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POPOV O.*Kharkiv State Academy of Physical Culture*

Integrated marketing sphere of physical culture and sports in terms of European integration Regional Center Research

Abstract. Purpose: exposure of conceptual and strategic positions of the complex marketing of sphere of physical culture and sport in the conditions of European integration of regional center. **Material and Methods:** analysis of literary sources, analysis of documents of legislative, normatively-legal and programmatic maintenance, analysis of the systems, questioning as a questionnaire. **Results:** the analysis of the systems of terms of development of sphere of physical culture and sport is carried out by the study of modern tendencies, interests of young people and habitants of regional center; complex description of conceptual and strategic positions of the relatively complex marketing of sphere of physical culture and sport is presented in the conditions of European integration of regional center. **Conclusions:** it is set that the decision of tasks in relation to conditioning for development of sphere of physical culture and sport must come true with the observance of certain principles; got founding in relation to development of marketing plan of forming of sporting image Kharkiv.

Keywords: marketing conception, sporting image, European integration.

Introduction. The search of new approaches and directions concerning the improvement of the organizationally-administrative mechanism of functioning of physical and sports organizations (PSO), receiving results is possible on the basis of the increase of an appeal of PSO, professions in the sphere of physical culture and sport, sports and mass actions for consumers, and also due to the effective interaction with other organizations at the widespread introduction of marketing principles of management and at the solution of organizationally-administrative tasks [6].

From this reason the development of the sphere of physical culture and sport is an important component of the European integration policy of the power in Kharkov as the regional center. The main objective of the activity in this direction is the effective use of opportunities of the branch in improvement, education of youth, and formation of a healthy lifestyle. At the same time for the implementation of the effective management of the sphere of physical culture and sport is necessary: the identification and the analysis of current trends and tastes of inhabitants concerning the satisfaction of their needs for classes physical culture and sport; the application of an integrated approach to the solution of the existing problems connected with the resource providing a branch; the development of conceptual provisions of a complex marketing concerning the subsequent development of the sphere of physical culture and sport, the accounting of a state policy and features of the development of the regional center [7].

The development of the research project by us "The marketing concept "Kharkov – is the sports capital" was custom-made by the order of the city council of Kharkov according to regulations and the Strategy of the economic and social development of Ukraine to the period till 2020. The purpose of the project is the development of the marketing plan of the formation of sports image of Kharkov which includes: the priority of the development of science and education (scientific laboratories, research institutes, higher educational institutions) physical and sports infrastructure, physical and sports organizations (federations and their cells, clubs, sports schools, collectives of physical culture), achievements of competitiveness, physical and sports services of the city as a regional center in native and world markets, ensuring the stable development of physical and sports complex.

The normative-legal basis of rather conceptual and strategic provisions of the complex marketing of the sphere of physical culture and sport in the conditions of the European integration of the regional center are: The law of Ukraine "About physical culture and sport", the National doctrine of the development of physical culture and sport, the State strategy of the regional development of Ukraine for the period till 2015, the Concept of the General-state target social program of the development of physical culture and sport for 2012-2016, the City comprehensive target social program of the development of physical culture and sport for 2012-2016, the European charter of the local government, the Partnership and the Cooperation Agreement between Ukraine and the European commonwealth and their member states, the Agreement about the association between Ukraine and the European Union, other normative-legal and program documents.

Communication of the research with scientific programs, plans, subjects. The results of the research are connected with the Thematic plan of the research work of Kharkov state academy of physical culture for 2013-2015 for the direction of scientific researches – "Basic scientific researches from the most important problems of the development of scientific and technical, social and economic, political, human potential for ensuring the competitiveness of Ukraine in the world and the sustainable development of the society and the state", the subject 1.5.1 – "Methodological bases of the strategic development of the sphere of physical culture and sport in the region".

The objective of the research: the detection of conceptual and strategic provisions of the complex marketing of the sphere of physical culture and sport in the conditions of the European integration of the regional center.

The tasks of the research. To define conditions, conceptual and strategic provisions of the development of the sphere of physical culture and sport by the accounting of current trends, interests of youth and residents.

The material and methods of the research. The analyzed and reported references and documents connected with modern scientific ideas of the marketing concept, the formation of an image in the conditions of the European integration of the regional center. The complex characteristic of conditions of the realization and the management of the research project "Marketing concept "Kharkov – is the sports capital " is submitted which is the result of application of the analysis of references, the analysis of documents, legislative, normative-legal and program contents, the system analysis, poll in the form of questioning.

