

THE MEANING OF PHYSICAL ACTIVITY IN THE QUALITY OF LIFE MANAGEMENT ASPECT

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Abstract: Quality of life is an ambiguous concept with a medical, sociological and economic dimension, as well as psychological, the most subjective one. Physical activity is considered one of the most important elements of a healthy lifestyle and a factor that determines the physical and mental health of an individual. The article presents the issue of physical activity in the aspect of quality of life management. It was found that respondents notice a very large relationship between sport and quality of life. The authors showed that it is very important in the quality of life management aspect not only to promote physical culture, but also to develop the habit of practicing it.

Keywords: quality of life, management, health activity, sport, running

*Quality management, targeted
it should be on improving the quality of life
(customers, employees, owners, etc.)
because if you lose sight of the quality of life
these are all procedures and standards
and systems become useless.
Prof. Su Mi Dahlggaard –Park1*

1. INTRODUCTION

The life of modern man - associated with both the benefits of civilization and its negative consequences - forces a new style of work (the need for self-realization) and the so-called associated with it created. "New art of living", a new lifestyle including preferred leisure patterns, travels around the world, high material and consumption aspirations,

1 This prof. Su Mi Dahlggaard-Park point of view was presented at the 16th International Conference Quality Management and Organizational Development, in Portorož (Slovenia), September 4-6, 2013.

participation in culture etc. In such a reality, good health and physical fitness are treated as a condition of basic professional and social competences, as well as a means to achieve a better quality of life (Biernat, 2014).

Physical activity is associated not only with the physical condition in the strict sense, but also with the mental condition - it affects the quality of life (Łabuz – Roszak and Roszak, 2007; Łabuz-Rozsak and Roszak, 2018; Łabuz-Rozsak et al., 2017; Łabuz-Rozsak et al., 2011; Łabuz-Rozsak et al., 2017). Physical activity affects many aspects of human life, including quality of life and comfort (Michalik et al., 2017, Levasseur et al., 2008).

2. QUALITY OF LIFE MANAGEMENT IN PHYSICAL ACTIVITY ASPECT- LITERATURE REVIEW

Sport is one of the elements of many people's lifestyle and significantly affects its quality. Quality of life is a resultant of an individual's attitude towards their own mental and physical well-being, material existence, interpersonal relations, possibilities of personal development and a sense of subjectivity (Walczak and Tomczak 2011; Tetsuya et al., 2006, Padilla et al., 1983).

Sport is part of the lifestyle of many people and greatly affects its quality. In general, the concept of "quality of life" consists of the level of satisfaction that a person feels as a result of consuming material goods and services purchased on the market, public goods, forms of spending free time and other characteristics of the environment in which he is located (Marciszewska 1997 , p. 13).

Quality of life requires a new organizational management philosophy based on morality, responsibility and profitability. Their effect may be a process of qualitative changes that will contribute to an increase in the quality of life (Steers 1991).

ISO 9000 : 2005 standard in point 3.2.8 defines "quality management" as "the coordinated activities of directing and controlling an organization with regard to quality". Adopting this definition to define the concept of quality of life management, we can say that: individual management of one's own quality of life is a coordinated action concerning self-management and supervision of one's life in relation to its quality. "Quality management and control typically includes establishing a quality policy and quality target, quality planning, quality control, quality assurance and quality improvement." Managing the individual quality of one's own life requires from a person:

- identification and stratification of quality objectives;
- definition, adoption and consistent implementation of the quality of life policy;
- planning and controlling the quality of one's own life;
- continuous improvement of this quality.

