



The policy of sport and the public function of sport

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Abstract

There is a consistent adaptation process involving the government and the public administration caused by the completely new needs that emerge in a society in full evolution. There is a continuous negative perception of the system involving the system of sport and the state's public system. This happens everywhere, increasing the problems and requiring new models and solutions that promote public policies in the sport. The sports system has become an agent of social transformation, built based on good fellowship and the multidisciplinary aspect. However, it has seen a strong privatization at the expense of the public system. The increasing connection of the sport with the policies for health care, education, or public safety converted to sport and physical culture led to a new vision system that is required to investigate and implement new models in public administration.

This article attempts to streamline and codify the priorities in order to strengthen public policies in sports. It is supported by the methodological parameters of a documentary, theoretical, and analytical review of the importance of sport within a State.

You want to highlight and also stimulate the integration of a solid physical culture and as the guidance on the use of public resources to promote the values and benefits that are specific to the practice of the sport in all its mod and the correct distribution on the territory in order to make it more sustainable and more inclusive growth.

Keywords: Public Policy, Sports, Physical Culture, Sport Governance, Sport Policy, Social Sports

1. Introduction

Despite the privatization of the sector, sports has become an important area of opportunity and strategy for governments. If we take into consideration such as Italy, to achieve levels of efficiency and quality which distinguish the sport, including stadiums and arenas, in relationship with other structures present in the world, turns out to be very difficult to talk about.

What they lack are public resources the public and more and more you hear about the backwardness and inadequacy of facilities, the slowness of procedures, reform is insufficient and excessive bureaucracy, factors that do not make the sports facilities suitable to the new formulas of the sport and to the new demands of athletes, sponsors and, of course, of the Italian fans. In response to these issues, first of all, the field of football speaks more and more about the privatization of sports facilities management. In the view of public opinion, it would seem to be more effective and efficient in fulfilling the requests of spectators, fans, athletes, and

sponsors, taking into account that several countries have developed policies for the sport for development not only of the elite of the sport but also, even a sport accessible to the entire population, the social (Hoye, Nicholson, Dr. Houlihan, 2010).

Sports activity becomes important for the government as it is an important aspect of social activity, but also economic first for two reasons: the first is that you can get profits from non-sports, this involves the implementation of public policies that are applied to the sport more inclusive, with an improvement of collective health. In this case, the policy must change course to attract economic investment and the recovery of public spaces, which should be assigned to citizens' physical activity.

The second is closely linked to a strong cultural significance in developed countries, who shows the amount of financial support and media attention given to the victories in sports, i.e. the creation of a sporting movement, which is manifested through the results of the national teams, leagues, and athletes with the support received, both by the federations and so private, that from the government, and in the Italian case, also from the support received by projects funded by the European Union, first of all, the Erasmus program.

Certainly, the promotion of physical culture is multi-dimensional and goes far beyond being a simple public service or the simplification of the economic system of the link to the offer of the market. Today, we face economic, political, and social impacts that offer many opportunities to which the government and the whole educational system are connected. System sports should not be ignored because they have reached popularity levels, and a country's governance cannot and must not be considered in terms of its consent (Haye, Cuskelly, 2007).

Seen from a public perspective, all of this in the last few years has been little considered, few studies analysed and of great importance in public opinion.

The government, and not only the Italian one, should be able to rationalize the approach of state policy in relation to sport and study the problem in-depth because sport can be used, and it was often used as a tool by governments to achieve several goals that go well beyond the purely sporting and also build political consensus and popularity, linked to the level of responsibility and the public interest.

In the era of globalization, most communication has become indispensable, transforming the sport into an item of high value and impact for governments and their administrations, it represents a great opportunity as an alternative and complementary to their problems in public, we can say a diversion, a distraction of the public opinion, to make visible the relationship between public administration, public policy, and governance of the sport, as a precious element of the public to address the various problems in public (Bevir, 2013).

