



Pursuing physical fitness as a profession - Challenges of an innovative career

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Abstract

Presently Physical fitness industry is booming because the perception of the people towards physical fitness has transformed. People at present want to stay fit , healthy & vigorous. They wish to prevent any type of unhealthy disorders in their life. People today are giving prominence to healthy habits through fitness exercises & through dietary & nutritional values. Their life style, their work patterns, their nutritional requirements have changed with people becoming too conscious about their body fitness . they want to enter adventure sporting arena they want to take up membership of sport clubs individual & fitness based sporting events have thus increased. Across the globe physical fitness centers have cropped up. Physical fitness has been prioritized by dieticians. The craze for physical fitness physical fitness has doubled over the time & physical fitness has become a cozy profession for youth. This paper discusses the career openings for a physical fitness enthusiast & examines the hurdles hindering the moves.

Key words: challenges, balancing career, physical fitness, training,

The fitness industry today has a more sophisticated network or structure than in the past -Jay Blahnik Author of full body flexibility (Human Kinetics), 2012

Introduction

Physical fitness industry is booming following a continuous life style transformation. The perception of the people towards physical fitness has transformed the career options in physical fitness. People now want to stay fit & prevent any unhealthful body disorders which might become detrimental to their living. They offer prominence to dietary standards &

nutritional values for staying fit besides they opt for healthy body maintenance. Their life style, their work patterns, their nutritional requirements have changed. People wish to have a personal trainer , they want to enter adventure sporting arena , they want to take up membership of eminent sport clubs, participate in individual & fitness based sporting events have thus increased. Several youth across the



globe are interestingly taking as a career. (Bajpai Asha .Dr- Child Rights in India: Law, Policy, and Practice 2012). But the roles & responsibilities of the fitness trainer whether individual or group have changed (Grant Jarvy- Sports culture & society- an introduction 2006).

As change in life style physical fitness activities have also changes people want cycle, aerobics, jogging group training exercises etc. They go for any extent to stay fit. This perception has brought revolutionary changes in the physical fitness & it has expanded by leaps & bounds. (Grant Jarvy- Sports culture & society- an introduction 2006). There have been ample opportunities for career in this area. It has been considered an Industry with ample scope for expansion even Indian government is spending lot more on higher education where they can opt for physical fitness as a degree course.

Career options for Physical Fitness:

Thus there is an amplification in the number of people entering adventure sporting arena, people taking up membership of sport clubs, increase in individual & fitness based sporting events have thus increased. People have started expending on their physical fitness. Some of them wish to have a personal fitness trainers. Careers in physical fitness arena have also being doubled.

1. Aquatic therapist
2. Athletic trainer (as physician extender)
3. Athletic trainer (clinical)
4. Athletic trainer (college or university sport team)
5. Athletic trainer (high school sport team)
6. Certified clinical exercise specialist
7. Chiropractor
8. Clinical exercise physiologist
9. Coach
10. Fitness center owner or manager
11. Fitness leader in gerontology settings
12. Fitness specialist
13. Group exercise instructor
14. Health promotion specialist
15. Kinesiology department administrator
16. Kinesiology professor
17. Kinesiology researcher
18. Media and public relations specialist
19. Medical and osteopathic physicians
20. Occupational therapist
21. Personal trainer
22. Physical education teacher
23. Physical therapist
24. Physician assistant
25. Professional scout
26. Sport administrator
27. Sport dietitian
28. Sport event manager
29. Sport facility operations manager
30. Sport instructor
31. Sport journalist
32. Sport marketer
33. Sport official
34. Sport psychologist
35. Sports medicine clinic director



36. Strength and conditioning coach

Responsibilities of a Physical Fitness Educator

As a physical fitness /educator trainer one will be

Delivering skills in a variety of physical fitness activities both outdoor & indoor

Helping people to learn leadership, organization & communication skills

Helps people in interaction with others in a healthy surrounding
Helps people in understanding their body anatomy & nervous system & conveys message of a healthy body & mental stability.

