

SCIENTIFIC-THEORETICAL APPROACHES TO THE DEFINITION OF THE CONCEPT "SPORTS SERVICE" IN MODERN SOCIO-ECONOMIC CONDITIONS

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Annotation

Based on the analysis of native and foreign literary sources the author reveals different approaches to the definition of "sports service" and its distinguishing features from similar concepts "physical education and sports service", "sports and fitness service", "fitness and recreational service". The author also structured and characterized the types of services related to sports services: conducting classes in physical culture and sports; holding sports and entertainment events; organization and conduct of educational and training process; providing physical fitness and sports facilities to the population; information and advisory and educational services; other sports services. This allowed to reveal not only the specificity of the sphere of physical culture and sports services, but also to specify the essence of the concept "sports service", presenting the author's definition of this term.

Keywords: the sector of physical culture and sports, sports services, physical culture services.

НАУЧНО-ТЕОРЕТИЧЕСКИЕ ПОДХОДЫ К ОПРЕДЕЛЕНИЮ ПОНЯТИЯ «СПОРТИВНАЯ УСЛУГА» В СОВРЕМЕННЫХ СОЦИАЛЬНО-ЭКОНОМИЧЕСКИХ УСЛОВИЯХ

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Реферат

В статье на основе анализа отечественных и зарубежных литературных источников автором раскрыты различные подходы к определению понятия «спортивная услуга» и её отличительные черты от схожих понятий «физкультурно-спортивная услуга», «спортивно-оздоровительная услуга», «физкультурно-оздоровительная услуга». Также автором структурированы и охарактеризованы виды услуг, относящихся к спортивным услугам: проведение занятий по физической культуре и спорту; проведение спортивно-зрелищных мероприятий; организация и проведение учебно-тренировочного процесса; предоставление физкультурно-оздоровительных и спортивных сооружений населению; информационно-консультативные и образовательные услуги; прочие спортивные услуги. Это в совокупности позволило раскрыть не только специфику сферы услуг физической культуры и спорта, но и конкретизировать сущность понятия «спортивная услуга», представив авторское определение данного термина.

Ключевые слова: отрасль физической культуры и спорта, спортивные услуги, услуги физической культуры.

Introduction

Physical culture and sports is one of the spheres of social activity and is an independent branch of the national economy. The industry has proven itself in the health and education of the nation, professional activities, leisure activities, as well as a tool for socialization of the individual, improving the image and reputation of the country, improving the quality of life and ensuring social stability in society. In addition to the social component, services in the sphere of physical culture and sports also have an economic nature: they participate in the creation of the country's gross domestic product, subject to the action of market laws. The main product of this industry is physical education and sports services, which can be defined as a set of different socio-pedagogical forms of activity carried out to meet the needs of different socio-demographic groups in physical improvement or sports spectacle. This type of services includes both organized forms of physical exercise and sports with different purposes and activities to provide them. The activities through which these services are realized mean the maintenance of a network of physical education and sports facilities and the organization of services for their visitors during classes, the organization of sports competitions and entertainment events, professional training, scientific research, trade, rental and repair of sports equipment and supplies, sports insurance services.

Research material. Scientific and theoretical approaches to the definition of the concept of "sports service"

Considering the term "sports service" it should be noted that it has an integral function and therefore we must be clear about the specifics of sports services, their providers and consumers. The specificity of sports services is that they must:

- meet the specific needs of people;
- contribute to the attainment of sportsmanship by persons engaged in sports activities at the most different levels;

- be related to the health and physical development of the individual;
- relate to physical education and sport services.

According to E. A. Mozhelev, a sports service is aimed at satisfying three types of consumer needs:

1. the need for physical education and development of their abilities;
2. the need for sports performance;
3. the need for a sports spectacle [1, p. 117].

Sports service providers are physical education and sport organizations, coaches, teachers, teachers and instructors, physical education and sport managers. The products of their activities are organized forms of physical exercise and sports; sports spectacles; program and methodological products. Consumers of sports services are people involved in sports and recreational physical education, spectators, sports fans and sponsors, as well as coaches, teachers, teachers and instructors of physical education and sports and self-employed.

Various scientific and theoretical approaches to the definition of "sports service" are presented in the literature, the main of which are reflected in figure 1.1

As can be seen from Figure 1.1, the existing definitions of the concept of "sports service" characterize it as an activity, as a result of activity or both as an activity and as its result.

At the same time, there are a number of definitions that directly or indirectly interpret the concept of "sports service" in a slightly different way. For a deeper understanding of the essence of sports services, let us review the classification of services related to physical culture and sports.

