SPORTS MANAGEMENT IN THE SYSTEM OF SPORTOLOGICAL KNOWLEDGE

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ABSTRACT

As a result of economic, social, cultural, educational, sports-scientific and other reasons during the last decade of the past century a number of different scientific directions (sports economy, sports management, sports marketing, etc.) have been established as components of the sportologic (interdisciplinary sports) knowledge. Their development is mainly due to the necessity to study the processes and relations (economic, management and marketing, etc.) between the productive structures in sports, between the latter and the firms functioning in the sports business environment and between the consumers of the sports production. There are three basic features in defining the concept of sports management in the system sportological knowledge: Philosophy and concept for the modern effective management in the conditions of sports social and commercial environment; Scientific approach for management of the specified sports activity on the basis of the team principle and a complex of specific knowledge and experience – cybernetic, economic (business knowledge), legal, social and psychological, pedagogical, marketing, scientific and research, etc.; System for high-efficient activities including specification of goals, analysis and evaluation of the conditions, environment and means, development of prognosis, making decisions, planning, programming, organizing and coordinating their execution (including harmonization of the conditions, activities and human resources, their selection and motivation), evaluation and estimation of the obtained result. The utilization of the knowledge of management for the use of sport and its development as an important part of the interdisciplinary sports knowledge takes place even outside of the frames of the specific educational process. The environmental influences including those of the general cultural and educational, family and motivational, informational, economic and legal environment play an important role for its formation.

Keywords: management, sportology, sports, marketing.

INTRODUCTION

As a result of economic (commercial), social, cultural, educational, sports-scientific and other reasons during the last decade of the past century a number of different scientific directions (sports economy, sports management, sports marketing, etc.) have been established as components of the sportologic (interdisciplinary sports) knowledge. Their development is mainly due to the necessity to study the processes and relations (economic, management and marketing, etc.) between the productive structures in sports, between the latter and the firms functioning in the sports business environment and between the consumers of the sports production [1].

Some of these reasons have found a great reflection in Bulgaria after 1989 as a result of the changes that took place during that period. The transition from a centralized to a market economy has had a particularly strong influence. This made possible the entrepre-
neurship to become a main production factor in all three branches of sports – private, public and state. All this accompanied by changes in the legal system has led to establishment of private sports entities which in pursuit of profit have directed their activity mainly to the professional sports (sports clubs – joint-stock companies) and to supplying with sports services (fitness centers, schools and other entities). That is why in Bulgaria the so-called contractor sports economic system built on the basis of the commercial economic relations has become so common [2].

All this has brought the sports manager to the front line of sports management as he represents the leader of a new type combining various high quality knowledge and professional and personal qualities. And in contrast to the casual style of sports management up to 1989 today’s sports managers are very different to each other mainly what concerns their professional knowledge and qualities and the approaches that they utilize in resolving problem situations. The manager is the one that defines the goals and the tasks that follow; he makes the decisions, plans their execution and attributes responsibilities to his co-workers, evaluates and manages the execution of the decisions and the achievement of the specific goals [3-9,12-19].

The current understanding for management in sports allows it to be defined in different intercomplementary ways in relation to the extent of its contents [10]:

- **Philosophy and concept for the modern effective management** in the conditions of sports social and commercial environment;

- **Scientific approach for management of the specified sports activity** on the basis of the team principal and a complex of specific knowledge and experience – cybernetic, economic (business knowledge), legal, social and psychological, pedagogical, marketing, scientific and research, etc.

- **System for high-efficient activities** including specification of goals, analysis and evaluation of the conditions, environment and means, development of prognosis, making decisions, planning, programming, organizing and coordinating their execution (including harmonization of the conditions, activities and human resources, their selection and motivation), evaluation and estimation of the achieved result.

These three features are basic in defining the concept of sports management in the system sportological knowledge.

**DISCUSSION**

The differentiation of the sports management has become more obvious during the past few years. To a great extent this is due to the different social spheres of application of sport in which important problems for management exist and to the variety and specifics of the sports products. For example from the point of view of the particular subsystems in the system of sports management can be differentiated into: management of the elite sport; management of child and youth sport; management of school and university sport; management of free-time sport; management of sport for handicapped people; etc. According to the variety of the sports products (including the sports subjects) there are: management of the sport organizations; management of sports people and sports specialists; management of sports services; management of TV and advertising rights; management of sports knowledge (know-how) and ideas; management of sports competitions and shows (sports events); etc.

In sports practice depending on the professional selection different types of manager positions exist – head manager, manager-financial expert, manager-transfer agent, manager-trainer, manager-electioneer, manager-teacher, manager-animateur, fitness-manager, etc.

An important moment in elucidation of the contents of sports management as a scientific-application direction is the establishment of its position and role in the system of sportologic (interdisciplinary sports) knowledge.

It is well-known that the basis of sports knowledge are built on the so-called input elements – these are the interdisciplinary connections between sports, social and psychological, pedagogical, medical and biological, biomechanical, philosophical, management and other knowledge [1,11]. The selected knowledge from other sciences pointed to the inductive and deductive study of sport forms the science of sport “Sportology”.

The first Bulgarian book with this title authored by M. Batchvarov presents the logic of the interdisciplinary connections between different sciences when they are
applied to sport. The author underlines that “Sportologic knowledge is a complex of various knowledge. Sports knowledge is “the basis of all intersection points of the interdisciplinary knowledge” [11].

From systematic point of view the interdisciplinary sports knowledge is analyzed as a combination of four other entities – social-psychological and pedagogical, medical-biological, biomechanical and the knowledge of management. Each of these four consists of other components (elements) joint with interdisciplinary connections.

For example the knowledge of management and specifically sports management is an entity consisting of eight components – cybernetic, historic-philosophic, economic, marketing, legal, sociological, scientific-research and mathematical-statistical elements (Fig. 1) [1]. They are specific for the sports practice. If some of the elements is not well developed or missing the resulting sports management and sportologic knowledge are unsatisfactory and inefficient.

The utilization of the knowledge of management for the use of sport and its development as an important part of the interdisciplinary sports knowledge takes place even outside of the frames of the specific educational process. The environmental influences including those of the general cultural and educational, family and motivational, informational, economic and legal environment play an important role for its formation.

REFERENCES