

**CREATING COMPETITION OF A COMMUNITY BY ORGANIZING SPORT EVENTS
ON THE EXAMPLE OF THE ORGANIZATION OF THE CROSS-COUNTRY RACE
IN BLACHOWNIA (8 KM)**

The aim of this paper is to show the creation of competitive advantage of the territorial unit – the community on the example of organizing the cross-country race in Blachownia near Czestochowa.

Keywords: *competitive advantage, territorial unit, investment*

1. Introduction

The aim of this paper is to show the creation of competitive advantage of the territorial unit – the community on the example of organizing the cross-country race in Blachownia near Czestochowa.

The area of the community attracts investment community, capital and people, and its economic and social potential is able to compete with other municipalities¹.

The community as a unit of local government has the instruments which can be used in competitiveness with other communities. It also influences on the local development of entrepreneurship. The community can use its strengths and compete with other communities.

Community authorities' actions not only focus on finding opportunities to compete with other communities but also on local business development and entrepreneurship. The entrepreneurial community is the community which authorities have the ability to see the needs of residents and tourists, and the ability to use any opportunity to act.

2. Characteristics of the Blachownia Community

Blachownia is lying in the district of Czestochowa. Geographical location: central part of the municipality, the western part of the district of Czestochowa. It lies on the national road between Czestochowa and Opole. The nearest neighbors are Konopiska, Wręczyca, Herby and the largest city – Czestochowa. Area of the municipality is 67.21 km² and includes the villages: Cisie, Konradów, Łojki, Nowa i Stara Gprzelnia, Wyrzow, as it is shown in Figure 1.

¹ Compare: Gorzelak G., *Rozwój regionalny Polski w warunkach kryzysu i reformy*, Rozwój regionalny – Rozwój lokalny – Samorząd terytorialny, Instytut Gospodarki Przestrzennej WGiSR UW, Warszawa 1989, s. 34

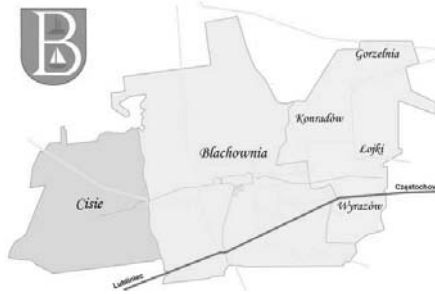


Fig. 1. Map of the Community

<http://blachownia.republika.pl/plan-gmina.htm> (30.01.2013)

The following figure shows the coat of arms and flag of Blachownia.



Fig. 2 Coat of arms and flag of Blachownia

Źródło: <http://blachownia.pl/blachownia> (28.01.2013)

The community's population is 13,290. The river flowing through the municipality is Stradomka. Blachownia is located in the woods with great natural beauty. In the middle of the city there is a lake which is known for its beautiful specimens of fish. There also is an island in the pond. In summer, at the reservoir it is possible to rent kayaks and pedal boats. There are organized concerts and outdoor events. The municipality has several bike paths, educational and hiking trails, where we can meet wonderful specimens of fauna and flora.

Anyone who intends to visit Blachownia, can find a place to stay at the Sports and Recreation Centre. At the hotel there is the stadium, one of the most beautiful buildings of this type in the region. In the village you can visit the Blachownia interesting sights. In the community there are some organizations and associations which organize events with folk artists and bands, sport events etc².

² <http://blachownia.pl/blachownia> (dostęp dn. 28.01.2013 r.)

2. The activity of local government in the community development

The development of the market economy and decentralization of public sector caused that the responsibility for local development and stimulation and shaping economic growth and development primarily depends on the local and regional authorities. In the current law conditions the most important tasks in the field of local development are performed by the community as the basic unit of the local government.

Local government units are increasingly involved in the conscious shaping of economic development of the local and regional level. They use a number of tools and methods for stimulating entrepreneurship and competition. In the era of full marketization, increasing the companies' ability to make free choices of location, the task of the community authorities is to create the most favorable conditions for the stable and rapid economic development of the subdivision. In general the task of the community's authorities is the creation the competitive conditions for the development of entrepreneurship. Entrepreneurship should become the main creative force in each region permanently inscribed in the management system³.