How sport has been used or supported by governments is changed according to environmental conditions, the maturation of sports sciences, and the obligation of the government to provide a public education is complete that should content physical education in schools, the cultural growth of sports teams, national teams, and also of new forms of tourism and sports. All of this must be viewed in a national

context of the growth of the culture of the sport, but also with a vision that must go beyond the national borders, acting through then diplomacy is an international sport, to have a connection with the economic system through the commercialization of professional sport as mass entertainment. Finally, no less important is the need to recover public spaces and the health issue. Here, it helps the Italian legislation to better understand this important and relevant question; in fact, our constitution considers the right to health (art.32) as inalienable, fundamental, and, moreover, recognizes the value of educational, social, and promotion of psychological well-being of the sport activity in all its forms. (art.33). To protect the health of sporting activities contributes to the protection and promotion of public health through the promotion of physical activity aimed at the entire population, both through medical examinations aimed at the certification of suitability to the practice of sports in competitive and non-competitive.

These are just some of the topics in which the sport is committed and established within the public life of the system. In this Italian public, I, or sport and its values are essential to steer a company towards governance sporting the most qualified, democratic and inclusive because it is a matter that requires necessarily more stability through the intervention direct, which allows a continuous update and the promotion of government through sport, with the involvement of active citizens. It is evident that this can also happen if there is at the same time

support the appropriate financial markets in the system of sports that cannot be separated from a share inside the company and which today cannot do less than involve all these private entities that act in the sports system.

2. The importance of sport in the public system

There is no real definition of shared sport; however, it is necessary to give an idea of the concept of sport and its powers within society. In this context, we can say that sport is a system of competitive institutionalized practices, with the appearance of physical, demarcated, regulated, coded, and conventionally adjusted.

The practice of sports, both professional and amateur, is a system of competitions and physically generalized, universal, and open in principle to all athletes of all nations, without distinction of belonging to social groups, the purpose of which is to compare the actions of the human body is conceived as a system in a state of development that acts as a cultural system, and that records the progress the objective of the human body, an exponential growth.

Sport is part of society; in this context, the sports policies that governments implement are an integral part of the company because sport is equipped with a humanist vision, pedagogical, scientific, social, and political, and is then inserted in a country's cultural system. Sports venues fit into the framework of the construction of public policies and the governance of a nation, where the evolutionary process of its conception continues to grow over time.

There are different concepts generated in sport in society just because the sport is a social fact involution, of difficult determination because of its large amplitude, even

if today you think, especially at the competitive sport and less to the practice of the sport in the broadest sense, and looks to the sport as the phenomenon of the show, and a long way with practice. The sports spectacular acts and the mechanism of liberation, identification, and glorification of the citizen in contemporary through sports entertainment. In this vision, we understand better the role of the mass media, which leads to the creation of a form of sport that is economically, politically, and socially profitable for those who organize it, practice it, and spread it, but less for those who want to sport a purely physical activity. Here is the point: the sport is often considered an agonistic practiced activity only by athletes from professional organizers, which is why it is considered elite. His relationship with the general public occurs only through the show and its marketing.

On the other hand, however, there is the practice of sport, physical activity, and this should primarily deal with the governments through the public policy of the sport, promoting not only the competitive sport but all that is activities physics organized or self - regulated, poorly regulated or self-regulated, which requires that is, an effort that is suitable to the person that the practice and seeks to improve the health and well-being, obtaining results in competitions at various levels and spend free time in an active and healthy.

This should be the goal of the state in relation to sport and its printing. Then it is clear that we must also deal with how to promote the sport through the athletes, but this is quite another thing. The two things are part of my strategy and must be compatible.

Therefore, two types of activities need to be understood: the first is what we can define as the sport of performance (i.e., considering both the sport of base that the high level and the second sport for all, which is connected more to the concept of physical education, the more inclusive and social mind is useful).

The second type of sport is the most concerning one because it is here that the state plays an essential role in extending the practice of sport to the whole population as an alternative or complementary to some of its current problems in public. In this context, the implementation of the public policies of the sport requires to create conditions so that not only people with talent physically to the competition and sufficient financial means to train themselves to practice a sport, but that there is greater support and involvement, more inclusive and with an insertion in all social strata, regardless of race, socioeconomic level, sex, gender or physical conditions.

