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INTEGRATION OF PHYSICAL EDUCATION AND RECREATIONAL AS WELL AS PHYSICAL EDUCATION AND SPORTING AND ENTREPRENEURIAL ACTIVITIES

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A – study concept and design; B – data collection; C – data analysis and interpretation; D – paper writing; E – paper editing; F – paper final adoption

Abstract

Introduction. In the article the entrepreneurial activity as meeting and further stimulation of the consumers' demands, and the «physical education» term in its health-improving and recreational (regenerative) aspects are analyzed. The importance of integrating physical education and recreational as well as physical education and sporting and entrepreneurial activities on the social level for mainstreaming of the sport's idea, ideals, and achievements in the sphere of physical education and sport (PhEdS).

Material and methods of the research: the method of theoretical analysis, synthesis, logical synthesis and systematizing of scientific works, analytical reviews, documents legitimizing sporting business, and analytical interpretation of the marketing intelligence's results.

Results. The activity of current mass media, realization of international sporting relationships between different states, organization and holding the Olympic Games, continental and world championships promote the emergence of sporting entrepreneurship. Integrating physical education and recreational, as well as sporting and entrepreneurial types of entrepreneurial activities causes considerable transformations in the content and forms of enterprising among the specialists in the PhEdS sphere.

Conclusions. It was determined that using the results of thorough intelligence of the management ways, mechanisms, forms, and methods as well as strategies and sources of the entrepreneurship's legal and financial support emphasizing an objective need in conducting quality training for the specialists in physical education and sport for entrepreneurship and actualizing the issue of their entrepreneurial competence's development is considered an important precondition for integrating physical education and recreational as well as physical education and sporting and entrepreneurial activities.

Key words: entrepreneurship, entrepreneurial activities, physical education and sport sphere, market relations.



Introduction. In current conditions of the market economics' emergence, it is absolutely hard to plan successful living for the specialists in PhEdS sphere since the athletes' sporting career as well as their efficient age can often be short-term due to objective reasons. Most specialists in physical education and sporting sphere have to stop their careers and find another social niche for their potential's self-realization. At the same time, due to lack of state funding for keeping sporting enterprises emerges the need in searching for the additional funding sources such as: entrepreneurial activities, sponsorship, patronage, etc.

As we see it, this is entrepreneurial activity causing the progress for market economics and social sphere since small and medium businesses not only promote reducing the unemployment level but also considerably promotes the employees to professional development, and advanced learning causing the development of creative qualities and initiative. This makes it possible to provide fast adaptation of the enterprises to the latest requests and conditions of the science making the society's survival in crisis situations throughout economic decline absolutely.

According to European standards, the entrepreneurial activity has to focus on meeting and further stimulation of the consumers' demands. Then its objective consists in figuring out the state of quality and efficiency of service or manufacturing funded by an entrepreneur, quality growing of the level of manufacturing goods, providing and using the service aimed to meet social demands among the population. For that reason, the issue of learning the

possibilities of integrating entrepreneurial activity in the field of physical education and sport is actualized.

Material and methods of the research. To solve the mentioned issue within our conducted investigative research we consider it relevant to use the methods of theoretical analysis, synthesis, logical synthesis and systematizing of scientific works, analytical reviews, documents legitimizing sporting business, and analytical interpretation of the marketing intelligence's results.

Results of the research and discussion. The term «physical education» in recreational (regenerative) aspect is usually combined with the term «sport». The position according to which «sport» is largely included in physical education seems to be correct. But sport integrally is not absorbed by the term «physical education». Physical education is usually understood as non-professional recreational sport and its infrastructure, namely the amateur-athletes' (exercisers') training and exercises. The sense that «sport» is a largely professional and commercialized activity among athletes and trainers (which means specifically taught and more trained people than exercisers) is often put across the term [**Error! Reference source not found.**].

