

# Directions and Forms of Small Business Participation in Physical Culture and Sport Popularization in the Republic of Tatarstan

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**Abstract**—This scientific article presents author’s point of view concerning the prospects of business creation and popularization in physical culture –sports sphere on the basis of the held mass physical culture and sport development study in Tatarstan, in order to improve health among population, which present commercial interest for small business representatives in the Republic of Tatarstan. Practical importance of the conclusions made by the author is in the fact that they can be used as the variants of the set problem solution. The author offers the range of prospective directions of entrepreneurial activity and forms of physical culture-sports business organization in municipal regions of the republic, which can become the part of regional social policy of healthy life style realization among population.

**Keywords**—*small business; mass physical culture and sport; forms of physical culture-health improving work.*

## I. INTRODUCTION

Mass physical culture and sport development, health improvement among the population of the Republic is the main aim directed toward the achieved during recent years high sports image of the region support. The Republic of Tatarstan is considered one of the leading sports leaders in the Russian Federation, owing to successful realization of regional social policy in healthy life style formation.

Nowadays in Russia only 9,3 % of population regularly goes in for physical culture and sport. At the same time, in the developed countries this index is considerably higher. For example, in the USA active part of the population is 43 %, in Germany – more than 60%. According to the results of town council the number of people, who systematically go in for physical culture and sport, in Kazan within the age period of 3-79 years-old is 40,1% (450 230 people) (the results dated January, 1, 2017).[3]

## II. RESEARCH METHODOLOGY

Mass sport in the Republic gains more dynamic character, is introduced into the system of education and upbringing of the oncoming generation. However, nowadays it

is fashionable to keep fit not only among young people, but also in entrepreneurial environment and among elderly people. At the same time all kinds of activity are used, trainings at a gym, sports running or nordic walking in the park. In towns and municipal regions of the republic mass competitions in different kinds of sport, different physical culture-health improving events, which popularize constant physical and moral development and diseases prevention, are held regularly. The administration of the Republic of Tatarstan pays great attention to necessary conditions and the corresponding infrastructure creation for all possible forms of physical culture and health improving work realization. [1, 2].

At the same time, it should be noted that nowadays there are some disproportion in sports infrastructure development: its irregularity in different municipal regions of the republic still preserves, which doesn’t provide active population involvement into physical culture and sport activity. Moreover, an important factor, which restricts the potential of physical culture and sport development in municipal regions of the Republic of Tatarstan, is income increase slow down, and the absence of personal motivations and the need for physical culture lessons among the considerable part of rural population, who have personal part-time farm. Apart from that we can’t say that the existing problems with drug addiction, smoking, alcoholism among young people are completely solved. And finally a serious restricting factor is insufficient attractiveness of the sphere for private investors in terms of budgetary financing deficiency, which provides target values of physical culture and sport sphere development. In this connection it is necessary to understand that more than half of population of the Republic of Tatarstan for these or that reasons wouldn’t be involved into physical culture and sport lessons in the nearest future.

In spite of the existing problems, physical culture and sports sphere, in our opinion, can be interesting for entrepreneurial activity and first of all for small business. In contrast to other kinds of entrepreneurial activity, business in the sphere of physical culture and sport is socially significant, as positive energy of this activity can be directed toward struggle against moral and physical degradation of population,

in order to preserve health of population, demographic situation improvement and life quality improvement.

### III. RESULTS

A businessman in the sphere of physical culture and sport should, first of all, realize that his mission is to create new opportunities for consumers in the part of physical activity development, useful free time organization, interesting communication and healthy body and soul support.

On the other hand, sports entrepreneurship can be considered a special kind of business, as not every person can run it successfully. A person should have special combination of entrepreneurial abilities, personal sports experience, should know the peculiarities of this business and modern sport industry development.

It is known that entrepreneurial activity, including the sphere of physical culture and sport, is a risky affair, as there is a great probability that the planned events would happen in not planned way. The peculiarity of modern sports business is in the fact that the most talented and experienced businessmen can't guarantee complete success of physical culture and sports organization, its stable income during a long time period. As a rule, different external and internal factors, such as competitive conditions, consumer preferences change or administrative pressure can completely change the character of commercial activity. As a result, it can become not sufficiently profitable or even completely unprofitable.

