
БІЛІМ БЕРУДЕГІ ҚАЗІРГІ МЕНЕДЖМЕНТ СОВРЕМЕННЫЙ МЕНЕДЖМЕНТ В ОБРАЗОВАНИИ MODERN MANAGEMENT IN EDUCATION

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Theoretical and methodological aspects of the sports and event marketing

The article describes the theoretical and methodological aspects of the organization and conduct of major international sports events as large-scale sporting mega-events. During large-scale sporting mega-events, such as Olympic Games, the Universiade, the World Cup, the country shows its level, becomes a financial center and promotes dynamic development of the cities, regions, welfare of the people, formation of culture. In the course of conducting mega-events new conditions, cultural and entertaining places are created for citizens, sports constructions are built, the cities and regions are changed. It analyzes the programmed content of sports and event marketing, which is characterized by specific, unique features, revealing the geographical and national identity of the city and the area where the event is held.

Key words: event, regional image, sports and event marketing, franchising, branding, marketing programme, mega-event.

Location of major international sporting events in the capitals, in a specific city or country - a topical issue of the sports industry, which affects for prioritization in the positioning of the territory, creating an image, awareness and maintaining the reputation within the major sporting events. Such events are becoming brands of territories; they are working to improve the reputation of the host sporting events in the eyes of the world community and the local population, in case it is carried out to the highest quality standards.

Today we can observe a strong tendency to increase the social and cultural role of sport as a social institution, as a cultural phenomenon. Success in formation of image of the territory mainly depends on to what extent conscious forming image of subject of a certain area will comply with, on the one hand, its objective qualities, and on the other hand - the expectations and demands of the target audience. It should be remembered that the efforts to organize and conduct large-scale events are always accompanied by certain risks and threats such as the capital intensity of the event, limited resources and low demand for facilities after the event. It is very important to preserve the good reputation of the upcoming events among the local population, because successful presentation of the event by the city will depend on every citizen.

The question of social identification of the population and territories through technology in the course of large-scale sporting events needs the active promotion, meaningful and effective promotion of the information, as well as strengthening the positive reputation of the areas within the events worldwide.

The quality of infrastructure in the region indicates its potential for growth in the long-term period. Investments in the construction of infrastructure for large-scale sporting events can accelerate economic development for decades ahead. Transformations associated with the creation of a well-designed infrastructure for major sporting events such as the World Student competition (Winter and Summer Universiade), the Olympic Games or the World Cup provide long-term economic, demographic and social impact throughout the region. The way in which public authorities - at national, regional or municipal level - are planning to use the built infrastructure, could have an impact on the region's development in the long-term period.

As a practical study of the material there were used examples of the active participation of the cities of Kazakhstan in the organization and carrying out on its territory of large-scale sporting events, which affect

not only the development of sport in national and international scale, but also create favorable conditions for investment in the tourism industry of the country. Improving the country's image and building brand of the cities with the help of a sports component can be carried out at the focus of such international sporting events like the VII Asian Winter Games Almaty-Astana 2011, Grand Prix Judo 2016 and Winter Universiade, which will take place in 2017 in Almaty. At the same time there is a need for the development and promotion among the population the idea of creating the image of the territory and its positioning as the benchmark for sports and tourism development [1].

Creation an image of its territory and increasing of awareness by sporting events are a multi-faceted and complex task. In Kazakhstan, these processes are characterized by the formation of the image, debunking of stereotypes, formation of fundamentally new ideas and views, both the international community and the population in the country.

The aim of this work is to study the role of sports and event marketing in brand building of the city and the region's development.

Research objectives:

1. The analyze of the scientific literature on branding of the regions, event and sports marketing;
2. To identify the current problems, particularly, trends and prospects of development of event marketing on the example of Almaty and Astana;

Methods of research: analysis of the scientific and methodical and special literature, study of normative documents.

Results of research: The events in modern conditions are becoming a necessary part of public life, in which there is growing interest in the city to attend sporting contests, sports performances, congresses, conferences, festivals and forums. Event is a planned activity that occurs in a specific time period and for a specific purpose and has a particular resonance for society. Events could be in different scales, levels and directions [2].