In Ukraine, physical education and sport are considered in social terms as a particular sphere of the society's living covering physical education and recreational, educational and training, competitive, and other activities as well as the sphere making their successful functioning possible; funding, law, management, logistics development,



communication, scientific and research work, training and retraining of the staff. In economic terms, it is the field of non-manufacturing sphere, the type of socially useful work aimed to providing a particular kind of service.

This means that the physical education industry is a field of culture having its humanistic component as a linchpin, and its aim consists in developing personal culture and physical health for each individual. Sport is interpreted as multifunctional phenomenon of modernized state reality having a prominent role in the nation's physical and spiritual cultures emergence.

It is worth noticing that the semantics of the word «*health*» has been defined mostly in the narrow biological sense since recently. Today its lexical content, according to the World Health Organization recommendations, is given as follows: *a universal ability of a person to adapt regardless of negative impacts of external environment or their changes in mental states*. Then, a modernized understanding of health is embodied in a research category «physiological and adaptation capacities of an individual», which means that the defined lexical unit is gradually obtaining economic and social meaning covering most living planes of a human and a society.

A population's health in the unity of its components – biological as well as social and economic – is an important social and national value, and its preservation and development is a priority task of any civilized society.

It is widely known that systematic doing physical exercises and various sports enhances a person's functionality in physical as well as intellectual and

cognitive aspects. At the same time, we would notice that the sphere of physical education and sport is developing successfully and dynamically in the countries where state, social and private forms of ownership function harmoniously. In that context, it is worth noting that among the main principles of healthcare in Ukraine there is «combination of state guarantees and deregulation as well as encouraging entrepreneurship and competition, following the civil rights and freedoms, providing state guarantees, decentralization of state management, development of self-government institutions and independence of the employees in healthcare, etc. » [Error! Reference source not found., p. 199] promoting the emergence of entrepreneurial physical education and sporting activities.

In Ukraine the weight of physical education and sport as a self-contained field of national economics is growing which serves a potentially important source of revenue for the state's budget.

Sporting entrepreneurship is the most widespread form of enterprise in the sphere of PhEdS developing as a small or big sporting business. It is crucial to understand that the state of small business in one of the key indicators of social and economic progress. Moreover, entrepreneurial activities make it possible to self-realize successfully for the specialists in physical education and sport related to using their professional qualities, experience and knowledge giving guarantee for achieving the planned success to the people with high level of professional and entrepreneurial competences. We consider creating new working places an important indicator



of such success.

Small business in the sphere of PhEdS as the other enterprising spheres has its *benefits* as: flexibility, efficiency, rapid response to market situation transformation.

The *areas of concern* related to lack of awareness and experience among the specialists in physical education and sport in terms of manufacturing and management, attraction of investments, counteracting competitors, etc., are not of a less importance.

Apart from that, physical education and sporting service provide finding and unification of potential human resources, promote creating social groups whose members take care of increasing the level of spiritual and physical education in the society as well as citizens' health and search for the opportunities for improving physical qualities of a human body, patronize attraction of as many amateurs and professionals to physical education and sport as possible. Then, the increasing of the number of physical education and sporting objects exactly of private form of ownership is becoming natural.

As the analysis of social and economic practice shows, the *subjects of entrepreneurial activities* in the sphere of PhEdS are:

- *sporting clubs by directions and kinds of sports* (e.g. Ukraine-wide network of pankration clubs founded and initiated by an honored coach of Ukraine Ihor Nakonechnyi, Lviv Railway physical education and sporting club «Lokomotyv»);

- *sporting leagues* in football, baseball and hockey (in professional sports leagues are closed social systems whose prominent function is

organizational efficiency, and they function based on self-funding (sports teams' fees for taking part in the championships, Oblast Cups, and other matches as well as penalties for violating the regulations of the holding competitions, notably unethical, incorrect behavior during the match, failure of the team to appear at the game), attracting sponsorship costs, for example, Lviv Oblast Federation of Football);

- *sporting associations* in basketball, golf and tennis;

- *sporting councils, associations and federations* in boxing within which territorially distant teams-firms cooperate;

- *enterprises of manufacturing sporting goods and providing services* and producing (publishing) information in the sphere of PhEdS (enterprises producing sports clothes, shoes, equipment, and merch; specialized TV channels and radio broadcasting companies; sporting print media, etc.).

