

PHYSICAL CULTURE AND SPORT IN THE STRUCTURE OF THE MODERN MARKET

Popa Ghenadie¹

¹State University of Physical Education and Sport, Chisinau, Republic of Moldova

Rezumat. *Antreprenoriatul în sport este strâns legat de factorii de bază ai economiei de piață - formele de proprietate, sistemul liberalizat de calcul al prețurilor, concurența, dreptul la libera alegere, atât pentru antreprenorul sportiv, producătorul de servicii de fitness-sport, cât și pentru consumatorii acestor servicii.*

Serviciile de fitness-sport în condițiile de economie de piață devin un obiect de vânzare-cumpărare. În legătură cu acest fapt, producătorii de servicii de fitness-sport se manifestă ca vânzători, iar consumatorii - în calitate de cumpărători.

Cuvinte-cheie: *cultură fizică, sport, marketing contemporan, servicii.*

There are a multitude of market types. The market as an evolved system of commodity exchange relationships is itself a system of separate markets interconnected with each other and the elements of the “big” market.

The market itself includes the elements, directly connected with the assurance of production, as well as the elements of material and monetary circulation. It encompasses not only production, but also the non-productive sphere and even the sphere of the spiritual life. The services market also includes a specific form, such as fitness-sports services.

From the point of view of saturation with goods, two types of markets stand out. The seller's market is a market, where sellers have more rights and where buyers need to be more active. The buyer's market is a market in which buyers have more influence, where sellers need to be more active. The market mechanism requires the market to move towards a balance of supply and demand. The result is a balanced price. Territorial markets are also highlighted: local, national, international, regional and finally the global market.

Sport gives rise to a specific market, and not to a single one, but to several. Firstly, it is about the sporting goods market, and secondly, the entertainment market, which the sport is able to present to a large audience. The sporting goods market depends on the number of people involved in sporting events. The entertainment market is related to the interest, which brings the flow of spectators to the stadiums and the corresponding media coverage.

Entrepreneurship in sport is closely linked to the basic factors of the market economy - forms of ownership, the liberalized system of price

calculation, competition, the right to free choice, both for the sports entrepreneur, the manufacturer of fitness-sports services and for consumers of these services, the dependence of the entrepreneur's income on the results of his work and the situation on the fitness-sports services market, etc.

Fitness-sports services in market economy conditions become an object of sale-purchase. In connection with this fact, the producers of fitness-sports services manifest themselves as sellers, and consumers - as buyers (Figure 1).

The providers of fitness-sports services are coaches, pedagogues, teachers and instructors of physical education and sport, athletes. The product of their activity is the organized forms of physical training and sport; events; program-methodical products.

As consumers of fitness-sports services, appear people who deal with sport and physical culture of rehabilitation; spectators, football fans and sponsors, as well as coaches, pedagogues, teachers and instructors of physical culture and sport, but also people who train independently.

The specifics of the "physical culture and sport" market is largely caused by the particularities of intangible production, which takes place in this field. Consumption of physical culture and sport services contributes to meeting not only the material needs, but especially the spiritual, intellectual needs of the individual and promotes the maintenance of a normal life.

The basic participants in the market relations in the field of physical culture and sport are: consumers of physical culture and sports services; service manufacturers; intermediate structures; the state, represented by the state administrative bodies of physical culture and sport.

The central subject of trade relations in the field of physical culture and sport is the individual. The fundamental difference of the individual from other consumers consists in the fact that he procures the services of physical culture and sport not only and not so much for obtaining material or other benefits, but for himself personally, for satisfying personal needs.

Besides, the individual is the material personified wearer of the services of physical culture and sport, which possesses (as a result of their consumption) a certain volume of specific knowledge, motor skills, predetermined level of physical skills. The individual exercises an independent choice of sports disciplines for his further training, the level of achievements in the chosen motor activity, the place, shape, volume and regime of consuming services,

without excluding participation in the choice of coach-teacher; in most cases, the individual personally pays for the services.

On the field and during the realization of this personal choice appear, developing their relationship, functioning all the other subjects of the physical culture and sport services. Thus, the individual is the central subject of the respective services, which unites around him all the other subjects of the market.

