

FOOTBALL AS A PROFESSIONAL SPORT, AND THE PROSPECTS FOR ITS DEVELOPMENT IN UKRAINE

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Annotation. The aim of the study was to determine the features of the functioning of European football as a segment of the service industry, bringing economic, social and political effects. The features of professional sports in Ukraine by the example of football as an object of scientific analysis were considered. It is considered the features of the functioning of football. The study used methods of system analysis, analysis methods specific sources, methods comparison, and statistical methods. It is shown that a significant influence on the development of modern sport in particular football by processes of commercialization and professionalization. Found that football is the manufacturer of a wide range of services that bring significant economic, social and political impact of the subjects and has a high football information and entertainment value for the audience.

Key words: football, professional, sport, prospects, development.

Introduction

Significance of club and combined teams international matches conditions, as a substantial factor of national prestige, progressing scientific interest to the analysis of management's general grounds, economics, law, personnel, maintenance, scientific methodological and medical provision. Due to this fact the development policy of high sports is directed to searching optimal management models for the country. It is important to consider that professionalization and commercialization of modern sports would promote not only its modification, system of management and training of sportsmen, but condition the change of general sports system professional component's specific gravity, orientating it at maximal effectiveness, technical skills manifestation, aesthetics and show character [1-8].

Besides, one of the main trends of modern society development is globalization, due to which the determining features of modern sports' functioning are: integration in the system of world market economy, migration of sportsmen and coaches, formation of powerful transnational sports equipment market, informational and ideological dimensions [9, 10]. Radical changes, which now are going in modern high sports, condition the necessity of development of its strategy on national level in compliance with international trends. Owing to it there appeared an acute demand in analyzing development trends of some professional kinds of sports, football in particular, as well as the possibility of European experience application for the development of national systems [11].

Reconstruction of social and political structure, formation of market relations in Ukraine, decreasing of high sports results' level witness about the demand in scientific foundation of sports organizational system's change and searching new efficient management methods, which would consider both: national social-economical, political and cultural environment and the processes in international sports.

Purpose, tasks of the work, material and methods

The purpose of the research – determination of football functioning's peculiarities as a segment of European industry of services, effective in economic and social-political aspects.

The methods of the researches: systemic analysis; analysis of special sources; comparison; statistics.

Results of the researches

On the modern stage of development, sports, as a social institution, function in different directions. American sociologists [12, 13], when defining term "sports" underline three components of sports: "easy" sports ("sports for everybody"); organized sports (high sports); professional sports.

As per the point of view of V. Platonov and S. Guskov [5, 8], the following kinds of sports, which are different by purpose and effectiveness criteria are marked out: mass (people's) sports; Olympic sports; professional sports. Regarding specificity of sport activity in professional sports, the authors single out a number of features, which distinguish professional sports from Olympic one: they are orientation at the kinds of sports, which can bring great income or cover all expenses by own income. In leading European championships football completely manages this task. Besides, it ensures creation and maintaining of atmosphere of severe competition in national championships; formation of elite clubs; availability of sufficiently efficient and constantly improving sportsmen's social protection system. Footballers' contracts become more perfect from jurisdictional point of view, footballers' trade unions are creating, insurance companies work more perfectly.

Analysis of scientific literature showed that commercialization and professionalization processes, solutions of whose problems are reflected in works of many authors [4, 5, 13] et al., significantly influence on development of modern sports. They are regarded in the following aspects: constant expansion of commercial competitions, conducted both by international and national federations, net; changes of competition rules; development of commercial attractiveness; perfection of show character. So, for example, for the last ten years, there has been changed format of "European champions" cup into league of "champions", UEFA cup has been transformed into league "Europe", that permitted to attract additional investments, sponsors, major TV and radio companies.

All these permitted to make the tournaments the most attractive from commercial and show point of view on the continent. So, clubs receive financial profit even at the stage of getting into these tournaments, which increases depending on the won matches.

One of the vectors of qualitative transformations in modern football is not only establishing of market self organization but also formation of services market. The market of services, as relative, open subsystem of sports economics, fulfills an important function: it ensures more efficient usage of resources for satisfying of society with special, immaterial goods – sports services.

The market of sports services functions side-by-side with markets of goods, capitals, labor market and is divided into private markets because the services are various and diverse. For evaluation of sports industry's place and role in economy a complex of indicators is used, such as: share of gross domestic product assigned for development of sports; provision of population with available sports facilities, goods and sports services; availability of financial sources for sports and health improving activity.

Modern football transformed into important segment of European sports industry. Its structures regard as paramount importance of their activity application of modern technologies and it substantially expanded connections with other branches of economy. High efficiency of modern football's functioning is based on interaction of two mutually complementary spheres: football itself and its infrastructure. Just community of interests of each sphere's representatives promotes formation of conditions, which are necessary for implementation of sports, health improving and educational measures by realizing technological, organizational-economical, industrial, jurisdictional and other links.

To-day professional football is an open system, which interacts with environment and has sports competition, in our case sports show, as a main component. Achievement of the mentioned result is promoted by both: the systems main components - participants, organizers, management bodies, mass media means, and by other components – footballers' training system, refereeing, marketing and ticket programs, interaction with official authorities (governmental and municipal), sponsors, fans (see fig. 1).