Individual sporting entrepreneurship is developing concurrently with the mass one. Its subjects are independent *enterprisers* (foundations of their own business by many athletes and trainers occur often, e.g., Ivan Vaskan is the founder of the «Bukovynka-ДЮСШ-ЧНУ» volleyball club, Rostyslav Hrinchuk is an initiator of opening the «Bukovyna Falcons» baseball club, etc.); *sporting agents* (managers) having the function of mediators between employers and athletes, and the commission charges received from overall sums of the athletes' formalized contracts are their profit. Sporting agents usually work in corresponding organizations and centers.



Among the most widespread types of entrepreneurial activities in national practice the following can be distinguished: organization and holding of sporting entertainment events; holding lessons in PE and different kinds of sports; organization and holding of teaching and training process; providing service in physical education and sporting rehabilitation; providing educational as well as informational and assisting service; producing sports clothes and shoes; producing sporting equipment and inventory; preparation and maintenance of sporting equipment and inventory; physical education and recreational and sporting venues' rent; sporting inventory rental [**Error! Reference source not found.**, p. 45].

So, the *objects of market relations* in the PhEdS industry are organized forms of doing physical exercises and sport, sporting shows, program and methodological developments, venues, etc.

Entrepreneurial activities in the sphere of PhEdS are accomplished in organizational and legal forms as: individual ownership, enterprising company, stock company, franchise. Equity participation or crediting serves as the main sources of investments.

A business plan is an entrepreneurial unit's instrument of management in the sphere of PhEdS [**Error! Reference source not found.**].

In spite of the direction, form or types of the enterprising subject or sources of investment the main objectives of entrepreneurship in the sphere of PhEdS as a multifunctional activity accomplished on commercial basics via organizational and legal forms of providing physical education,

recreational, and sporting services as well as using new opportunities in producing physical education and sporting goods are focused on: optimization of the consumers' demand for goods and services; promoting growing of moral and ethical as well as cultural norms among the society, and improving social conditions of human living, etc.

A successful integration of physical education and recreational as well as physical education and sporting and entrepreneurial kinds of activities requires considering two conceptual positions:

1) sporting organizations have an exclusive right for accomplishing entrepreneurial activities, gain revenue and provide equal access to different resources for citizens;

2) all the subjects of enterprising receive equal opportunities for using the existing natural factors, purchasing sporting equipment, introducing new technologies, crediting, attraction of qualified staff.

The «effect of equal initial resource (start)» created like that stimulates the specialists in the sphere of PhEdS to entrepreneurial activities, and the awareness of each of them of true and full information on marketplace will promote meeting various demands of consumers.

It is relevant to consider *consumer demand* concretized by the independent citizens' demands on sporting products and services as individual consumers as a significant economic lever of entrepreneurship's development in the sphere of PhEdS. For example, to raise the rating of sporting events and their market value it is advisable that as many consumers use the suggested

service or products as possible (the spectators have bought the tickets for the event, and fan-club members – sporting merch with the club's symbols, fans have turned on the TVs for watching sports broadcasts, etc.) activating the efforts of investors, partners and advertisers this way.

It is important for the entrepreneurs in the sphere of PhEdS to consider that for successful leading of their own business it is worth that the consumers of physical education and sporting services felt enjoyment reflected by a person via positive mood, and conscious feeling of meeting the need related to social adequacy and social group affiliation. Such feeling among the clients is possible to convey, for example, via providing fitness services as an image product, notably for those citizens positioning their own body as an effective means for gaining success in life.

For the fitness services' consumers their value orientations and outlook views towards their own future concretized by hopes of full (versatile) healthy lifestyle, old age without illnesses as well as desire to see their closest people healthy is a powerful factor.