The author of Łuszczynska (Łuszczynska 2011) noticed that satisfaction with practicing physical activity or sport is one of the quality of life determinants of people involved in active or occasional sports. The implemented programs, aimed at promoting an active lifestyle, bring supersized results. As a result of regular exercise, program participants notice a change in mood. This can be compared to the so-called the effect of the tip of the iceberg, where a high level of vigor is accompanied by a low level of anxiety, depression, hostility, which in turn results in better well-being and better self-perception (Argyle 2005; Derbis and Jędrak, 2010; Łuszczynska 2011; Tomaszewski 1982). The sporting meaning of life, as an important motive for human behavior, favors the development of a personality rich in the ability to establish appropriate interpersonal

relationships, increasing the support network, which translates into the ease of meeting the obligations of everyday life and a generally noticeable improvement in the quality of life (Łuszczynska, 2011). Research conducted by the author Pieszak E. (Pieszak 2012, p. 136) showed that there is a relationship between physical activity and quality of life. The author has shown in the research that physically active people are characterized by greater satisfaction with life. In turn, the research conducted by the authors (Walczak W., Tomczak M.) showed that, unlike women, the involvement of men in physical activity may be an important determinant of perceiving them as experiencing a high sense of quality of life, which goes hand in hand with their a sense of joy in life associated with playing sports. In sport, in addition to taking care of quality, a very important aspect is the aspect of health. According to the motto of the World Health Organization: "Your health is in your hands", it is believed that health is the most important ally of a human being, bringing joy in life, opening the way to success and personal happiness. Nowadays, there is a trend towards pro-health behaviors, which is reflected in the dissemination of health promotion focused on pro-phylactics and guides advertising dietetics, relaxation, healthy lifestyle and physical activity (Maszczak 2005, pp. 73-81). Lifestyle, including physical activity, proper nutrition, avoiding alcohol, nicotine and stimulants, and avoiding psychoemotional overload have an impact on our health (Bejnarowicz 1995, Pomerlau 1997, Steptoe et. Al. 1997).

The authors P. Hills and M. Argyle (Hills, Argyle 1998, pp. 525-535) conducted research on the sense of happiness in 275 people in four research groups in people who devoted themselves to sports in their free time, people who listened to music, often went to church or watched "easy" television programs. Using the Oxford Happiness Inventory - OHI scale, the authors showed that the happiest group are people practicing sports (Podbielska 2014, pp. 128-132). Such people are more satisfied with their health, from life so far and from achievements so far.

The authors of Konopack, McAuley (Konopack and McAuley, 2012) showed in their studies that physical activity is an important the quality of life determinant the elderly, and also ensures good general well-being. The authors Levasseur et al. (Levasseur et al., 2008) note that physical activity helps to live in society. In contrast, the authors of Kaczmarczyk, Trafiałek, Bogus, Borowik, and Kostka showed that regular physical activity has a positive effect on physical and mental well-being, and also prevents loneliness and social isolation (Kaczmarczyk and Trafiałek 2007; Bogus et al., 2009, Podbielska 2014).

Recently, Poland is a country where society is the fastest to gain weight. Already 64% of men in our country have too much body weight. This percentage already reaches 49% among women. For modern societies, sport is treated as one of the cultural values that have a great impact on human development, his health and quality of life.

Research conducted by the Multisport Index 2019 has shown that 48% of Poles are currently active in Poland, while 64% of Poles are active, i.e. practicing physical activity at least once a month. According to Multisport data, primarily young people are physically active - as many as 80% of respondents aged 15-24 declare that they are active, as well as educated (78%) and living in large cities (64%) is not physically active. In Poland, as much as 64% of men and 49% of women have too high body weight. That is why all kinds of initiatives, both educational and mobilizing to physical activity, especially children and seniors are extremely important. The most active voivodships are Śląskie and Lubuskie (56% each) and Pomorskie (54%). The lowest results in 2019 were recorded by Zachodniopomorskie (35%) and Dolnośląskie (39%) provinces.

Employee benefits of training card type have a great impact on the physical activity of Poles, which is currently used by 21% of the country's population. Figure 1 shows the types of physical activity most often chosen by Poles by Multisport research. In terms of physical activity, Poland with a result of 64% is below the European average, which according to Eurobarometer 2017 is 71% of active citizens. Among EU Member States, Poland is in sixth place from the end, ahead of Portugal, Malta, Italy and Romania and Bulgaria, where the average percentage of physically active people in these countries is 51%. A similar level of physical activity to that recorded in Poland is registered in Greece and Spain, and slightly higher in Cyprus, Croatia and Hungary (the average for these three countries is 68%). The leaders in physical activity are: Finland, Denmark, the Netherlands and Sweden have an average result of 94%.

