2020, Volume 10, International Conference Globalization, Innovation and Development. Trends and Prospects (G.I.D.T.P.), pages: 386-394 |
<https://doi.org/10.18662/lumproc/gidtp2018/43>

Development Strategy of Romanian vs. Norwegian Sport

Ciprian Gheorghe POPESCU*¹

¹ Doctoral School of Economics and Humanities, Management, “Valahia” University of Targoviste, Romania,
ciprianpopescu0403@yahoo.com

Abstract: Applying some realistic strategies inside an organization also has impact at macroeconomic level. Determining the growth of the obtained performances, therefore their contribution to the national budget will be clearly superior. Applying realistic strategies leads to the growth of general performances of national economy, reflected in the volume and the dynamics of the gross national product, the national income and the other macroeconomic indicators. The sport's development strategies on the territory of the two analyzed countries: Romania and Norway, are designed differently, but they still have some common elements. The two countries have come up with strategic objectives that aim at developing the sport's subsystems (sport for everyone, performance sport, sport for people with disabilities), but also at optimizing their related resources: research and development, human resources, material resources, and financial resources. The strategy is meant to capture the work of the organization and the politics regarding sport activities on all age segments and performance levels. Unlike the Romanian sport development strategy which was designed on the long term (2016-2032period), the Norwegian sport development strategy is thought for a shorter period of time, the last one published was 4 years ago (2011-2015). The present article will present the two strategies and a comparative study.

Keywords: *development strategy; Romanian sport; Norwegian sport; performance; human resources; financial resources.*

How to cite: Popescu, C.G. (2020). Development Strategy of Romanian vs. Norwegian Sport. In I. Panagoreț & G. Gorghiu (vol. ed.), *Lumen Proceedings: Vol. 10. International Conference Globalization, Innovation and Development. Trends and Prospects (G.I.D.T.P.)* (pp. 386-394). Iasi, Romania: LUMEN Publishing House.
<https://doi.org/10.18662/lumproc/gidtp2018/43>

1. Introduction

Developing and implementing strategies is not a purpose itself, but an instrument, a major managerial method to personalize the leadership and increase the organization's competitiveness. The development and implementation of realistic strategies at the level of a sports organization attracts a number of advantages. The strategy outlines the company's evolutionary trajectory over a long period of time.

The development and implementation of a strategy in a sport organization provides a clearly superior foundation for initiating, adopting and applying the multitude of other tactical and current decisions [1]. The beneficial effects of the development and implementation of the strategies will be found in the sports organization's functionality and effectiveness plan.

Drafting a strategy has a very important advantage as it facilitates the creation and development of a competitive enterprise culture, and also the development of the organization's competitive advantage, a decisive element for the organization's survival and performances in time.

Supporting the current management [2] on a rigorous strategy is likely to facilitate and to amplify the effectiveness of integrating the organization in the complex and dynamic contemporary environment in which it is placed.

2. Sport's development strategy on Romania's territory

Sport's development strategy on Romania's territory has been designed in the long term by the Ministry of Youth and Sport, on a period between 2016-2032. This strategy follows the development of the physical education and sports by taking some strategic objectives in developing sport's subsystems (sport for all, performance sport, sport for people with disabilities), and, on the other side, optimizing their resources (scientific research, human, material and financial resource).

Because it has an important role in the human health, the Ministry of Youth and Sports involves in the development of physical education by strengthening the status of the physical education and sports classes in schools, aim achieved through the improvement of taught content and also of the teaching methods [3], but also of their control, as well as by organizing as many school and university competitions/championships in at least ten sporting disciplines.

The strategy aims to prevent and defend against the dangers and challenges newly arisen in the European society, the dangers of commercial pressure, the exploitation of young athletes, racism, doping, corruption, etc., as well as to promote the concept of active life and the importance of practicing physical activities.

The Ministry of Youth and Sports promotes institutional values, integrity (high standards of professional ethics), accessibility and transparency, promoting "in sight" policies, quality of human resources and programs, teamwork.

The strategy for the development of Romanian sport is established in European context, by respecting and valuing of the legislation created to increase its social role, regardless of the type of activity it promotes.

3. Sport's development strategy in Norway

The strategy is meant to capture the work of the organization and policies regarding sports activities across all age segments and performance levels. Unlike the long-term sports development strategy in Romania (2016-2032), Norway's sports development strategy is designed for a shorter period of time, the last one published being 4 years ago (2011-2015).

NIF promotes through this strategy the core values of sport (the participation of all individuals in physical activities according to wishes and needs). The organization aims to create positive values for both individuals and the community at all levels and will actively seek to strengthen its position as a popular movement at the national level and a positive leading force, as a popular nationwide movement and a positive leading force in society.

The organization's activity is characterized by voluntarism, democracy, loyalty and equality.

NIF is the umbrella organization for sports in Norway. Norwegian sport is a popular movement, and Norway is the country with the largest voluntary organization based on membership.

