



SPORTICOPEDIA
SMB 2023
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FIRST INTERNATIONAL SCIENTIFIC CONFERENCE
SPORTICOPEDIA - SMB2023

THE BOOK OF ABSTRACTS

editor

Dejan Dašić PhD
Faculty of Sport

October 13-14, 2023

Belgrade, SERBIA

FIRST INTERNATIONAL SCIENTIFIC CONFERENCE



Nilola Tesla

UNIVERSITY UNION
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SPORTICOPEDIA - SMB2023



FACULTY OF SPORT
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FOREWORD

Science and technology are important tools for solving social and economic issues, intellectual development capacity, strengthening national competitiveness and measuring successful progress. Science and sport are multifaceted connected. Sports are interesting for scientists of various profiles whose research is based on empirical and rational basis for interpreting the world, and as a result scientific theories of different scope are formed.

The conference is structured through three main sessions: physical education, communication and management in sport. That is why there is no question at all about whether there should be research in this area interdisciplinary and multidisciplinary character. The goal of the “SPORTICOPEDIA - *SMB2023*“ conference is to identifies the problems that physical education, sport and recreation are now facing, but also yes answers on how to overcome these problems.

Through these conferences, the sports community can take advantage the latest scientific achievements and research to improve strategies, by bringing together experts from diverse backgrounds, scientific conferences on sports promote innovation and offer unique opportunities for cross-pollination of ideas. The importance of these conferences also lies in their ability to bridge the gap between researchers and practitioners, ensuring that scientific achievements are translated into practical applications that in the end, the athletes and the field of sports as a whole benefit. In any case, science will continue to closely follow the turbulent evolution of the sport, and will have a decisive influence on the sport and the results in it borders that are hard to guess now.

Dejan Dašić, PhD
Faculty of sport

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**PHYSICAL EDUCATION, COMMUNICATION,
MANAGEMENT IN SPORTS**

PLENARY SPEECH

**THE DIFFERENCE MAKER - WHAT REALLY MATTERS
IN STRENGTH & CONDITIONING.**

Ian Jeffreys¹

Evidence based practice has become the mantra of strength and conditioning, if we can ensure that everything we do is backed by research based evidence, then we can be sure that our practice will be effective and deliver the results we crave. But is this really the case and has this focus on evidence-based practice actually taken us on a path dependent journey, where we actually become oblivious to crucial aspects of effective practice, factors that if not addressed will mean that even the expertly written programme will never be optimally successful.

Effective methods are, and always will be an important aspect of strength and conditioning provision, but they are by no means the only factors that are important in determining the effectiveness of any training intervention. There are many instances where simple programs outperform elaborate ones. Many factors ultimately affect the success of a strength and conditioning programme and crucially these factors do not act independently, instead they interact in an often-unpredictable way and ultimately depending on the unique characteristics of the environment. Lying at the heart of this is the coach, an all too often forgotten aspect in the narrative of modern strength and conditioning, yet one of the most crucial influences on the ultimate success of any programme.

The successful coach is aware of the multiple influences that will ultimately affect the results of the programme and that there will never be an approach that will be successful in all environments. The sheer number of factors makes accurate prediction difficult, especially given the fact that even if we are able to identify the likely impacts of each factor individually, we can never presume that we can calculate the ultimate effects as these factors act collectively – ultimately acting as a system. As a result, to be effective we must become systems thinkers, becoming aware of the multitude of diverse factors that will affect any training intervention, and developing frameworks that enable us to act effectively within the system we are working in. This presentation will outline how systems thinking is crucial to effective strength and conditioning and provide frameworks by which this can be integrated into effective coaching practice.

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PLENARY SPEECH

**SPORT, MEDIA AND BUSINESS IN SOUTHEAST EUROPE
IN THE 21ST CENTURY: RECOMMENDATIONS FOR
PROFESSIONALS AND SCHOLARS**

Simon Ličen²

Abstract

The global business of sport and media has grown considerably over the past two decades. Despite the shift from socialist to market economy and the proliferation of media outlets and opportunities, sport and media organizations in Southeast Europe have not kept up with global leaders and trends, and many teams and fixtures have become feeders for top leagues rather than remaining aspirational destinations in their own right. This phenomenon has manifested rather consistently across former Yugoslav republics. Yet, historic and societal divergences have hindered learning from other countries' mistakes and experiences.

This presentation will outline the situation of athletes and sport entities from Southeast Europe in a global marketplace, describe the most common motivations for mediated sport consumption, and provide examples of media contents that could be developed to fulfill fan and spectator motivations. The presentation will include recommendations for professionals/practitioners in the media and sport business, as well as directions for research agendas for scholars in the region.

