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Analysis of the influence of marketing environment factors on the development of Non-Olympic sports in sports schools (on the example of sports tourism)

Abstract. Purpose: to determine the degree of influence of factors of macro- and microenvironment on the development of sports tourism in Kharkiv region. **Materials and Methods:** the paper uses the methods of analysis of literary sources and documents, system and organizational analysis, methods of marketing analysis (PEST and SWOT analysis), methods of mathematical statistics. The study was conducted in 4 children and youth sports schools of Kharkiv region, where it is cultivated sports tourism, only 124 respondents. **Results:** the degree of dependence of the functioning and development of sports tourism from the marketing environment. **Conclusions:** sport tourism is a relatively new socio-economic phenomenon. Promotion of non-Olympic sports, develop relevant marketing programs for their development is necessary to attract more children and teenagers to a systematic practice of physical fitness and sports activities.

Keywords: sport tourism, marketing, marketing environment, non-Olympic sports.

Introduction. Sports tourism is an important mean of assistance to the increase of the social and labor activity of people, their satisfactions, moral, esthetic and creative inquiries, and the vital requirement of mutual communication, the development of friendly relations, and the improvement of physical fitness. Sports tourism carries out various sports, improving, and recreational, informative, educational, economic functions. However for today, sports tourism is developed insufficiently in Ukraine despite of the available potentially great opportunities, the social and economic importance. The difficulties, first of all, connected with economic problems of the development of the society and also with almost total absence of the state and public support of this sport, the imperfection and in some cases and the absence of modern normative-legal, methodical and information base which would consider its specifics, and also internal organizational problems in the tourist-sports movement that were collected in recent years [2; 3; 5].

Communication of the research with scientific programs, plans, subjects. The work is performed according to the direction of the research work of KSAPC 1. Basic scientific researches on 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 priority thematic direction: 1.5. Basic researches on actual problems public and the humanities, the subject: "Methodological bases of the strategic development of the sphere of physical culture and sport in the region" No. of the state registration is 0113U004615.

The objective of the research: to define the extent of influence of factors of macro - and microenvironments on the development of sports tourism in the Kharkov region.

Material and methods of the research. In the research the following methods of the research were used: analysis of references and documents, organizational analysis, system analysis, PEST- and SWOT-, analyses, methods of mathematical statistics. The research was conducted on the basis of four children's and youth sports schools of the Kharkov area in which sports tourism and the Kharkov regional station of a young tourist is cultivated. Administration, coaches and teaching structure and parents of pupils of sports schools – only 124 persons acted as respondents.

Results of the research and their discussion. Today 110 Non-Olympic kinds of sports are cultivated in Ukraine. In the Kharkov region 28,1% of children and teenagers from 6 till 23 years old are captured by Non-Olympic types of sport. Sports tourism is cultivated only in 6 children's and youth sports schools of the Kharkov region; mainly it is sports schools of the regional level. A set of certain and other factors of the marketing environment provide the efficiency of functioning and the development of sports tourism.

By the result of the conducted research it is established that political stability of the state, change of the legislation, concerning the activity of sports schools put the greatest influence on the development and the functioning of sports tourism in CYSS from political and legal factors and a factor – a change of the power (elections to the state and the local government) puts the smallest influence (tab. 1).

The internal organization of the work of physical and sports organizations concerning the development of sports tourism is regulated by the orders of the Ministry of Education and Science of Ukraine, the Ministry of youth and sport of Ukraine, and local governments and consequently the improvement of normative-legal base concerning the development of Non-Olympic sports at the level of the state are a topical strategic issue.

The dominating influence of a factor of the economic stability and financings of sports school and sports tourism – is 89,3% in the state when the unemployment rate in the residential district in which sports school is located, has almost no influence on the development and functioning of the department of sport – sports tourism is observed. Family values and the existence of desire in the population to classes on sports tourism – 81,3% have big extent of influence from social factors. Certain factors are a basis for the creation of the subsequent marketing strategy of the development which has to be under construction on the formation the desire at population to systematic classes on sports tourism. This sport is an optimum form of sports and recreational service and doesn't need considerable financial expenses.

The research of demographic factors wasn't less important for the research of macroenvironment. The state of health of children and teenagers from 6 till 23 years old undoubtedly influences the development of sports tourism – 50 points, it locates that children's and youth sports schools don't allow to educational and training classes of children which didn't pass medical commission, or passed and have no admission to classes on physical culture and sport, and sports tourism is aimed at the development of a physical state and endurance.

Table 1

The general characteristic of the extent of influence of factors of macroenvironment on the development of sports tourism (m=10)

Factors	Amount Σ (points)	$\bar{X} \pm m$	%	Mark
Political stability of the state	48	4,76±0,24	84,0	5
Financing of the department of sports tourism	49	4,47±0,27	89,3	4
Family values and the existence of desire in the population in classes on sports tourism	45	4,07±0,18	81,3	4
State of health of children and teenagers from 6 till 23 years old	50	4,89±0,15	100	5
Effective and high-quality work of HEI of a sports profile	35	3,60±0,16	77,3	3
Climate-geographical conditions	38	3,87±0,33	72,0	3
$\sum_{i=1}^n x_{i\max} = 50 \quad \sum_{i=1}^n x_{i\min} = 10$				

The effective and high-quality work of higher educational institutions of a sports profile – 35 points has the smallest extent of influence. Respondents note that such factor as a new technological opening and an opportunity to use them in the work of sports school, has the smallest extent of influence. Certain factors note that an administration to a lesser extent are guided by a new scientific development and recognize them suitable for the use in the professional activity of CYSS in the department of sports tourism.