At its heart, competitive sport raises performance; this plays a role as fundamental in the relationship between sports and society, where the government and its public administrations implement policies on dello sports to enhance the system state of the sport. This allows citizens to use a sports policy, the most important concern of which is to create the conditions to allow most citizens to access the practice of a sport.

Other forms of sports involve those who implement public policies of the sport, such as recreational or social sports. Questor is part of a precise pattern that has as its main objective the achievement of results and victories in competitions but rather

aims to improve health, recreation, leisure, participation, fun, prevention, and enjoying leisure time or free time to be active, healthy and also pleasant for the most part of the citizens, and that is reflected in the application of the *European Paper of Sport* (CONES, 1992) that establishes the duties of each government's commitment to ensuring that all young people the opportunity to benefit from programs of physical education to develop their skills in the sports of the base; each one the opportunity to practice sports and to participate in recreational physical activities in a safe and healthy environment; and that it is carried out in cooperation with sports bodies competent. This implies the need to ensure that every person, when he manifests the desire and possesses the necessary skills, has the chance to improve his performance level, realize his potential for personal development, and achieve levels of excellence that are publicly recognized.

Of course, all of these forms of sport are not in conflict with each other but rather complement each other, being completely integrated and compatible. Although different, there is a certain degree of public responsibility, and globally, they constitute a strategic alliance that consolidates an active lifestyle and healthy lifestyle for the entire company, not just sports.

This takes you to observe a philosophy of the system that is identified in the sport for all. That is, a path of personal practice of any form of physical activity is beneficial for health, which starts at school and should continue for the whole life in a permanent and permuted manner to the conditions of physical, mental, emotional, social, and individual citizens, implementing and practicing the sport.

Therefore, sport is to be understood as a single homogeneous model, plural statistical accuracy and horizontal, both for the organizers (government and private individuals) and those who practice it (children, youth, adults, and elders). The government must, therefore, facilitate the provision of public spaces with facilities and sports equipment suitable for the practice of the free and the public.

3. Sport policies: a public issue

The continuous process of change caused by the new and complex requirements of the system and the sport also leads in this area, as in others, to an increase of negative perceptions concerning the public or the government. The sport becomes an agent of social transformation that needs to be built on the idea of the common good. The link between sports and policies in the field of health, education, and safety requires us to address the sport and physical culture in its relationship with the company.

The rapid development of sports and physical activity has become one of the most characteristic elements of our society, to the point that they have become the object of attention from the public authorities and are subject to political action.

Sport and physical activity, being the subject of social planning, require concrete knowledge of their social reality, of the interrelationships among the major variables of the sports system, and of the mechanisms that explain the changes in the population compared to sport and to the habits of physical activity and recreation.

The difficulties in meeting the criteria of quantity and quality to meet the needs of the population of the major sports and physical activity require the introduction of new, modern, and innovative criteria. These become increasingly rigorous, with rationalization and planning in managing public and private sports facilities and all issues related to material resources devoted to promoting the sport.

We note that the sport, as it has been supported here by the governments, has changed in line with the change in the system of sports. For example, the Italian government has had to provide a more complete education system. However, the commercialization of professional sports as mass entertainment, the recovery of public spaces, and the fight against cardiovascular disease are some of the issues in which the sport is joined and has taken root in the state's public life.

It is emphasized that although sports policy is the state's responsibility, it is shared in cooperation and complementarity with the private sector and civil society. You strengthen the need and opportunity for governments and their societies to use this broad definition of sport to address the various problems in public.

Public policy should solve public problems, for this is deemed necessary and urgent to strengthen the term policy sports, like other Countries in Europe have been doing it for several years with excellent results. In the field of sport, a new form of organization or structure is necessary, relying on resources, starting with public policies that promote the practice of sport. The private investment and volunteers of civil society need to be sustained.

The government has a responsibility that may not be delegated: leading the sport policy. The design of the sports policy should cover not only sports at all levels but also the government, from the regional and municipal levels to the state.

Public policy focused on sports is, in fact, the actions taken by a government to respond to public concerns. These are part of an ever-more diversified world in which the company and the market not only claim that their instances are implemented in the institutional agenda but also seek channels of participation, with the aim of ensuring that their requests are protected by the same government.