Keywords: sport broadcasting, social media, motivations, audience, media content

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PLENARY SPEECH

**CODIFYING GOVERNANCE FOR NATIONAL SPORT
FEDERATIONS: CHALLENGES, OPPORTUNITIES,
SOLUTIONS**

Christos Anagnostopoulos³

Abstract

Governments have a direct interest in ensuring that sport organizations within their jurisdiction are compliant with good governance principles. As such, several governments have taken the step of ‘codifying’ good governance, with a view to improving the organizational processes and actors’ behavior within the national sport federations (NSFs). Despite critical assertions on its overall internal validity, and unclear, if not questionable impact, scholars have begun to highlight the implementation and reasoning behind the codification of governance in both international and national sports organizations. In this talk, I try to open the ‘black box’ of the codification of sport governance to study the development of a code in a national context. This requires a reflexive, interpretive stance based on an abductive approach and a qualitatively-oriented method. I do so, by moving away from the perceived reality of the stakeholders (i.e., the regulatees) affected by the implementation of a code, and I shift the focus on the institutional entrepreneurs (i.e., the ‘regulators’) and the work they carry out to develop the code in an institutionally complex, conservative, and rigid environment. I, therefore, draw on the tenets of process and auto-ethnographic research, which facilitates the author’s longitudinal and reflective nature and engagement with the task.

Keywords: Convergence, Codification, Isomorphism, Institutional entrepreneurship

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PHYSICAL FITNESS OF WOMEN UNDER THE INFLUENCE OF TAE BO EXERCISE

Dejan Milenković⁴, Nataša Nikić⁵, Ivana Zubić⁶

Abstract

The aim of this research was to determine the changes in the physical fitness of women who recreationally practice tae bo. 15 female exercisers between 25 and 40 years old, who have been practicing this recreational exercise for at least a year, participated in the research which lasted for four months. For assessing physical fitness V test, Back Scratch Test (right and left), 2 minute Step in Place Test, Trunk Flexor and Extensor, Squat Test, Arm Curl Test, Hexagon Agility Test and Modified Agility „T“ Test were used. To determine changes, analysis of variance for dependent samples and post hoc analysis were used. After the tae bo program, which lasted for four months, it was determined that most of the tests showed statistically significant changes of different levels of significance. It is concluded that the tae bo program effectively influenced the improvement of women's physical fitness after four months of performance.

Keywords: tae bo, recreation, female exercisers, physical conditioning.

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IMPORTANCE OF IMPLEMENTATION OF SERVICE LEARNING IN SPORT AND HEALTH HIGHER EDUCATION AREA

Đurđica Miletić⁷, Ivana Jadrić⁸, Alen Miletić⁹

Abstract

Service learning is increasingly recognized as a pedagogical approach providing benefits to students, faculties, educational institutions, communities, and society as a whole. It is challenge-based and a credit-based activity with many confirmed benefits in higher education area as developing students' academic and personal skills, critical thinking, teamwork and effective communication. The main aim of the research is to analyse differences in attitudes related to service learning between students who were participated in academic courses with service learning topics, and students who have no any service learning knowledge on academic level. The research was conducted on the sample of 88 students of Physical Education aged between 20 and 24 divided in two subsamples. Students in experimental group (N=30) were attendees of academic course where service learning themes were implemented. Students in control group (N=58) did not participate in the programs with service learning themes on academic level. SELEB questionnaire with six categories: civic responsibility, interpersonal skills, leadership ability, ability to apply knowledge, general life skills and critical thinking, were used for measuring service learning benefits for students. Differences in research groups were noted for all six categories implying that implementation of service learning contents in higher education programs of physical education and sport can improve students' attitudes and quality of higher education.

Keywords: learning outcomes, quality of education, higher education area

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QUALITY HEALTH FOR CARE FOR ATHLETES ENABLES TOP SPORTS RESULTS

Siniša Franjić¹⁰

Abstract

Today, millions of people around the world play sports. For some, sport is fun and recreation, and for some, it is job. Health and sport are closely related to each other, without health there is no top sport. An orderly life is a precursor to top sports results. One of the key benefits of participating in sports is the positive impact it has on physical health. Engaging in regular exercise increases the efficiency of the cardiovascular system, leading to better heart health and reduced risk of heart disease. It also helps maintain a healthy weight, as physical activity burns calories and builds muscle mass. Individuals who partake in sports are less likely to suffer from obesity, a condition associated with numerous health issues such as diabetes, high blood pressure, and certain types of cancer. Moreover, sports activities improve bone density, reducing the risk of osteoporosis and fractures in later life. Whether it is an individual sport or a team-based activity, participating in sports promotes overall health, social interaction, and a sense of belonging within a community.