Event marketing is a fast-growing segment, whose share among the other marketing tools today is close to 50% [3].

In our opinion, the types of event marketing can be classified as follows (Figure 1).

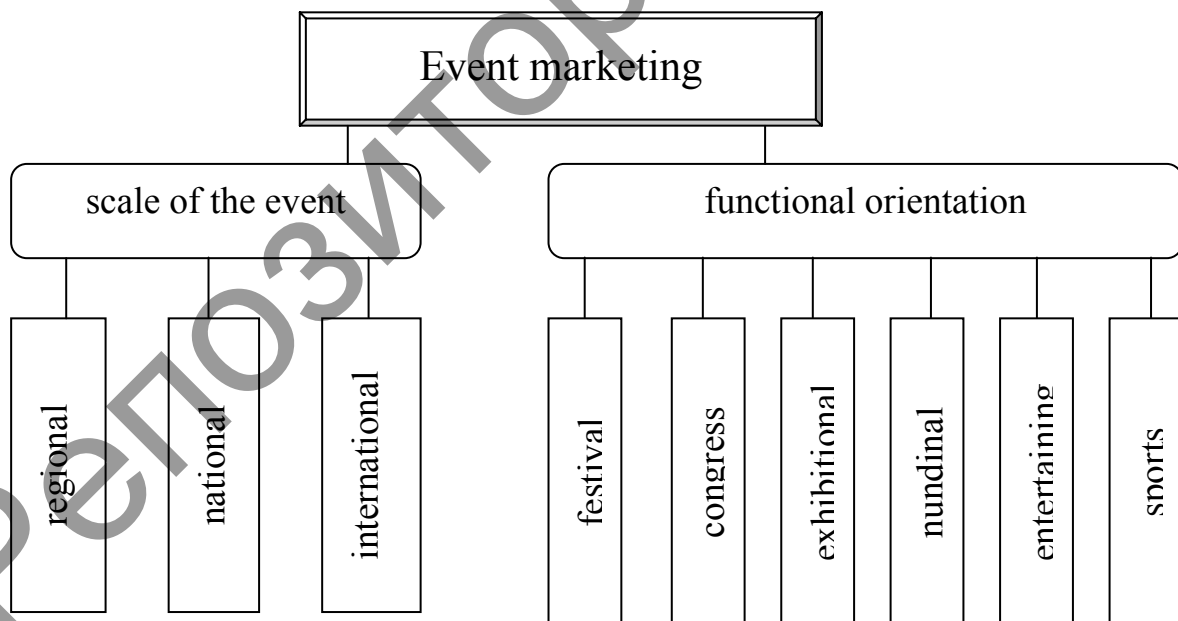


Figure 1 - Classification of event marketing

Each event has its own brand, its technology, its target audience. Event is also a product that needs special measures for promotion. One of the methods of promoting events can be a franchise.

Event franchising is a duplication of the format of certain public events in another territory, with the preservation of the original brand name, logo, mission, concept and format of the event. The basic principle of event franchising is built on precisely copied successful events, which has as a successful technology and a recognized brand. In fact, any successful event can be copied [4].

Among the most famous sporting events, event-driven mega-brand can be called the Olympic Games, which are elements of franchising event. The owner of the franchise, the International Olympic Committee, assign rights to hold the event in a certain area, the logo, the unique format of the event organizing committee of the host country. The host country receives events for temporary use a well-known brand, proven technology, and various instructions, and most importantly - millions of customers. In this case, the IOC acts as the event of the franchisor and the country - as the event franchisee.

Today, there are few publications containing a methodology to assess the effectiveness of marketing events. Few questions are investigated systematization of tools for promoting urban brands, measuring the value of brands, the effectiveness of branding and event marketing. It should be noted that issues relating to the essential aspects of the branding of territories, sporting event marketing, marketing communications effectiveness, remain poorly understood.

Sports and event marketing as the strategy and tactics of promotion of the territory

International sporting events such as World and Continental Championships, Olympic Games, Youth Olympics, the Universiade attracted the attention of millions of people in the context of globalization has gained new meaning. In economic terms, the disappearance of spatial boundaries increased the sensitivity of equity to local differences, the consequence of which was the growing competition between regions for potential investors, employees and tourists. Having won the competition at the stage of consideration of applications and having succeeded in preparing prestigious landmark events the city has to promote, advertise and position itself as a winner.