In an international context, the Norwegian sport is unique in the way that all sports are included in a single organization, individual membership in a sports club is the prerequisite for participating in sports activities, both to take part in sports activities and for becoming an official member of the organization.

The voluntary contributions from members represent the most important resource for each level of the Norwegian sport. Voluntary work is significant, creates joy, and allows the establishment of social networks,

closely united in the sports community. Volunteering thus produces positive effects for the benefit of individual participants, sports organizations and society in general.

Norwegian sport wishes to remain a responsible actor in the society. Public authorities, government and sport have a range of common goals for all levels of administration. Acceptance and financial support from the authorities give economic stability to Norwegian sport and organizational influence. This in turn contributes to ensuring participation in sports activities for all, preventing social exclusion due to the variation in the socio-economic situation of potential members.

The objectives for the development of Norwegian sport are channeled, by the responsible authorities, to the fields:

- strengthening the sport for young people;
- strengthening the elite sport;
- ensuring long-term funding for sport;
- ensuring optimal conditions for continuing the voluntary engagement.

The government's reasoning to supporting sport

The main reasons for the government's support over the Norwegian sport are:

- To contribute to maintaining and developing of NIF as a voluntary organization based on membership;
- To contribute to maintaining and developing of a wide range of sport activities;
- To contribute to ensuring that Norwegian sport remains an open and inclusive organization, where sports clubs are arenas for developing opinions and attitudes, and valuable environments for promoting social and community cohesion.

The main funding objective of elite sport is:

- providing the basis for an ethical and knowledge-based emphasis in the elite sport field;
- ensuring the further development of variation and width of scope in the field of elite sport.

Children aged between 6 and 12 years, as well as young people aged between 13 and 19, are the main target groups for allocating funds from the sports lottery.

4. Comparison between the sport development strategy in Romania vs. Norway

Sports development strategies across the two countries under consideration are differently designed, but with some elements in common. The two countries have considered strategic objectives for the development of sports subsystems (sport for all, performance sport, sport for people with disabilities), but also the optimization of their resources: research and development, human, material, and financial resource.

Unlike Romania, Norway places great emphasis on the promotion and development of the concept of voluntarism, Norway being the country with the largest voluntary organization based on membership.

The Ministry of Youth and Sports promotes institutional values, integrity (high standards of professional ethics), accessibility and transparency, promoting "in sight" policies, quality of human resources and programs and teamwork, while the activity of the Norwegian Olympic and Paralympic Committee and the Confederation of Sports is characterized by voluntarism, democracy, loyalty and equality.

Hereunder is a comparison of sports development strategies between the two countries, highlighting the most important aims.

ROMANIA	NORWAY
Strategy designed for 2016-2032 period	Strategy designed for 2011-2015
Sport for all Aim: increasing the level of active and systematic participation of the population of all ages, to sports activities, by: <ul style="list-style-type: none"> - facilitating their access to sports programmes; - activities to inform population on the importance and benefits of practicing sport; - providing more opportunities of practicing sport in schools through creating partnerships with the educational system; - access to sports activities by considering their wishes, needs, age and social statute; - social reinsertion through sport of 	Sport for all 1. <i>Sport for children</i> Aim: The Norwegian sport has to ensure for all children the access to open and inclusive activities, keeping or increasing the number of participants through: <ul style="list-style-type: none"> - ensuring that rights, both of children and mature people in sport are respected and well known be everyone; - ensuring that all sports schools run by sports clubs are available for all children; - ensuring the fact that all coaches have competences and knowledge regarding sports activities for children. <i>Sport for youth</i> Aim: the Norwegian sport will develop

<p>persons with special educational requirements and deprived persons (sport for people with disabilities, children from disorganized families, placement centers, immigrants, unemployed, etc.);</p> <ul style="list-style-type: none"> - revival of the concept and voluntary activities in physical education and sport; 	<p>and renew the sports offers for youth, ensuring that most youngsters choose to be active in the organized sport disciplines, by:</p> <ul style="list-style-type: none"> - offering to each young people an attractive and varied range of sports activities; - offering the participating youngsters possibilities to develop in the field of sport, according to their ambitions; - giving priority to youth leadership, which allows them to take responsibility for developing their own sportive environment. <p><i>3. Sport for adults</i></p> <p>Aim: Increasing the number of adult members preparing in sports clubs, by:</p> <ul style="list-style-type: none"> - the large number of sports clubs which have participative activities, related to sport for adults; - elaborating a system of fitness and sports activities in the sports organizations, as an attractive supplement for self-organization activities of adults; - stimulation and development of the adults' competitive sports offer.
<p>High-performance sport</p> <p>Aim: development of the Romanian high-performance sport through:</p> <ul style="list-style-type: none"> - establishing an effective communication between the sports organizations involved in the development of sport for the correct implementation of the strategy and sports' disciplines strategies; - development of the selection and identification system of bio-psycho-motor potential elements, for performance; - supporting sports that have real chances of success worldwide; - improvement of human resources 	<p>High-performance sport</p> <p>Objective: high-performance sports, including those for deficiencies athletes, will be further developed so that Norway can be able to favorably compete worldwide and to sustain the position of leading nation in the elite sport, through:</p> <ul style="list-style-type: none"> - expansion of "Olympiatoppen" as a national center of training and performance, as well as the consolidation of the possibilities to train at an elite international level; - consolidation and integrating new knowledge and research in practical works;