Keywords: sport, health, athlete, Medical professionals

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EFFECTS OF PHYSICAL EXERCISE ON ABILITY MEASURED BY FMS TESTS AND MENTAL HEALTH OF MIDDLE-AGED PERSONS

Igor Jovanović¹¹, Svetlana Petronijević¹², Nemanja Čopić¹³, Ivana Zubić¹⁴

Abstract

The aim of the research was to determine the impact of physical exercise on: 1. abilities measured by FMS tests, 2. the impact of physical status on the mental health of middle-aged people and 3. body composition. The research used a quasi-experimental design (test-retest). 20 respondents (11 men and 9 women) were included in this paper. The average age of the respondents is 52.3 years, average body height 169.4 cm, average body weight 78.62 kg. All respondents live in the territory of the United Arab Emirates, where they are physically minimally active or completely inactive. Body impedance (InBody120), FMS device and survey questionnaire were used in the research. Descriptive statistics and T-test were used for data processing. The results showed that there is a statistically significant difference in the variables that were measured at the beginning and after the application of the defined exercise program (test-retest), in the variable point score-FMS test ($p = 0.000$) and in the satisfaction questionnaire ($p < 0.05$). However, the exercise program had no effect on body composition because it focused on trunk mobility and stabilization exercises.

Keywords: FMS tests, questionnaire, body composition

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PROMOTIONAL ASPECTS OF SPORTS PRODUCTS

Milijanka Ratković¹⁵, Andrijana Kos Kavran¹⁶, Velibor Zolak¹⁷

Abstract

Equating promotion with marketing is incorrect but common. One of the reasons is that each of the elements of the marketing mix in the sports market, as the most famous concept in this area, has promotional characteristics. As the first element, the sports product has several contexts in which its promotional potential can be shown. Whether it will be used as a whole or not depends on the success of the activities that make up the brand creation process. From the product to the creation of the brand, it is necessary to implement a set of activities, usually over a long period, a significant part of which is promotion, not only through the instruments that make up its mix but also with the help of elements of the tangible and intangible part of the product. Considering the specifics of the sports market, this paper aims to define the promotional capabilities of sports products. The basic assumption is that the sports product possesses a significant set of promotional capabilities that are important for creating its recognition. This paper is theoretical, while the analysis presented indicates the existence of promotional aspects of the sports product while respecting the specifics of the sports market.

Keywords: sport events, athletes as brands, product, service, marketing mix.

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IMPACT OF INTRODUCTION OF VAR TECHNOLOGY ON VIEWERS AND MEDIA COVERAGE

Krešimir Lacković¹⁸, Fran Franjković¹⁹

Abstract

The paper deals with the initiations of VAR as a technical aid in order to try to minimize referee errors. The research in the paper includes the definition of VAR and the observations of various experts, scientists and participants in the questionnaire. The goal of the research is to determine the influence of VAR on the audience, the media and the quality of football coverage in media. The paper provides five hypotheses. The first assumes that VAR impact on journalists and the media to be even more critical in reporting and evaluating referee errors. The second hypothesis assumes that the introduction of VAR technology increased trust in referees. The third hypothesis is that VAR currently has too much affect on football as a game and on the emotions of spectators and fans. The fourth hypothesis starts from the fact that the application of VAR is still in development, and the fifth assumes that discussions about referee decisions, despite VAR, are more present in football compared to other sports. In order to confirm hypotheses, the questionnaire research was conducted. Content analysis was performed using the quantitative method with elements of the qualitative method. The discussion identified elements that confirm the set hypotheses. The conclusion points to the further use and development of IT technologies in sport and the directions for continued research.

Keywords: VAR, referee decisions, football, controversies, media

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DIGITAL LITERACY AND TYPES OF COMMUNICATION WITH THE PUBLIC IN SPORTS

Minja Vlajković²⁰, Andrei Jean-Vasile²¹

Abstract

Public relations practitioners are obliged to facilitate the dialogue between the organization and public. Dialogue plays an important role in sports clubs because the gathering of people from different perspectives and opinions formed by fan groups for a common goal is based on dialogue and tolerance. Public relations theories have important applications for sports clubs to improve their relations with their fan groups. Linking the relational results to the public relations process can contribute to a better understanding of the mission and vision of sports clubs by fan groups and to measure their support. External communication helps to build the club's reputation, gain financial support, and attract fans, sponsors, and media attention. Internal communication, on the other hand, ensures effective coordination and collaboration between players, coaches, and management personnel, enhancing teamwork and improving overall performance.

