Sports clusters as a tool for the strategic development of mass sports in the regions of the russian federation

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Abstract

Objective of the study was to identify the strategic features of the development of mass sports in the regions of the Russian Federation based on the use of a cluster model.

Methods and structure of the study. The scientific work is based on the application of the region positioning model depending on the degree of development of mass sports, which uses the indicator "the share of the population of the region systematically involved in physical culture and sports in the total population of the region" (hereinafter referred to as the share of the population systematically involved in sports) and the growth rate this figure for five years. Verification of the model was carried out on the positioning of 12 regions of the Russian Federation.

Results and conclusions. Four groups of regions have been identified depending on the degree of development of mass sports, two groups of which reflect the favorable situation in the development of mass sports in the region. Thus, a favorable situation with the development of mass sports is noted in the Belgorod region, the Krasnodar region and the Republic of Dagestan. High growth rates are observed in the Primorsky and Stavropol Territories, the Republic of Bashkortostan and the Kaluga Region. The boundary value was revealed in the Khanty-Mansiysk Autonomous Okrug - Yugra.

The conclusions of this study make it possible to substantiate the need for the use of specific tools for the development of mass sports for each group of regions. Sports clusters of various structures, taking into account the socio-economic, ethnic, socio-cultural and natural-climatic features of the region, can serve as an instrument for the development strategy of mass sports.

Keywords: mass sports, management, sports clusters, strategy, development, tool.

Introduction. Modern Russia is characterized by great heterogeneity in the manifestation of both socio-economic trends and great ethnic and cultural diversity inherent in various territorial locations. These differences undoubtedly have a significant impact on the formation of lifestyle, expressed in the awareness of values, which, in fact, should include the desire to maintain health and activity.

The conceptual provisions of modern management of the development of mass sports are to increase the role of the state in supporting mass sports, effectively achieving target indicators of the country's socio-economic development and meeting the needs of the population for physical improvement, as well as using mass sports in the formation of a healthy lifestyle of citizens, prevention and (or) eliminating negative social phenomena.

There are many problems in the development of mass sports in our country, starting with an increase in the number of people systematically involved in physical education and sports, ending with the development of mass sports in rural areas and an increase in the number of sports among the adult population of the country. Therefore, it is necessary to identify lagging regions and offer tools for the development of mass sports in the region.

Despite the steady growth in the share of the population of the Russian Federation regularly involved in

physical culture and sports in the total population, in Russia only children and students under the age of 23 are maximally involved in mass sports. This is due to the fact that this age category of the population attends various educational organizations (kindergarten, school, university), where there is a developed structure for the organization of physical education, sports sections, physical education and sports events at various levels and simplifies statistical recording. However, after completing training in educational organizations, the number of people regularly involved in sports gradually decreases, which indicates that this category of the population lacks motivation to engage in physical exercise.

Sports clusters are a little-studied object and are just beginning to appear in modern publications. Most foreign publications describe the practice of creating and operating sports and creative clusters, integrated to one degree or another. The majority of works by Russian authors describe the practice of creating and operating sports clusters, integrated to one degree or another into the regional infrastructure.

Objective of the study was to identify the strategic features of the development of mass sports in the regions of the Russian Federation based on the use of a cluster model.

Methods and structure of the study. Sports clusters were considered as a tool for the strategic development of mass sports in order to determine the degree of their development and differentiation of strategies.

To achieve this goal, a model for positioning the region was developed depending on the degree of development of mass sports. The developed model is presented in the figure and is built on the principle of two-factor positioning, which makes it possible to determine the positioning of regions according to the degree of influence of each factor. The axes in the figure are the values of two main indicators that reflect the development of mass sports in the region. The first indicator is the share of the region's population systematically involved in physical and sports culture from the total population of the region for the current reporting period (2021), the second indicator is the growth rate of this indicator over the last five years (2017–2021). A five-year period was chosen as the optimal period for the formation of a strategic plan.

The analysis of the current development of mass sports is based on official statistical indicators of the 1-FC form. The Russian average values of these indicators were used as boundary values - the share of the population of the Russian Federation systematically involved in physical and sports culture in the total population of the Russian Federation for 2021, equal to 49.4%, and the growth rate of this indicator over five years, equal to 34.4%. Thus, four sectors were formed (see figure).

Next, this model was tested in 12 regions of the Russian Federation, which made it possible to evaluate the regions for their further positioning (see table).

