

Development of the Program of Effective Use of Objects of Sports Infrastructure of the City

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Abstract

Sports infrastructure in Tatarstan received a boost to improvement during the preparation of the capital of the region for the XXVII World Summer Universiade. Participation in such international sports events forms a certain experience and base, named as a heritage, raises the quality of life of the population, stimulates a healthy lifestyle. In order to improve the efficiency of the use of sports infrastructure facilities, an analysis of the actual capacity of the municipal sports facilities was conducted. A program is presented to improve the efficiency of the use of sports infrastructure facilities of the city of Kazan. The scope of the program includes measures to improve the regulatory framework, the need to develop a range of standards in the formation of a guaranteed social service package, including physical education and sports, etc.

Keywords: Universiade heritage; Economic effects; Sports infrastructure; Physical culture; Sports in the region.



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1. Introduction

The international sports center is a city center with an improved sports infrastructure that involves both elements of amateur and professional sports, with the conditions created for large-scale competitions, world championships, and where several international sports clubs are based (Krasnova and Kanaeva, 2017). Evaluate the effect of international sports events on the development of the city in two ways: first, the direct effect of the event and the costs of its preparation; secondly, the long-term effect of creating an appropriate image of the city and increasing the investment potential of the region (Margaritis *et al.*, 2017). The effect is enhanced by the coincidence of the elements of the sports infrastructure and the development strategy of the city.

The practice of international sports events has shown that initially a competent project for the transformation of the city is needed, which will make it possible to transform the city of an international sporting event into a tourist center (Velichko *et al.*, 2017). In particular, prior to the Olympic Games in Salt Lake City (2002), investment projects were presented at the international investment forum in France, providing for the transformation of the post-Olympic city into a world tourist center.

Another example of a strategic approach in planning a major sporting event is the London Olympic games (2012). London is an international tourist center with a developed transport and tourist infrastructure. The main challenge before the organizers was to preserve and maintain the traditional image of the city and get the effect of the event. A concept was formulated that implied a comprehensive and maximum use of the constructed facilities at the end of the sporting event. Particular attention was paid to the need to consider the infrastructure created during the preparation for the Olympic games in the strategic plans for the development of the city and the adjacent areas.

A significant socio-economic impact and maximum use in the future of sports infrastructure facilities can be achieved if the sport challenges are in accordance with the urban development strategy.

2. Methods

The grounds for creating a program for the effective use of sports infrastructure facilities.

As a result of the assessment of the actual occupancy of the training grounds and the standards of potential opportunities, the following can be noted. On average, the occupation of training facilities in comparison with the

standards was 100% or close to the nomenclature, taking into account the error. The load is less than 90% (insufficient) for the following objects:

- swimming pools: a swimming pool in the sports complex "Vatan" (25 m) and a swimming pool for training in the Water Sports Palace (50 m);
- sports halls: the palace of martial arts "Ak Bars", sports complex "Biektau", indoor swimming pool "Burevestnik", sports complex "Miras", sports complex "Olimpiets", and the Center of boxing and table tennis;
- playing grounds: stadiums "Miras" and "Tulpar";
- training grounds: the average coefficient for a wide range of sports complexes is 78.88% (the palace of martial arts "Ak Bars", indoor swimming pool "Ak Bure", "Burevestnik", sports complex "Tulpar" and the Gymnastics Center).

Analysis of the effectiveness of the use of sports facilities has made it possible to identify the following problems:

- the problem of reimbursement of expenses for the use of sports, training and maintenance facilities to municipal children's and youth sports schools from the federal and departmental budget funds has been only half resolved
- the transition of higher education institutions in 2015 to financing within the limits of per capita standards has caused a reduction in the amount of funding from the federal budget for the maintenance of sports facilities;
- contractual relationships and distribution of functional tasks among federal institutions and subordinated sports grounds and municipal sports schools have not been fully standardized;
- the relevant technical documentation for all objects has been provided partially only to the asset holders;
- there is a need to solve the problem of providing preferential financing of public services for sports and training grounds;
- inadequate workload of sports and training grounds in the afternoon;
- there is a need for uniform and planned distribution of teams that are engaged for free in all sports facilities belonging to various ministries and departments;
- there is also a need to standardize the price list for providing paid services for sports facilities that are part of the Universiade heritage.

The population of the republic has a positive attitude to physical culture and sports, there is an understanding of their high value, which affects the growth of the quality of life of the population (Kaigorodova and Mustafina, 2014). Thus, for example, 83.4% of respondents fully agree with the statement "physical culture and sports strengthen health and develop physical qualities", partly – 14.5% of respondents. The results of the questionnaire show the presence of a fairly large proportion of the population engaged in physical culture and sports at sports facilities (42.6%). The most actively engaged in physical culture and sports at sports facilities are students of schools, colleges, universities and the unemployed (Nagimova *et al.*, 2016).

