FEATURES OF FINANCING OF MASS SPORTS IN EUROPE AT THE BEGINNING OF XXI CENTURY
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Abstract. Research purpose – to define and characterize tendencies and the main models of financing of development of mass sports in the countries of the European Union at the beginning of XXI century. As a material for researches information which contains in official publications of the European Union, and also monographic and periodicals on problems of development of mass sports is attracts. The main tendencies of financing of mass sports are defined, the structure of sources of financing mass in the countries of Europe at the beginning of XXI century is characterized. The comparative analysis of models of financing of mass sports in the different countries of Europe on the basis of application of criteria is carried out: 1) level of involvement of the population to sports activities (taking into account membership dues); 2) level of public financing counting on one person; 3) contribution of direct family costs; 4) contribution of volunteer sector.

Key words: mass sports, financing, sources, models.

Introduction.
To day development of mass sports is one of the main priorities of many states’ policy in the sphere of physical culture and sports. It is not a casual factor because mass sports have a lot of social functions. Mass sports are considered an important component of a person’s full fledged development and education, efficient preventive mean of diseases. Sports promote preparation to highly efficient work, defense of Motherland, ensuring creative longevity, substantial leisure, prevention from antisocial actions [4].

Financial provision of sports is an urgent problem and the necessary condition of sports development. Both, different social institutions and sports sciences representatives pay great attention to this problem for long time. In Europe, for example, intensive financing of mass sports took place in nineties. In European sport charter, which was adopted in 1992 at the conference of European states ministers of sports, it was noted that for solution of sports development problems it was necessary to issue funds from state budgets, (clause 12) [10].

One more document of European Community – Declaration of European conference “Sports and local administration” (1996) delegates declared new steps in improvement of sports (mass sports inclusive) development. The charter’s authors formulated main approaches to sports financing and administration of it. Particularly, they underline that it is necessary to develop different sources of sports financing on the base of private funds and contributions of Public Sector combination. With this it was stressed that local authorities shall be the main partner in financing local sports. Local authorities shall ensure the development of local sports in general and the sport for everybody and create necessary conditions for their current expenses and investments financing. A balance shall be maintained between governmental and private sources of financing. Sports sector may be also considered a private source of financing. Enterprises’ sponsorship and sports marketing are considered additional sources of financing. Local authority shall distribute finances so that to create the conditions of healthy life-style for low-income groups [13].

The practice of the a.m. ideas at the turn of the century was intensively reported in numerous works of specialists from different countries [1-6, 7-9]. Quantitative and qualitative characteristics of mass sports development in Europe were analyzed, dynamics of different countries population involving in sports were determined, approaches to administrating of mass sports were reflected, attention to governmental and local resort provision of mass sports development was accentuated [7].

The end of the first decade of new age was marked by new phenomena in economical life of European countries, which were caused by world depression. One of them was an aggravation of problem of mass sports subject financing. Now, new approaches for solution of this problem shall be searched, and this necessity strengthens the urgency of the present paper.

The present research work has been executed in the frames of scientific subject 1.7. “Theoretical, methodological and applied aspects of innovative technologies application in sports management” as per “Plan of scientific and research works in the sphere of physical culture and sports for 2011-2015” of Family, Youth and Sports Ministry of Ukraine, number of state registration 0111U001719.

Purpose, tasks of the work, material and methods.
The purpose of the research is to determine and characterize the trends and main models of mass sports development financing in the countries of European Community at the beginning of XXI century. As material for research, information from European Community’s official publications, monographs and periodicals on the problems of mass sports development was used. In the course of research the following methods were applied: system analyses; history logical method; analyses of scientific literature; method of comparing.

Results of researches
In Europe, during the first decade of the new age mass sports have been acquiring the features of a real national economics’ sector. Considering this fact, the present functioning of mass sports and their perspective development to a
large extent are conditioned by the factors which influence on economic process in the whole world. To day, organization of sports feels increasing pressure form market, which, first of all, manifests as increasing of customers’ requirements to the range and the quality of sports and fitness services. The adequate response to this challenge demands additional call for funds that is a difficult task in condition of economical regression. More over, in complicated economical conditions governmental resources for financial supporting of mass sports sphere significantly restrict.