Helps people to learn to apply principles of a healthy living in this fast moving life style.

Helps people to gain knowledge about a healthy environment

Helps people to identify & understand the need of physical fitness as a daily routine

Challenges of Physical Fitness Careers

Career in physical fitness have been very challenging & they are rewarding as well but the following challenges are often deter people from taking up a career in physical fitness.

1. Lack of rewards -There is lack of rewards in individual / group physical fitness training sessions . Individual training is very infrequent

or is restricted to celebrities group physical fitness exercise training / instruction sessions are most commonly seen.

2. Lack of personal freedom- Lack of freedom in scheduling work as personal a trainer is always haunting the physical fitness trainer. He is supposed to forsake his entire career in promoting his physical fitness activity. Heavy compromises on personal careers are thus needed.

3. Multi-dimensional roles- If taken physical fitness as a self-employment career one has to act in many roles such as an administrator for taking applications of the members , looking after each member's personal traits , purchasing heavy fitness equipment , taking spacious place for a rental , maintaining the cleanliness of the coaching space , advertising ,marketing , paying for the equipment over used / destroyed / damaged / disabled. Etc

4. Lack of scheduled timings- Scheduling the timings for members would be a great task. Because if physical fitness wants to open an outlet / physical fitness training center he would be faced with the problem of scheduling timings for training Because each member has his own time frame. Setting a common time for member s. or bunching them in a batch would be very complex

5. The balancing act between roles & responsibilities demands multi-tasking which is very difficult to handle. This calls for perseverance &patience.



6. Dealing with conflict resolution among members is a daunting task. (Report of the Sports Authority in India - Ministry of Youth Affairs & Sports 2013 & 2014).

7. Training in-house staff, organizing special events to promote business, maintaining a work culture, Heavy equipment expenditure call for fortitude & endurance. Besides, handling employee conflicts / pay roll problems etc need good management.

8. Assembling right minded people to work together is a very meticulous preference. Understanding the members psyche is very important because each member want to changes the personal / institutional trainer when their expected outcomes are very meager or not up to the mark. 9 Report on Indian Education Sector Outlook 2014).

9. People easily lose motivation when the results are slow or sluggish. They may lose motivation to continue hence balancing the psyche with good results needs good managerial vision. Physical fitness centers fail to hold the clients because clients' hectic lifestyle may de-motivate him from & physique. His behavioral habits may harm the fitness conditions.(Strong W.B. & others - Evidence based physical activity for school-age youth & their problems 2012).

10. The indictment of these will be directly on the trainer / instructor. Sometimes clients change their personal habits irrationally which cause disorders. But they point to the trainer instead. (Report on Indian Education Sector Outlook 2014).

11. Financial constraints - physical fitness is a costly affair as equipment; trainers, fees, membership costs etc are very heavy. Sometimes clients find it difficult to continue their training. Most of them leave half way.

12. Building a client base is very important. Cline base formation is very difficult. As there are quite a number of options for people to join any physical fitness center, retaining them in one center would be a great challenge. Focus on each client is thus very important & service for each client should be reasonable & acceptable. Using internet, media ,posters, hoardings , billboards for attracting client is very important

13. Choosing a career in physical education fitness IS A is more complicated because there are several options for individual they go for in- house fitness equipments. These days several companies are focusing on personal fitness gadgets. These devices come in very handy as they are portable, user friendly, manageable & affordable.(Strong W.B. & others - Evidence based physical activity for school-age youth & their problems).

Conclusion

Thus a tremendous amount of stress in daily life has made people to turn to increasing physical fitness activities. They have been very high profile glamour attached to this career Physical fitness has opened numerous avenues of income



generation & employability options. But even this profession is countenanced with several challenges . But an integrated approach towards making this as a profession & as a healthy lifestyle habit needs painstaking scheduling. Any shift in consumer behavior may upset the whole inclination & physical fitness career may misplace its venturing as an industrial status.

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