The promotion and development of sport must then be addressed by the state, international organizations, local authorities, civil society, and private companies. Sport has gone beyond the borders, creating the economy of the country and entering into policy. Sport is health; it interacts with tourism, which is a social phenomenon of social cohesion and extension culture.

The recognition of the benefits, both public and personal, related to the practice of sport has been valued at an international level. The same Organization of the United Nations (A, 2025) considers sport a very effective tool to promote development, encourage peace, and promote social change through public policy.

Lens is that Italy has the best level of physical culture. Physical activity, recreation, and sport are practiced through programs that permanently and systematically support the development of healthy, competent, and active citizens. This is the challenge in the years to come.

The large potential of teamwork reflected in greater human and social development, in the integration of community solidarity, in stimulating the improvement of the living conditions of citizens, and at the same time generates athletes of international excellence constitute a single system where the orient governance policy. There is a need to create, develop, and implement a sports policy that establishes the agenda and encourages the inclusion of citizens in physical activity, recreation, and sports that strengthen social and human development and foster the integration of a solid and universal physical culture

In conclusion, the use of public resources is not seen as an expense but as an investment, a resource aimed at improving the current situation in different areas of the sports system.

4. Sports and employment policies

The public policies of a certain country highlight the economic development of the sport concerning its impact in the fight against unemployment. As mentioned above, based on Eurostat data, it is estimated that in 2022, approximately 1.5 million people will be dedicated to the sport as the main activity of the economy in the EU, accounting for only 0.8% of total employment.

The figure is an increase of 11% compared to 2021 when they were 1.36 million. Disaggregate this data at the regional level, employment in the sports sector varies considerably between the member countries; for example, in Sweden, the employment sport represents 1.4% of total employment in Finland and Denmark 1.2%, in Spain 1.12%, in France of 1.06%, in Italy only by 0.6% and in Romania by 0.2%.

In 2022, Italy registered in the economic sector, sporting a significant increase of 2.6% of people employed, reaching a little over 412.000 total workers in the entire sports supply chain. Despite the increase, the percentage of sports employment relative to total employment remains below the European average, placing Italy in 19th place in the interior of the block.

There are some specific characteristics with respect to employment in the sports industry:

Gender distribution: in 2022, men in the EU sports were 55% of the employed, and women were 45%.

Bands 'age: 35% of those who work in the sport are between 15 and 29 years old. This is well over double the share of employment as a whole, the sight of this age (17%). 62% were aged 30-64, while 3% were over 65.

For European institutions, sport is clearly important for economic growth and employment. In 2014, the Council of Europe's resolution highlighted the need to address the economic aspects of sport, such as employment, innovation, and industrial competitiveness.

In Italy, the "Report Sports 2024" highlights the sports sector's growth, which positively impacts the economy, employment, and social inclusion and involves more than 37 million practitioners.

The last decades were a period of profound transformation for the sports sector at the global level. The technological capabilities and business models of sports organizations, federations, and sports teams have significantly changed. During this period, athletes have had a unique impact on the sports landscape and the world of work connected to the sports system, taking into account that today, sports are to be integrated into the ecosystem of media and entertainment.

While the industry, the sports world, continues to undergo this period of profound transformation, our predictions for 2024 explore five trends that sports organisations should face this year.

Table 1. Employment in the sports sector in Europe

Country	Employment in the sports sector %
Sweden	1.4
Finland	1.2
Denmark	1.2
Spain	1.1
France	1
Italy	0.6
Romania	0.2

Source: Eurostat, Observatory, Sport & Health, International Labor Statistics

Table 1. Employment in the sports sector in Europe by gender

Gender	gender Distribution %
Men,	55
Women	45

Source: Eurostat, Observatory, Sport & Health, International Labor Statistics

5. The sports governance system.

The promotion of sport and physical culture is through good governance. This is accomplished in the sport through the actions of public organizations that aim to promote the sport precisely developing quality strategies and looking for the maximum participation of citizens. Today, this cannot happen without the support of private organizations because governance is a dynamic that impacts how civil society organizations and entrepreneurs act and call on the society to which they belong. The combination of public-private meets society's expectations, articulated through political objectives and economic decisions and shared.