Local development means harmonized and systematic operation of local communities, local authorities and other entities operating in the community, **which seeks to** create new and improve existing usability community, creating favorable conditions for the local economy and entrepreneurship. The maintenance and development of the social and technical infrastructure, **the promotion of** local natural assets, **development of** the production of goods and services demanded by the market and the flow of financial capital influence on competition between communities and stimulation economic activity of the community. Local development should be based on local potential, it should serve the common interests of the community and should be implemented on the basis of democratic and partnership principles. Communities are not the only entities which create local development. The important role play also economic units, households and local institutions. Such a development of local communities should be seen as an ongoing process supported by a sustainable economic factors, social and environmental⁴.

Competitiveness is an opportunity and the necessary skills which are important as far as competition is concerned. It results from its potential resources and capabilities in the existing market structure. Competitiveness, originally identified with the business and social desire for a better position, became the domain of the territorial units. This is due to the growing needs of the local societies, related to the development of culture and civilization, and the limited capacity of the government to satisfy them⁵.

In the increasingly competitive, the ability of businesses (goods and services) depends on the efficiency of the territorial, regional and local economic and social systems

³ *Instrumenty zarządzania rozwojem w przedsiębiorczych gminach*, praca zbiorowa pod red. A. Kożuch, A. Noworól, wyd. przez Instytut Spraw Publicznych Uniwersytetu Jagiellońskiego w Krakowie Kraków 2011, s. 49.

⁴ Compare: *Ibidem*, s. 15.

⁵ Compare: Wysocka E. i inni, *Teoretyczne podstawy konkurencyjności w planowaniu przestrzennym*, IGIPIK, Warszawa 2001, s. 13.

(environment entity) ⁶. Territorial competitiveness depends on the role of the internal environment, which through the mobilization of resources and forces can promote its territory as a competitive place to do business by local and emerging companies⁷. Thus, the competitiveness of local and regional authorities is a state of permanent advantage gained by the territorial unit thanks to the location at a specific location (investment attractiveness) and the process of subjective competing and public authorities⁸. Persistence of the gained advantage depends on the factors (values) and the location and capacity of governing skills⁹.

An important role in shaping the competitive advantage of regional and macroeconomic environment play internal conditions, especially located in the unit of the enterprise and the institutions and organizations. But the main subject is the power of local self-government and a leader whose strength and ability to selection of personnel decide on the activities to face the challenges of competition¹⁰.

3. Organization of sport events and their marketing aspects concerning competition

As a result of economic development, as observed in Poland since the beginning of the nineties is the tendency of markets to fill in a mass produced goods and services. In this background, the competition is increasing between economic operators. With an even level of products and services competitive strength depends not only on the systematic attention to the variety and quality of goods and services, but also from the most effective making contact with circles of customers¹¹. It concerns all elements of the activity, including the community's sports and recreation activity. Sports has always existed. Is seen as a source of concern for the proper functioning of the body. A man is willing to become an active participant in the sport event but also is the viewer, who now requires from the organizer ensuring maximum satisfaction going from the sport product. The organizers of sporting events operate on the sports market, and they have to demonstrate their knowledge concerning the organization of sport events but also marketing. Marketing is an important aspect without which the marketing of sports events would be impossible.

⁶ Markowski T., Stawasz D., *Ekonomiczne i środowiskowe aspekty zarządzania rozwojem miast i regionów*, Uniwersytet Łódzki, Łódź, 2001, s. 89–107.

⁷ Adamowicz M., Konkurencyjność jednostek terytorialnych w skali lokalnej, "Roczniki Naukowe" SGGW, t. X, zeszyt 2, Warszawa, s. 9.

⁸ Markowski T., Stawasz D., *Ekonomiczne i środowiskowe aspekty zarządzania rozwojem miast i regionów*, Uniwersytet Łódzki, Łódź, 2001, s. 89.

⁹ Zalewski A., *Uwarunkowania stymulowania rozwoju lokalnego*, "Problemy Zarządzania" nr 3/2006, s. 33.