The experience shows that a few factors considerably influence on the consumers' demands in PhEdS services and products. Firstly, creating and preserving of traditions in the course of physical education and sports development. Secondly, the newest trends and fashion towards doing particular sports and participation in sporting events. Thirdly, competently planned and targeted work of the corresponding institutions aimed at growing interest among spectators and

fans in visiting sporting events as well as advertising agencies' development and spreading of advertising products.

So, raising the culture level among fans, creating fan-clubs of sports teams are accelerators of successful dynamics of the PhEdS sphere's establishment. It is distinctive that in developed countries of the world such culture is formed massively which means in every new generation. Notably, visiting sporting events in the USA, Great Britain, Germany and France is a pleasant and casual leisure activity. For its part, it has caused emergence and strengthening of the tradition to visit the events in football, rugby, cricket, golf, tennis, badminton, squash, water polo, and boxing with the whole family.

The most widespread sports in Switzerland are cycling, tourist (sports) hiking (family mountain hiking), swimming, skiing, football (within the country there are 40 functioning football stadiums hosting up to 38 thousand fans), gymnastics, running, fitness, and aerobics [**Error! Reference source not found.**].

For integrating physical education and recreational as well as physical education and sporting and entrepreneurial kinds of activities it is important to mainstream the ideas and ideals of sports, achievements in the sphere of PhEdS, sporting events and names of individual athletes as direct participants of event shows on the social level, since it was right to have crystalized the opinion on sport as on the object of national honor in the society. Among the representatives of Ukrainian sports elite Vitalii and Volodymyr Klychkos, Andrii Shevchenko, Yana Klochkova, Oleh Lisohor and others are considered such



athletes.

The enterprising development in the sphere of PhEdS is related to using *modern technologies* and realized based on considerable enhancement and expanding technological and functional correlation between physical education and sporting industry with other subsystems of social and economic progress of the society.

The PhEdS field's functioning based on the market economics principles promotes wider integration of physical education and recreational as well as physical education and sporting and entrepreneurial kinds of activities considerably increasing the number of its investment resources.

Among objective preconditions of transforming the PhEdS sphere into economic space being considered by the representatives of medium and big businesses today as the newest plane for business relations and a potential object for investments for 15-20 years we should distinguish:

- positive international experience of organization and holding of commercial events as well as long-term functioning of professional sports' commercial projects recognized worldwide, notably leagues and associations of American football, basketball, baseball, and hockey;

- international dynamics of fitness-industry development having formed in the late 1970s by virtue of mass the USA citizens' love for aerobics and shaping; the mentioned type of business is quite profitable successfully functioning more than four decades;

- stable interest of national business units to prominent international and national initiators of providing sporting services, manufacturers of goods, and

their constant usage for advertising their own products or services; sporting events of international significance, professional clubs, athletes with the names known worldwide often serve efficient competitive advertising media;

- profitability of international sporting events and their favorable commercialization (the product possible to be successfully realized);

- functioning of professional sports clubs such as commercial enterprises in different business areas.

We also consider striving of business units for maximizing the profit not only to compensate the physical education and sport organizations' growing expenses but also to make it possible to increase the profit level a natural precondition for developing entrepreneurship in the PhEdS sphere.

Sporting business is caused by a range of market economy factors as: free market pricing system; forms of ownership; competition; providing the right of free choice of both the manufacturer of physical education and sporting services and consumers of such services; dependence of the enterpriser's profit on the results of their work and situation at the market of physical education and sporting services [**Error! Reference source not found.**, p. 47].

Successful entrepreneurship in the sphere of PhEdS includes using the results of the marketing researches on consumer's demands, supplies of the market of physical education and sporting as well as physical education and recreational services, and determining the means of promoting the corresponding market products to a consumer. That is exactly the basis where the system of buying and selling



Commercial organizations must be built. There are no marketing researches

remain.

This can be argued via the



Ukrainian sociology, but social demand on such intelligence has already formed.

significant need to regulate the development of the PhEdS sphere on the state level, raising the prestige of Ukraine in the world, need in strengthening the citizens' health and consolidation of healthy lifestyle, etc.