The growing relationship of sports and event marketing has led to intensification of the search possibilities of using their potential in stimulating the development of certain areas.

The concept of sports and event marketing is a synthesis of definitions of "sports marketing" and "event marketing". Sports and event marketing - a complex of measures aimed at promoting the brand through sports events that attract the attention of a large number of the target audience, as well as stimulate the flow of investment [5].

This is one of the most effective tools for creating and maintaining the image of the territory, and therefore it has been proposed to define sports event marketing from the perspective of geobranding. Sports and event marketing is a kind of marketing activities aimed at the planning, preparation and implementation of activities of sporting nature, which, in its turn, contribute to the branding of the host city of event.

Implementation of major sporting events, sporting events such as the Olympic and Paralympic Games, allows to accelerate the development of cities and regions, the territories as a whole, to change the quality of the urban environment in accordance with the principles of sustainable development, to improve the living conditions of people and to generate significant financial and humanitarian heritage. Almaty example shows how the Games contribute to the development of city infrastructure, as well as its cultural, educational and social components. And it is important to emphasize, as the sustainable development - it is not only tangible, but also spiritual part of society.

In particular sports mega-events are a tool for a number of features, confirmed the practice of many years. Such events attract additional investments from a variety of sources - public, private, foreign. The process of preparation involves a lot of creative people, there are flows of information and knowledge that allows you to isolate and use the most effective approaches and innovations. In addition to this, when it comes to national prestige, the motivation of organizers is very high, and all stakeholders are involved in the process. As a result, typically it occurs synergistic effect, is accelerated solution of the problems which takes considerably more time in normal practice.

Therefore, under current conditions the main task in the organization of mega-events, in addition to the actual sporting event, is to use its potential for the development of the host city, region and the country as a whole.

The development of sports and event marketing involves the following: the formation of institutional and economic environment for the creation and functioning of regional tourist complex, based on the maximum use of the resource potential and terrain; development of event-related activities in the region; development of marketing and active promotional activities; creation of favourable conditions for increasing the investment attractiveness of the region.

The concept of development of sports and event marketing - it is a strategic plan, for its formation it is necessary to outline the main tasks that will contribute to the development of sports and event marketing in the region. It is advisable to highlight three elements of the strategy of development of sports and event marketing: development of infrastructure in the region, promotion of tourism products and encouraging consumers. The important point is that without development strategy of sports and event marketing it is impos-

ible to form a concept of its development in the city and the region. The development strategy of sports and event marketing are planning, legal aspects, political and economic situation, advancement.

The infrastructure of sports and event marketing: sports movement, sports venues, safety, innovation and information technology, media work.

Problems of sustainable development of the city in the context of the preparation and conduct of major sporting events.

Kazakhstan with its unique resource potential is a great opportunity for the development of cities and regions with the help of sports events, especially in regions where the infrastructure is poorly developed, and at the same time there is a huge untapped potential for recreation.

Today, there is a problem of formation of an effective system of event marketing and further promotion of Kazakhstan in the event-driven market.

In this connection it is necessary to consider in more detail the reasons hampering the development of event marketing in Kazakhstan. Subjective reasons include: weak or no deliberate policy of the executive authorities of positioning the country as the venue for the events of event scale; lack of interest among Kazakhstani organizations and their representatives to participate in international associations to promote the Kazakh cities and regions as the venue of the event marketing activities; lack of professional database, open to interested international organizations representing the possibility of Kazakhstani cities and regions to conduct activities on event marketing in accordance with international norms and rules.

Objective reasons are visa formalities. Kazakhstan has a visa regime for most of the world, which greatly complicates the participation in contests of event marketing of external audiences, and thus slows the brand promotion of Kazakhstani cities and regions on the external market.

The efforts of regional authorities with an interest in the successful development of the region should be aimed at improving the industrial, social, institutional and environmental infrastructures of the region, to establish and maintain its image as a means of attracting investment to the region. In other words, the region must become a place of realization of marketing programmes and businesses in making the product sold on the domestic and international market.