Public governance must become responsible, and you must be able to define the roles within the decision-making formation processes. Everything must be clear and transparent, and clarity and responsibility are determinants of good governance in the sport, also on the part of all those involved, at any level, in order to create and develop the best public policies.

Legitimacy is based on responsibility, transparency, pluralism, social inclusion, efficiency, and international standards. When it also addresses the question of sport,

there is a treatment and a multidisciplinary approach. The form of the organization must contribute to improving how sport is managed within the company. Sport is also a social issue and policy; therefore, not only economics but the state and the government come into play.

Born a system in which it appears is an integration between. Across organisations that act in the field of sport, this is done on two levels, one national and one international. Land supranational organizations work in governance between the states and their international organizations and other transnational organizations that act in parallel with non-state and non-governmental sectors. This is the case for Olympic committees and international sports federations in the context of sport.

There is a legal framework of reference based on the treaties, which must ensure the sport's development and the respect of the rules and balances.

The governance of sport requires leadership (Figus, 2022). This leadership must have the right skills and be equipped with the cooperation ability necessary to organize and manage sports policy. Governance comes from the search for solutions to identify effective means of collaboration between the government and private entities involved in the sports industry. The goal is to achieve high levels in sports, the benefits of sport, and the development of physical activity in society.

Collaboration between these entities, through synergies, reaches goals related to their organizational purposes. Sports have become a powerful tool for the government to combat certain public issues and for private individuals to achieve specific goals. At the same time, it moves the economic system and, therefore, creates jobs. Sport plays an important role as it is compatible with the interests of the State, market, and civil society.

As we have already mentioned, from a financial point of view, the increase in revenue generated from sponsorships and the expansion of television have been fundamental to promoting the system of sport, which is increasingly connected to communication in the context of economic gain.

The sports system has become an important economic sector because, today, it is closely linked to the sale of broadcasting rights. The average invests more in mass advertising and covers the costs of acquiring transmission rights. In contrast, advertising companies reach a wide audience and are segmented, thus making it profitable for their advertising investment. There is a progressive marketing of the sport that transformed the sports federations from simple regulatory bodies of the sport to commercial companies with economic agents, private, establishing itself as the essential source of funding through contracts for sponsorship and the sale of television rights. You further accentuated the division between professional sport and social sport, including sports, and sports, among those who receive more private funding, and the sports side, with poor visibility.

The sports industry has registered steady growth in the use of advertising and sponsorship in recent years. By analysing the data from 2015-2023, we observe an

upward trend that demonstrates how more and more companies are using sports as a means of marketing and brand visibility.

In 2015, the total value of sports sponsorship in Europe was about 25 billion euros. In 2017, this figure rose considerably to around 30 billion euros, corresponding to a growth of 20% compared to the previous two years. This increase has been driven by a growing inclination of investors to consider sports sponsorship an effective marketing tool, thanks to the expansion of digital platforms and an increased audience at the global level.

The year 2019 has marked a further consolidation of the sector, with the value of sponsorship at over 38 billion euros. This trend has been made possible thanks to the increase in the payment of broadcast rights, the proliferation of sports events on social and digital media, and the increasing sophistication of advertising, which has allowed sponsors to target the public and our customers more specifically.

Despite the impact of the COVID-19 pandemic in 2020, the sponsors' sports market has shown surprising resilience. In 2021, the industry continued to expand, reaching 45 billion euros. Although the cancellation and postponement of many sporting events impact the value of investments, the sector's capacity for adaptation has enabled us to compensate for the loss of traditional receipts and sponsorships through new forms of sponsorship, digital and virtual events, and strategies of engagement on social media.

In 2023, the total value of sports sponsorship reached a historic high of € 52 billion. This data not only shows how much capital the sports industry can attract but also stresses its importance in companies' marketing strategies. The synergy between sport, technology, and digital media has opened up new opportunities for investors, allowing data analysis, tailoring the user's experience, and maximizing the return on investment. The general trend shows an increase of 108% in value over the years.

