

Čovek i zdravlje kao model savremenog pristupa ekološkom menadžmentu

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Sadržaj — Savremenu industrijsku proizvodnju karakterišu procesi automatizacije i kompjuterizacije, što kao rezultat izaziva strukturalne promene uslova i karaktera rada, kao i obim i način realizacije slobodnog vremena. Permanentno se povećavaju nervno-mišićna naprezanja, a smanjuje udeo fizičkog rada u procesu proizvodnje. Sve izraženija hipokinezija, nekontrolisana i nekvalitetna ishrana, stalna intelektualna i psihička napetost uz značajni poremećaj ekološke ravnoteže, dovode do ozbiljnog narušavanja biološko-zdravstvenog i socio-psihološkog balansa savremenog čoveka. Ekološki menadžment razvija fleksibilniji i osećajniiji stav nego menadžment prirodnih resursa, s obzirom da ocenjivanje situacije životne sredine, vodi do odgovarajućeg ekološkog prilaza sa naglašenim upravljanjem, a ne eksploatacijom. Ne čini li Vam se , da je kroz definiciju pojma ekologija, upravo “čovek” kao svesno društveno biće, zapostavljen ? Pitamo se s pravom, ko je kriv za nastanak ekologije i kao rezultat čijeg delovanja na prirodu i njene zakonitosti je nastala ekologija. Čovek je taj, ko je izazvao promene i ugrozio životnu sredinu, a kao proizvod tok diskontinuiteta nastala je ekologija. Zar u “biti” svake nauke nije čovek ? Sve je podređeno njegovom prosperitetu, boljem i zdravijem životu. Priroda je skup različitih resursa koje čovek eksploatiše, menja i prilagođava svojim potrebama. Dakle, ipak i uvek je čovek , oko koga se sve dešava i ko sve menja. A šta je sa njegovim životom i njegovim zdravljem ? “Ekologija je nauka koja ima za cilj prevenciju čovekovog zdravlja i zaštitu životne sredine, uz tendenciju održivog razvoja prirode i njenih resursa u skladu sa zakonitostima koje čovek prilagođava potrebama civilizacije”. Ovakav savremeni pristup zastupamo i njega istražujemo u radu. Značajan problem savremenog sveta je kako i kojim sredstvima potpomoći permanentnom održanju stanja zdravlja, a time i ljudskih životnih i radnih sposobnosti. Kako se i u radnoj praksi sve više ističe značaj kinezioloških stimulusa kao vrlo efikasnog preventivnog sredstva, to se sve više nameće i pitanje stalnog istraživanja i dokazivanja njegovih efekata u

cilju jačanja zdravlja, radnih i odbrambenih sposobnosti, što ljude u suštini čini da su srećniji i zadovoljniji.

Ključne riječi — ekoloski menadžment, sportska rekreacija, sportsko-rekreativni program, upravljanje promenama.

Human and Health as a Model of Contemporary Approach to Ecological management

ABSTRACT - Modern industrial production is characterized by the process of automation and computerization, which, as a result, causes the structural changes of the conditions and character of work, and the extent and manner of the implementation of free time. Permanently are increased neuro-muscular stress and reducing the share of physical labor in the production process. The growing hypokinesia, uncontrolled and poor quality diet, constant intellectual and psychical tension with significant disorder of ecological balance, leading to serious distortions of biological health and socio-psychological balance of the modern human. Ecological management develops more flexible and more sensitive approach than the management of natural resources, considering that the evaluation of the situation of the environment, leads to an appropriate ecological approach, with prominent managing, not exploitation. Does not it seem to you that in the definition of the term ecology, just "human" as a conscious social being is neglected? We ask ourselves rightly, who is to blame for the emergence of ecology and as a result of whose action on nature and its rightness was created ecology. It is human, who caused the change and endanger the environment, and as a product of this discontinuity appeared the ecology. Do in the basis of every science is not a human? Everything is subordinated to its prosperity, better and healthier life. Nature is a collection of different resources that man exploits, changes and adapts to your needs. So it is always a human, around whom everything happens and who everything changes. And what about his life and his health? "Ecology is the science that aims prevention the human health and environmental protection, with a tendency for sustainable development of nature and its resources in accordance with the rightness which human adapts to the needs of civilization." This modern approach we represent and investigate it into our article. A significant problem of the modern world is how and by what means to give permanent support maintaining the state of

health, and thus human life and job skills. How in working in practice increasingly emphasizes the importance of kinetic stimulus as a very effective preventive mean, it is increasingly becoming a question of ongoing research and proof of its effects in order to strengthen the health, labor and defense capabilities, which basically make people to be happier and more satisfied.