

RUSSIAN SPORT ECONOMY: CHALLENGES AND CONTRADICTIONS

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Introduction. Nietzsche: “Politics and sports are interconnected. Success gives rise to success. Economic upturn comes if people have a good mood”. Sports development tends to be a factor of country competitiveness. Nowadays, there is a need to find new forms and methods of sport promotion and physical culture popularization, to create a single sports information space and to provide sports area with more effective management decisions.

Physical culture is the essential part of people healthy life-style and nation prosperity on the political scene. Sporting wins unite peoples and raise patriotic sentiments. Marshal Wellington said in XIX century: “All the wins of the Great Britain are forged at its sports ground”

The purpose of the research.

Materials and methods. The research was conducted in 2014. The method of on-line survey is used for the collection of primary data (the sample is 120 pupils and students of educational institutions in big cities of Russia), as well as interviewing of experts (representatives of the Tomsk Youth Parliament and teachers of physical education in a number of schools and universities in the city of Tomsk). Besides that, a method of statistical analysis of the official secondary data is also used.

Results and discussion. The key economic and managerial issues of sport and physical culture development in the Russian Federation are revealed. Some solutions to the issues by creating a specific control centers and changing the way of financing the industry are suggested. The proposals were discussed at the level of legislative bodies of the Tomsk region (in particular, as the projects of the Youth Parliament of the Tomsk region) and were highly appreciated.

Sports development tends to be one of the main factors of country competitiveness. There are good reasons why countries of European Community discuss the possibility of extending sanctions from production and finance level to sport level, placing a ban on Russian participation in international cultural and sports events and suspending Russian membership in some international sports federations. The measure is not taken yet but it might become a reality in the case of further escalation of situation in Ukraine.

It was sports achievements in many ways that helped Russians to return sense of pride in their country after the collapse of Soviet Union. Sports area development was related to top-priority areas by the Russian President in the early 2000s. This fact is reflected in the goals and objectives of physical culture and sports development strategy for the period up to 2020. Thus, there is a need to find new forms and methods of sport promotion and physical culture popularization in order to achieve the goals, to create a single sports information space and to provide sports area with more effective management decisions.

The terms *Physical Culture* and *Economy of Physical culture* are almost never used abroad. More frequently used term *Sport* includes all activities such as instructions, training, sports government and etc. Authors of the article research the sport sector in Russia and define a number of issues in the plane of economic and management decisions.

Thus, the key challenges in the sport sector which require government intervention as well as efficient business class actions are the following:

1) In fact, the number of people engaged in sports activities has a great correlation with the number of sport facilities, therefore it is necessary to increase the total number of sport provision as well as to reduce the difference of this numbers in various regions of Russia. It is the task each of ministry of sports and other departments. The creation of low-budget sports facilities within walking distance is an important task too. Low budget should not

mean a bad quality. There are various ways of saving expenses. More important task is to get large and medium-sized business involved in construction and operation of such facilities as social one.

Unfortunately, the construction of sports facilities in Russia has extremely low rates of return (approximately 8-12%) and period of repayment (15-20 years in commercially popular sports such as football, hockey, tennis and in other sports tends to infinity). The reasons are nonuniversality of the buildings, the long period and complexity of project approval procedure, costly building and narrow target group (approximately 6-8% at the average in Russia and twice as large in Moscow and St. Petersburg). At the present time, only big investors can allow themselves to invest money in such projects for the love of the sport or for good image reasons (for example the program "Gazprom detyam" of Gazprom). Medium-size business with more rational goals has to create new approaches, for instance partly private and government partnership with the cost and function sharing contract.

After all, construction of the buildings of itself is not enough. There is a need of efficient utilization of engineered buildings and existing projects. There is a difficulty: customer is the owner of the built for him facility pursuant to the Russian law. All the documents and facilities are in his private ownership however if he wishes to build the same facility repeatedly he has issues with design rights of author of the project documentation. In other words owner has to pay again for the same project. This issue should be solved at the legislative level.

2) Another important task is development of qualitative modern material and technical base in educational institutions. Currently 96% of the city schools have gym halls and only 78% of the village schools have them. Important fact is that new methods of schoolchildren training appear at schools. Moreover, physical culture is obligatory discipline in all federal educational standards of institution of higher education.