Thus, Kosogortsev V. I. in his research systematized services of physical culture and sports organizations on six grounds:

- 1) depending on the nature of sports activity: sports and physical education and recreation;
- 2) according to the nature of passive participation: watching competitions, organizational participation in sports events, purchase of sports equipment;

- 3) by the quality of life: consultative, recreational and sports and recreational, etc;
- 4) in relation to sports equipment: service, repair, etc;
- 5) by the nature of related services: ensuring the comfort of watching sports events, catering services, children's rooms, etc;
- 6) by the nature of legal support: business development assistance, rent, advertising, etc. [7, p. 573].

Figure 1.1 – The main scientific and theoretical approaches to the definition of the concept of "sports service"

№	Definition of the term	The author, source
1	Sports service is the activity of the performer to meet the needs of the consumer in achieving sports results.	GOST P 52024-2003 [2]
2	Sports service is the organized forms of physical exercise and sports, training programs, sports and entertainment events, etc.	Obozhina D. A. [3]
3	A sports service is a system of economically justified creation, provision and consumption of services that meet the special needs of consumers in the health, physical development and achievement of sports results.	Kolegova K. S., Levshina V. B., Fadeeva N. V. [4]
4	Sports service is an activity aimed at meeting the physical and spiritual needs of the population to improve their abilities or sports spectacle.	Drobotov S. E. [5]
5	Sports service is a service associated with the provision of physical education and sports aimed at the health and physical development of consumers, and provided: <ul style="list-style-type: none"> • on a paid or free basis; • individually or in groups; • state or commercial organizations; • with the use of specific methods; • with the involvement of specialists. 	Filonenko N. B. [6]

Source: author's elaboration.

Therefore, most authors consider the concept of "sports service" in a broad sense. By sports services they mean health-improving, training, competitive activities, their material support, expressed as a complex of sports facilities, infrastructure and information support, preparation and organization of mass sports events, training and improvement of personnel, conducting scientific research, providing for temporary use or sale of sports equipment and implements, service maintenance and insurance services.

It should be noted that the types of physical culture and sports services are most fully reflected in the State Standard of the Russian Federation "Services for Physical Culture, Recreation and Sports", which states that sports services include:

- 1) conducting physical culture and sports classes;
- 2) holding sports and entertainment events;
- 3) organization and conduct of the educational and training process
- 4) provision of physical training and sporting facilities to the population;
- 5) information and consulting and educational services;
- 6) other sports services [2].

Physical education and sports classes include:

- classes in general physical training and recreational physical education groups;
- development of individual (group) recommendations for the regimen of classes;
- organization of competitions in study groups, teams, schools and clubs by type of sport
- recreational activities and methodological consultations;
- implementation of various types of leisure, taking into account the characteristics of the services provided, including cultural and recreational activities, as well as various types of active recreation, taking into account safety requirements, including medical support.

Sports and entertainment events include:

- sports and recreational activities for participants in tournaments, crosses, marathons, sports game tournaments;
- sports holidays;

- sports and entertainment evenings and concerts;
- meetings with outstanding athletes;
- demonstration performances by leading athletes and representatives of sports institutions.

The organization and conducting of the educational and training process provides:

- training of service users in the rational technique of motor actions, the formation of abilities, skills and related knowledge in the chosen sports discipline;
- pedagogical influence aimed at developing and improving the motor abilities that meet the requirements of the sport activity in which the training is conducted
- pedagogical impact aimed at compensating the consumer of services lacking components of tactical, technical, physical and other types of readiness to use the service;
- organization of a complex control over the level of versatile preparedness and health condition of the beneficiary;
- consulting assistance in various directions of the construction and content of the educational and training process.

Provision of physical fitness and sports facilities (facilities) to the population includes:

- the use of health and fitness and sports facilities equipped to conduct appropriate activities (health and fitness exercises, sports training) for the chosen type of services and competitions;
- use of facilities for recreational activities;
- use of sports equipment (fitness equipment, tools, implements);
- provision of qualified attendants and creation of conditions for recreation and health, as well as for active recreation and leisure;
- creation of a higher level of comfort in conjunction with the organization of leisure activities.

Information and advisory and educational services provide:

- general information (via the Internet, mass media, advertising, etc.) about the structure and content of sports services, the legal and regulatory framework for certification in the industry;
- consultations of consumers of services by specialists on the issues related to the future provision of services, which exclude further loss or damage of health and injury;
- consultations with specialists in the field of nutrition (doctor, dietitian) on the rational diet and taking nutritional supplements, vitamins for consumers of services;
- consultation of specialists in the field of medical and recreational activities, as well as testing of athletes;
- preparation of recommendations for users of exercise programs, as well as general rules for their effective use;
- vocational training (retraining) and professional development in the field of physical culture and sport.