Results of the research and their discussion. The creation of conditions for the development of the sphere of physical culture and sport by the accounting of current trends, interests of youth and residents, in particular, the development and ensuring the realization of optimum ways of the improvement of the organization of physical culture and sport in all spheres of the activity of a person, induces to:

- the formation of positive motivation to physical and sports activity and the observance of a healthy lifestyle at residents;
- the modernizations of forms of the involvement of different groups of the population to the systematic consumption of all types of physical-sports services: sports- educational, physical- improving, sports-improving, sports-spectacular, sports-training, sports-rehabilitation;
- the association of efforts of the organizations of physical and sports orientation of all forms of ownership for the solution of the existing problems in the sphere of physical culture and sport;
- the improvement of economic bases in the sphere of physical culture and sport, the introduction of effective models of its personnel, financial, material, scientific, medical and information support.

The solution of tasks concerning the creation of conditions for the development of the sphere of physical culture and sport by the accounting of the above-mentioned tendencies, interests of youth and inhabitants of the regional center, has to be carried out with an observance of such principles:

- scientism – is the analysis and monitoring of tendencies, interests of youth and inhabitants of the regional center, concerning classes by physical culture and sport;
- systemacity – is the election of ways of introduction of conceptual and strategic provisions of the complex marketing which are directed on the increase of physical and sports activity of inhabitants of the regional center in all spheres of the activity of a person, in particular, in education, in a place of work, dwelling and rest;
- variety, statement and solution of tasks taking into account a state policy, features of the social and economic development of the regional center, demographic situation and resource providing a branch of physical culture and sport;
- interdepartmental integration and social partnership thanks to the coordination of actions of different departments, social institutions and services for the purpose of ensuring the realization of rights of inhabitants of the regional center for classes with physical culture and sport.

The identification and the analysis of current trends, tastes of inhabitants of the regional center as consumers concerning the satisfaction of their needs for classes by physical culture and sport in 2013 were carried out according to the program of actions of the implementation of the plan within the project “Kharkov — is the sports capital of Ukraine”. Survey of seniors (13–17 years old) and their parents of 14 general education educational institutions from different districts of the city were conducted for this purpose. The total of respondents was made by 1 117 persons. The distribution of respondents made for the article: men – 535 (47,9%), women – 582 (52,1%).

The analysis and the generalization of the received results of the poll allowed finding the main current trends in the sphere of physical culture and sport in Kharkov:

- the reduction of quantity of youth involved in classes on physical culture and sport, first of all pupils who are engaged at lessons of physical culture (46,8% of respondents, especially in Kominternovskiy, Moscovskiy and Dzerzhinskyi districts of the city);
- the increase in number of private sports organizations. So, a type of sports organization hasn't a meaning for 48,3% of respondents which services they use, but private sports institutions are preferred by 46,7% (Chervonozavodskoy and Dzerzhinskyi districts of the city), only the state 25,5%;
- the reduction of sports organizations for children and young in which classes on physical culture and sport are free. As showed the poll, a number of pupils who are engaged in paid sports sections makes 23,7% and only 7,9% are engaged in the sports sections created at educational institutions and in clubs in a residence, free of charge;
- hobby for youth for extreme kinds of sports;
- the growth of social activity of youth concerning the satisfaction of physical and sports interests. So, advice of friends, familiar, other visitors call the greatest trust during a choice of sports institution in 25,0% of respondents;
- the reduction of number of persons who can be involved in reserve sport and elite sport in connection with the deterioration of a state of health (16,2% of respondents have contraindications to sports activities);
- the activation of advertising companies of institutions which provide physical and sports services, thanks to the development of Internet;
- the low popularity of family forms of organization of an active leisure. So, only 3,4% of respondents visit with their family Metallist stadium, 1,6% – Sports palace Lokomotiv, 1,3% – sports complex Dynamo, 0,7% – Kharkov sports palace. Only 6,0% of respondents participate in family sports festivals of the area and city;
- a broad attraction to carrying out sports-improving and sports-mass actions of volunteers.

These and other tendencies have system-created impact on the development of the sphere of physical culture and sport in Kharkov in the strategic direction which defines the state, and also provide to an impulse for the subsequent reorganization of branch at the city and the regional level.

Only those organizations develop which constantly trace market changes and react to them at the present stage in the conditions of a competitive fight for a solvent demand. Therefore the research of the market is a powerful factor of influence on the development of organizations and establishments today. It can be useful and from positions of the formation of the effective organizationally economic policy of introduction of marketing technologies, and from positions of the response to changes of the level of the income structure “basket of services”, tastes and preferences of consumers and so forth [3].

The assessment of the successful activity of the modern regional center is impossible only on the basis of the so-called linear development. Today the multidimensional nonlinear assessment of the efficiency of activity succeeds which concentrated the expression is the result of the formation of the immaterial capital. Social factors – so-called immaterial

assets began to come to the forefront: image, reputation, brand, high-quality strategy, and so forth [4].

Traditionally the formation of an image within the complex marketing happens due to methods and PR tools (from English *Public Relations* – are sheaves with the public, the relation with the public, the public interaction). It is the administrative and analytical activity directed on studying of the relation of the public to this or that service, brand, activity for the purpose of the establishment of mutually beneficial relations on which the success of functioning of the power of the regional center will depend. The more the value of the formation and management of the immaterial capital grows, the more promptly grows the need for the search of new approaches, methods and forms of interaction, with the public [1; 4].