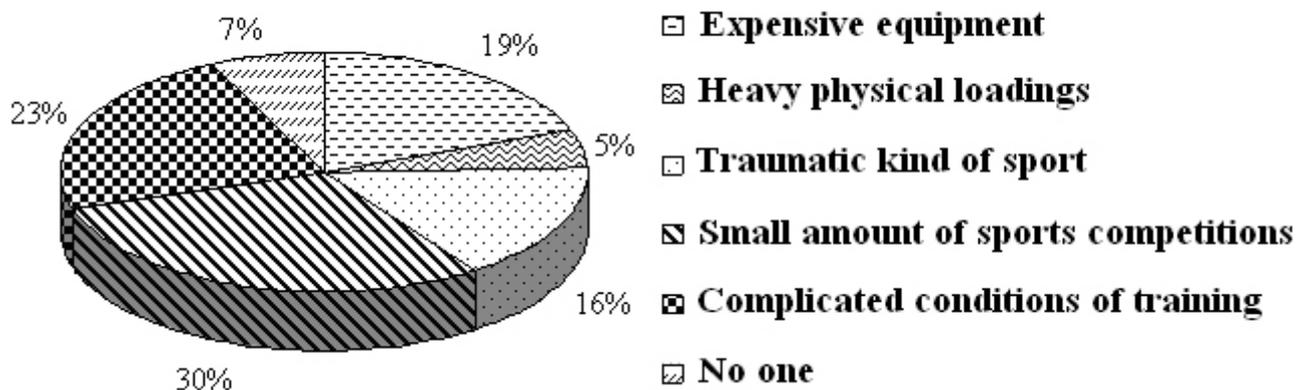
The microenvironment of CYSS makes their immediate environment with which they directly interact in the course of the professional activity and which carries out the maximum influence on this activity. The analysis of microenvironment of the work of office of sports tourism of sports schools is opened by the internal potential and the subsoil for the strategic development of sport (tab. 2).

Table 2

Characteristic of the extent of influence of microenvironment on the development of sports tourism (m=10)

Factors	Amount Σ (points)	$\bar{X} \pm m$	%	Mark
Convenient territorial arrangement	50	4,86±0,24	100	5
Own financially-sports base	38	4,32±0,27	87,5	4,7
High-quality educational and methodical work	24	4,07±0,18	75,6	3
Existence of a constant medical office and medical personnel	11	3,12±0,15	78,2	1,3
Available and free departure on STC and sports competitions	24	3,13±0,16	82,3	3
Qualification of personnel structure from sports tourism	34	3,87±0,33	76,9	4,2
Analysis of work of competitors	32	4,00±0,15	87,5	4
Sporting achievements of pupils from sports tourism	34	3,60±0,16	82,3	4,2
Preservation of staging of training of sportsmen	38	3,87±0,33	89,3	4,7
Marketing activity	46	4,76±0,15	75,4	4,8
$\sum_{i=1}^n x_{i\max} = 50 \quad \sum_{i=1}^n x_{i\min} = 10$				

By the results of the research of microenvironment of office from sports tourism it is established that a prime factor of the effective activity is the convenient territorial arrangement and the corresponding natural conditions (existence of wood, park) – 50 points. The existence of a certain factor is caused by the specifics of the educational and training process of sport. It is established that necessary organizational components function inefficiently in CYSS. It should be noted that the administration pays enough attention of the analysis of work of competitors (32 points). As it was noted earlier, sports tourism is an unpopular sport. Results of the research of motives of the consumer testify that they refer a small number of sports competitions to shortcomings, – 30% and difficult conditions of training – 23% (pic. 1).



Pic. 1. Shortcomings at classes on sports tourism

The special place in efficiency of the development and functioning of sports tourism is the marketing activity. By the results of the conducted research it is certain what exactly a free access to Internet is the main advantage. This kind of activity is based on the following principles: a reasonable choice of strategic objectives of the activity and the development of physical and sports organizations; an effective combination of the latest sports and sports services of sports tourism; an integrated approach to coordination of the purposes with resources and opportunities of sports tourism, the definition of ways for the achievement of strategic objectives. The observance of certain principles is necessary for the subsequent effective functioning in modern market conditions [4; 8].

The majority of sports schools have own website which is a positive aspect as for workers of sports school, for pupils and their relatives, and for potential consumers. After all through a certain Internet resource it is possible to watch an internal life of sports school, topical news, to find necessary information on sports school and its workers, on the website it is placed scientifically-methodical literature, plans of the work of CYSS, planned schedules of coaches-teachers, the relevant normative-legal documents, information on the planned actions and competitions, and results.

Conclusions. By the results of the conducted research it is certain that the effective functioning and the strategic directions of the development of Non- Olympic sports, namely sports tourism, depends on variability of political and legal factors. The dependence on change of the power and the political stability of the state is defined as a top priority factor of the follow-up effective activity. The convenient territorial arrangement, the existence of the corresponding organizational components and high-quality marketing activity belong to microenvironment factors which influence the development of sports tourism.

Prospects of the subsequent researches. The working out of the marketing strategy of the development of sports tourism as Non-Olympic sport.

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