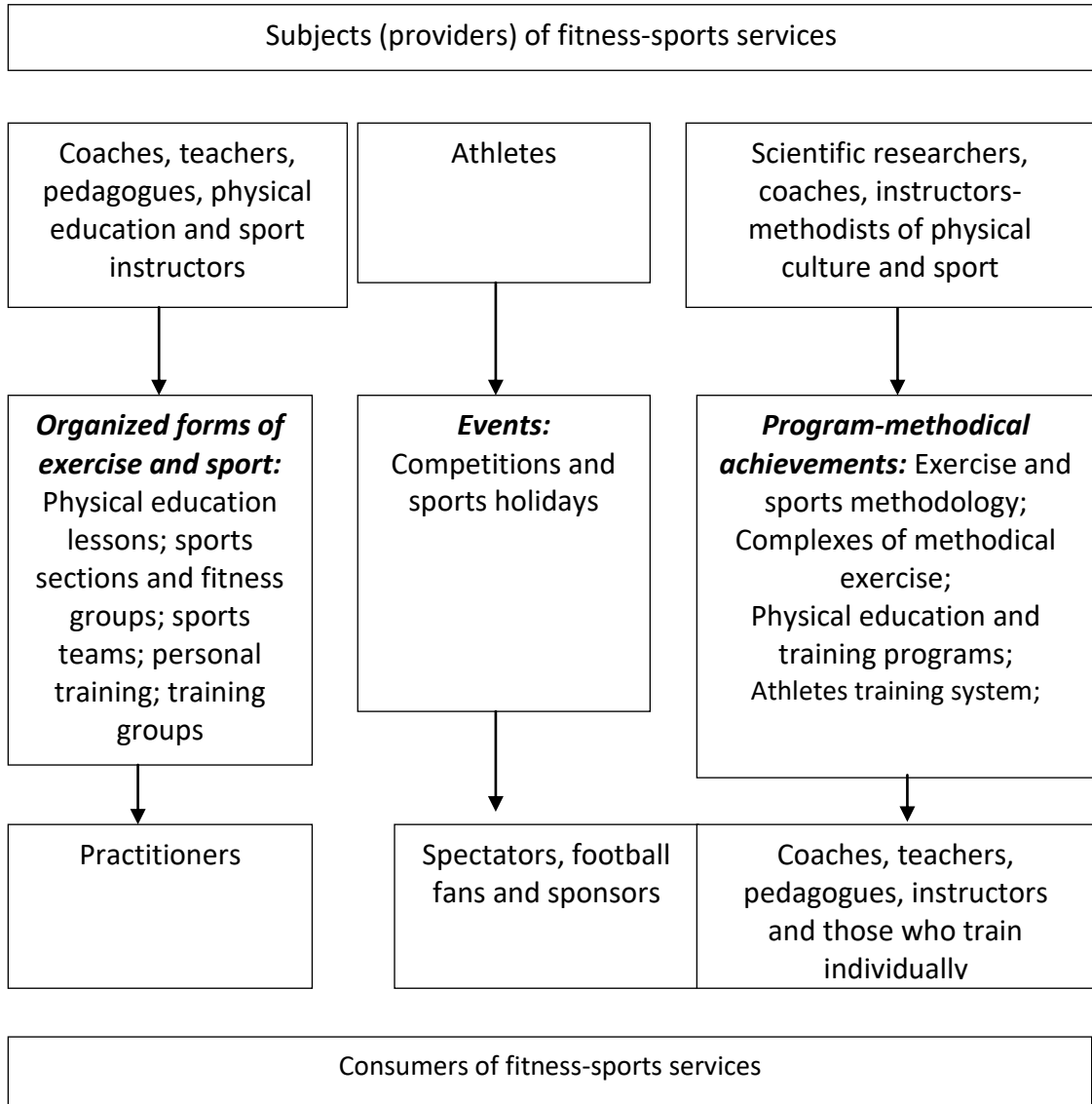


Fig. 1. Scheme of physical culture and sports services operation

Among the intermediate consumers of physical culture and sport services form part companies, enterprises, institutions and organizations of various forms of ownership and departmental affiliation, including management bodies, which provide such services for use in their own activity.

