

Sport Services Management during Transitional Period to Market Economy

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Anton Akimov, Russian State University of Physical Education, Sport and Tourism, Russia, helenk@nm.ru

Vladimir Aleshin, Russian State University of Physical Education? Sport and Tourism, Russia

Mikhail Zolotov, Russian State University of Physical Education, Sport and Tourism, Russia

Elena Kuzmicheva, Russian State University of Physical Education, Sport and Tourism, Russian

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Abstract

Introduction

The transition of Russia to market economy has resulted in a change of state priorities. The governmental authorities have undertaken such important marketing functions as shaping and support of population demand in the sphere of services as well as guarantying the availability of physical culture and sports services. However under the low income conditions of a considerable part of population, a free price formation resulted in a reduction of the physical culture and sport services supply. The market mechanism does not allow eliminating a lag in the physical culture and sport services for different regions in a short period of time, while new modern population interests and demands require an increase in investments and operating costs of sport facilities exploitation [1,2]. This period (the period of establishing the market relationships in physical culture and sport) is characterized by a small number of sport amateurs – about 12 % of the whole population which is much lower than the same indicator in other countries. In addition, a large number of sport facilities are in depreciation and obsolescence as well as the provision of population by sport facilities is very low. The index of simultaneous capacity of all sport facilities is of only 25% of the Conventional Social Standards. (CSS were approved by Russian Government in 1993). The purpose of our study is revealing the dynamics and possible ways of the system of physical culture and sport services development.

Methods

Analysis of the state statistics concerning physical culture and sport development. Questionnaire survey. Factor analysis. Empirical observation and analysis target-customers analysis.

Results and Discussion

The resource potential of the physical culture and sports services industry has been gradually increasing during the last several years. The increase of sports facilities capacity in Russia during years 2001-2006 has resulted in 14,2 %. By the year 2007, the capacity of all sport facilities exceeded 5,5 million people. Annual increase of sport facilities was mainly provided by extending a network of sport palaces (21,4%), sport manages (8,8%), sport grounds (8,0%), sports halls (6,9%) and swimming pools (5,9%). Market economy transition process required a more intense orientation of sport organizations toward consumer demands. This in turn requires a regular quality estimation of physical culture and sport services. The service quality estimation was carried out by the means of factor analysis of such indicators as the importance and satisfaction of service for the customers of stadium "Luzhniki". As a result of the research, the stadium sport services were classified in accordance with the importance degree for customers. Considerable disproportions between the quality of sport services and their importance were revealed. According to the degree of importance the following indicators are prevailing: the effectiveness of exercises ($4,13 \pm 0,19$), price level ($3,84 \pm 0,25$) and the area accessibility ($3,72 \pm 0,23$). According to the quality of sport services degree the indicators such as poor health conditions ($3,44 \pm 0,20$), old equipment ($3,23 \pm 0,19$), poor staff behavior ($4,05 \pm 0,18$) are mostly prevailing. A regular analysis of all previously mentioned factors allows the stadium to develop the service system and to improve the service quality.

References

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