Physical activity is an indispensable element of a healthy lifestyle, determining human fitness, which undoubtedly determines high quality of life and well-being. It enables better control and independence for the elderly, thanks to the greater fitness and physical efficiency it provides, and also has an impact on the phenomenon of successful aging (Gieroba, 2019, Drygas and Jegier, 2003). Research also shows that intentional and conscious physical activity has an impact on mental well-being, because it is assumed to be oriented towards health and high quality of life (Nowak, 2012).

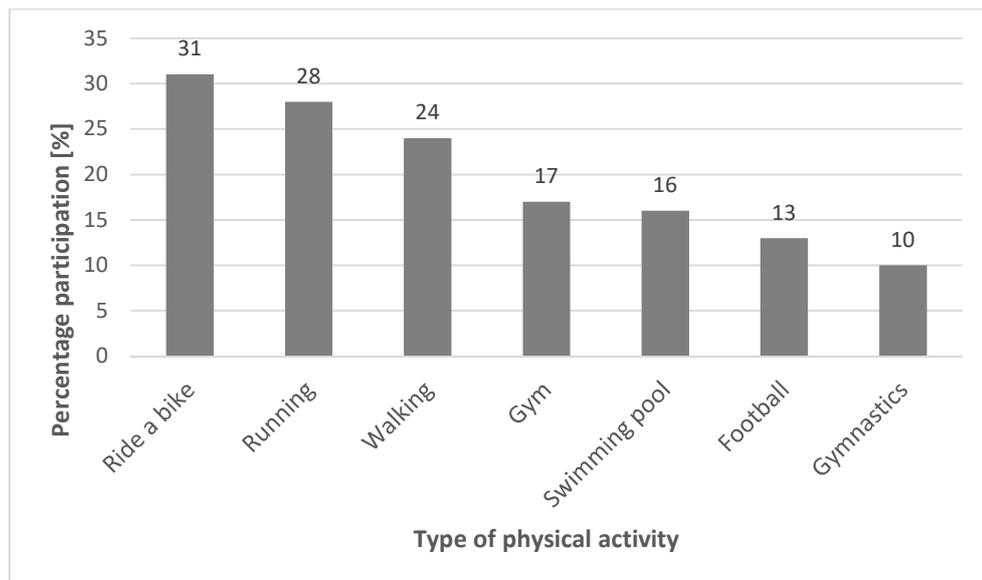


Fig 1. Types of physical activity chosen by Poles in 2019.

Source: own study basis on: Multisport Index 2019

3. METHODOLOGY AND DISCUSSION RESULTS

Poles' approach to sport has changed over the years. In 2009, Poles most often played football (26%). The most popular disciplines are cycling (an increase from 23% to 38%) and running (an increase from 12% to 30%). Running as a sport for everyone has gained great popularity in recent years (Parzonko and Szuba, 2017). Recently, numerous cross-functional groups of people from various environments can be observed on cross-country tracks (Galloway, 2002). Fashion for running is a phenomenon observed not only on the Polish or European scale, but also worldwide (Stempień, 2018). In recent years, there has been a growing interest in running and a healthy, active lifestyle in Poland (Nowak, 2012).

In 2019, research was conducted through authors, based on the CAWI questionnaire, which aimed was to determine the impact of running on the quality of life of runners. The respondents were 396 runners, of which women constituted 67.9%, while men 32.1%. The study was dominated by women aged 41 ÷ 50 years old. Research results (Fig. 2) clearly show that respondents mainly run because of endorphins, i.e. the hormone that the body produces during exercise. The hormone causes a feeling of euphoria and improves mood. The first portions of the hormone appear about 30 minutes after the start of the run, and the last ones are still in the body half an hour after training. If endorphin production increases, we feel much better.

The second reason why respondents run is to fight stress. Respondents were asked if running affected their quality of life. It turns out that as many as 97.2% of respondents believe that running definitely increases their quality of life, while only 2.8% did not notice any benefits associated with running. The sense of success is complemented by event organizers with rich symbolism, which includes: medals, diplomas, certificates, vouchers, small gifts.

