



their pre-1993 level by the end of the year. A 100,000 Ukrainian Karbovanets were used between 1992 and 1996. In 1996, they were taken out of circulation, and replaced by the Hryvnia at an exchange rate of 100,000 Karbovanets = 1 Hryvnia (approx. USD 0.50 at that time, about USD 0.20 as of 2007) [4].

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ECONOMICS OF SPORT

Annotation. The article is concerned with some aspects of sports economics. The peculiarities of sport economics were shown; the political and economic factors influencing this sphere of economy were regarded. The interrelation of achievements in sports and country's economic performance was stated.

Анотація. Розглянуто деякі аспекти економіки спорту. Показано особливості цієї сфери економіки, вивчено політичні та економічні фактори, що впливають на її розвиток. Встановлено взаємозв'язок між спортивними досягненнями та економічними показниками країни.

Аннотация. Рассмотрены некоторые аспекты экономики спорта. Показаны особенности этой сферы экономики, изучены экономические и политические факторы, влияющие на ее развитие. Установлена взаимосвязь между спортивными достижениями и экономическими показателями страны.

Keywords: sports economics, commercialization, business of sport, tourism and leisure.

This theme is topical and may be interesting for a wide range of public as there is a methodological issue in the background of any guesswork about what the new perspectives in sports economics would be. It is the job of the economist to study interesting phenomena of human behaviour, even if the application appears to be limited to the subject studied; thus, when such phenomena occur in sports, economists should study them.

The aim of this article is to give a clear definition of sports economics, to provide a guide to the commercial side of sport as well as to describe sports industry as a big business.

The objectives of this work are the following: to determine the importance of sport as a field of study; to study the main points of commercialization of sports sector; to learn the economic impact of sports industry and its relationships with other industries.

Estimating the size of sports industry is an important task, and unlike other industries, the sports industry extends across the usual classifications of economic activity included in national income and product accounts. It includes mass participation in sport and watching, listening, and following sports competitions in various media.

It is necessary to consider the impact of other sectors and industries on the development of sport, most importantly, tourism and leisure. As a result of increasing work pressures, holidays and leisure time are becoming shorter and people start to invest more in their holidays, and increasingly see such holidays as a chance for self-development and participation in specific activities. Hence the development of 'wellness' tourism and of activity-related tourism, including sports, occurs.

The recent growth of sport can be related to the success of the commercial side of things and a large increase in income as a result. Whether it is television rights deal, sponsorship of a team, an individual event or the coverage sport now gets in media, there can be no doubt that the profile of sport has increased dramatically leading to what some would call the 'business of sport'. The boom that the industry has experienced has resulted in an increase or even creation of a number of professional services such as Professional services and Consultancy, Marketing, Media, Sponsorship, Public Relations (PR),

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Licensing & Branding, Event Management, Athlete Management, Sports Physiotherapy, Sport Psychology, Insurance, Finance & Law, Sports Nutrition, Sporting Goods, Health Clubs, Multi-purpose Facilities and Coaching [1].

Studies of a number of local sports events show that they have the capacity to attract large numbers of people, initially from the local and surrounding areas where sports events take place and progressively, from further away. Local industries and a local sports sector may emerge, should the events generate enough interest to attract people willing to attend the event and purchase products and services associated with the event.

Public sector agencies at all levels are increasingly becoming more prominent stakeholders within sport – not least because of their ability to provide a variety of resources to initiate and accelerate strategies and projects [2]. At Central Government level, there is a keen appetite for utilizing sport to help deliver key Government objectives on public policy issues such as crime, education, health, etc.

Some research suggests that being involved in sports can equip young people with specific 'core' and 'soft' skills that may raise their level of employability. 'Core' skills include those that are directly associated with coaching and sport management. 'Soft' skills include the skills and values that are learned through sport, such as: cooperation, leadership, respect for others, knowing how to win and lose, how to manage competition, etc.

In addition to being a risk management tool, sports trading will be a new channel to keep current fans and attract new ones. In a world where sports teams are competing not only with each other but also with other forms of entertainment, branding is very important. The interest in sports will draw more people to the stadiums, which will help bars, restaurants, and other related businesses grow and create jobs. The heightened interest level will also create corporate jobs in broadcasting, sponsorship and advertising spheres. Over the long term, increased team attendance would require larger stadiums, which, in turn would create construction jobs [3].

In conclusion it must be said that seeing economic theory explained and tested in such an inherently interesting context can stir interest and motivation in students to continue as students of economics, not only as students of sports.

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HOW TO SUCCEED AS A FRANCHISE

Annotation. The article is concerned with the problems of franchising. Different definitions of franchising are provided; the key characteristics of franchising are regarded. Particular attention is focused on the requirements for franchisers and franchisees to make this type of business successful.

Анотація. Розглянуто деякі проблеми франчайзинга. Вивчено різні дефініції франчайзинга, розглянуто його головні риси. Особливу увагу приділено вимогам до тих, хто надає франчайзинг, а також до тих, хто його отримує з метою зробити цей бізнес найбільш успішним.

Аннотация. Рассмотрены некоторые вопросы франчайзинга. Изучены различные определения франчайзинга, рассмотрены ключевые характеристики этого вида бизнеса. Особое внимание уделяется рассмотрению требованиям как к тем, кто предоставляет франчайзинг, так и к тем, кто его получает с целью сделать этот бизнес наиболее успешным.

Keywords: brand name, franchising, franchiser, franchisee.

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