Importance of sport events in the promotion of local self – government, on the example of the city of Czestochowa

Judyta Kabus
Czestochowa University of Technology, 49 Dąbrowskiego Str., 42-200 Czestochowa, Poland
E-mail address: judytakabus@interia.pl

ABSTRACT

It is widely known, that sport activity and organising sport events including promotion is a very important factor influencing on the living of citizens. Thus, the involvement of local self-governments in the activity of sport clubs and supporting the idea of playing sports is important, what results in a healthy lifestyle. A general problem analysed in this papers is presentation of marketing activities pursued by the city and supporting the organisation of sport events, in order to promote the region.

Keywords: city management, sports event, marketing, sports club

1. INTRODUCTION

A sport started own dynamic development in the nineteenth century. Sport management method has changed altogether with the sole sport. First organisational forms of sports originated in that period, such as clubs, and they had initially the exclusive character, then clubs also increased in popularity among the middle class. Development of clubs has contributed to the fact, that sport federations were established in particular countries, with responsibility for particular disciplines of sport.
Regulations determining terms of plays in particular sporting competitions have been developed since the second half of the nineteenth century.

The year 1867 is recognised as the starting date for organised sports in Poland and at that time Sokol Gymnastic Association was established in Lvov (pol. Towarzysztwo Gimnastyczne Sokół). Then, another sport clubs were established, such as Pogoń and Czarni in Lvov, Cracovia and Wślna in Cracow, Warta in Poznan and Polonia in Warsaw. After the regained independence of Poland, Polish Olympic Committee has been established and development of Polish sports was taken over by this Committee.

Currently, sport is not only a hobby, it is also a way of living for many people. It is very popular, sport is played by real crows and it is also a form of common spectacle, in which hundreds of emotionally involved fans participate. Sport is an important element integrating various social environments. It is a borderless phenomenon.

The universality of sports led to the fact, that it has penetrated almost every discipline of human activity. It lead to the i.e. development of construction engineering for sports, production of sport equipment on broad scale. Apart from that, the following faculties have been discerned: sociology of sports, physiology, medicine in sports, psychology in sports.

2. SPORTS EVENT

The “event” term is defined in the PWN Dictionary of Polish Language (Pl. Słownik Języka Polskiego PWN), as the form of show, concert, play, lottery or sport event, that is organised for recreational, propaganda and income purposes.

Simultaneously, the Olympic Games are assumed as the oldest and the greatest sport event and are organised in every four years in various countries, with general principle of fair play and brotherhood of all nations.

When analysing the organisation of sport events, a spectacular sport phenomenon should be regarded. The spectacular sport can be discerned by spectators present at time of the played sport. Such sports draw attention of vast public and are often played especially for fun of the spectators. Spectacular sports are divided into the professional sports and amateur sports. A sport spectacle is multifunctional, it has interdisciplinary character and is a social event. “In rich history of sport spectacles, its relation with religion, politics, economy and social structure has been discerned, as well as with aristocratic style of living and the worker’s movement, with domination of men in social life”.

In the subject literature, the primary functions of sport spectacle include:

- function of play, such a spectacle is a pretext for plays, fun,
- catharsis function, it is used for some kind of purgation, relaxation,
- propaganda function, at time of spectacle, the content other than sport is often promoted,
- economic function,
- aesthetic function, it satisfies aesthetic needs of spectators,
- sport function, it is focused on a competitor, his effort and rivalry.

A sport event or a sport spectacle is a sport product. The sport product, such as i.e. the sport event, is characterised with following properties: elusiveness, variability, subjective reception, verification with means of experience.
Sport is a product sold by sport clubs, with application of a complete set of instruments and marketing tools [2].

The purpose of sport clubs is creation of such a product, that completely satisfies the recipient’s and fan’s needs. Whereas, the most important resource for fan’s satisfaction is joy from participation in a sport competition. Contemporary spectacles and sport events are not limited to duration of a match settled in particular rules, that ends up with winning of one team. The sole competition constitutes the basis for a spectacle enveloped in various types of additional elements, with task of making the sport product more attractive [3]. Thus, negative feelings related with failure of own supported team are neutralised, or joy from winning is strengthened, what is also combined with positive reception of a particular sport product, namely the sport spectacle [5].

