

THE PROMOTION OF SPORTS TOURISM THROUGH THE ORGANIZATION OF COMPETITIONS FOR NON-STANDARD CYCLING TRACK

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Sport and physical culture deserve one of the most important roles in the life of modern man. The development of information technology has led to the fact that people are increasingly staying at home, communicate on the Internet, relax on the Internet, work on the Internet. Physical work has almost disappeared from human life, a sedentary lifestyle has a negative impact on health. Therefore, today the recommendations of doctors to lead an active lifestyle are relevant. In order to instill the habit of actively engaged in physical education, it is necessary to promote activities aimed at an active lifestyle.

The purpose of this study is to develop sports activities that are available to people with different physical training, which will promote an active lifestyle.

Now the bicycle – rather available means of transportation which can be used not only for movement on considerable distances, but also for active recreation and sports competitions.

In each apartment building there are about 30 bicycles, 40 % – mountain bikes. Often they just stand in basements or storerooms, but it is a resource that can be used for physical activity.

To attract the population to an active lifestyle, it is proposed to organize an event that will be available to all. The proposed event assumes that the participant has a mountain bike and the ability to ride it.

Organization of competitions on a non-standard bike track will show all the possibilities of a mountain bike, its owner, as well as attract people to active recreation.

Competitions can be organized, for example, on the territory of the National Park "Pripyatsky", the territory of which allows you to create a track of 15 km in the zone of controlled nature management. Administratively, the Park is located on the territory of Zhitkovichi, Ielchitsky and Petrikov districts of Gomel region. The office is located in the agricultural town of Lyaskovichi, 260 km from Minsk, 270 km from Gomel and 350 km from Brest. The railway station is located in the town of Zhitkovichi – 25 km North of Turov. The Park has the necessary infrastructure, as well as points of medical care.

The 15 km long cycle track will not be the usual flat surface, but a path with obstacles, similar to non-cross-country terrain, which will help to realize all the possibilities of a mountain bike: sharp turns, hills, obstacles that can be overcome using the capabilities of a mountain bike.

To get to the National Park will be a tourist bus (paid separately) or "on their own", using personal cars, train or bus. There is an option for those who would like to participate in the competition, but does not have its own bike, National Park "Pripyatsky" provides rental services for an hour (2 BYN) and a day (11 BYN) [1].

According to the results of the survey, which was attended by 100 people who are members of the community "Velogomel", 40 men and 60 women from the age of 18 years, 40 (40 %) people are interested in organizing such an event and would like to take part in it. All members of the community "Velogomel" is 1060 people. Suppose that 40 % of the community members support the event and participate in it, so the demand is 424 people. Respondents identified that the most appropriate payment value is 10 BYN.

To participate in the competition you must pay a fee. Also, in order to attract people to the competition and stimulate them to participate, participants will be offered a tour of the Park with a professional guide.

The Republican tourist and sports Union will be responsible for the organization.

In order to organize the route, you must make a contribution for the use of resources of the National Park "Pripyatsky" according to the price list is 1000 BYN [1].

In order to mark the route in the Park, it is necessary to protect it with columns, without the use of other fencing means, so as not to violate the integrity of the composition established in the National Park.

Calculate the cost of buying columns:

$$C_{columns} = nc,$$

where $C_{columns}$ – the cost of buying the columns; n – the number of columns (you will need 120 pieces); c – the cost of one post (3 BYN / PC [2]);

$$C_{columns} = 120 \cdot 3 = 360 \text{ BYN.}$$

The manufacturer of metal poles delivers the goods to any point of the region for 50 BYN [2].

Remuneration of movers and installers of posts – 400 BYN, according to the price list on the job site [3].

Advertising costs are defined as 600 BYN, based on the price list of prices for advertising in social networks "Vkontakte" [4], "Instagram"[5] and "Odnoklassniki" [6].

The cost of the tour according to the price list on the website of the National Park "Pripyatsky" is equal to 120 BYN [1].

Members of the jury will be employees of the National Park "Pripyatsky".

Determine the cost of gifts for prizes:

– 1st place – 300 BYN;

– 2nd place – 200 BYN;

– 3rd place – 100 BYN.

Thus, the cost of gifts will be 600 BYN.

Determine the total cost:

$$C_{total} = C_{fee} + C_{columns} + C_{labor} + C_{tour} + C_{transport} + C_{adv} + C_{gift},$$

where C_{total} – total costs; C_{fee} – the cost of the resource usage fee of the National Park "Pripyatsky"; $C_{columns}$ – the cost of buying columns; C_{labor} – labor costs; C_{tour} – the costs associated with the tour; $C_{transport}$ – transport cost; C_{adv} – the cost of advertising; C_{gift} – the cost of gifts;

$$C_{total} = 1000 + 360 + 400 + 120 + 50 + 600 + 600 = 3130 \text{ BIN.}$$

Calculate the income.

Income will receive from the sale of tickets worth 10 BYN:

$$I = 10 \cdot 424 = 4240 \text{ BYN.}$$

Calculate the economic effect of the event:

$$\text{Effect} = I - C_{total};$$

$$\text{Effect} = 4240 - 3130 = 1110 \text{ BYN.}$$

We will determine the effectiveness of the event.

$$\text{Effectiveness} = \frac{\text{Effect}}{C_{total}} 100 \%;$$

$$\text{Effectiveness} = \frac{1110}{3130} 100 \% = 35 \%.$$

This event has an economic effect equal to 1110 BYN. The effectiveness of the event – 35 %.

The proposed event has a social effect, expressed in the fact that people will devote more time to sports and active lifestyle. As a result – improving health and reducing the incidence. After all, it's no secret that fresh air and activity – the key to health.

Literatura

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