

DEVELOPMENT OF MARKETING TECHNOLOGIES IN SPORTS EVENT MANAGEMENT IN RUSSIA

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ABSTRACT

This article considers the development of marketing technologies in the sports event management in Russia. At present, the development of physical education and sports in Russia is a priority function of the state that affects the physical and intellectual development of the abilities of a person and society, improvement of the individual's physical activity and formation of the national healthy lifestyle as a whole, social integration through the physical education, physical training and physical development. The article considers improvement of the sports industry that reveals the need for the development and implementation of marketing technologies by the public authorities during the management and execution of major sports competitions. The article describes the marketing features of a sports event.

Keywords: Marketing Technologies, Sports Events, Public Authorities, Sports, Russia.

INTRODUCTION

The high-performance sport has not only great opportunities to influence health, physical development, mental world and personal culture, his/her moral standards and aesthetic senses, but also represents a showpiece of the state in the field of international relations and affects the level of the national economy competitiveness. Due to this fact, one of the primary targets of the Ministry of Sports is the development of professional sports and successful performance of the Russian athletes in the international arena. These goals are being achieved due to the opening of the children's and youth schools of Olympic reserve, an increase in the average salary of the specialists of educational institutions, as well as the successful running of international competitions in the country (the Ice Hockey World Championship, the World Football Cup, the World Winter and Summer Universiades in Krasnoyarsk and Kazan, the Winter Olympic Games in Sochi) (Kotler et al., 2013).

LITERATURE REVIEW

It is necessary to focus on such Russia-wide events that remain completely unaddressed, namely, the national championships and competitions. Most of such competitions, even in rather spectacular sports, remain in the background: they are held with a small number of fans in the half-empty stadiums with poor media coverage. Meanwhile, the management and running of the nationwide competitions is a good tool for promotion and development of specific sports in question, and also makes an invaluable contribution to the social growth of the country and

certain regions, enhances the prestige of the host city, fosters physical education and sports, calls upon healthy lifestyle that as a whole provides a high-yield result (Malygin, 2011). The implementation of these tasks will be facilitated by the high-quality and effective use of the modern marketing technologies. The field of sports is becoming more and more popular as an opportunity to invest money and get considerable output for the investors, therefore the use of marketing technologies in the competition management and conduction allows to deliver successful market offers that can bring reputational and economic benefits to the certain regions (Skoblin, 2013). The marketing management in the field of sports consists of application of the following marketing technologies: analysis of market opportunities, selection of target markets (consumer analysis), and development of a marketing complex (event, sales, promotion and price planning). All these features are also common for the sports event marketing. The specific features of individual sports and types of competitions affect the priorities for use of the various marketing tools, and sometimes the need for them (Khalikov, 2016). The use of marketing technologies in the sports event management is possible only with the participation of authorities, the main task of which is not only to ensure running of the competitions, but also to take actions aimed at increasing its competitiveness (Andreev, 2011). This requires research of the marketing environment. The marketing environment is a combination of subjects and forces that operate out of the sports event and affect the ability to establish and maintain successful and mutually beneficial collaborative relations with the target customers. The marketing environment is divided into external and internal types (Vulakh, 2012). The internal environment determines the marketing opportunities and potential of the sports event management (Zateev, 2010). It includes the elements and specifications that are influenced by any sports organization that is related to the development of a particular sport, namely, financial capabilities, skills and management experience (Skoblin, 2013). Chowdhury et al. 2020; Goncharenko et al. 2021; Hossain et al. 2019; Hossain et al. 2020; Jahan et al. 2020; Khalil et al. 2020; Nahar et al. 2021 etc explained and recommended the importance marketing in sports under the context of Russia.

METHODOLOGY

The research methods are determined by the dialectical cognition method, a mix of general scientific and special methods. The theoretical and practical significance of this research lies in the fact that the conclusions and proposals contained in the scientific research can be highly-demanded during the educational process.

RESULTS & DISCUSSION

The sports marketing has its own specific features and characteristics. The objects are the sports products: competitions, services, goods, information, facilities, rights (television, licensing, transfer rights), target audiences, as well as the "top officials": athletes, teams, coaches, managers who occupy a central position and contribute to the extension of the sports business area, while attracting the sponsors and audiences. Marketing activity during the sports event management is a key part of sports marketing since it accumulates the relations that boost the entire sports industry. First of all, this refers to the sports product, namely, a spectacle around which all other markets are built: sports services, goods, facilities, infrastructure, sponsorship, etc. The external environment includes all objects, factors and phenomena that are beyond the sports event and have a direct impact on its management and conduction. In turn, the external environment is subdivided into the microenvironment and macroenvironment. The

microenvironment is represented by the real and potential consumers, sponsors, partner companies, media, suppliers, intermediaries, and competitive events. The macroenvironment includes more general factors, mainly of a social nature, namely, the natural and climatic, political and legal, socio-cultural, demographic, socio-economic conditions affecting the specifications and scale of the sports event. The market assessment, gathering of statistical information is complicated by the fact that in Russia there is still no formalized concept of the sports industry. However, it is clear that this economic sector can develop even in the case of a crisis, as the fans support their teams at any time, especially during the difficult times. Therefore, the task is to conduct empirical studies that allow not only to assess the sports market and its prospects, but also to study the behavior of the Russian fans and interest in the specific sports. These functional responsibilities should be assigned to the structural subdivisions of the Ministry of Sports of the Russian Federation. The potential market for sports and entertainment services is formed by the end consumers with the similar needs and requirements in relation to a particular sport. The potential market differs from the target one that, in turn, is segmented according to the various parameters: territorial demography, personal demography, psychographic and behavioral criteria. For the accurate analysis and segmentation of the target market in the sports field, it is necessary to arrange a marketing information system consisting of the current data gathering, marketing research and analysis of the information received. Participation of the authorities should not be limited to the provision of facilities, security, or medical assistance during the sports event. It is necessary to expand the distribution channels for the sports and entertainment services: to be directly involved in the event attendance, in the development of the logo merchandise, to cover the event in the TV reports, broadcasts, and to provide information in the media. For the accurate analysis and segmentation of the target market in the sports field, it is necessary to arrange a marketing information system consisting of the current data gathering, marketing research and analysis of the information received. Participation of the authorities should not be limited to the provision of facilities, security, or medical assistance during the sports event. It is necessary to expand the distribution channels for the sports and entertainment services: to be directly involved in the event attendance, in the development of the logo merchandise, to cover the event in the TV reports, broadcasts, and to provide information in the media.

CONCLUSION

At present, the sports industry is a constantly growing investment market. The most promising areas of revenue generation are the sponsorship, income from the ticket sales to the persons attending the sports events, fees for the sale of broadcasting rights to the mass media, transfer of rights to the sellers of goods in the framework of franchising and joint marketing. The efficient event management depends primarily on the life event management providing the fans the enjoyment they are willing to pay for. Thus, the use of marketing technologies by the public and municipal authorities during the sports event management and conduction will help to develop the professional sports.

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