The activities of the current mass media, realization of international sporting relations between different states, organization and holding of the Olympic Games, continental and world championships promotes the establishment of sporting entrepreneurship causing the need to increase the amounts and improve manufacturing sporting inventory, clothes, means of transportation, corresponding food, etc., as well as selling sporting goods and services.

Integrating physical education and recreational, sporting and entrepreneurial kinds of entrepreneurial activities causes considerable transformations in content and forms of enterprising among specialists in the sphere of PhEdS argued via using efficient market instruments (entrepreneurship, marketing, sponsoring, fundraising, franchising, etc.). It is notable that it is exactly entrepreneurial activity in the sphere of PhEdS making it possible to successfully realize physical education and sporting services upon conditions of world market having considerable benefits.

For gaining positive image in business environment and the clients' and consumers' trust business has to gain the characteristic of socially responsible environment. Real embodiment of socially responsible business will promote development and popularization of physical education and sport currently functioning as a full business-industry where marketing and advertising opportunities are actively used.

Compared to other kinds of economic activities, sporting business has a low level of the suggested services' material consumption. For example, depreciation costs of the expenses from physical education and sporting services manufacturing account for 8-41% [**Error! Reference source not found.**, p. 116]. That means that would-be enterprisers require a lot less initial capital to start their own business in the sphere of PhEdS than in the other enterprising fields.

Moreover, in the Ukrainian society the ideas of socially responsible business in the sphere of PhEdS mostly related to professional sport are gradually spread.

At the same time, the need in support and preservation of the objects of state ownership, notably organizations of physical education and recreational as well as physical education and training direction (pools, sports halls, palaces of sports, public sporting organizations and communities, institutions of physical

By the results of the informational and analytical researches by S. Ivaniuta and M. Ivaniuta, creating a fitness club of a medium level is possible with initial capital of 3260 thousand US

dollars. The period of the investment means repayment is from 18 to 24 months which is a lot less than in the



[Editor: Reference source not found., p.116].

Using the results of profound interpretation of ways, mechanisms, forms and methods of managements, strategies and sources of legal and financial support of manufacturing emphasizing the objective need in conducting quality training of specialists in physical education and sport for enterprising and actualizes the issue of entrepreneurial competence development among them is considered an important precondition for integrating physical education and recreational as well as physical education and sporting and entrepreneurial activities. The PhDs masters have to be generators of new (prominent) ideas and have a broad outlook and deep professional knowledge, manifested, notably, in ability to analyze entrepreneurial activities and their prospects.

Conclusions. In the PhDs field, entrepreneurship is a multifunctional activity accomplished on commercial basics via using different organizational and legal forms related to the realization of new opportunities in physical education and sporting goods development, providing mass physical educational, recreational and sporting service. In this manner, the public and legal meaning of the term «entrepreneurship activity in the field of physical education and sport» is

emphasized.

Moreover, a specific business sphere – sporting entrepreneurship –

specialists training being usually de aware of the novelty achievements in biochemistry, neurophysiology, sporting medicine, biomechanics, psychology, and pedagogy of sports, sporting sociology, sporting management and marketing, healthcare, and ergonomics; secondly, the specialists differ by the developed skills on sport commercialization and organizational abilities. That is why, not only the existence of a sufficient number of sporting objects, and equipment will make it possible to improve the workforce condition in the society but principally initiative activity among specifically trained specialists, PE teachers, and trainers with the developed mental and pedagogical as well as sporting skills, and entrepreneurial qualities in the society.

So, the success in providing mass, recreational, physical educative and sporting services depends principally on the specialists' eagerness to work in this sphere providing efficient interpersonal as well as manufacturing and consuming interaction. On one hand, such contacts make it possible to organize and broaden communicative relations, and on the other, - they require boosting general culture level, professional skills and the staff's professionalism, expanding the entrepreneurial experience for every enterprising subject.

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