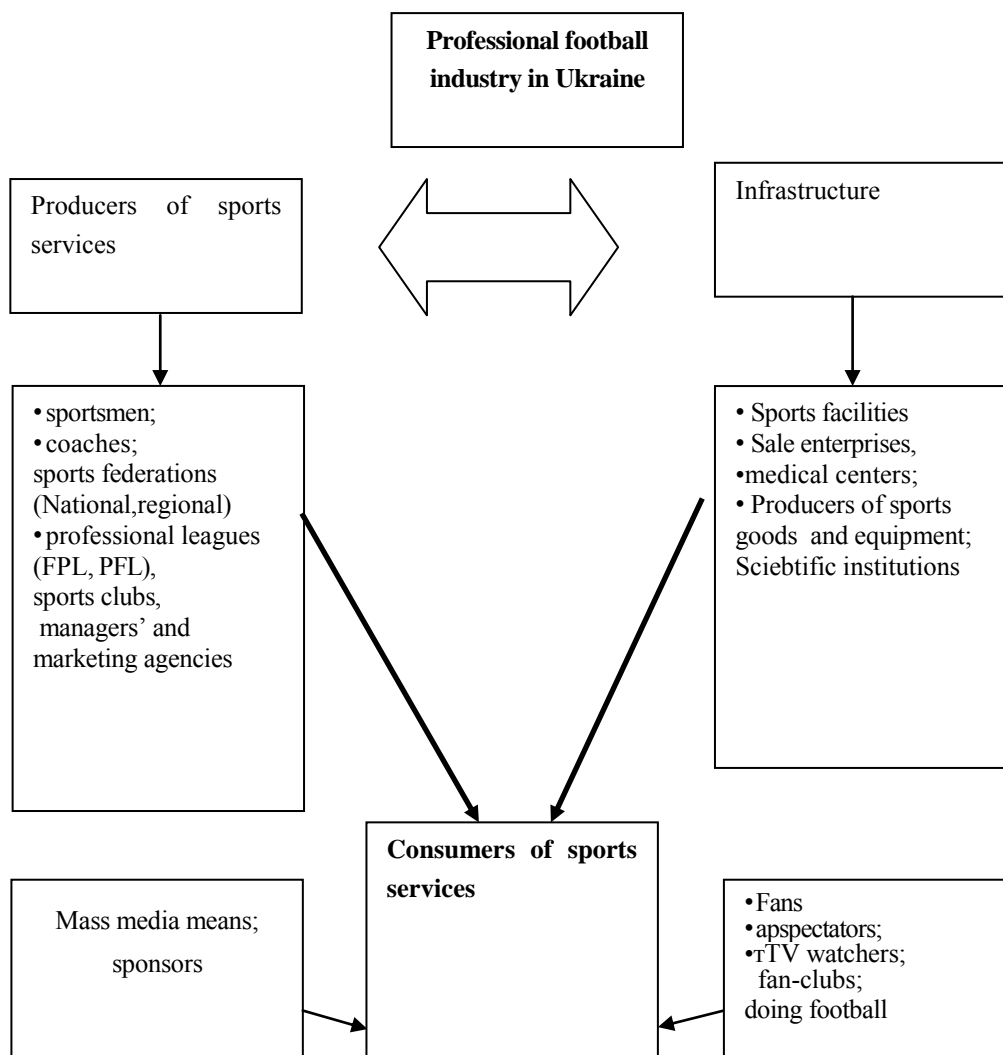


Fig.1 Main components of professional football industry

It should be noted that relates to the sphere of production of socially significant goods, which is manifested both in its external form – game (show) and internal – purpose orientation and social usefulness. These, to a large extent, condition football's popularity among the populations of many countries and preconditioned formation and development of its own segment at European market of sports services.

Football as high sports is a sphere of sport training and sport-show production sphere with purpose orientation at achieving and maintaining of sport form, creation of sport show, satisfaction of spectators' aesthetic demands and their demands in communication and active leisure. Football of a labor process is a sphere of application of not only professional sportsmen's physical, intellectual and other abilities, but also of coaches, referees, agents, organizers, sponsors, stock and equipment producers and other subjects of market. Formation and development of professional branch is founded on realization of both: sportsmen's strive to satisfy personal targets and efforts of people who ensure different sports measures' organization.

Football industry at market, and realization of services have a number of peculiarities. In opposite to material good, in football services are produced and consumed mainly simultaneously and are not liable to be maintained. That is why consumption of majority of services takes place in direct contact of their producers (sportsmen, coaches) with consumers (spectators, coaches) excluding brokerage.

Service realization in football closely interacts with the selling of tying products (sports stock, equipment and etc.) and progressively influence on it.

All kinds of football industry services are appropriate for wide involving into international economic turnover. First of all it concerns sports facilities services (conducting of tournaments, Euro 2012) and so on, sports activity directed to receiving of material profit; football to-day is characterized, first of all, by its entertaining value and economic efficiency, that is the reason of dramatic rise of competition and constant spectators' attention to long-term contest. Formation of social-economic relations in football has specific features, which are caused, first of all, by transformation of football subjects (by targets and character of activity) into economics subjects: professional teams, spectators, sports management bodies.

Modern football also functions under influence of social-political and economical processes, that mainly manifests in its subjects' administrative and economical links, involving of eminent political and social figures, which become the heads of sports federations, attend sports measures, matches.

Summary

Thus, basing on the above said it can be affirmed that modern football is a combination of social-economical relations of private and public character, which appear among the subjects in connection with their participation in professional sports activity. At the present stage, football in all its manifestations (mass, Olympic, professional) is the producer of wide range of services, to which there relate: physical culture-health improving and sports trainings sport shows, organization and conduct of educational-training process; presenting of sports facilities to population; informational, consulting, educational and other services. With this, consumption of football as a service brings significant economical and social-political effect and has high informational-entertaining value for spectators.

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