¹⁰ Pytlak M., *Konkurencja i współpraca – komplementarne działania władz lokalnych (na przykładzie wybranych gmin zachodniego pasma aglomeracji warszawskiej)*, w: Rocznik Żyrardowski, tom VIII, pod red. W. Rakowskiego, Wyd. Naukowe Instytutu Technologii i Eksploatacji, Żyrardów 2010, s. 395

¹¹ Kowalski S., *Wizerunek jako element przewagi konkurencyjnej firmy*, [W:] *W poszukiwaniu strategicznych przewag konkurencyjnych* pod red. nauk. Jerzego Czarnoty, Mieczysława Moszkowicza. Cz.I., Wydawnictwo Politechniki Częstochowskiej, Częstochowa 2003, s.297

Organization is a multistep process. It consists of the following steps¹²:

- 1) Detailed setting all the work to be done to achieve the objectives of the organization;
- 2) Dividing all the work on the actions which are logically possible to be conveniently accomplished by one person or group of people;
- 3) Linking the whole work of the organization's members in an efficient and logical way;
- 4) Establishing the mechanism for coordination among the members of the organization to constitute it as a unified, harmonious whole;
- 5) Checking the efficiency of the organization and introduction of corrections in order to maintain or increase the effectiveness.

Conducting a sporting event is a business where you can gain or lose. Due to the increasing demand for mass sporting events the local authorities require from the organizers submitting plans such as: programs, scenarios, financial estimations, projects, and regulations. This plans are rich and are related to the theory of organization and management, reflecting the complexity of sporting events¹³. A very important thing is the plan for the organization of sports events, which the recipient can be a player, a spectator, the reporter, the journalist and the reader and indirectly, press and radio and TV receiver. Potential customers should be provided up to an approximate idea about the project. Apart from the proper organization, the offered product needs to be supported by a sports marketing activities. Even the best event may not be noticed, not to mention the social acceptance and recognition, if it is not presented in a professional way¹⁴.

In the marketing strategy the base is the marketing mix which in general consists of the following 4 elements (4P) : product, price, place and promotion. It was introduced by J.McCarthy. In services, however, is supplementation of this list to five, seven or eight elements. Marketing mix which consists of seven elements is as it follows: product, price, distribution, promotion and people, processes and customer service¹⁵. All these elements are equally important. They result in attracting sponsors and media patrons. Sports event organizer must first create the right product of sport, set the price, build the distribution, and also inform potential buyers of sports products about its existence – carry out a promotional campaign. The community through supporting marketing activities communicates with the information receivers and becomes competitive and entrepreneurial in comparison to other communities. The task of the community is active competition and promoting entrepreneurship among others through the promotion of the region.

This requires building a relationship of trust and respect, establishing norms and values, strengthening relations and taking care for the common good. Therefore, in recent years, the importance of territorial marketing and place promotion is being observed¹⁶.

¹² Stoner J.AF., Wankel Ch., *Kierowanie*, PWE, Warszawa 1994, str. 198.

¹³ *Organizacja imprez sportowych*, pod red. B. Ryby, Wyd. Polska Korporacja Menedżerów Sportu, Warszawa 1998, str. 18.

¹⁴ Ibidem, str. 47.

¹⁵ Compare: Pabian A., *Promocja. Nowoczesne środki i formy*, Wyd. Difin, Warszawa 2008, str. 20.

¹⁶ Przybył K., Górski J., *Promocja Polski: Kooperatywna konkurencja regionów i miast, "Infrastruktura – Środowisko – Energia"* dodatek lobbingowy do "Rzeczpospolitej" 23 czerwca 2009

4. The competitiveness of the community – the organization of the Cross-Country Race in Blachownia (8 km)

The Cross-Country Race in Blachownia (8 km) is the sports event of the Blachownia Community which aim is¹⁷:

- promotion and dissemination of running, as the simplest form of activity;
- popularization of the Nordic Walking, a new sport, which helps to maintain vitality and health;
- the presentation of natural and recreational areas of Blachownia community;
- promotion of the Blachownia Community;
- the integration of the sport environment.