The given above trends are confirmed by the results of sociological researches, which were conducted in the past years by the specialists of European Community. . The experts, questioned by them, attracted attention to the factors which oppress the financial provision of mass sports in the countries of Europe. In the first turn, this is reduction of mass sports governmental financing in favor of “high level” sports. This results in increasing of mass sports dependence on local authorities, which now themselves are suffering from deficit of local budgets and can not satisfy mass sports demands in financial resources.

In such conditions sports clubs and other sports units have to shift their financial problems onto the services customers, by increasing membership fees and prices of membership cards. This can lead to reduction of population participation in sports activity. One more factor, which experts noted as negatively influencing on mass sports financing, was, in their opinion, the risk of reduction of volunteers, who support sports organizations by their work. The logical conclusion from the said above is the necessity to mobilize other sources of financing in order to diversify mass sports financing and to reduce its dependence on governmental sector [11].

The official statistics data indicate that the trend of mass sports financing diversification in Europe has become noticeable in the first decade. Thus, as on 2008, the amount of funds flows directed to development of mass sports in 27 countries – members of European Community, was of 71.7 billion EUR, that made up 46.6% of all finances, invested in European sports system in the whole. Considering the contribution of volunteers’ activity, total budget of mass sports is equivalent to 97.2 billion EUR. With this, funds were received by the sphere of mass sports from six different sources:

- own funds of persons, who go in for sports – 40.3 billion EUR;
- Investments from local budgets – 23.3 billion EUR;
- Investments from governmental budget – 5.2 billion EUR;
- Sponsorship, patronage, donations – 1.5 billion EUR;
- Part of income from state lotteries, gaming and sports totalizator, which is issued to sports organizations through governmental and local budgets – 1.0 billion EUR;
- income from the sale of media rights to the organizers of sports actions; part of this income is directed to mass sports clubs – 0.4 billion EUR [12].

The leading part in financing of mass sports belongs to the doing mass sports population of European countries (the specific figure of its funds in the total of financing is 56.3%) and to local authorities (32.5%). At once, extremely low interest of business representatives to the development of mass sports should be noted. (See fig.1).

The present research has leaded to conclusion concerning the application of different models of mass sports financing. The classification of the models has been fulfilled on the base of four key factors, among which:

1) level of attraction of population to doing sports (considering membership fees);
2) the level of governmental financing per one person;
3) contribution from direct family expenses;
4) contribution of volunteers’ sector. Each model reflects different historical, institutional and cultural factors as well as different levels of economic development and regulatory mechanisms in every country [12].

The first model is specific for the northern and western countries of Europe. These countries have high level of population’s participation in sports activity (about 205 of population) and relatively high level of both: private and governmental sports financing. This model covers such countries as Austria, Belgium, Denmark, Finland, Germany, Ireland, Luxemburg, the Netherlands, Sweden and Cyprus. In this group of countries the average level of family expenses is low due to high level of governmental support, substantial financing from other sources and high level of gross domestic product per one person. The contribution of volunteers’ labor also influences on decreasing of expenses for rendering of high quality sports services to population. The key problems for the countries of this groups are future trends of governmental mass sports financing, especially due to aging of nation, prospects of development of volunteers’ activity, which is an important source of mass sports clubs development and active attracting of private sector to financing by means of sponsorship, donations and etc.
1. Own funds of persons, doing sports.
2. Local budget’s financing.
3. Governmental financing.
4. Sponsorship, patronage, donations.
5. Income from lotteries, gaming, totalizators.
6. Income from sale of media rights.

**Fig.1. Structure of mass sports financing in 27 countries of Europe:**

The second model is spread in the countries of Mediterranean region. For these countries lower level of mass sports governmental support is intrinsic. In these countries, social demands in sports and fitness services rest on weaker governmental assistance than in the countries of the first group. However, the population manifests the readiness to spend own funds for health improving services of sport clubs, considering that the level of family expenses is higher than the level of governmental expenses. This group includes Greece, Italy, Malta and Spain. In this group family expenses for mass sports are higher than in countries of the first group. Governmental sector spends approximately half of the population’s expenses (considering one person) for the development of mass sports. The volunteers’ sector contribution is also less than in the previous group and the level of participation in mass sports (membership in sports clubs) is 5-10%.