3. ORGANISATIONAL MANAGEMENT FOR SPORT EVENT

Organising the competition event, festival or concert in open air, or an indoor one, is not only the execution of simple and interesting idea. Organisers should follow many organisational and schedule-related duties. Compliance with law is very important [4].

Legal regulations do not define the ‘event’ term. Majority of such terms, that can be found in the subject literature, describe the event as “a form of meeting for participants, with single or cyclic character, with schedule content from the area of recreation, sport tourism or activity games [6].”

Before attempting to the organisation of sport event, its character should be determined, namely its massive or individual character, whether its competition form will be pursued. Initial thoughts should lead to general concept, then main goal and secondary goals should be defined. Thereafter, the organisational committee should be enacted, with task of operation for the whole event. The selection of people is also important, because the success of whole event depends on it.

The general concept for sport event makes grounds for statute for such event. In such statute, rules/regulations for the course of particular sport event are detailed. The sport event statute normalizes the activity of organisers and the course of conduct for participants in the competition. Language in such statute should be clear, precise and understandable.

Majority of sport events have mass-event character, because they are related with great number of participants located on a territory, where this event is being held. Following the necessary preventive actions, many requirements are expected and such requirements should be pursued by organisers. Principles for organisation of such type events are settled in the Safety of Mass Events Act, on March 20, 2009 [3].

The purpose of sport event is competition or popularisation of physical culture. They are most often organised in the following places [3]:

- stadium or other object, that is a building with places amounting to less than 1000,
- territory, where making a mass-event is enabled, where the number of places facilitated by organizer is not greater than 1000.

In order to enable the organisation of mass event, special permit is required, that can be issued by: mayor or president of the city [6]. Organizer for such event should file a motion to the mayor, city manager or president for a relevant permit allowing for it.
Such a motion should include:

- particulars for event organiser,
- particulars for people who are authorised for the representation of organiser,
- particulars for a manager responsible for safety issues,
- information related with place, period, hours and character of such event,
- information regarding the expected number of spectators,
- information about the object owner’s consent for making such event,
- information about charges for entry to such event [6].

Organizer’s obligations are as follows [3]:

- provision of safety for participants,
- maintaining order at duration of event,
- securing the event from medical point of view,
- provision of respective conditions, particularly sanitary and fire-safety conditions.

Organiser shall provide [3]:

- compliance with conditions stipulated in legal regulations, generally compliance with construction, sanitary law, as well as with fire protection,
- respectively trained and equipped order and information services, that will be visible in a crowd with means of the respective clothing,
- appointing the event manager for safety issues, who will manage the services described above,
- medical help, as well as hygienic and sanitary facilities,
- evacuation routes, as well as routes for rescue vehicles and police access,
- communication conditions between the entities obliged for the protection of event,
- rescue and fire-extinguishing equipment,

Tasks for people who are responsible for organisation of sport event should be defined in details and properly distributed. You should apply the focus principle, namely select the most important tasks in a particular step and focus on its efficient and possibly quick execution. Every such undertaking is a component combined from several and dependant tasks, thus when one task is completed, subsequent tasks will be much easier in application [1]. Hierarchy of pursued works is also essential, therefore proper order and importance should be determined, according to which such tasks will be pursued, in order to enable the subsequent equal and rational distribution in time, according to the harmonisation principle, as well as in order to select the required material resources required for the execution of tasks. Another step should commence according to decentralisation principle, namely you should allocate tasks to particular units, that will be responsible for the execution. Sport events have one common property, namely something unexpected may happen in the course, therefore the organizer should be prepared for emergency situations. The exception principle allows for possible application of emergency activities, that were not formerly included in the sport event plan [4]. Planning the sport event should commence on grounds of social needs, that were identified respectively earlier.
Thus, the mission of particular undertaking should be regarded as a starting point, then strategic, tactical and operational goals are being determined [4]. Reassuming, we should bear in mind, that physical culture and sports form a sector of constantly developing public services in the twenty first century. It is known, that sport industry has a great global market share and it generates multi-billion profits. With regard to that, its efficient and successful management plays so important role.