Keywords: Public Relations, Relationship Management, Sports Clubs, Sports and Public Relations

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INFLUENCE OF BROADCASTING SPORTS EVENTS ON THE DEVELOPMENT OF TV INDUSTRY

Tatjana Ćitić²²

Abstract

The industry of sports has become one of the most profitable global industries and live broadcasting of sports events has proved to be the most wanted TV programme.

There was a time of linear TV emissions, when the contents used to be available exclusively on TV sets, for free, live and only on official national emitter programmes, while nowadays these contents are followed by the viewers via all available platforms and devices, quite frequently for certain additional fee. Sport broadcasting has become globally available at any moment and at any place, both live and delayed, and licence rights are the mighty instrument in the media game. The development of technology and overall media industry is directly linked to the development of the industry of sports through technological advances regarding content placement, the development of new business models and marketing placement. Due to possible budget limitations, exorbitant prices of licence rights concerning the broadcasting of international sports events and the legislation not protecting our national interest in terms of the contents available free of charge to all the citizens, public media services are rather often likely to lose in this race to specialised sports channels whose baseline business models are founded on none other than live broadcast.

The research will be conducted using the methods of induction, deduction, analysis and synthesis, as well as the comparative method.

Keywords: TV programme, sports broadcast, live broadcast, licence rights, TV industry.

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INDICATORS OF THE DEVELOPMENT OF SPORTS AND RECREATIONAL TOURISM AS AN INTEGRAL PRODUCT OF RURAL DESTINATIONS

Drago Cvijanović²³, Aleksandra Vujko²⁴, Radmila Bojović²⁵

Abstract

Given that we live in a very stressful time, it is clear that modern man needs rest and peace in order to restore the necessary energy. That energy is the key to success for normal functioning.

Rural destinations are precisely such „oases of peace“ where it is possible to return to traditional values and nature, as a healthy lifestyle prerequisites. Even more, rural destinations enable the exercise of sports and recreational activities.

The paper started from the hypothesis that sports and recreation are the best prevention of anxiety and stress, and that rural destinations are in themselves an environment that contributes to betterment. A survey was conducted among 317 tourists of the rural destination of Vrdnik, and the results showed that tourists enjoy sports and recreational activities and that they are the „best medicine“ in the fight against stress.

Keywords: Sports and recreational tourism, rural destinations, stress, Vrdnik

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ORGANIZATION OF SPORTS EVENTS AS A MOTIVATION FACTOR OF EMPLOYEES IN COMPANIES WITH THE AIM OF BUSINESS IMPROVEMENT

Aleksandra Kovačević²⁶

Abstract: Companies in today's business world are increasingly moderate in their development. Sport represents an important component of the socio-economic development of the country. Development in the sense of employee development, employee skill development, improvement of personnel knowledge and skills. The intellectual capital of a company is gaining more and more importance for business processes. In order to establish complete satisfaction in each organizational unit, companies are increasingly organizing activities outside the office. Some of them also refer to the organization of sports events. The trend of organizing team games is increasing with the development of competitive spirit and commitment to the organization. It is considered that one of the leading motivational factors, which is not material, is precisely the activity of the employees, which also allows them to socialize with each other. The goal of this research is to determine to what extent the organization of sports events affects the motivation and satisfaction of employees, as well as what are the most important motivational factors. Employees with their knowledge and skills initiate work processes in an efficient or less efficient way. In order for the employee to give his maximum at work, it is necessary to be satisfied with the job, and satisfaction is linked to adequate motivation.

Keywords: motivation, efficiency, human potential, sports activity, motivational factors, satisfaction, team

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SPORTS STADIUMS AND MODERN INFRASTRUCTURE

Milan Stanković²⁷, Yiannos Charalambides²⁸, Viktorija Misić²⁹

Abstract

Rapid and major changes in the environment occur primarily under the influence of modern scientific and technological progress. The results of this are visible in informatics, energy, materials, new technologies, communications and other areas. All social and business systems are subject to change and adaptation to a changing environment. Changes are the basis of survival and development of all social and business systems. That's why just managing changes is a very important discipline and requires a complete and adequate management approach to it. This is valid as a general attitude, but also especially in service management, specifically in sports management, in the case of sports stadiums in particular, their construction and connection with other infrastructure. Namely, before the network of service points is designed, the organization must clearly define its accessibility goals. This assumes a clear idea of the volume of business, market share and consumer segment that the service organization is trying to attract. Accessibility objectives are derived from the positioning strategy for services. The above is set as a premise if you want a simple, propulsive and, above all, profitable service facility.

