
PARALYMPIC MANAGEMENT IN BRAZIL: A MAP OF SPORT RESULTS, HUMAN DEVELOPMENT INDEX AND GROSS DOMESTIC PRODUCT

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Abstract

The sports scores of Brazil in the all editions of the Paralympic Games brings a meaning of Paralympic Power. Since started in the ends of 1970s, Brazil have showed the potential to increase your performance results. Just after the creation of the National Paralympic Committee the organization of adapted sports has been growed every year. Aim: The aim of the study is to identify regions of Brazil, which had the largest number of Paralympic medalists in 2012 and its relation to economic indicators and human development. Theoretical background: Brazil is the largest country in South America and has a different economic background in the regions of the country. The Gross Domestic Product (GDP) is a macroeconomic indicator used to measure economic activity in order to establish the economic growth of a region (IBGE, 2012), but only evaluates its ability to raise funds and generate income does not portray its real capacity development. Consider the social, cultural and political characteristics, allied economic issues, it is essential to understand the concept of human development. When working with issues related to health, education and income opens up a wider range of opportunities for understanding the Human Development Index (HDI) won by a population (UNDP, 2012). Research design: The research presents descriptive methods with applying procedure to solve problems through observation, analysis and objective descriptions of existing and untapped data (THOMAS NELSON, SILVERMAN, 2012). Data collection was performed by searching primary sources of dissemination from the institutional information and database worldwide web data. The sample consisted of 42 medalists of the London 2012 Paralympic Games (22 gold, 14 silver and 06 bronze). To facilitate understanding of the results and the analysis we will use the division by regions to characterize the training ground of athletes (North, South, Northeast, Southeast and Midwest). Results: The Brazilian participation earned 7th place in the

ranking of medals in the 2012 London Paralympics, being distributed in 07 sports (athletics - 30%; football 5-23%; swimming - 14%, goalball - 14%; judo - 12%; bocce - 7%; fencing - 2%). The Southeast region had the highest concentration of medalists athletes (64%) followed by the Northeast (24%), Midwest (7%) and south (2%). This distribution follows a normal pattern as the southeast region has an average HDI considered high (0.754) and 55.4% of representation in the national GDP. A result outside the standard was presented to the South region of the country. Despite having a major economic representation in the country (16.5% of GDP). A high average HDI (0.753) of a few athletes actually had incentives to develop their true potential is imperative to effective actions to increase the number of participants this so rich and promising region of the country. The big surprise was the northeast region with 13.5% of GDP and an average HDI considered average (0.654) now figure on the national scene as a promising region in the participation of athletes, achieving impressive results thus raising the level of the region, serving incentive for new athletes appear. The major concern is in relation to the northern region of the country that had no representation in the study. Conclusion: The Paralympic management system in Brazil needs to improve the sport practice in other regions of the country to promote a balanced national distribution of results. The Paralympics results becomes important insofar as to promote the sport to have a near idol that can serve as inspiration can make all the difference in encouraging new generations in the long term and also can use more the internal economy to promote the adapted sport and their results in mega events.

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