Through all these aims the Blachownia Community creates competition among other communities and becomes attractive for the environment.

The honorary patron is the Mayor of Blachownia Anetta Ujma, and the organizer of the Race is the Community of Blachownia, GKRPA in Blachownia, Association for Children of ALMA. In the Organizing Committee is the Director of the Competition – Jacek Chudy. The Institutions and supporting organizations are as it follows: Częstochowa District Office, District of Herby, Forestry of Trzepizury, the Blachownia Volunteer Fire Department, the Cisie Volunteer Fire Department and the KKTA Blachownia. The competition takes place at the Stadium of Recreation Centre in Blachownia. The race length is 8 km. The following figure shows the environment of the race.



Fig. 3. The environment of the Race

Source: http://www.przelajowa8.pl/index.php-option=com_content&view=article&id=55&Itemid=54.htm (30.01.2013)

¹⁷ http://www.przelajowa8.pl/index.php-option=com_content&view=article&id=51&Itemid=29.htm (dostęp dn. 30.01.2013 r.)

The organizers encourage fans to take part in the competition by organizing art competitions of all kinds for example taekwondo demonstrations, art contests etc. The competition is also accompanied by tastings of food, children's activities, such as sports, "The gymnastics is fun" meeting with the pirate, the face painting, slides – and other attractions for children organized by the sponsors. The organizers try to find sponsors who will support the race. The sponsors advertise their products which makes the race more attractive and attracts supporters of the race. The sponsors of the race, organized in 2012 were the following: Bank BGZ, the Społem, Ideas Kaffee, the "Alexandria" Meat Company, Czeszochowa Dairy Cooperative, ICN Polfa Rzeszow SA, Olimpius.pl – New Balance, Cast Iron of Gruszewnia, AMY Healthy Linen, Andycorn and Avon. In addition to wide dissemination of information about the competition, the organizers also provide media patrons such as MaratonyPolskie.pl, gazetawyborcza.pl, Tygodnik Regionalny 7 Dni, RMF Maxxx, Radio Jura, TVP Katowice, wbiegu24.pl.

Each year, over 600 people from the whole Poland come to the Cross-Country Race of Blachownia Community. Many participants and spectators use the accommodation (HOTEL-CA sector) before and during the event. Participants leave the money in the community which ultimately affects the development of the municipality. The above organizational and entrepreneurial activities show the initiative features of the Blachownia authorities. The authorities of the Blachownia Community create attractive conditions for the development of tourism and recreation and the development of tourism and recreation is the development of the community itself.

5. Conclusion

Competition supports the local development and cooperation also strengthens it. The community should attract potential customers by organizing various events. As it was showed in the paper by organizing sports events the municipalities receive benefits and hold a competitive advantage.

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СТВОРЕННЯ КОНКУРЕНТНИХ ПЕРЕВАГ МІСЦЕВОЇ ГРОМАДИ ШЛЯХОМ ОРГАНІЗАЦІЇ СПОРТИВНИХ ПОДІЙ НА ПРИКЛАДІ ПЕРЕГОНІВ ПЕРЕСІЧЕНОЮ МІСЦЕВІСТЮ

Метою статті є опис процесу створення конкурентних переваг територіальної одиниці (громади) на прикладі організації перегонів пересіченою місцевістю.

Ключові слова: конкурентні переваги, територіальна одиниця, залучення інвестицій.

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СОЗДАНИЕ КОНКУРЕНТНЫХ ПРЕИМУЩЕСТВ МЕСТНОЙ ОБЩИНЫ ПУТЕМ ОРГАНИЗАЦИИ СПОРТИВНЫХ СОБЫТИЙ НА ПРИМЕРЕ ГОНКИ ПО ПЕРЕСЕЧЕННОЙ МЕСТНОСТИ

Целью статьи является описание процесса создания конкурентных преимуществ территориальной единицы (общины) на примере организации гонки по пересеченной местности.

Ключевые слова: конкурентные преимущества, территориальная единица, привлечения инвестиций.