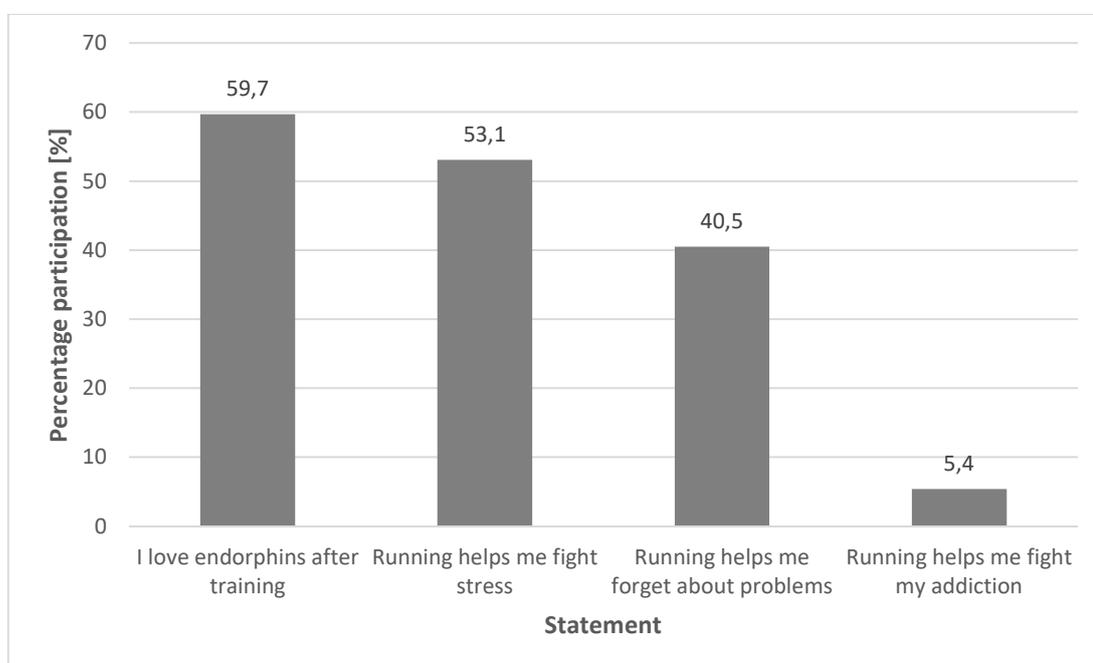


Fig 2. Answers to the question: Why are you running?

Source: own study

4. DISCUSSION

Analysis of issues related to physical activity shows that it has a huge impact on improving the current and future quality of life, which means that it should accompany a person throughout their lives. It was found that it is very important to promote physical culture not only among children, but also among adolescents, as it provides the basis for continuing health-promoting behavior in adulthood.

Creating a habit of physical activity at the level of elementary and junior high school, and then developing and improving acquired competences in high school prepares you for physical activity for "all life."

Running as a form of active leisure has never been so popular in Poland as it is now. Many people start running, e.g. to reduce weight or improve overall health. After reaching the original goals, however, as physical fitness develops, there are more

related to self-improvement. Running health training, as a process directed in particular at the development of fitness of the body, may, in its most developed form, be associated with participation in sport and recreation events during which competition occurs. You can compete with yourself, with distance, over time, difficult route profile or weather. Most runners have their own goals and set their own categories of competition, e.g. competition can relate to the number of runs that have been completed per year. It is worth noting that self-determined goals can also be irrational and completely unrelated to health or a healthy lifestyle.

Running has a lot of advantages, which include: reduction of the risk of heart attack, strengthens the heart, strengthens the cardiovascular system, strengthens the lungs, increases the body's immunity, lowers blood pressure, lowers cholesterol, increases the efficiency of the body, strengthens the muscular and skeletal system, improves sleep quality, improves mood, reduces stress. The best summary of the importance of physical activity in terms of quality of life are the words of the author Woźniak M. and co-authors (Woźniak et al., 2015): "Movement can replace almost any drug, but all drugs taken together cannot replace movement."

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