4. SPORT VERSUS CITY PROMOTION

Counties, municipalities and cities operate similarly to a company. They cannot be in standstill, they must permanently rise own competitiveness, and when strategy management is being assumed, they should point out innovative methods, in order to make the region a more attractive territory generating profits [9]. Regions must adapt to the requirements of the surrounding experiencing turbulent changes, as well as to constantly rising citizen needs [10].

The increased competition between the spatial and administrational units, as well as the increased interest in the marketing as science, all of this made that a completely new trend has been separated, namely so called marketing place, which is also called the “community or territorial marketing” in Polish nomenclature. According to such concept, regions and cities satisfy the needs of own customers and investors, tourists and citizens, with application of all own potential for such purpose [9]. In the marketing of settlement units approach, forecasting and recognition of changing preferences of recipients, as well as creation and stimulation of needs, is assumed. Activities in the scope of territorial marketing are used in creation of opinions, attitudes and behavioural patterns in the recipients. The following goals can be derived from its main strategic goal [8]:

- strengthening and developing the services provided by public institutions, with currently hampered application for citizens and business units;
- creating positive picture of local units, municipality and region;
- rising own position and attractiveness of rural municipalities, cities, local areas, regions, that are in mutual competition;

The city of Czestochowa, when pursuing the strategy of city development, applies a particular composition of marketing tools, in order to promote city goods, such as cultural, natural, economic values, as well as localisation of the region [7]. Czestochowa builds up communication with its surrounding also with means of sport, such as:

- sport clubs;
- organisation of sport events;
- renown sportmen, who come from the city, practice own sport at its territory;
- local sport atmosphere, that is expressed in the involvement of citizens in sports and affiliation with the city by sport rooting;

This city organises attractive events in cooperation with sport clubs. Sport events and the resultant good experiences strengthen the loyalty of participants in a particular place, who become excellent ambassadors for the city as a host [8]. It is also important, when such event is positively perceived, citizens feel more affiliated with the city, what significantly influences
on its better picture. Activity of sport clubs is a very efficient form of city promotion, particularly in the case of club successes on the national or international scale [9]. Many various sport clubs exist in Czestochowa, that are constantly supported with co-financing and promotional activities. City government allocates a sum of financial resources on sport support from the city budget in every year, with means of trainings for children and teenagers and additionally on the promotion with means of sport. Financing sport clubs from the local self-government budget is both a great challenge and a great responsibility. An inherent element of sport competition are finances, that make grounds for operation of every sport club. Czestochowa tries to respectively secure sport clubs with financial resources, and sportsmen show up in the Czestochowa’s colours and promote the city, in exchange.

The greatest clubs operating at territory of Czestochowa and bringing the largest fame for the city are as follows: Włókniarz- Speedway Ekstraliga, RKS Raków- first league football team, as well as AZS Częstochowa club, from which the following stars come from: P. Gruszka, A. Szewiński, B. Kurek, P. Woicki.

The city of Czestochowa professionally exploits sport successes for the region’s promotional purposes. The city points out own involvement in the promotion of healthy and active lifestyle, supports local sport clubs and develops sport objects, as far as it is possible, with means of modernisation of existing ones or construction of new ones.

For instance, new sports and entertainment hall was constructed in 2012, that is compliant with the requirements of international federations: FIVB, FIBA, EHF, what guarantees the arrangement of sport events in volleyball, basketball and handball on the highest level. Moreover, the indoor football, fencing, badminton, table tennis, martial arts and other discipline games can take place there. 7 thousand fans can be located on permanent tribunes, and about 2 thousand people on the floor of main arena. In January, 2017, new indoor swimming pool was opened, under name of „Sienkiewicz-Częstochowa”, in high standard. The investment costed 12 million PLN and the Municipality of Czestochowa was the investor. Currently, plans for the construction of water park are in progress.

5. CONCLUSIONS

It is widely known, that sport activity and organising sport events with the promotion is a very important factor influencing on the welfare of society. Thus, the involvement of local self-governments in the activity of sport clubs and supporting the idea of sports is important, what results in a healthy lifestyle. Events deliver many cultural, social, touristic, political and economic benefits for the city. Following this, local self-government units compete very strongly for organisation of the most important events, that can take various character, such as also sport events. Cities in the position of a host for attractive sport events gain fame, increase own income and promote own region as a place of many values.

References