The main reasons of the attractiveness of physical culture and sports for respondents are, first of all, the desire to strengthen health (61.6%), to increase and preserve their fitness (45.9%), to maintain weight (40.6%), to increase efficiency (38.7%). Inadequate financing of sports facilities is also one of the factors limiting mass involvement in sports (38.9% of respondents noted this indicator). Among the objective restrictions that prevent people from doing physical culture and sports, according to experts, is the lack of financial resources to pay for classes (29.6%), lack of knowledge and skills for independent organization of sports (27.8%).

There is a great potential for attracting the population to physical training and sports at sports facilities - 42.4% of respondents indicated that they would like to engage in physical culture and sports at sports facilities. The greatest number of people who are potentially willing to engage in physical culture and sports is observed in groups of workers and employees (Ustinov *et al.*, 2016).

If talking about how often respondents would like to engage in physical culture and sports at sports facilities, then according to the results of the questionnaire, the largest share of respondents would prefer to study several times a week (61.7%). More preferable are organized classes under the guidance of an instructor. As for the amount of payment for physical education and sports, for half of the respondents, the amount is from 500 to 2000 rubles.

According to respondents, there is a need for sports facilities in the community. Interviewed respondents would like to study in their own neighborhoods in such sports facilities as a swimming pool (34.5%), a sports complex (27.5%), an outdoor playground (26.6%), and a sports club for family sports (23.4%).

3. Results and Discussions

As a result of the analysis we have designed a program that contains conclusions and a number of formed proposals for the effective use of sports infrastructure. The goal of the program is to identify strategic priority directions for the effective use of sports facilities in the infrastructure of Kazan. Objectives of the program:

- improve the health status of the population;
- comprehensive and harmonious personal development;
- formation of each person's need for physical and moral perfection;
- creation of the settings for physical training;
- training of the first-class athletes.

The key recommendations:

1. Improvement of the regulatory legal framework aimed at:

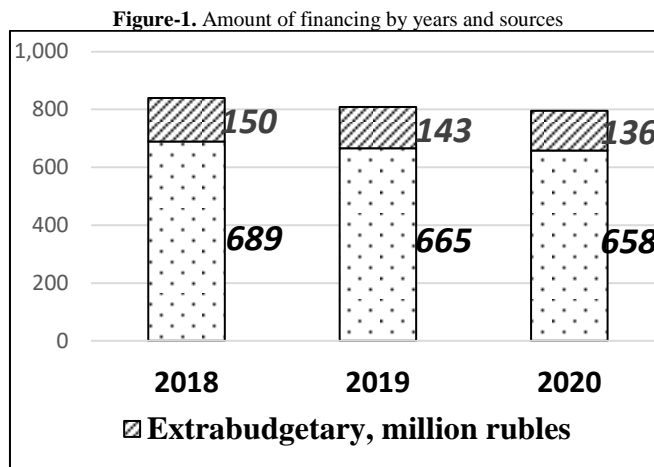
- a) legal regulation of the scheme of financing by the power structures of services in the field of physical culture and sports;
 - b) tax incentives for operators of sports facilities;
 - c) tariff incentives for operators of sports facilities, on the basis of concessional financing of tariffs for public services for sports facilities.
2. Carrying out activities to develop a wide range of services provided to the population in the field of physical culture and sports, clarifying the normative indicators for providing a guaranteed social package of these services, as well as for privileged categories of citizens (Mustafina *et al.*, 2017).
 3. Development of measures aimed at ensuring the renewal of fixed assets, accelerated modernization of sports facilities and expensive equipment.
 4. Improving the quality of management of sports facilities on the basis of advanced training in the management of sports facilities, including through internships in key sports centers in Russia and abroad, teaching the basics and specifics of the organization of events for the promotion of physical culture and sports, the specifics of sports leisure (Miropol'skaya *et al.*, 2017).
 5. Stimulation of the further development of the infrastructure by increasing the outdoor sports grounds, as well as the school grounds for physical training.
 6. Activation of popularization and promotion of physical culture and sports.
 7. Stimulation of the creation of sports clubs for family sports.
 8. Establishment of an all-Russian volunteer center.
 9. Training of coaches and referees. It is necessary to attract successful trainers from outside Tatarstan. An important issue is the formation of its own judiciary. During the World Student Games, about 2300 referees were involved, including 528 from Tatarstan. Using the heritage of the Universiade, we ensure the availability of our own highly qualified international judges. This allows us to improve the quality of service of other competitions both at the All-Russian and international levels.
 10. Addressing of the problem of reimbursement to municipal sports schools for the maintenance of training facilities from the federal or departmental budget (Lusmägi *et al.*, 2016).
 11. Formulation of a standard model agreement regulating the rules of interaction between the federal level and municipal sports schools.
 12. Raising potential funds for granting privileges for public service of training grounds.
 13. Development of the tasks to stimulate the workload of training grounds, as well as improve the activity of auxiliary grounds.
 14. Working out the task of forming a standard price list for the paid use and leasing of the Universiade facilities.
 15. Foundation of sports teams and clubs within the framework of Universiade facilities for the greatest involvement in sports activities of various categories of citizens and strata of the population.
 16. Development of a strategy and plan for the activities of the sports ground, adapted to the appropriate capacity of the sports ground, its traffic capacity and functional significance.
 17. Broadcasting of systematic reports on TV channels with information on the course of sports competitions in various sports.
 18. Introduction of incentives and corresponding bonuses in the form of material encouragement to authors and developers of the best articles, essays, videos and radio scripts, advertising booklets aimed at promoting healthy lifestyles, physical activity and involvement in sports.
 19. Organization of master classes, meetings with famous athletes.
 20. Publication of articles about the life and high achievements of athletes on a regular basis.
- Implementation of the goals and objectives of the program will allow achieving by 2020 the increase in the following indicators (Table 1).