The programme aimed at the development of cities and regions should include the following items: development of event-related activities in the region, creation and development of event-urban centers, tourist routes, according to their kinds, the season, interests of the various categories of target audience, focused on specific localities, architectural, construction facilities; development of marketing and active promotional activities; employment of local population through the development of sports infrastructure of cities and regions, establishment of elements of a sports complex in the service sector; creation of favourable conditions for increasing the investment attractiveness of the region through the implementation of adapted to the international standards of economic mechanisms, as well as fostering the development of sports tourism in the region, creation of a modern sports center, which requires a qualitative improvement in the service, to achieve high flexibility in sports activities, the formation of a wide range of entertainment opportunities.

The main advantages of event marketing - all seasonality and, as a rule, high profitability. Some cities in recent years have received adequate experience in the preparation and implementation of international sporting events, in particular the Asian Winter Games 2011, held in Almaty and Astana. To achieve these objectives in the areas of branding and the successful implementation of such large-scale projects it needs to focus their efforts on organizing, advertising and promotion. The coordination of these processes and long-term planning should be organized by the authorities. In addition, the organizers need to advance, at least 1-2 years to launch an information campaign.

As a result, the organization of mega-events, new residential areas, infrastructure, recreation areas, business and training centers that can significantly change the appearance of the city, improve the quality of life of its inhabitants.

At the same time during mega-events there are not only advantages, but also disadvantages. One of the main negative factors are short-term sporting events. Even the most popular competitions, unless they are held in the same place year after year, may not recoup the capital investment. And if there is no understanding, how this or that object will be run profitably in the long-term period, investors will not be of interest to such events. Therefore, planning and organization of major events is important to consider the existing positive and negative experience.

Conclusion.

Event marketing is a fast-growing segment, whose share among the other marketing tools today is closer to 50%.

An important factor for sustainable development of the regions, preservation comfortable living environment of the population is to maintain the sequence of events, providing the most efficient model exchange

with the outside world. As the result, sustainable development paradigm enablesto transform major sports events from the large-scale and popular events into the universal instrument of development.

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А.Б. Дошыбеков

Спорттық іс-шаралық маркетингтің теориялық-әдістемелік қырлары

Мақалада ірі халықаралық спорттық жарыстарды ұйымдастыру және өткізу қырлары мен әдіс-тәсілдері ашылды. Ірі деңгейде спорттық іс-шараларды өткізу барысында, мысалы, олимпиадалық ойындар, универсиада, әлем чемпионаттары мемлекеттің деңгейін көрсетіп, қаржы орталықтарына айналады және қалалардың, өңірлердің тез өркендеп дамуына, халықтың жақсы өмір сүрулеріне, мәдени қалыптасуларына ықпалын тигізеді. Мега-шараларды өткізу барысында тұрғындарға жаңа тұрғылықты жайлар, мәдени-тынығу орындары, оқу, спорттық ғимараттар бой көтеріп, қала мен өңірлерге көрік береді. Автор іс-шаралық маркетингтің құрылымы және бағдарламасын талдап, жарыс өтіп жатқан қаланың ерекшеліктері, географиялық және ұлттық бояуы мен аумағын ашып көрсетті.

А.Б. Дошыбеков

Теоретико-методические аспекты спортивно-событийного маркетинга

В статье раскрыты теоретические и методические аспекты организации и проведения крупнейших международных спортивных соревнований, как масштабных спортивных мега-событий. Подчеркнуто, что во время проведения крупных спортивных мероприятий, таких как олимпийские игры, универсиада, чемпионат мира, страна демонстрирует свой уровень, превращается в финансовый центр и способствует динамичному развитию городов, регионов, благосостоянию народа, формированию культуры. В ходе проведения мега-событий, отмечено авторами создаются новые условия, культурно-развлекательные места для горожан, возводятся спортивные сооружения, преобразуются города и регионы. В статье проанализированы программа и содержание спортивно-событийного маркетинга, который характеризуется специфическими, уникальными особенностями, раскрывающими географическое и национальное своеобразие города и территории, где проводится событие.

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