For the countries of the second group the experts determined: creation of solidarity mechanism in sports sector in order to rise the level of financial assistance to mass sports; popularization of sports activity advantages by media means in order to attract attention to and form interest in rising the mass sports financing level of all social institutions (especially of local authorities); forming of the culture of volunteers activity in mass sports; development of governmental-private partnership or other mechanisms of collaboration for attracting of private sector to the development of mass sports.

The third model covers several countries with actually destroyed sports infrastructure after 1990. In these countries, mainly the countries of Central Europe, the demands of sports and fitness services are very low. Besides, due to limited governmental budgets state policy in the sphere of sports is of no priority and cannot promote the increase of demands for sports and fitness services. This group includes: Estonia, Hungary, Lithuania, Portugal, Rumania, Slovakia and Slovenia. The level of family expenses for sports doing is very low as well as the contribution of volunteers’ activity. Governmental financing is also low, and is only one third of total sports sphere financing. The level of participation in mass sports (membership in sports clubs) is 5-12%. The main problems for countries of this group are: Achieving of balance between the sources of financing, increasing of family expenses amount and the role of private sector; popularization of sports doing, first of all through media means; implementation of new forms of population’s participation in mass sports by sports clubs; creation of conditions for development of volunteers’ activity.

The fourth model (Bulgaria, Czech Republic and Poland) is nearly identical to the previous one. An important distinctive feature of this model is relatively high part of financing from governmental lotteries, totalizators, gaming etc. Czech Republic is a little bit detached from two other countries due to high level of volunteers’ activity contribution in the development of sports organization and it compensates, to some extent, negligible financing from other sectors. In this group low family expenses is compensated both: by high level of governmental support and by financing from other sources. For example, in Poland and Bulgaria governmental contribution in financing of sports is much higher than average expenses from family budget per one person.

Key problems of this group are: popularization of sports activity advantages by media means in order to attract the population’s attention and forming of its readiness to pay for sports and fitness services; diversification of sources of mass sports financing, e.g. by measures directed to the increase of specific figure of sponsors and donators for reduction of load on governmental budget; development of mass sports clubs network and diversification of sports and...
fitness services for attraction new customers.

In addition to the mentioned above four models, specialists offer two more models, intrinsic separately for France and Great Britain. In France the level of social demand for sports and fitness services and the level of total sports expenses per one person are comparatively equal to the indicators of the countries, covered by the first model. The level of population’s attraction to sports doing is as high as in the countries of the first group. At the same time, in France the contribution of governmental sector into financing of mass sports is higher than in the countries of the first group. On the contrary, family expenses are lower. Per every 1 EUR, spent by a separate sports club member in France, government spends additionally 80 cents on central and local levels (in comparison with 30-50 cents in the countries of the first group).

Key problems for mass sports financing in France are: increase of sports clubs membership and rise of pay for services; search of balance between different sources of financing, decreasing of dependence on one source; adapting of services to the demands of population in order to increase the level of sports clubs membership; increase of financing from other (private) sources; arranging of financing from lotteries, gaming, sports totalizators; optimization of funds distribution among “high level” sport and mass sports.

In Great Britain, in comparison with other countries, the model of restricted governmental support is acting. Family budgets’ expenses are relatively large source of mass sports financing that reflects high level of population’s readiness to pay for services and high level of individual understanding of the importance of physical activity. But relatively low level of governmental support can lead to the reduction of the population’s participation in sports activity, comparing with the countries of the first group. Key problems for Great Britain are: expansion of market of sports and fitness services; achieving of high level of population’s participation in sports activity; increase of financing from lotteries and other private sources (commercial companies).

Summary.
The executed research confirmed the existence of problems in mass sports financing in Europe. Their solution is carried out in the frames of different financing models, the choice of which is conditioned by the distinctions in relation of society and government to the development of mass sports in different countries. Each of the models has its strong and weak sides.

The prospects of future researches.
In new age evolution of mass sports European financing models conditions the need in researches which shall give answers to a number of questions, connected with the influence of state regulatory policy on mass sports financing, stabilization of different financing sources, the prospects of market mechanisms of mass sports financing application.

References:
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