

MANAGEMENT SPORT SERVICES OF LARGE STADIUM

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Abstract

Introduction

At the same time the bad providing with sports facilities (only 22,7% from the normal social requirements), and the non-effective use of the present sport material and technical basis play a significant part in now low sports activity of the population (less than 16% of the population take sports). The transition to the market system was accompanied with the appearance of new legal patterns of ownership including those of sport constructions which up to the moment has not managed to gain the enough experience and managing skills in effective and stable work under the conditions of the market system. In addition, the quality of the services provided is considered as the main fund of the success achievement, including services directly connected with sports classes provision at sport constructions (1, 4, 5).

The aim is the improving the effectiveness of the stadium operation by developing the promoting and raising the quality of the gymnastics and sports services. The tasks of the research are: to develop and test the criteria system of the evaluation the athletics and sports services of a sports complex quality; to define the main means of promoting gymnastics and sports services; to develop and show by experiments the system of measures improving the quality and optimizing the promoting of the gymnastics and sports services of a sports complex.

Methods

The list of research methods included the analysis of the corresponding literature, legal acts, organization and pedagogical experiment and pedagogical supervision, sociology poll (n=320), real inspection of sport complexes («Luzniki» and «Olympic» stadiums in Moscow), modeling and methods of statistical theory. For the fitness services the correlation number of members with square of sport-halls (swimming pools) are estimated according economical theory of mass service (2).

Results

The criteria system of sports complex services quality evaluation is developed on the basis of the legal documents defining the organization of gymnastics and sports services analysis, the system consists of 10 main criteria: productivity and useful effect of the service rendered; manufacturability; reliability and responsiveness; security; sanitary and hygiene conditions; comfort; economy and etc. The analysis of the poll results where 246 participants going in for sports in tennis, swimming, ping pong, aerobic and soccer has shown the following. The integral coefficient of the services quality is 0.74 (belongs to the middle quality level). The experiment involved organizational-administrative, advertising-information and logistical support measures system implementation. After the above mentioned means implementation the exponent of the summary index of services quality has increased up to 0.77, the quantity of people going in for sports in sport sections has increased at 26,6% and its income has increased at 60.4%, the quality of the gymnastics and sports services has improved also. To check up the data statistic value gathered during two polls among going in for sports Fisher criterion was used (3).

Conclusion

The recommended model of means of gymnastics and sports services promotion of a large stadium is suggest. The part of the income from the optional and complementary services many of which do not belong to the main stadium activity goes down during the last years but still makes up more than 65%. On the whole the system of monitoring and raising the rendered services quality of a large sport complex allowed to increase the quantity of people regularly going in for sports what in turn has influenced the economical rates. Basing on the above said it is considered to be advisable to recommend the system in question for implementation at sports facilities.

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