Keywords: stadium, infrastructure, traffic

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THE ROLE OF OPERATIONAL MANAGERS ON THE MOTIVATION OF ATHLETES

Vesna Jovanova-Simeva³⁰, Sara Dimovska³¹

Abstract

Operational managers in sports are a key link in the management team and in their independent programs that they plan, organize, predict and control the athletes and the team, as well as implement appropriate strategies to beat the competition and achieve good results. They manage the most important resources - the athletes and carry out personnel policy over them by way of selection, elections, determining the tasks and roles of the players in the team and are the main motivators of the athletes. We conducted a survey of a sample of 20 respondents, operational managers - coaches from the Macedonian football league, in order to determine the attitudes and opinions about their role and influence on the motivation of athletes in sports clubs. For the research, we used a survey questionnaire as a measuring instrument. After analysing the survey questionnaire, we came to the conclusion that:

- Spreading the vision, mission and goals in a sports club is the responsibility of the operations manager, where the majority of respondents believe that, apart from them, these characteristics should be possessed and implemented by every member of the management team.
- Most of the clubs and operational managers as an integral part of them, pay great attention to the motivation, to maintain it at a high level among all the athletes and the team as a whole, which they consider to be a key factor for achieving the set goals.
- Various motivational speeches, messages and awards in the form of finances from the management are considered part of the motivation in order to maintain it at the highest level, which are part of the external motivation, and the internal one has the key role for every single athlete.
- In sports clubs where there are sufficient financial resources, operational managers try to maintain motivation with a sports psychologist, who will additionally motivate them through various methods, all with the aim of preventing monotony from occurring, which can lead to various unwanted decisions in athletes.

Keywords: sports clubs, operations manager, athletes, power, authority, motivation, sport, football, motivator.

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THE DETERMINANTS OF SERVICE QUALITY IN SKI TOURISM

Saša Virijević Jovanović³², Goran Đoković³³

Abstract

Regarding the fact that skiing is the most popular winter sport in Europe, the aim of the paper is to analyse the main determinants of service quality in ski tourism.

When defining the research process, it was noted that literature review has recognised significant studies dealing with the concept of ski tourism from different aspects such as tourist motivation to travel, ski tourism sustainability and climate change, marketing strategies or ski tourism infrastructure. However, there is a certain research gap in exploring the determinants of service quality in winter sports. Therefore, the main research question in this paper is to identify the significant factors that influence the service quality in ski tourism and affect tourist satisfaction levels.

The research is based on a sample of 157 recreational skiers who visited the Republic of Serbia during winter seasons in years 2022 and 2023. In the interpretation and processing of data, descriptive statistics, t test and chi-square tests were used. The findings indicated the diversity of ski tracks, landscape, nature and hospitality as the most significant determinant of service quality in ski tourism.

Keywords: skiing, ski tourism, winter sports, service quality

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MARKET RESEARCH AS A FUNCTION OF MARKETING DEVELOPMENT IN SPORTS

Dejan Dašić³⁴, Gruja Kostadinović³⁵, Alla Kim³⁶

Abstract

Marketing research is a vital component in any successful business strategy. It involves collecting and analyzing data about market trends, customer preferences, and competitor activities to make informed decisions. This process helps companies understand their target audience better, identify new market opportunities, and gain a competitive edge. Segmentation in the sports market is a key process in the marketing of sports products and services. It essentially satisfies the marketing manager's requirement for market information. The goal of marketing research is to assist define and provide precise facts to lessen decision-making confusion. Although it is a valuable resource for creating and implementing marketing plans and strategies, marketing research is not the sole source of information. By understanding their target audience's characteristics, preferences, and location, companies can create tailored marketing strategies and offerings that effectively meet the needs of their consumers. Segmenting the sports market allows businesses to maximize their marketing efforts and increase their chances of success in this highly competitive industry.

Keywords: market research, sport, segmentation, consumer, sports industry

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A CONTRIBUTION TO THE STUDY OF THE ANTHROPOLOGY OF FOOTBALL

Jadranka Božić³⁷

Abstract

This paper problematizes the phenomenon of the football game from an anthropological point of view. Unlike other social sciences that strive to find the general laws of the phenomena they study, anthropology sees culture as a subjectively experienced whole, a totality. The subject of anthropology itself imposes an interdisciplinary approach within the comparative research of humanity, society and culture. The focus of the anthropology of sport is mostly on cultural communication, that is, on the production of cultural meanings and symbols. The anthropology of sport implies that the cultural specificity and meaning of sport are considered in connection with other cultural aspects: society, politics, economy, ideology.

