these conflicts must be resolved. Gyms, fitness centers, to work efficiently, need machines that help them work

better, to organize and execute their affairs, and to keep them working efficiently, so they need to the purposes for which they were created must be achieved. This machinery is management – the structure of the organization and the part that helps the organization to implement the goals for which they were formed, and this management is very quickly becoming a science. Management as a coordinating process and its necessity. Total quality management has its philosophy founded in the values and respect of individual contributions and in bringing together the needs of the people who use or benefit from the service or product. These managers give or authorize more responsibility and decision-making to those who implement the process and who must possess broad knowledge of both the implementation and the improvement of the program.

Total quality management includes teamwork, better communication between employees and management, more attention to customer and investor relations, and statistical analysis of performance and problems as a measure of quality and improvement. It is necessary to change the alternative system, reducing the occurrence of problems, and encouraging self-confidence in a good and dedicated staff training. These systems change and lead to openness, the central behavior in the gym in which employees seek and share new concepts and ideas, encouraging people to look outside traditional boundaries. Theoretical aspects of management and marketing of Fitness Centers.

Management exists to help individuals achieve the goals they have set for themselves to live happily, productively, healthily, and with purpose. Management exists for people and not people for management. It can justify itself only when it serves the individuals who created the organization, helping them to achieve their goals as human beings and as members of society. The surveyed managers think that they need special qualifications for those technical, human, and conceptual skills that consider different management philosophies and theories. These skills, combined with the appropriate amount of knowledge, judgment, experience, and training, will prepare the modern manager, and effectively lead any program or organization to achieve success and satisfaction. One of the components of management, where it is often and the most neglected, is the stabilization of the philosophy related to physical education and sports. Philosophy is a process of critical examination, of reason, of inner understanding to arrive at truth and reality. It promotes the development and clarification of beliefs and values that serve as a foundation for the behavior and ultimately the performance outcome of the managed group or organization.

Methodology

For the realization of this study topic, the following were used:

1. The research method of contemporary literature was used both inside and outside the country.
2. The method of observation in natural conditions was used. Fitness centers were observed during the training process, their management and marketing.
3. The method of conversation with leaders and managers of fitness centers was used.
4. A survey method using a questionnaire for managers of fitness centers was used.
5. The data collected from the survey, observation and conversation have been statistically processed.

Questionnaire for fitness managers

1. Do you think there are modern fitness centers in our city?
True Partly true Not at all true
2. Is more help from the state needed for fitness centers?
True Partly true Not at all true
3. Should this activity be considered a big business?
True Partly true Not at all true
4. Manage the Fitness Center
You Your Staff Others
5. What education do you have?
Higher education Relevant education Non relevant education
6. Do you think that your fitness center has modern parameters?
True Partly true Not at all true
7. Should fitness centers be licensed nationally?
True Partly true Not at all true
8. Do you think that a Fitness Association or Federation should be created?
True Partly true Not at all true
9. In your center, should the work of Physical Education specialists be improved?
True Partly true Not at all true
10. Fees to customers vary according to ?
Seasonal Numbers Exercise session

The problems of Fitness Centers and the necessity of efficient management

After the 1990s, new social relations were created in Albania. At this time, sports activities faced new social phenomena. At the same time, there were phenomena of damage, destruction and change of destinations of many sports environments and as a result, it led to the departure of many people of different ages from physical and sports activities. On the other hand, economic changes from one system to another brought changes in the mentality of regular sports practitioners. Initially, people spent a lot of mental and physical energy as well as long working hours without thinking about free time and health, forgetting that sport is part of life. The modernization of work tools from artisanal to modern ones made it possible for people to participate as leaders and observers rather than performing active physical work. All these have led to a sedentary life, excessive fatness in people as well as a decrease in physical activity, even more so when many individuals, although they are not sick, present breathing difficulties, get tired quickly, various body deformations, etc. Without doing much comments on fitness values, since this is not the purpose of this material, we think to address the problem in a different sense. From the observation carried out only in the district of Tirana, it turns out that several real fitness centers of a private nature have been established, which have attracted a significant number of exercisers of different ages, receiving great educational and sports values. On the other hand, this mass of people finds the strength to get away from the negative vices that are noticed today. It should be emphasized that in these premises, particularly good conditions are provided with the appropriate technical and hygienic comfort. But the question naturally arises how the managers themselves think about the fitness centers they manage, whether they have modern parameters.