"A company or company is an economic unit that produces goods, provides services to meet social needs. The company itself represents a rather complex system, which unifies material and human resources. Companies can be commercial and non-commercial. All commercial companies and most non-commercial ones are engaged in entrepreneurial activity, i.e. activity, which is oriented towards obtaining income in size, which not only covers current expenses for the production of goods or services, but which also brings an additional income - profit "[22].

The major difference between commercial and non-commercial companies is that the former have as their main goal to make a profit, which is distributed among the participants. Companies are called non-profit companies or non-profit organizations in case the obtaining of income is not the major purpose of its activity.

To non-profit organizations in the field of sport and fitness can be attributed, first of all, sports clubs, sections, groups, created on the basis of school and university institutions, enterprises of different forms of responsibility.

The main types of commercial enterprises with a sports orientation, which have spread widely in the Republic of Moldova, are professional sports clubs, fitness centers, etc.

Typical consumers of services in the field of physical culture and sport are children, adolescents, and studious youth. But, in most cases, the consumed services are paid not by them personally, but, partly by the parents, partly from budgetary resources, charitable funds, interested sponsors, etc. Thus, it is clear that in the field of physical culture and sport, the consumer market and the donor market activate. However, it is not always possible to confidently state which of these markets is primary. In a number of cases, initially types of work with consumers are identified, and later donors are sought to support these works; it is not uncommon for consumers to be selected to ensure the interests of donors who have expressed a desire to pay for certain types of work with consumers.

Physical culture and sport, together with such social fields as health, education, social security are subject to an active interference by the state in the process of production and consumption of those services. State intervention avoids the problem of the "incomplete market" in the field of

physical culture and sport. The state regulation of the sports industry is carried out in the following forms: state ownership over the factors of production; subsidies to service providers; subsidies to consumers.

Consumption of physical education and sport services is largely caused by the demands of fashion, as well as by highly variable ideas about a modern, prestigious lifestyle. This circumstance creates certain difficulties in production and entrepreneurship, as it makes high requirements for the accuracy of market analysis and prediction of market factors and demand for services, raises the level of risk due to unpredictable changes.

Among the characteristics of the market in the field of physical culture and sport should be mentioned the high dynamics of market processes, which is conditioned by the changing nature of demand for services and the dynamics of supply in this market, which is explained by the flexibility of the service industry structure, (having a high mobility, enterprises, organizations and institutions with a fitness-sports character have wide possibilities for a fast and flexible reaction to changes in the market conditions).

Another feature is the territorial segmentation and the local character of the sports and fitness services market. When looking for services, consumers tend to choose sports installations that are close or conveniently located. Apart from this, the forms of service provision, demand and operating conditions of enterprises (organizations, institutions) of a fitness-sports nature are largely determined by the particularities of the territory and, respectively, by the target audience.

The success of the activity of enterprises and organizations, which provide physical education and sport services, depends to a large extent on staff, due to the specifics of the service delivery process - direct contact of the producer and consumer. This contact, on the one hand, creates conditions for the establishment and extension of communicative relationships, and on the other hand increases the requirements for the professional qualities, qualification, experience, ethics and general culture of the service producer.

The high level of differentiation of fitness-sports services is due to the trends of diversification, personification and individualization of the demand for such services, as well as the fact that in this field there is a high degree of variety of services provided due to the wide range of educational technologies implemented in this area.

The typology of services in the “physical culture and sport” industry can be described based on a number of criteria. There are numerous classification criteria that can be used to form a large number of typological series for physical education and sport services, the most important of which are:

1. Degree of materiality. Physical education and sport services can also be material, for example, trade services and renting of sports equipment, but still, most services in this field belong to the non-material category. Their result can be both the acquisition by the client of knowledge, skills in a new form of physical activity for him, and advanced training in "his own" sport.

2. Cost characteristics. In all cases, physical education and sport services are divided into paid services - paid by the population, enterprises, institutions and organizations; formally free for the client - paid from the state budget (federal, regional, municipal), extra-budgetary state funds, non-state funding sources (charitable donations and contributions of enterprises, public organizations, private individuals), etc .; partial paid by the client (for example, the preferential procurement of physical education and sport services for certain social categories, for example pensioners, students, etc.)