Contemporary social movements are reflected through sporting events, all the ruthlessness and uncertainty of everyday life is reproduced in sport. Sport is the way in which a person meets another person, a kind of symbolic dialogue and communication. Anthropological interest in football has been on the rise since the beginning of the 21st century. Taking into account the fact that anthropology is no longer a science of the culturally bizarre and exotic, it is clear that the first anthropological studies of football as a cultural phenomenon are related to those environments in which it represents an important cultural phenomenon, which is the reason for the spread of this subdiscipline primarily in Europe.

The football is the most popular and dominant sport in the world because of its accessibility and simplicity. The football game has a certain logic governed by extremely clear rules that leave a lot of room for freedom, spontaneity, inspiration and improvisation. From the first analogies of the game of football and its rules with the rituals of the so-called primitive cultures, the anthropological study of football has developed into a comprehensive approach, which includes a research interest for all participants necessary to establish the game as a public, cultural good - players, experts, fans, journalists, organizers etc. The anthropology of football largely represents the anthropology of the football audience, that is, the fans.

Keywords: sport, football, game, anthropology, culture, society

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PROMOTION OF SPORTS AND FITNESS THROUGH HEALTH IN SERBIA

Svetlana Mihic³⁸, Dejan Dašić³⁹, Marina A. Bogdanova⁴⁰

Abstract

A contemporary consumer is faced with an increasing amount of free time and the rise of living standards, as well. These factors influence creating a need for services, especially those that promote health, enhance vitality and promise a long and quality life. Sport is one of those activities. In this work we want to present a scientific readership the conducted research, which is about the influence of a higher living standard on the growing demand for fitness centre services. Moreover, we wanted to present most of the factors that have an impact on users' choices when they are looking for a specific fitness centre. In this research, we have also examined all other relevant factors that affect making the decision and that are not directly related to sport. The conducted research involved 176 respondents. Data processing was conducted using IBM SPSS. Descriptive statistics were used in this work for describing samples, the independent samples t-test, one-way analysis of variance (ANOVA) and chi-square test for examining the differences between groups and Pearson's correlation analysis for examining the relationships between variables.

Keywords: Marketing, sport, consumer, promotion, Serbia

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SPORTS AND RECREATIONAL FACILITIES - DRIVERS OF MODERN TOURISM IN BOSNIA AND HERZEGOVINA

Aleksandar Đukić⁴¹, Višnja Kojić⁴²

Abstract

Sport and tourism individually and with each other have become important economic activities of each country. In the past, the rest and peace of tourists were primary, and today health and active, recreational holidays have taken precedence in the justification of tourist requirements and movements.

There is a noticeable trend of abandoning the concept of „mass consumption“ and „mass tourism“ because this type of spending on products and services does not meet the needs of modern consumers. Today favors selective forms of tourism: isolated, health, sports and recreation, rural, agritourism, business and all other forms of tourism, which are a combination with nature and return to nature, and benefit from improving, preserving human health and increasing quality of life. By satisfying the needs of modern tourists, through sports and recreational facilities, the number of tourist arrivals will increase, higher employment will be achieved, entrepreneurship will be activated and higher incomes will be generated.

Keywords: tourism, sports, recreation, entrepreneurship, economy.

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SPORTS AVIATION IN THE WORLD AND YUGOSLAVIA AFTER THE SECON WORLD WAR

Nebojša Đokić⁴³, Dmatar Atanasov⁴⁴, Valentin Biryuzov⁴⁵

After World War II, the accelerating demand for personal and utility aircraft gave rise to the term *general aviation* to describe all flying that did not fall into the category of military or scheduled air transport. Manufacturers such as Piper, Cessna, and Beechcraft represented an expanding „light plane industry,“ although the general aviation sector included a host of modified aircraft that ranged from war surplus. For the light plane builders, engine manufacturers perfected efficient horizontally opposed piston engines that produced from 65 to more than 200 horsepower; mass production made them dominant in international applications; several appeared as turbo-supercharged designs delivering more than 300 horsepower.

Immediately before the liberation, the first aviation organization was formed in Zemun in 1944. Aviation circles and groups were founded in 1945, which later grew into aviation societies and centers for training aviation personnel of all profiles. In March 1945, the Air Force Command established the Gliding Center in Vršac, and in April classes for the first class of gliding teachers began. The first aero-clubs began to operate within the Commission for Technology and Sports, at the beginning of 1946 (later Narodna tehnika). In 1947, the Federal Pilot School was opened in Zagreb, the Sailing Center began to operate in Ribnica. The Aviation Association of Yugoslavia (AIA) was founded on April 25, 1948 in Belgrade in the presence of representatives of 32 aviation organizations and heads of the initial boards of republican and provincial aviation associations. At that time, all those organizations had 19 airplanes, 70 gliders, 35 parachutes and 10 autovitals.