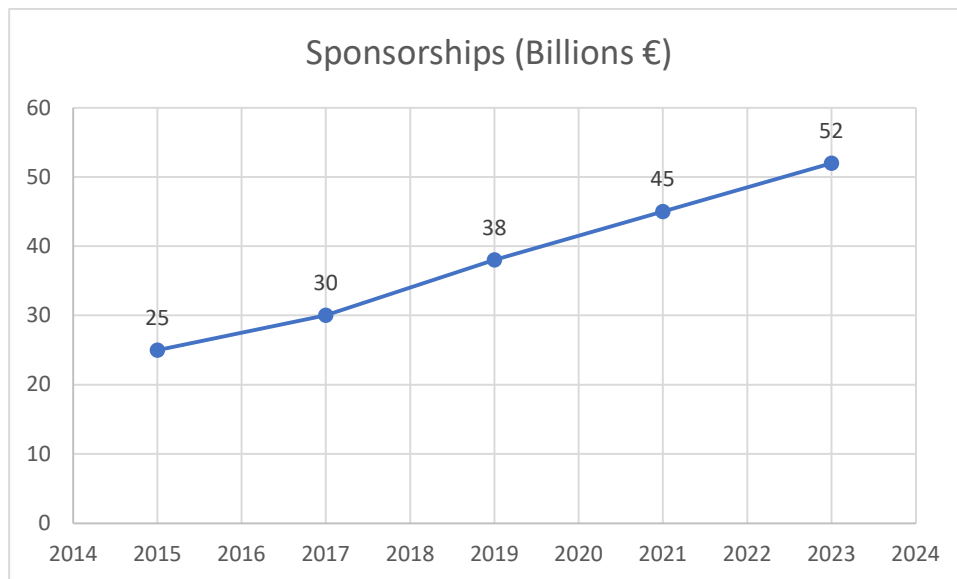


Fig. 1: Funding evolution in Sport (Advertising and Sponsorship)
Source Deloitte - Global Sports Market (2023)

The policies: national sports in the elite of the sport, in addition to maintaining the objective of organizing major sporting events and getting victories in sports, have assumed a logic and a vision of the type of the company with the definition of performance objectives, strategic planning, funding criteria based on the probability of obtaining a return on the investment thanks to the sports performance. There is a tuning sports business where the sport and the sport are a virtuous phenomenon, able to trigger economic and social benefits on a large scale for the whole country, from greater productivity, employment, and well-being.

Sport has become a key sector for the country's social, educational, and economic development, and it aims to measure the economic and social impact of the increase in sports practice. Go emerged as key elements of an action plan that, through a robust governance policy and industrial qualification, read strategic sport and allow you to get the results that an increase in the practice of sport is able to generate.

The institutional actors must, therefore, adopt a collaborative approach to governance in the field of sport. The integration of trust, respect, and mutual benefit between all the actors of a sports system to make the governance of sports is a central point. It must be fair and inclusive of all the institutions that make up a sports system, regardless of whether they are government agencies, international agencies, private agencies, or civil associations.

While the governance of a state contributes to the development of public policies, for example, in sports, local governance is the key to implementing local policies and long-lasting ones on the outskirts, which are equally important. The transfer of the activities of promotion of the development of the community, such as sports, at

the local governments, to implement offered sport developed on the territory, a different approach, but no less qualified governance or less sustainable.

6. Conclusion

In conclusion, we ask ourselves: "How is to be understood the sport? In our opinion, sports are educational tools, at the same time, tools that are connected to the system of health, and then tools for the prevention of health and disease. Certainly, the sport is also a source of employment and a promoter of the economy. In fact, according to analysed statistical data, it is possible to see that sports greatly impact both economic and occupational activity. An increase in GDP of 1% goes hand in hand with an increase of 1.35% in employment. This highlights the substantial role that sport plays in reducing unemployment. They are also the element of social integration and cohesion in populations in vulnerable contexts, as a complement to tourism, and as an element of external projection and national identity. Sports policy seeks to promote cooperation with public agencies and private organizations to make actions and resources more efficient, coordinating the different policies developed to align all actors in the same direction.