Other sports services include:

- the organization of repair and preparation (fitting) of sports equipment, gear and equipment;
- the organization of repair of clothing and footwear;
- rental of sports equipment;
- providing the parking of the vehicles of the consumers of services;
- receiving the belongings of the consumers for storage;
- calling a cab by order of consumers;
- other types of services [2].

However, in the literature, quite often the term "sports service" is replaced by the concepts of "sports-sports service" and "sports-health service", "sports-health service".

Some authors consider physical culture and sports services as a type of service activity. They define physical culture and sports services as "a set of different socio-pedagogical forms of activity carried out to meet the needs of different socio-demographic groups in physical improvement or sports spectacle" [8]. At that, Filippova V.A. singles out the following types of physical education and sports services:

- organized forms of classes in the form of lessons, sports and health sections, sports teams and clubs;
- development of methods, methodological complexes of physical education and health activities, physical education programs and systems of training of athletes;
- sports spectacles [8].

Other specialists characterize physical culture and sports services as organized forms of physical exercise and sports, pursuing various goals, as well as activities that provide them. These activities are associated with the maintenance of a network of physical culture and sports facilities and the organization of services to their visitors during classes, organization and provision of sports competitions and spectacular events, trade, rental and repair of sports equipment and supplies [9, p. 67].

Ukrainian scientists came to a similar understanding of the term. According to their definition, physical culture and sports services are the organization and conduct of physical culture and health activities by subjects of physical culture and sports and / or physical culture and sports rehabilitation of disabled people or preparation of athletes for competitions in sports recognized in Ukraine [10].

In the literature, the term "sports and health services" is often used to refer to physical education and sports services proper, i.e. those associated with the provision of physical exercise and sports for the purpose of health, physical development and health maintenance in a variety of organizational forms. They are usually paid services, commercial, group or individual. These are active exercises and sports on a certain program on the basis of scientifically grounded methods, regulated time of exercise, under the guidance of specialists. Sports and health services can include counseling, as well as additional and related services [11, p. 181].

Quite often in the literature there is also the term "physical education and health services", which is understood as a segment of physical education and sports services, considered in symbiosis with health procedures, in which the mass consumer is provided with a service for amateur sports and activities to maintain health. Without the segment of health-improving procedures, which are not directly sports exercises, the market of physical culture and health-improving services is incomplete, because the purpose of those who consume the services is often not the achievement of sports results, but the maintenance of health. The separation of physical education and recreational services from physical education and sports activity raises many questions, which are insufficiently elaborated by modern scientific community [12, p. 122].

In the state standard of the Russian Federation "Services for physical culture, health and sports" under the physical culture and health-improving service is understood "the activity of the executor to meet the needs of the consumer in maintaining and strengthening health, physical rehabilitation, as well as conducting physical culture, health and sports leisure activities" [2].

Conclusion

The analysis of modern scientific-theoretical approaches to the definition of "sports service" showed that there is no unified approach in the formulation of the term. Various scientists formulate this definition both in a broad and in a narrow sense of understanding. In addition, there are different names for it. This can be explained by the fact that the economic development of society increasingly affects the division of labor in the non-productive sphere, which leads to a significant diversity of types of services in general, and physical culture and sports services, in particular. Therefore, sports services began to include other activities related to them, which are additional in nature.

Based on the above theoretical approaches and various interpretations of the wording of services in the industry of physical culture and sports we defined the concept of "sports service" as follows:

Sports service is the activity of the performer, carried out in the form of organized training sessions and sports and entertainment events, aimed at meeting the needs of the consumer in the development and improvement of their physical abilities in order to achieve sports results, as well as in the sporting spectacle.

The presented information gives us an opportunity to reveal not only the specifics of the sphere of physical culture and sports services, but also to specify the essence of the concept "sports service". Its distinctive feature is that in comparison with the material and production sphere, here the consumer of services is directly involved in the process of their production. At that, one cannot but agree with the opinion of V. N. Supikov, who believes that with all the diversity of functions in the sphere of sports services: economic, health and recreation, reproduction of human capital, entertainment, patriotic, defense, etc., these functions are united by leisure, recreational function. And this integral function is realized in two main directions: physical culture services and sports services [13].

Therefore, in the sphere of physical culture and sports it is advisable to distinguish two types of services:

- physical culture services, which are understood as a set of various forms of social activities carried out for the purpose of physical education of the population (in educational and preschool institutions, in voluntary physical education and sports organizations, at the place of work and at the place of residence, in recreational organizations, sanatoriums, resorts, tourist bases);
- sports services as a form of special training of an athlete for competitions, organization of competitive activities and sports and entertainment services. Let us especially note the sport of the highest achievements, revealing the potential of the person; professional sport, providing economic efficiency and sports and entertainment services, having a high information and entertainment value.

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