Student sport should be not only an important part of educational system and healthy life style promotion but also significant step in preparing sports reserve and solve both issues in accordance with current trends and international experience. Advanced countries place special emphasis on student sport development. Thus, student competition system should also solve both tasks of reserving and mass sport development. However it is necessary to adopt international experience of ideology formation and sport event management.

Schools and universities as institutions of young generation personality formation should cultivate love of sport, sense of responsibility for their own health and to show the role of sport in personality development. It is assumed that a person who is engaged in sports activity from the childhood will seek to implement this habit for the entire life and pass on it to their children.

Next challenge for Russian government is to provide the population with sport facilities: 33 thousand sport facilities were introduced from 2006 to 2014, swimming pool security is 9,9%, planar sports facilities – 30%, gyms – 62%, that amounts 38% in total from the necessary number of facilities (to compare it was 20% in 2008). There are a number of programs of different levels in Russia which are directed at issue solving in this field specifically the program called '500 swimming pools in Russian universities'. 50 swimming pools were put into service and 20 swimming pools are at the stage of construction.

The total number of sports facilities in Russia is still less than in Europe despite the high rate of construction. There are not enough available facilities, school stadiums, recreation areas. It is necessary to consider the prospect of departmental sport system restoration in Russia which previously was involved not only in high performance sport but also in repairing of workers health.

Another important point is deficiency of regular popular sport events. System of regular obligatory competitions should be developed to solve the problem at the regional and federal levels.

4) Motivation of the people is another solution to the issue of sport economy. According to some estimates interest in sport in Russia grows but it is passive: 'Only one person out of twenty is really engaged in favorite sport in Russia. It means that people enjoy talking about sport, reading newspapers about sport, watching sports but it is not the same as take exercises personally or do sports.' Government task is to change population's attitude towards sport, to encourage the active participation in sports and to promote healthy life style.

The number of involved in sport people increased from 15% to 27,5% in 2008. Only 11% of people at the age from 30 to 60 are engaged in sports activities and only 3% in the older age group. These figures are very far behind the level of other countries. The number of people who regularly do some physical activities and sports should significantly increase and reach at least 40% of the population in Russia by 2020 (80% among students). Modern and efficient government system of physical education is required to meet the challenge.

Special attention should be given to the rules of mass sport categories awarding which should motivate people to sport.

Another issue is qualified personnel training although the quality of sport personnel training in Russia is supposed to be universally recognized and they are in demand in the world market. The problem is that only 20% out of 5000 of coaching and training staff graduated from universities of physical culture work within their specialty. The rest have to leave the sport sector because of lack of necessary working conditions. The income level of coaches who work in the field of physical culture and sport sector is very low most experts have to work in other areas. The physical culture teacher profession is supposed to be not prestigious one in Russia. There is a deficit of qualified Russian coaches however around 20 thousand Russian specialists work abroad according to experts' estimates.

All these issues require an integrated approach and legislative changes. It is important to concentrate resources and efforts of government, municipalities and other public organizations in order to solve all the mentioned above problems.

Every year, the federal budget spends 45-50 billion rubles on physical culture and sports. The total expenditure of the budget system for physical culture and sports reach about 180 billion rubles. That is the quarter of the total budget of sport sector. The main federal responsibility is elite sport development that is the organization and participation in international and local sport events. Physical culture and mass sports development is responsibility of municipalities and other departments.

Table 1. Budget expenditures of the budget system on physical culture and sports, billion rubles.

Title	2012	2013	2014	2015
Physical culture and sports, total	177.4	189.2	173.9	182.4
Federal budget	42.3	50.9	28.9	30.5
% of the total costs	23.8	26.9	16.6	16.7
Consolidated budgets of subjects of the Russian Federation without inter-budgetary transfer from Federal budget	135.1	138.3	145	151.9
% of the total costs	76.2	73.1	83.4	83.3

Conclusion. The creation of centralized control system of monitoring of sports facilities condition, utilization and workload regardless department belonging can be one of the way of issue solution. It is also necessary to organize special-purpose financing for elimination of sports facility deficiencies. This financing is supposed to be more effective than investing money in expansion of the number of sports facilities. Organization of efficient use of existing resources is also necessary.

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