

## SOCIAL FUNCTIONS OF SPORT FOR ALL AND THE PLACE OF THE SUBSYSTEM - SPORT FOR PREGNANT WOMEN IN IT

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### INTRODUCTION

Physical activity at all levels, as well as social tourism are a major part of social activities in the field of public relations (Yosifov, 2018; Dimitrova, 2018; Trendafilov, 2020). Sport is a social and economic phenomenon, one of the largest and most important social activities that unites people and promotes their development (Yosifov, 2019; Vulev et al., 2019; Dimitrova, 2020). It accompanies man in his quest for physical and spiritual beauty and health. It is a means of expressing personal and national identity. In today's fast-paced and tense daily life, stress and accumulated mental fatigue create preconditions for more and more working women, including pregnant women, to feel the need for sports and recreational activities (Nesheva, 2010; Dimitrova, 2019). There is a growing perception that sport is not only a healthy leisure activity, but also an effective way to increase labor production and promote a healthy lifestyle - Wellness (Donev et al., 2019; Dimitrova et al., 2021). Surveys conducted in the member states of the European Union show that approximately 125 million Europeans practice various sports in their spare time. Men and women of all ages spend and spend an average of 2% of their family budget on sports activities.

Bachvarov (2000) points out four main social spheres of application of sport, namely:

- Sports for health, vitality and beauty, ie. sports for all, including sports for pregnant women;
- Physical education and sports of the younger generation, incl. and higher education institutions;
- Professionally applied sports, incl. in the armed forces, etc. ;
- Competitive sport with its many varieties.

Through its beneficial effects on prevention, treatment and recovery, physical activity is beneficial at any age and is particularly important in the context of Europe's aging population and maintaining a high quality of life at all ages (WHO, 2007). Sport is a result of social development and is largely a catalyst for social development by improving the qualities of the individual and his behavior. And sport for all helps to improve neuro-psychological, emotional and social fitness and communication, reduces mortality, builds moral and volitional qualities, forms positive behavioral responses, models behavior, prevents aggression, violence and arbitrariness, helps strengthen active citizenship and others.

### METHODOLOGY

In the present study, the main focus is on sports for all, including pregnant women, as well as on some of the main target areas for sports, namely: health, beauty and aesthetic pleasure. The term "sport for all" is used conditionally because its content includes not only sports for health, but also other forms such as activities and procedures of physical activity. It originated in English-speaking countries in 1966 and gradually spread to other countries. National, regional, global and Olympic structures are beginning to emerge. In Bulgaria in the 90s of the 20th century it manifested itself in the form of mass sports, folk sports and mass-healing physical culture.

The socio-economic significance of sport on a global, international and national scale allows us to consider it on four main levels:

1. Mega-level - sport as a system with a distinct structure and functions on a global and global scale;
2. Meso-level - sport as a system with a separate structure and functions on a continental scale;
3. Macro-level - sport as a system on a national scale;
4. Macro-level - sport as a system, on the one hand within the individual sports entities - (federations, unions, sports clubs, private sports formations, social groups) and on the other hand, within the individual



Impressive are several very strong motives compared to the others, which we can define as motives of paramount importance: better preparation for childbirth (62.5% of cases), for prevention against disease / health (57, 5% of cases) to relieve stress (57.5% of cases), for inspiration and pleasure (37.5% of cases) and weight management (25%). What these main motives have in common, according to the respondents, is that each of them is directly or indirectly related to a health or psychological factor. From this we can conclude that a pregnant woman is responsible for her health, mental and emotional balance and equilibrium. Considering the rest of the results obtained, which can be conditionally defined as secondary motives, we come to the following conclusions. In the first place in 15% of cases is the creation of new contacts. This is due to the fact that after the birth of a child, a woman is more or less forced to change her social circle. That is why it is important to make connections and contacts with other pregnant women. In 12.5% of the cases the motive is the satisfactory price of the offered services. The low percentage probably indicates that a large part of the respondents are willing to spend a significant amount of their budget if it would contribute to their health and well-being.

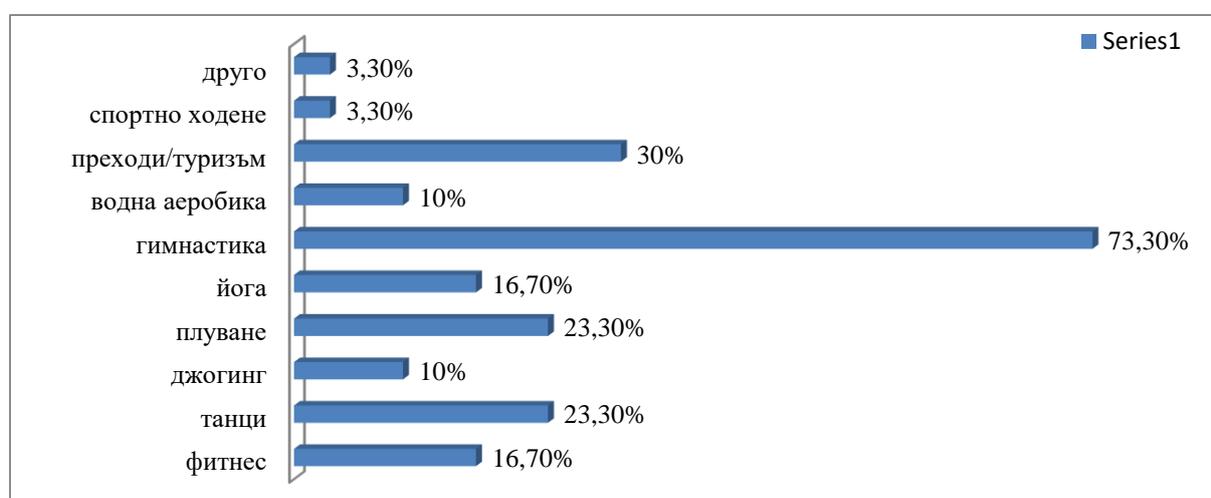


Figure 3. Used sports services for pregnant women

Qualified staff and good attitude is a motive for using sports services for pregnant women in 10% of cases, the desire to learn something new and useful in 7.5%, and the idea of diversifying everyday life or "escape" for a little work / the family "in 5% of cases. The material provision of sports centers (clubs), as well as whether the service is popular and modern among pregnant women, are the least motivating factors according to the respondents.