Results of the study and discussion. A general analysis shows that a favorable situation for the development of mass sports is developing in the Belgorod region, Krasnodar region and the Republic of Dagestan. At the same time, high growth rates are observed in the Primorsky and Stavropol Territories, the Republic of Bashkortostan and the Kaluga Region.

The border value was formed in the Khanty-Mansiysk Autonomous Okrug - Ugra. Today, special attention should be paid to the development of mass sports

Indicators of the development of mass sports in the constituent entities of the Russian Federation, in%

No.	Subject of the Russian Federation	Share of those involved in physical culture and sports		Growth rate	ENP as % of normal
		2017	2021		
1	Belgorod region	43,5	58,2	33,79	88,1
2	Kaluga region	36,5	49,4	35,34	90,5
3	Murmansk region	36,2	47,8	32,04	45,8
4	Republic of Bashkortostan	36,6	53,7	46,72	73,2
5	Stavropol region	35,5	53,1	49,58	58,6
6	Khanty-Mansi Autonomous Okrug	35,4	48,7	37,57	47,8
7	Krasnodar region	47,9	58,8	22,76	60,7
8	Krasnoyarsk region	38,3	46,5	21,41	56,5
9	Primorsky Krai	32,4	51,5	58,95	45,7
10	The Republic of Dagestan	45,1	55,6	23,28	29,9
11	Chechen Republic	38,7	45,5	17,57	52,8
	Russian Federation	**36,8**	**49,4**	**34,24**	**-**
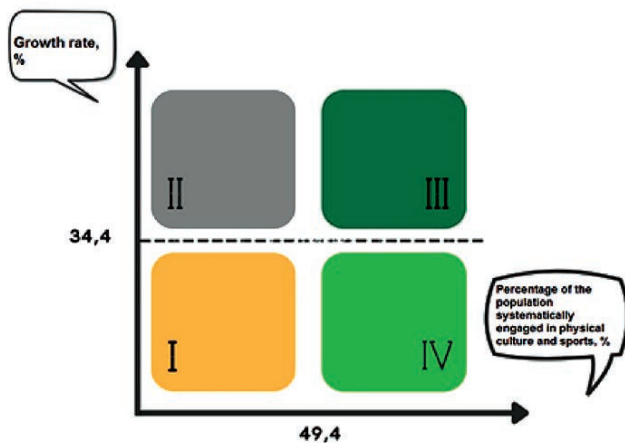
Model of region positioning depending on the degree of development of mass sports

in the Murmansk region, the Chechen Republic and the Krasnoyarsk Territory.

Growth strategies are one of the most important strategies for the successful development of mass sports in the region and for planning to achieve set targets. The creation of an industry and sports economic cluster seems promising in all segments under consideration.

Thus, for the first sector, where the most unfavorable situation for the development of mass sports is observed, it is necessary to implement an intensive growth strategy. Intensive growth, from the point of view of mass sports, is a simple increase in the number of participants, which can be tracked in a trend line. That is, in this case, a simple intensification of efforts to involve the population of the region in sports is feasible. This type of strategy can be conditionally called "everything to everyone at once." It provides for maximum involvement of the population in active sports. Why is it important to have appropriate sports infrastructure?

Since at this stage it is necessary to put into operation a large number of sports facilities and sports grounds in a short time, the basis of the sports cluster should be fairly cheap, prefabricated facilities with high throughput and at the same time they must be of high quality and safe. Examples include walking and eco-trails of various levels of difficulty, jogging and cycling paths, ski tracks, outdoor skating rinks and quickly constructed sports and recreation complexes, including frame swimming pools.

For the third and especially the fourth sector, the use of a diversification strategy will be relevant. In this case, it is possible to use an intersectoral approach in the formation and development of sports clusters and the creation, for example, of sports and creative clusters. In addition to traditional sports facilities, it is rec-

ommended to place spaces for computer and physical sports in these clusters.

Conclusions. The global economic and political situation surrounding the Russian Federation as a whole, and in relation to Russian sports in particular, prove the relevance and timeliness of the revival of mass sports and the development of an appropriate strategy and mechanisms for its implementation. In this case, one should focus on the policies of leading territories in which these indicators have the best values, in particular, adopt the best experience from other regions, taking into account socio-economic, ethnic, socio-cultural and natural-climatic features. Sports clusters can become an effective tool for the development of mass sports in the regions of the Russian Federation.

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