However, regardless of difficulties and problems, in our opinion, there are prospective directions and kinds of entrepreneurial activity in this sphere. First of all, it is business connected with physical culture and health-improving events organization. The stress here is made on therapeutic health-improving and sports-health improving sections and groups organization. It should be noted that in ancient times there was a clear connection between the amount and quality of motor activity and a person's health state.

This business direction doesn't demand considerable initial investments and the number of sections and their participants can vary depending on age groups. It can be pre-school groups, lessons for junior and senior schoolchildren and also groups of health-improving gymnastics for elderly people. It was noticed that the advantage of group therapy is in the fact that group lessons create special emotional atmosphere, which intensifies the process of recovery. [4] Nowadays new effective complexes of group exercises are created. At the same time, many specialists underline higher effectiveness of individual therapeutic health-improving physical culture lessons, as an individual approach to every person helps to take into account the individual characteristics of the organism. The best result would be achieved if there are recommendations from doctors. In rural lands such lessons can be organized in clubs and culture houses. For those, who live

in towns, separate rooms in a flat or a country house can be used. Such lessons would help to achieve considerable health state improvement and people are ready to pay money, understanding that special physical exercises are more effective than some medical preparations, as they have multilevel positive influence on the whole organism.

Admittedly, we shouldn't wait for high income very quickly, as it is necessary to form client base, positive image of the organization, positive results at the lessons. It should be noted that any manager, interested in physical culture and sports business creation, should create positive reputation of own organization. At the same time the specialists in this sphere should be kind, attentive, sincere, neat, should have professional knowledge, experience and the ability to work with different age groups.

One more interesting and prospective form of physical culture and sport events organization for small business is mass competitions organization in different kinds of sport. Apart from popular kinds of sport, competitions can be held in exotic kinds of sport, which only become popular. Game is known from ancient times and is a specific form of motor activity of people. The need of a mankind for creating new entertainment is a natural need. First of all, it is connected with the absence of considerable finance means, necessary for traditional competitions organization, in terms of specific demands placed on their organization (a lawn, an ice field, a gym, special equipment and etc.). That is why alternative kinds of sport become very popular, such as wives carrying, eggs throwing, lawn mower races and others. These alternative kinds of sport are venturesome, gather a lot of spectators and cause only positive emotions. One more advantage of such kinds of sport is small amount of money spent on their organization.

### IV. CONCLUSION

In our opinion, alternative kinds of sport are not studied enough and can be interesting for business and for potential participants and spectators. For example, many fans of under ice fishing use different hand-made moving devices in order to move on the ice. Annually organized races on them (on Volga, Kama, Sviyaga) for the champion of the Republic of Tatarstan can gather hundreds of people and winter fishing amateurs, but this should be organized and actualized. Even races on motor cultivators can become very popular during the period of spring field works finish. In summer different competitions on hand-made floating devices can be held. Abroad, for example, team plastic boat races are very popular. Taking into consideration that this kind of building material is very popular and available for a floating device creation, it is not difficult to build it. These are only some directions and kinds of mass sports competitions, which can vary depending on the desire and energy of organizers.

Nowadays, as the specialists in this sphere think that the Republic of Tatarstan is an attractive region for tourism development, including sports tourism. [5,6,7] It is known that sports tourism provides organism strengthening, physical development, nature exploration, mastering necessary skills of behavior in nature. Small business has an opportunity to earn money organizing interesting tours.

Businessmen should also pay attention to such form of sports business as sports, educational-training, physical culture and health-improving, touristic complexes exploitation and the bases of sports equipment rent and repair.

All these things demand mutual efforts of administrative and business structures in normative-juridical basis development, favorable economic and organizational conditions creation for business organization in this sphere, guarantees and stable social-economic situation in the region. Nevertheless, physical culture and sports business, being socially important and attractive for the subjects of small business, can have a great influence on the potential of physical culture and sport development in the Republic of Tatarstan.

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