The main activities of VJS are motor flying, gliding, parachuting, aviation and rocket modeling and aviation education of youth. In 1950, he renewed his membership in the FAI, was unanimously accepted as a member at the 43rd general conference held in Stockholm.

Keywords: sports aviation, Yugoslavia, history

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POSSIBILITIES OF SUSTAINABLE DEVELOPMENT OF SPORTS TOURISM IN SERBIA

Marko Pavlović⁴⁶, Marija Perić⁴⁷, Marijana Milunović⁴⁸

Abstract

The development of sports tourism in the modern age is linked to the concept of sustainability. Sports tourism is a specific form of tourism that involves the use of ecological, economic and social principles of sustainability. Recreational sports in today's conditions become an integral part of the lives of both people at home and those who go on trips, so tourist destinations have turned to the development and improvement of sports tourism. Destinations located in areas of rural development have enormous potential for the development of sports tourism, and they have the greatest potential if they are in the initial stages of development. Serbia is well-known in the world of sports, so the development of sports tourism can be recognized in neighboring countries and in other countries that have insufficiently used this market. It is Serbia that can provide education in the field of sports tourism to neighboring countries. The countries of the Western Balkans are undervalued in the context of tourism development, so in the coming period it is necessary to determine which elemental services would provide a faster incentive for more intensive development. For the purposes of this paper, research was conducted that will provide answers about the possibilities of sustainable development of sports tourism in Serbia. The total number of respondents is 200. The survey was conducted online and included all regions in Serbia.

Keywords: sports tourism, tourist destination, research, concept of sustainable development and Serbia

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BRAND MANAGEMENT ON THE EXAMPLE OF „ADIDAS AG“

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Abstract

Adidas is considered one of the most famous and successful sports brands, which strives for constant development and progress, which is shown by frequent innovations and new models, but also by very original advertising campaigns. In today's business, the brand has become the need of every company, and in the life of every consumer, over time, it has become an indispensable factor.

Adidas has recognized the importance of the brand in modern business, and thanks to this, it will definitely achieve a long-term competitive advantage on the market and be in the leading positions of its markets.

Keywords: brand, brand management, Adidas AG, business case

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ANALYSIS OF THE OFFER AND EFFECTS OF SPORTS ANIMATION IN TOURISM

Tomislav Hublin⁵¹, Iva Šimunec⁵²

Abstract

Tourism can be analyzed through tourist supply and demand, specifically through the relationship between hosts and guests. The most crucial factor in tourism competitiveness is the experience of tourists, which is obtained through the offerings of a tourist destination, whether tangible, such as accommodation, or intangible, such as the feeling of welcome resulting from guest care. Animation in tourism is highly significant as it serves to enhance the guest's stay in a particular destination, contributing to their overall experience and satisfaction.

In the conducted analysis, the current state of animation offerings in the Republic of Croatia was determined. The primary purpose of this work is to analyze the animation offerings within tourist facilities and define standard content based on different types of animation in tourism. Furthermore, the economic and sociological effects of sports animation will be identified and explained, and discussions will revolve around the purpose of animation in various tourism organizations.

Keywords: sports animation, tourism, sport activities, tourism offer

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DIGITAL TRANSFORMATION IN THE SPORT INDUSTRY

*Goran Dašić*⁵³

Abstract

There is no doubt that innovative technologies and their adequate application are the driving force behind the development of various economic and business sectors. Today, digitization, i.e., digital transformation, represents key global trends in the world economy, the process of transformation of society and the economy, but also a prerequisite for the survival, growth, and development of companies in the domestic and global market. Digital transformation is the process of integrating digital technologies into all areas of business, which implies radical changes in the way technology, people and business processes are used. It is a continuous process that has no destination.

For digital natives, the digital environment represents a natural environment. However, for traditional systems, the adoption and application of digital technologies is a complex job that not only changes the internal functioning of the organization, but also the user experience. The sports industry is going through rapid changes, and in this it is not significantly different from other industries, and digital technology provides unprecedented opportunities for growth. Digitization in sport implies the implementation of digital technology in all respects. In this regard, the paper will analyze digital transformations from the perspective of both organizers and spectators of sporting events.

