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Possible ways of cooperation commercial institutions of physical training and sports with the subjects of services

Abstract. Purpose: study and identification of the most promising ways of cooperation between institutions of physical culture and sports of various forms of ownership with the subjects of the service sector in order to attract new consumers of sports and sports services. **Material and Methods:** general scientific (analysis, comparison, generalization), sociological (interview), expert evaluation (n=3). **Results:** possible ways of cooperation commercial institutions of physical training and sports with travel agencies. **Conclusion:** it is proved that the most perspective ways of interaction is to create a reciprocal system of bonuses and accumulative certificates.

Keywords: institutions of physical training and sports, interviews, market research, sports and sports services.

Introduction. The problem of the increase in sale of physical and sports services of institutions of physical culture and sport of different forms of ownership gets a special relevance in conditions of the reforming of the sphere of physical culture and sport which includes changes of functions of executive authorities of the sphere, the growth of a role of public organizations and the distribution of market relations.

One of the directions of the noted problem provides the creation of the marketing process according to needs of consumers and inquiries of a services sector [1; 2].

At the creation of the marketing process in a services sector as S. S. Garkavenko notes, it is necessary to consider four characteristics of service: impalpability, indivisibility, variability and fragility [3].

The marketing process in the sphere of physical culture and sport allows producers of physical and sports services to function the effectively in difficult economic conditions, to master new markets and to provide new services according to a market condition (O. V. Stepanova, 2005; V. I. Zholdak, 2008; A. N. Stasyuk, 2013).

The prospectivity of the research of possible ways of interaction of institutions of physical culture and sport from the subject of a services sector was caused by our research for the purpose of the involvement of new clients to these institutions.

The objective of the research: the foundation and the definition of the most perspective ways of interaction of institutions of physical culture and sport of different forms of ownership with subjects of a services sector for the involvement of new consumers of physical and sports services.

The material and methods of the research: general scientific (analysis, comparison, generalization); sociological (interviews); expert assessment.

Results of the research and their discussion. As O. M. Stepanov marks out, physical culture and sport belongs to the welfare sphere which has a main purpose – a reconstruction of national human capacity [8].

The expansion of number of consumers of physical and sports services aims not only the economic effect for commercial institutions, but also in general at the state.

For the solution of the research objective it is expedient to use the method of expert evaluations, as one of the main methods of scientific and technical forecasting.

An expert estimation is a procedure of receiving an assessment of a problem on the basis of opinion of experts for the purpose of the subsequent decision-making (choice) [6].

It is expedient to use individual estimates, as they are based on the use opinions of the certain experts who are independent one from another.

Managers on sale of the fitness centers-networks “Sport life” (E1), “The planet sport” (E2), “Sportland” (E3) which are located in Kiev acted as experts (n=3). The choice of experts was carried out on the basis of the analysis of the realized physical and sports services that is the got profit.

An expert estimation was carried out in the form of interview. The interview method, according to E. P. Golubkov, is generally applied to the solution of the following research marketing tasks:

– establishment of a portrait and a behavior of consumers;

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- studying of the relation of consumers to goods, trademarks, a producer;
- search of unoccupied niches and development of a new product;
- assessment of compliance of the existing product to requirements of a market;
- testing of advertizing materials [4].

The perspective subjects of a services sector for the interaction with commercial institutions of physical culture and sport were established behind the results of our previous research. The rank subordination of interaction of institutions of physical culture and sport and subjects of the services industry are the following:

- 1) with travel agencies;
- 2) with shops of popular brands;
- 3) with shops (landlords) of sports stock;
- 4) with shops of food;
- 5) with beauty shops, producers and distributors of cosmetics;
- 6) with producers and/or distributors of sports food;
- 7) with producers and/or distributors of special sports stock (bandages, bands, corsets, etc.) [5].

Possible ways of interaction of a commercial institution of physical culture (a fitness center) with travel agencies will be considered in this research, in the subsequent.

Possible ways of interaction of commercial institutions of physical culture and sport with subjects of a services sector were created on the basis of the analysis of works of scientists of rather market researches [1; 6; 7].

The experts used a 3-point scale (0 points – don't approve; 1 point – approve; 2 points – realize) behind the economic feasibility. It was offered to experts to estimate the next possible ways of interaction with travel agencies in the course of interview:

- the mutual advertizing (placements of flyer, boards, advertizing of services which an institution personnel carries out in the course of realization of the service)
- this way of interaction was approved by all interviewers and noted that this interaction is implemented in the cooperation with other subjects of services industry;
- the use of certificates (discounts) – this way of interaction was positively apprehended by all interviewers, it is also worth paying attention that one interviewer (E3) noted that this direction was considered by his institution, as an opportunity for the involvement of new clients;
- the use of coaches of the fitness centers in tourist rounds (the content of interaction is that the travel agency takes in the rounds of instructors of fitness and provides them platforms, stock for carrying out classes with vacationers behind permits of travel agencies) – all interviewers approved a similar way of interaction, however one interviewer (E1) dropped a hint of doubt concerning the possibility of involvement of new clients fitness by the center in the noted way;
- the association of databases of clients and the creation of the only card of clients – interviewers (E1, E3) declared that possible expenses on the realization of similar interaction can exceed profit;
- the creation of a mutual system of accumulative bonuses that discounts – this way of interaction was approved by two interviewers (E2, E3), it is also worth noting that one interviewer (E1) pointed to the realization of this way of interaction.

Results of an expert assessment of possible ways of interaction of commercial institutions of physical culture and sport with travel agencies are given in the table.

The generalized results of an expert assessment of ways of interaction of fitness centers with travel agencies

№	Ways of interaction	Experts			Total points
		E1	E2	E3	
1.	Mutual advertizing	1	1	1	3
2.	Use of certificates	1	1	2	4
3.	Use of coaches	0	1	1	2
4.	Association of databases	0	1	0	1
5.	Creation of a mutual system of accumulative bonuses	2	1	1	4

Thus, for the involvement of new clients to fitness centers expedient interaction with travel agencies by the creation of a mutual system of the accumulative bonuses and the general certificates.

Conclusion. The conducted research allowed to establish possible ways of cooperation of commercial institutions of physical culture and sport with subjects of a services sector (travel agencies) and to note that the most perspective ways of interaction is the creation of a mutual system of the accumulative bonuses and the general certificates.

Prospects of the subsequent researches provide the analysis of dynamics of new consumers of physical and sports services in commercial institutions of physical culture and sport from the realization of the offered ways of interaction with subjects of a services sector.

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