

Summary

Subject matter of the dissertation: Management of sport competitions as a type of event-management in the sphere of social and cultural activity.

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Topicality of the research is due to a number of circumstances. First, sport competitions are one of the most important types of sociocultural activity, which ensures the implementation of educational and social tasks and leisure activities for young people. In addition, sports competitions allow to develop a spirit, temper will and form important social and civil qualities. Scientific research of the organization and management of sports competitions can form a scientific basis for practical management activities in the field of sport management. Secondly, all functions and components of the management process in the form of planning, organization, coordination and control are important for achieving the best commercial and sport results of the competition. In the world of modern sports, it is simply impossible not to take into account the imperatives of management and business processes. Thirdly, it is necessary to develop an effective model of management of sports competitions in modern Russian, first of all, within the framework of game team sports, which can be supplanted by fashionable fitness trends that are gaining popularity. The Russian model of management in this sphere should, as it seems to us, absorb the best achievements of Soviet sport, especially the training of athletes, the orientation towards achieving better results and the orientation to the economic efficiency traditionally inherent in Western models. Finally, it is necessary to develop the principles and approaches of organizing competitions, training sports managers in the field of sports such as basketball and taking into account its specifics and specifics. Particularly relevant is the application of the project approach, in which it is possible to create a training center for sports managers in the field of basketball.

Objective: to analyze the management of sport competitions as a sphere of socio-cultural activity.

Tasks:

1) to analyze the essence and types of sport as a special sphere of socio-cultural activity;

2) to analyze management of sport competition as a kind of event management, to describe its stages and their features;

3) to study American, European and Asian models of sport management and sport competitions;

4) to investigate specifics and origins of the Russian model of sport management and sport competitions;

5) to research the main components of the organization of the sport competition in basketball, and to determine specifics of the management of basketball competitions;

6) to develop the project of a training center for managers of sports competitions «Ball and Ring» on the basis of the business center «CreaTech» in

Pyatigorsk State University and to describe the process of its intended implementation.

Hypothesis: sports competitions are one of the most important components in the structure of social and cultural activities in the conditions of implementation of innovative project approaches to their organization and conduct.

The scientific novelty of the work consists in a comprehensive study of the management of sports competitions as a sphere of social and cultural activities within the Russian and foreign experience, in the context of the use of innovative approaches and methods, project vision of the organization of sports competitions and training of sports managers.

Basic statements to be defended:

1. Sporting events represent a specific sphere of socio-cultural activities, which consists of competitive, cultural and educational components.

2. Management of sports competitions is a complex process and, at the same time, the activities of the management functions. In the Russian conditions of formation of the national model of management of sports competitions, it is necessary to rely on the best traditions of domestic sports, taking into account both Western experience and experience of the East, in the implementation of the intentions of competition, entertainment and focus on the requirements of the market and the modern economy.

3. In modern conditions of basketball development a project approach is needed, within which complex organization and management of sports competitions, as well as training of sports managers would be carried out.

4. The innovative training center for managers of sports competitions «Ball and Ring» on the basis of the business center «Kreatech» can act as a platform for training sports managers of a new generation, implementing a project approach to the organization and conduct of basketball competitions, special training and organization of an online school.

The theoretical significance of work consists in complex study of the management of sport competitions as sphere of socio-cultural activity, and its application in the preparation and organization of sport competitions. Conclusions created within the framework of this study can be used to develop general and special training courses in management, event management, sports management, the theory of socio-cultural activities. In addition, the conclusions and recommendations received in the paper can serve as a theoretical and methodological basis for the program of training sport managers and various trainings in the preparation of sport competitions.

The practical significance consists in developing practical recommendations and methodological approaches in training sports managers. Within the framework of the study, was created a project for the Innovation Center for the preparation of managers of sports competitions in basketball «Ball and Ring» on the basis of the technological platform «CreaTech». This project has great practical importance, since it is planned to train managers of sports competitions in basketball, it is planned to organize trainings and master classes on sports management problems. In addition, it is planned to open an online school for the training and retraining of sports managers, which will base on the technological platform «CreaTech», along with full-time studies and training. This center will have great practical importance in terms of practicing sociocultural activities, developing approaches to improving

the management of sport competitions, improving the approaches of sport management in connection with the imperatives of a market economy.

Results of the research: as a results, it was analyzed the specifics and peculiarities of management of sport competitions as sphere of socio-cultural activity; were investigated, the specificity of game kinds of sports in general, and, basketball in particular. Were determined features of management of sport competitions as a kind of event-management, its stages and components. Within the framework of the work the models of organization of sports competitions were described, which were correlated with the experience of foreign countries. We made the conclusions, that we needed to improve the national model of sporting events. Was developed the project of the Innovation Center for the preparation of managers of basketball competitions «Ball and Ring» on the basis of the Technological Platform «CreaTech» at the Pyatigorsk State University, within the framework of which it is planned to prepare complex managers of sports competitions in basketball, conduct trainings, open an online school of sports managers.

Recommendations: the results of work can help to improve the work of the Innovation Center for the training of managers of sport competitions in basketball, «Ball and Ring» and to develop some areas of youth policy in the sport field in general, and in particular, basketball, make appropriate proposals for consideration in the municipal and regional authorities. It is recommended to develop a program for the integrated development of basketball in Stavropol region in general, and in particular in the city of Pyatigorsk, which can be presented to the Ministry of Physical Culture and Sports of the Stavropol Region.