Keywords: digitization, digital transformation, sports industry, e-sports

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CRITERIA FOR THE DIVISION OF SECURITY IN SPORTS

Zoran Mašić⁵⁴, Marko Begović⁵⁵

Abstract

Safety management in sports is an extremely important process, which, in addition to looking at the development and reach within sports, also requires continuous monitoring of current situation and changes in society. This mainly refers to those that can have undesirable effects on certain segments of sport or sport as a whole. It is evident that there are numerous divisions of safety in sports according to the criteria of observation. Thus, in accordance with the segment of management in sports, we talk about the safety of sports organizations, facilities and events. In relation to the structure of the theory of sport, the safety of the performers of the sport, the safety during the process in the sport and the conditions of the realization of the sport are recognized. However, it is necessary to emphasize the „basic“ division of safety in sports in relation to the origin of risk. According to this criterion, the elementary, one could say the essential division of safety in sports, recognizes unwanted events whose causes are related to specific sports engagement, and „external“ ones, for which sports represent a favorable environment for achieving non-sporting goals.

Key words: Sport, safety, management in sport, theory of sport.

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LATERAL SYMMETRY OF THE KNEE JOINT MUSCLES MEASURED BY THE METHOD OF TENSIOMYOGRAPHY (TMG) IN PHYSICALLY INACTIVE AND ACTIVE INDIVIDUALS

Lazar Toskić⁵⁶, Milan Marković⁵⁷, Veroljub Stanković⁵⁸, Adam Petrović⁵⁹, Milivoj Dopsaj⁶⁰

Abstract

Lateral muscle symmetry of important skeletal muscles, such as knee joint muscles, plays an important role in everyday physical activity and sports. Accordingly, the aim of this study is to investigate the level of lateral symmetry of the main knee joint muscles rectus femoris (RF) and biceps femoris (BF) in physically inactive and active individuals. The sample of participants consisted 15 physically inactive and 15 physically active individuals. Lateral symmetry was defined as the difference between the right and left leg in muscle contractile properties measured by the method of tensiomyography (TMG, Tc, Dm). The results of MANOVA showed that there are no significant differences in measured parameters between the right and left leg in physically inactive ($F = 0.46$, $p = 0.996$) and physically active individuals ($F = 1.103$, $p = 0.374$). It can be concluded that regular physical activity does not necessarily lead to a higher level of muscle symmetry.

Keywords: symmetry, knee joint, tensiomyography, physically inactive, physically active

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THE RELATIONSHIP BETWEEN POSTURAL AND NUTRITIONAL STATUS IN PRESCHOOL CHILDREN

Dragan Stankić⁶¹, Željko Banićević⁶², Ivana Banićević⁶³

Abstract

The aim of the research is to determine the postural status, nutritional status, and their interrelationship, as well as to identify differences in relation to gender dimorphism. The research methods used in this study are observational and descriptive with a cross-sectional design. Data were collected from a sample of 177 participants from the preschool institutions in the city of Bijeljina. The study included 92 female participants and 85 male participants, aged six years (6±0.5). The postural status was assessed using the Napoleon Wolanski method and nutritional status using standardized calibrated instruments that served to calculate the BMI. To determine the relationship between nutritional and postural status, the Spearman correlation coefficient was used, while the chi-square test was applied to determine differences in postural status with regard to gender dimorphism. The study found no significant relationship between nutritional and postural status in preschoolage children, regardless of gender dimorphism. However, it revealed a high prevalence of postural disorders and overweight among the children. Participating in appropriate and organized physical activity during preschool and leisure time is crucial for children's health, requiring consistent observation and evaluation of relevant factors.

Keywords: postural disorders, nutritional status, preschool children, gender dimorphism

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SPORTS AND MEDIA IN SERBIA IN THE MIRROR OF SPORTS JOURNALISM STUDENTS

Slobodan Penezić⁶⁴, Predrag Bajić⁶⁵, Uroš Selenić⁶⁶

Abstract

Starting from the fact that journalism in Serbia is a reflection of the times we live in, as well as the fact that the domestic scene is overloaded with tabloid discourse and the clientelistic role of the media instead of one that includes the media role as a corrective mechanism of society, it is clear what challenges many representatives of this profession to face in daily work. That dominant image shapes and broadens the attitude in society about this profession, that is, a stereotypical view that thus undeservedly includes numerous representatives who adhere to ethical standards. Therefore, as part of the journalist's guild, the media and media workers who focus on sports live in such an environment as a particularly prominent segment of society through which many others permeate, such as politics, economy, crime, etc. On the other hand, the fact is that technological changes have led to a much larger quantity, namely the possibility of a significant expansion of the body of journalists, including those specialized in sports, and therefore to increased interest in that profession, bearing in mind the rapid growth of the number of media newsrooms in general, as well as special sports newsrooms. This paper aims to form a kind of cross-section of the current situation through a series of attitudes measured on a Likert scale, videlicet insights into how, bearing in mind everything previously said, students of sports journalism in Serbia, as a specific segment of journalism, see this profession today and in the future, their place in that profession, as well as sports and media in general.

Keywords: sport, media, journalism, sports journalism, students of sport journalism.

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