Image (English *Image* – an image, personal or of organization) provides an impression which the organization and workers make on people and is specifically fixed in their consciousness in the form of the certain emotionally painted stereotypic notions (reasoning, thoughts). The idea of the organization is one of the most essential components of consciousness of a person which has specific features; without their account it is impossible to understand truly an image of opinions of an individual and purposefully to influence it. The experience of the administrative activity and studying of developments allow constructing a parallel between the separate organization and the regional center, its inhabitants who form the society, features of functioning of the power [10].

In our opinion, the development of the regional center depends on the image which should be considered as a set of ideas of functioning of the power and inhabitants of the regional center. Sports image of Kharkov as a regional center is an important component of the city image which significantly influences its growth. Today the image is not only a set of external elements of positioning (a logo, a trademark, a design of rooms, and other), but also an internal feeling of inhabitants. The formation of the positive image of the regional center, its support on necessary levels – is an important task on which decision the status, the progress of the activity of the power and business, loyalty of guests, clients and staff of organizations, competitiveness of Kharkov goods and services depend.

Conclusions. The practical long-term introduction of conceptual and strategic provisions within the continuous complex marketing will allow gaining a social and economic effect for the development of the regional center, in particular, in the branch of education, physical culture and sport, in a residence and rest of inhabitants, in a place of work of citizens that will effect on:

- the increase of prestige of lessons of physical culture by the formation at children and youth at the management of educational institutions of the responsible relation to values of physical culture, sport and a healthy lifestyle (as showed researches, only 46,8% of pupils are engaged at lessons of physical culture);

- the formation of corresponding knowledge and responsible attitude towards health and physical training of children at parents;

- the development of a network of noncommercial sports institutions for a broad involvement of children, teenagers and youth to classes on physical culture and sport on the basis of educational institutions of the city and in a residence, considering their interest in classes on physical culture and sport. So, results of the poll testify that 27,3% of seniors play football, 14% – swimming, 10,8% – track and field athletics;

- ensuring of the improvement of children, teenagers and youth by the organization of summer recreation camps in the country recreation areas;

- a broad attraction to independent physical and sports activity of children, teenagers and youth by the formation of positive motivation to classes and the corresponding sports knowledge (by the results of the poll it is revealed that only 14,9% of respondents play physical culture and sport independently, and 4,5% of seniors don't play physical culture and sport at all);

- the formation of understanding of need of classes on physical culture and sport at residents and the increase of the level of their knowledge in this sphere;

- the development of infrastructure for classes on physical culture and sport (construction and reconstruction of sports grounds in areas and residential districts of the city, the development of a network of clubs in a residence, the creation of points of hire sports stock in places of mass rest, etc.);

- ensuring of the availability of classes on physical culture and sport to different categories of residents by the regulation of aimed policy and quality of granting of PSP. So, the main reason for the dissatisfaction of sports services for 15,7% of respondents are an inconvenient arrangement of sports institutions (in the distance from a residence), for 13,2% – the high prices of sports services, for 11,4% – the insufficient income in a family to pay classes, for 5,6% – unsatisfactory quality of sports services;

- ensuring of mass character of visit of sports-improving and sports-mass events which are held in the city by the development of the system of privileges for different social groups and activation of the advertising activity. So, only 5,6% of respondents participate in physical and sports events of the city weekly and only 7% visit sports institutions of the city with a family, consuming sports spectacular services;

- the formation of the constantly operating is the information propaganda and the scientifically educational system for the purpose of the involvement of residents to active classes on physical culture and sport and the formation of a healthy lifestyle, especially younger generation. As show results of the poll, only 8,8% of respondents trust during a choice of sports institution to the publicity;

- carrying out of monitoring of physical preparation and physical development of residents, first of all children, teenagers and youth;

- the creation of special sports and improving recreation areas in the city;

- the development and deployment of mass sports and improving campaign;

- the edition of popular literature and release video and film materials, and also on the creation of computer training programs from different types of sport;

- the organization and carrying out market researches concerning the consumption of physical and sports services

among different social groups of residents;

– the creation of appropriate conditions by experts for sports and physical-improving professional activity.

Prospects of the subsequent researches. Carrying out of monitoring of the practical implementation of the research project “The marketing concept” Kharkov is — the sports capital”, the implementation of the technological scheme of organizationally-administrative model of the marketing complex from carrying out sports and mass actions in the regional center by the European and international standards.

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Oleksandr Popov: *Kharkiv State Academy of Physical Culture: Klochkivska str. 99, Kharkiv, 61058, Ukraine.*

ORCID.ORG/0000-0002-9910-5587

E-mail: gorav05@mail.ru