Conclusion

The study shows that there are contemporary fitness centers and for us as citizens this is a fact, where the boom in gyms and fitness centers is considerable. So, there are millions invested for the benefit of both parties, on the one hand businesses and on the other hand citizens who are engaged in physical activity. But the greatest benefit is to society, it is in the construction of this philosophy of sport because, as is known, sport serves the nation.

The managers think that their fitness center has partially contemporary parameters and this is a considerable assessment considering the values that this

investment carries, without counting the help it gives to the philosophy of sport and Olympism. We must say that all the accessories that make up a modern gym are quite expensive and have difficulties in supplying them to our country, without mentioning here that the country itself does not have any softening policy on customs for these accessories and this is one of the requirements of this study.

The result is understandable with the pace of development of the country, with the desire for integration and to have increasingly a healthy body. This is also noticed in the girls who today frequent the gyms a lot with their desire for a body as beautiful and healthy as possible.

Help from the state is felt, and 63% of respondents think so. This was also expressed during conversations with these managers of fitness centers. This is understandable for the difficulties that the local business is going through today. Encouragement either in customs or with lower taxes, for example by not being called a big business, would give a greater breath to the whole sports life, not forgetting the benefits that accompany it.

So, half of the respondents managed it themselves, while the other half managed it with their staff. It is understood that without reducing the values of the individual, management with a qualified staff is a contemporary requirement of the market economy where we want to go. The management of fitness centers itself is not done out of great desire, but it is done for several reasons, where it is worth mentioning the positive balance of the center, the work mentality, the difficult transition that makes it difficult to work with many group members and many other factors.

It was noticed that 62% of the managers have the relevant education and only 32% have a higher education, these numbers are encouraging compared to what was seen a few years ago where the management of gyms and fitness centers were taken by individuals without relevant education. So, it is optimistic and increases the hope for a quality product from these centers. As you can see, the fees are according to the training sessions, and if you see this from a market economy point of view, it is correct and within commercialization. We can suggest to the managers of these centers that they can reduce the fees during the summer season when the clientele is less, they can also reduce the fees for the third age people who want to exercise in these fitness centers, why not also for handicaps who do not have sufficient income to pay for participation in these centers. This would increase the image of the center and would certainly increase its clientele, plus it resonates with the directives of the European community for the integration in sports of all layers and ages. This year has been declared by the UN as the year of development through sport.

The fact that half of these managers are not concerned at all about promoting their activity is negative, and I believe this is due to a lack of vision and a contemporary alternative. Therefore, qualification courses are held to further

increase the intellectual level of managers. Maybe because they are satisfied now with the clientele and do not think about tomorrow. We think this is a mistake and I believe this will be corrected in the future. A significant majority are in favor of licensing, so about 88% and 12% of them think that it is partially true. So, the opinion and aspirations are ready and united for a unification of the policies of the fitness activities throughout the country. It only takes initiative and good desire to coordinate all this work that has been started and is to be congratulated.

Lack of experience and economic transition are the two main problems that must be overcome. Of course, economic changes, transition affect all sports activities, but these features are of growth towards what is formed in order to form a more effective way to enter the path of development. Adaptation is difficult because most managers of sports activities have little or no concept of marketing in thought and action, which are essential in a market economy. The existence of this market makes the birth and development of marketing necessary. Difficulties and the decline in sports demand results in a withdrawal of the public from sports practices. Therefore, attracting people to play sports has strategic importance and reflects culture. Today, only a small percentage of the population is taken, a figure that is considered too low when compared to other developed countries. In us, first of all, the mentality must change to build a sports culture from the Ministry of Education and Sports, federations, clubs, schools, cities and local entities.

All surveyed managers express their full desire for the creation of a fitness federation that would better coordinate problems and present policies and development alternatives for the future as every European country has.

A significant majority (63%) think that the work of physical education specialists should be improved, and partially 24%. It is known that after the 90s, the work of trainers and educators is often done by people without the relevant education, and this phenomenon extended to fitness centers. It is understood that the transition, the lack of information and the desire to earn as quickly as possible and without responsibility for the client, who has trusted you, led to such phenomena. But from talking to these managers in recent years there is a noticeable change in the approach of the specialist element as it is all over the world.

The study shows that the payment is competitive, and yes, 38% of managers think that it is partially true, only 24% of them think that it is not competitive. The figures are satisfactory when paralleled with the times and the economy of the market in which we are passing, the demand and the supply that this time imposes. With the setting of competitive prices, a good bed is created for the absorption of the clientele, while at the same time adjusting the positive balance of the self-position.

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