Table-1. Expected results of the program until 2020

| Area | Activities | Results |
|--|---|---------------------------|
| Effective use of sports facilities in Kazan | - carrying out of competitions, classes of sports schools and clubs, commercial classes for the population, sports events of a city level | 100% |
| Additional jobs | - increase of professional skills of coaching, teaching and judicial personnel, | up to 36% specific weight |
| | - training of specialists in adaptive physical culture | up to 15% specific weight |
| Creating conditions for sports and physical therapy for people and children with health limitations improvement of public health | - creation of resource sports grounds for children with health limitations on the basis of sports infrastructure facilities | 100% of sports facilities |
| Strengthening the image of a active and healthy lifestyle | the formation of a conscious attitude of the population towards their health, an increase in the number of those engaged in physical culture and sports | up to 80% of population |
| Development of sports and event | - increase in the number of mass sports events | up to 90% of |

| | | |
|--|--|---|
| tourism | - support to and development of fan clubs | population |
| Ensuring employment of the population in order to avoid negative social phenomena | - attraction to sports events through general education schools | up to 100% of population |
| Support to and development of non-Olympic sports | - support to and development of non-Olympic sports clubs - organization and holding of festivals in billiard sports, belt wrestling, kettlebell lifting, gorodki, kurash, tug of war, Russian mini-lapta, sambo, checkers and mini-hockey with a ball | up to 50% of the clubs and sports schools |
| Formation of conditions for achievement of maximum results by sportsmen of the city and region at regional, all-Russian and International competitions | | 100% |

The total amount of financing under the program will be 2,012,531.30 rubles at the expense of the budget of the city of Kazan and extra-budgetary funds - 430,186.37 rubles (Figure 1) .



The implementation of the Program will make it possible to significantly increase the efficiency of the use of sports infrastructure facilities by the end of 2020, as well as to meet the needs of athletes, coaches, and residents of Kazan in quality sports and health services.

These activities contribute to the consolidation of positive trends in the use and loading of sports infrastructure, as well as contribute to the update of the existing infrastructure. The implementation of this program has contributed to the highly effective use of the infrastructure facilities of the Universiade heritage, as well as the positive dynamics of the budget of the Republic of Tatarstan.

4. Summary

Dealing with the above-mentioned challenges of the program will provide a multiplicative effect for the sustainable development of the economy of the republic and the Russian Federation as a whole, but these can be implemented only with substantial state support and cooperation of municipal entities and private investors on a project basis.

5. Conclusions

In our opinion, the following conclusions and recommendations follow logically. Despite the presence of a developed infrastructure for sports, there is an uneven distribution of infrastructure facilities on the territory of the republic. This circumstance serves as an obstacle to involving the population in sports training. One should remember that the massive involvement in physical education and sports is one of the measures to improve the demographic situation. The next problem of development to be noted is uneven coverage of sports by different categories of citizens (retired, students, children and adolescents, etc.). The presented program will allow solving the problems of effective use of sports facilities, will contribute to the creation of a stable system of mass sports, enhance the role of physical culture, which is now a priority for numerous countries of the world, and Kazan certainly should not be an exception (Gabdrakhmanov *et al.*, 2016).

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