<p>(coaches, doctors, psychologists, managers and assistant staff);</p> <ul style="list-style-type: none"> - improving the training of performance athletes by creating training centers for each level of performance; - creating a long-term education system for athletes who activates at high level of performance and their professional reinserction after ending the sportive career. 	<ul style="list-style-type: none"> - ensuring athletes with a training and educational comprehensive offer at national, regional and local level.
<p>Adapted sport (for people with disabilities)</p> <p><i>Aim: increasing the number of people with special educational requirements who systemically practice physical and sport activities, with the purpose of health improvement, social integration and participation to competitions, by:</i></p> <ul style="list-style-type: none"> - increasing the number of participants and facilitating the access to sports programs adapted for every type of participants to the Paralympic Games and Special Olympics World Games; - information on the importance and benefits of physical activity and sports' practice by the people with special educational requirements; - professional training of coaches, trainers, referees – specialized in organizing and leading disabilities athletes' competitions; - providing opportunities for practicing adapted sport, through creating partnerships with local communities, NGOs and others, as also encouraging voluntary activities. 	<p>Sport for people with disabilities</p> <p><i>Aim: providing information for as many people with disabilities as possible about their specific sports activities and expanding local sports-related offers. This will be accomplished through:</i></p> <ul style="list-style-type: none"> - introducing sport for people with disabilities in the educational program of coaches in all existing sports; - allocating resources for developing sport for people with disabilities in the sports clubs; - the allocation of increased government resources and an improved infrastructure for participation.
	<p>Sports clubs and voluntarism</p> <p><i>Aim: The voluntary work will be consolidated, stimulated, and maintained, as a major element in the sports clubs through:</i></p> <ul style="list-style-type: none"> - administrative simplification of sports clubs and municipal sports councils; - providing information to the ethnical

	<p>minorities and other groups and inviting them to take part to the voluntary activities;</p> <ul style="list-style-type: none"> - providing support for the development and implementation of educational projects for each sports club.
<p>Human resources development</p> <p><i>Aim: development and specialization of the human resource involved in the sport's subsystems and encouraging the voluntarism through:</i></p> <ul style="list-style-type: none"> - increasing the number of coaches involved in the children's sports; - increasing the degree of improvement in the field of performance sport; - attracting young coaches with vocation for the performance sport; - raising awareness about the value and importance of voluntarism for the population as a whole, and specifically for the youth. 	<p>Preconditions for voluntarism</p> <p><i>Aim: Norwegian sport wishes the government and the public administration on all levels to recognize the value of the voluntary work and to contribute to the optimization of its framework and infrastructure through:</i></p> <ul style="list-style-type: none"> - simplifying the administrative life of day by day voluntary work; - completely eliminating any fee or tax on voluntary engagement; - increasing the VAT compensation framework for goods and services, as well as increasing the VAT reimbursement framework for sport facilities construction; - assessing the pre-conditions for voluntary work within sports organizations.
	<p>Anti-doping</p> <p><i>Aim: Norwegian sport will further develop its activity based on ethics and promotion of values, clarifying its attitude toward doping for each sport, and also guaranteeing individual judicial rights through:</i></p> <ul style="list-style-type: none"> - including ethics and anti-doping activities in the national education programs of coaches; - systematically educate elite athletes in this regard; - requesting all sports clubs to adopt a clear position against doping.

5. Conclusions

Applying realistic strategies within an organization also has macroeconomic impact. Determining the increase of the obtained

performances, therefore also their contribution to the national budget, will be clearly superior. The implementation of realistic strategies leads to an increase in the overall performance of the national economy, reflected in the volume and the dynamics of gross national product, national income and other macroeconomic indicators.

Applying realistic strategies within a sports organization also has a very important role through the possibility given by the sports practice in the development of business and tourism, becoming a source of income for that region (for the state). Sport generates a significant turnover, turnover tax being an important source for the national budget and the economy, which also leads to an increase in the number of jobs, thus reducing the level of unemployment.

Another addition to the national economy can be brought through the regularly practice of sport by as many people as possible thus reducing the necessary expenses for medical leave, health services, as well as compensation of medical prescriptions, representing a saving in the national economy. This has been researched, proven and published in the 2003 World Health Organization report, where it was found that by investing one dollar in the physical activity, it entails a saving of \$3.2 in the healthcare system. These data were published in an article entitled "Health and development through physical activity and sport".

References

- [1]. Marcu V, Buhasi S. Systemic approach on sports organizations management. Oradea: Ed. Universității din Oradea; 2011.
- [2]. Mihăilescu I. Managementul organizațiilor. București: Ed. All Beck; 2003.
- [3]. Stan EA. Metode manageriale în cadrul organizațiilor sportive. București. Ed. BREN; 2007.