The policies of the sport that the institutions, in the first place, implement, make plan, and manage in a way shared with the public administrations in interaction with other actors in society, such as associations or the academic world and in the school, with the private companies, leading to an efficient investment, that consent and equal conditions for the development of the system of sports at the end of the protected the groups with special needs sport. This allows the participation of a plurality of actors that make up that you can get to convergences to find appropriate solutions to public issues.

An example of all that is in place is the World Health Organization –, which highlights the problems associated with the incorrect power supply and improper lifestyle; we think of the condition of overweight populations in certain countries. Well, this energy imbalance between calories consumed and costs, with the intake of high-calorie foods rich in fats and sugars, combined with a decrease in physical activity due to the nature increasingly sedentary lifestyle of modern life is the subject of observation by the governments of these countries, tar, where Italy is concerned about the health of its citizens and shows that for this or other problems must converge public policies appropriate in areas such as health, agriculture, the food marketing, but also and especially in the sport.

Although sports may not seem like a primary element in the fight against health problems, by being it, the power supply becomes a necessary tool to address the problem of health, improving the dietary habits of the population.

Promoting physical activity and the practice of some sports reduces the health risk and improves the habits of life of all segments of the population. With the rise of the data on physical activity, reduced resistance, and the data on being overweight, for example, In countries such as Italy, where also because of the pandemic due to the Covid19 (Figus, 2020) with additional crisis due to the wars in the first place in

Ukraine, in recent years there has been a profound economic crisis which is still not resolved, with the consequent and countless social problems. It is so difficult to give to the sport and physical education and the importance they deserve. The great growth of the different practices of sports in the last few years has, however, generated growth in the economic sphere and the political, transforming the sport into a highly profitable, with obvious benefits to the economy, in the first place, but also social. Lto growth in the sport has forced governments, including that of the management Italian, to reform and modernize the system (O'boyle, 2016) to enact new laws to encourage or promote the sport.

The legal framework for the practice of sport has changed, not only in Italy and Europe but also in other countries of the world, including many developing countries.

What is often missed is the planning at different levels of government. There is always more, the need to build specific projects in the short, medium, and long term, created jointly by the coaches, federations, sports managers, or sports scientists. The objectives and the respective programs are structured, but there is still a sporting methodology updated and designed within the framework of governance and public policy.

Improving and expanding the network of facilities and public spaces used freely by citizens to engage in physical activity in its various forms cannot be left to indiscriminate growth. Public policies must intervene to adjust the system to the sport and give it a form of governance that allows accessibility and offers public sports infrastructure.

The main objective remains the promotion of sports as a right for all layers of society. The network needs to be expanded to be functional, convenient, and secure for sports competitions and amateur sports, which has social repercussions on citizens and their health. Of course, it is important to remember the importance of high economic impact on the public coffers; in this increasingly globalized world where sport plays an important role at the international level, they take advantage of the legal mechanisms to promote public-private collaboration in the construction or management of the facilities sports becomes a decisive factor.

The appropriate supply and accessibility of sports facilities to the public allow citizens to practice physical activity without exclusions. However, competitive sports activities are directed towards sectors with a purchasing power sufficient to afford private facilities, such as tennis or skiing. The approach is somewhat different in mass sports such as football. The need for intervention in terms of infrastructure and sports facilities can thus not be taken only by institutions.

Public administrations at different levels of government work, in fact, always on a limited budget. In a country like Italy, which is dominated by important structural problems, the budget for sport is often small, even underestimated, and often not very relevant if we think of the actions of private individuals. Thus, sports policy becomes an important element in the fight against various public problems that afflict us.

Therefore, the value of sports for the government and the public administration must become strategic in contributing to the physical welfare of the citizens. Sport and its values help the democratic life of a State and not only. The system of governance in the sport fosters all, and all derive advantage. Maintaining balance and trust between them. Surely, the government thinks of being the only actor; you must think about the involvement of all from the private and work in the area, not to have that a vision centralized government, and to ensure that sport becomes a vehicle of inclusion in society, in the life of the citizens. The public agenda cannot be separated from this, the state and the groom, or to build public policies shared, the academic world and the education system must be actors participate.

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