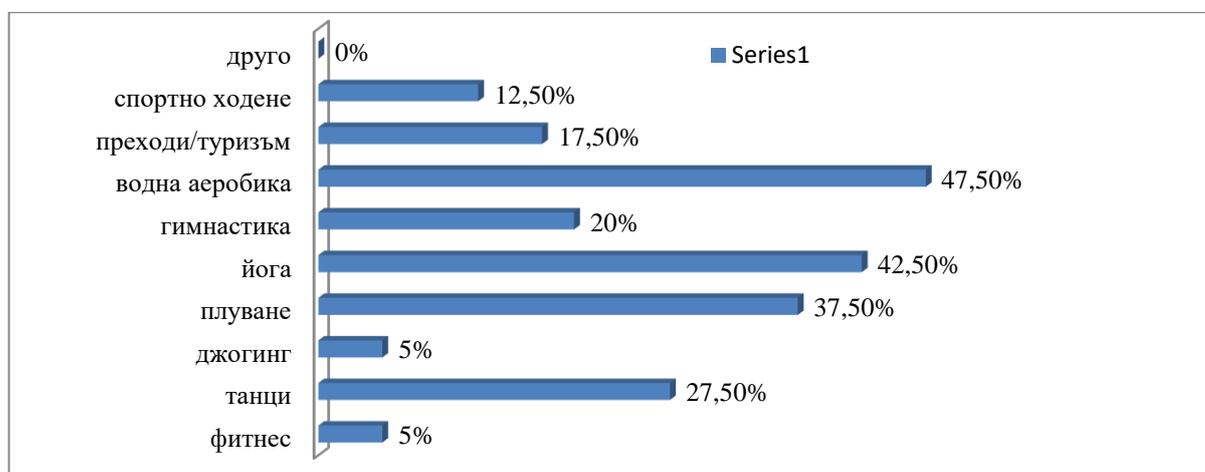


Figure 4. Preferred sports services for pregnant women

Respectively: "modern equipment and cozy atmosphere", "there is convenient transport (parking)", "because it is modern" - in 2.5% of cases. Having looked at the main motives of pregnant women for using sports services, let's look at exactly what kind of sports services that women surveyed use. The subjects had the opportunity to indicate up to 3 sports services for pregnant women that they use. Figure 3 shows that the largest percentage of women (73.3%) have chosen gymnastics, with the majority of them attending the Nesheva Specialized Program (established at the National Sports Academy in 2010). The percentage of attendance at other types of sports services is drastically lower. Activities not necessarily related to a sports club or center are hiking and tourism, in most cases it is a result of personal initiative, practiced by 30% of respondents. Swimming and dancing account for 23% each, followed by yoga for pregnant women and fitness with 16.7% each. Probably due to high prices, poor supply and in view of the hygienic conditions / needs regarding pregnancy, only 10% of the respondents practice water aerobics. Jogging, as a more dynamic and in some cases contraindicated sport during pregnancy, has been chosen and practiced by 10% of women. Finally, 3.3% are sports walking or other used sports services. It is noteworthy (Fig. 4) that when asked "What sports services for pregnant women would you use?", 47.5% of women surveyed indicate water aerobics, not sure what risks they take when in public pools with diverse and numerous visitors.

### **DISCUSSION**

Considering the results of the previous question and only 10 percent of women who actually use this type of service, we come to the conclusion that water aerobics is an attractive and desirable sports service with potential for development. The same can be said for yoga, which accounts for 42.5% of women's preferences against 16.7% of actual consumption. Despite the presence of many yoga centers offering yoga for pregnant women, the low percentage of consumption of the service indicates poor awareness due to insufficient or complete lack of advertising and knowledge of this type of service. Followed by swimming with 37.5%, dancing with 27.5%. Interest in gymnastics among pregnant women is also relatively high at 20%, given that a large proportion of women surveyed indicated it as a sports service they already use. Sports activities that pregnant women can use on their own, namely hiking and hiking, and walking, are not among the most preferred, with 17.5% and 12.5%, respectively. Jogging and fitness services have the lowest percentage with 5% each.

### **CONCLUSIONS**

In the first place, sport for pregnant women has a high social significance. Lack of physical activity has negative consequences not only on the health of the individual, but also on the development of society as a whole. This is an important task for the expectant mother, whose main goal during this period is to take care of the wear and tear of a healthy and viable generation. The market of sports services for pregnant women and the significant interest in them (65% of respondents) reveal opportunities to impose such services. Secondly, all women (including all pregnant women considered as potential participants in this subsystem) are a large group of specific users of sports services, which requires the development of specialized, tailored and researched training programs, as well as the presence of closely specialized and qualified sports specialists. And thirdly, it is necessary to create, in recent years, more and more private sports formations offering different types of sports programs for women with normal pregnancies.

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