3. Physical culture and sport services can also be classified based on quality parameters. The level of quality of a service can be assessed based on the documents provided. This cast highlights the services that have one of the following levels of quality, namely: internationally recognized, national superior, national standard, recognized by some structures, stipulated by statute or contract, corresponding to the requirements of the activity or the particular sponsor.

4. The classification criteria can also be the presence of a quality certificate. Physical culture and sport services can be certified or non-certified.

5. Physical culture and sport services can be classified depending on the assortment. This classification is based on assortment parameters such as target orientation, latitude, depth and degree of compliance with customer requests.

From the point of view of goal orientation (depending on the nature of the client's problems) a large number of various service groups of a sporting nature can be formulated. Thus, for example, services can be highlighted, focusing mainly on learning motor actions, educating physical qualities, optimizing motor activity, strengthening health, body shaping, organizing active rest and

much more, as well as those that contribute to facilitating consumption and increasing the value of the basic service (mainly related and additional services are included here).

The breadth of the range of physical education and sport services is formed due to the differences in content: based on belonging to a certain service industry; based on a field of physical culture; based on training (sports test).

From the point of view of physical culture and sport, a distinction is made between general education services (basic and background physical culture) and those with a specialized character (services with professional-applied orientation, recovery physical culture services and sports services).

Depending on the training profile (sports test), a number of classifications can be given. For example, there are rigid, formally fixed service classifications:

1. Directly on sports events - basketball, artistic swimming, field hockey, etc.;
2. According to the seasonal criterion - winter sports services (cross-country skiing, speed skating, etc.) and summer services (swimming, gymnastics, cycling, etc.);
3. According to the criteria of inclusion in the program of the Olympic Games - services for Olympic sports (boxing, weightlifting, etc.) and non-Olympic.

The volume of the range of physical education and sport services can be estimated, for example, depending on the alleged sporting achievements: basic sport - preliminary training (preparation for training, first steps in mastering the basic technical and tactical elements; basic sport – initial training, top sport (initial sports specialization, in-depth sports training, sports improvement, high sports mastery).

Depending on the degree of compliance of the assortment with the needs of consumers, there is the provision of physical culture and sport services in accordance with specific requirements (including individual); development and provision of specialized target program services, tailored to the requirements of specific consumer groups; providing standardized services.

Depending on the content, homogeneous and combined services can be highlighted (for example, the use of sports games at the introductory stage of

training, sports swimming at the basic stage and visiting the sauna at the end of the training.

We can distinguish such a criterion as the form of service provision. Here, traditionally, there are activities for the provision and consumption of curricular and extracurricular physical education and sport services, organized and independent, regular and episodic, individual, of group and mass.

The most important criterion for classifying the services in question by assortment is the presence or absence of physical exercises.

In this case, physical culture and sport services can be divided into those related to physical exercise and those not related to the implementation of physical exercises. Services that include carrying out the physical exercises refer to the physical culture and sport services. They usually include organized forms of physical exercise and sport for various purposes (for example, raising the level of physical training, accumulating or increasing the volume of special knowledge, motor skills, technical and tactical improvement in the chosen sport, active rest, etc.). Fitness-sports services constitute the largest part of physical education and sport services and contribute to the physical, spiritual, social transformation of man, the improvement of physical, intellectual, moral, volitional qualities, etc.

The category of physical culture and sport services that has no connection with physical exercises includes related and additional services.

Among related services in the field of physical education and sport can be identified: wellness (use of baths, saunas, sports massage, etc.), intellectual (methodical, informative consultative, etc.), social (trade and lease of items of equipment and sports inventory, products for rest, etc.); rental services of fitness-sports buildings (sports halls, grounds, swimming pools, etc.) and rooms of sports centers; entertainment services (organization and conducting of sports competitions, sports shows, etc.).

In the field of physical education and sport, options for additional services are implemented: anamnesis; various types of tests; medical, consulting, information services; sports hall rent.

The range of physical culture and sport services related to performing sports exercises is largely determined by the parameters of the chosen pedagogical process. On this basis, an infinitely large number of typological series of physical culture and sport services can be formed.