



Sports clusters as a perspective way to develop the sports industry

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<p style="writing-mode: vertical-rl; transform: rotate(180deg);">ABSTRACT</p>	<p>Sports clusters today are a popular and up-to-date trend in terms of its high potential for sports industry development. However, along with the advantages these provide, the sports sector development is also to a certain extent restrained due to a number of factors. Within the framework of the article, the worldwide use and implementation of sports clusters having high potential for sports industry development and sports cluster is a comprehensively studied.</p>
<p>Keywords:</p>	<p>sports clusters, sports industry, physical culture, sport, sports, cluster development.</p>

In today's global community, much attention is paid to health, healthy lifestyle and sports. This trend is triggered by the worldwide popularization of health protection, physical activity and sports, while attraction and enthusiasm for sports tends to start from an early age. However, it is worth noting that not every state, not every region or district, can provide accessible and free good sports facilities and equipment, professionally trained staff to offer sports services, well-designed and well-thought sports programs, etc. In other words, sports clusters, having high potential for sports industry development today, are not always given the consideration they deserve. In this regard, within the framework of the article, the author will comprehensively analyze

sports clusters as a perspective way to develop industry and prove the subject urgency. The study is novel in that it comprehensively considers sports clusters and provides an evidence base for the need to develop the segment in each country and each region. The goal of the study is to consider sports clusters as a perspective way to develop sports industry. The key tasks are:

- to study the "sports cluster" concept;
- to analyze the worldwide statistics on the use and implementation of sports clusters;
- to assess the efficiency of sports clusters as a perspective way to develop the industry.

The object of the study is sports clusters. The subject of the study is sports clusters from the

perspective of a perspective way to develop sports industry.

When writing the article, generalizing, statistical, analytical research methods were used.

Within the framework of the study, statistical data, scientific works authored by Russian and foreign scientists, online services were studied and analyzed.

Today, a sports cluster refers to the space with almost all sports realized at a time, and communication provided between representatives of various areas united by an affinity for such aspects as self-development, extreme, and improving physical training.

Other scientists and experts tend to believe that sports clusters are an association of various sports organizations and services providing training, sports, various cultural events and shows. [2]

However, regardless of the concept interpretation, the main goals of creating and developing sports clusters around the world are to popularize sports, health promotion and activity.

The key tasks of sports clusters are:

- to combine several sports in one place;
- to develop and promote sports and physical culture;
- to popularize health protection and healthy lifestyle;
- to build communication environment;
- to create a range of positive communities, etc.

The key role of sports clusters is to attract foreign investment in the state economy. Specifically, combining sports facilities and components into a sports cluster contributes to a number of advantages, both for cluster subjects and for regional and national economy in general. [1, p. 25-28]

Basically, all sports clusters are implemented according to the following template:

1. Information and communication interaction.

In other words, meetings, seminars, sports weeks and other events are held, a set of measures for regular newsletters is implemented, a database is created to include all sports cluster participants, partners, sponsors, a

website is designed to inform of the cluster activities.

2. Sports cluster links are established. These shape common interests, relationships are established, interaction is promoted, projects are implemented.

3. New participants are attracted. Within the functionality scope, sports cluster is promoted, its image is created, interesting innovative proposals are developed for each new participant, etc.

4. Internationalizing sports clusters provides for international cooperation growth. In other words, cooperation with foreign states in the framework of cooperation in sports and physical culture development is intensified.

Regarding statistics, the world popular and top-requested sports clusters are currently exemplified by:

- Boston is the greatest sports city in the world;
 - Madrid and Barcelona are sports clusters in football area;
 - Washington is the representative of a variety of sports from a position of a cluster approach;
 - Tokyo is famous for its baseball and sumo;
 - Dublin is a sports stockpot for hurling (a mixture of hockey, lacrosse and baseball);
 - Berlin is a city of football and hockey, boxing chess;
 - London offers a sports cluster represented by football, boxing, horse racing, rowing, cricket;
 - Melbourne promotes the sporting component in terms of the world's most prestigious tennis competitions, Formula 1 Australian Grand Prix and the Cricket World Cup;
 - Toronto is the hockey capital and Canada's sportiest city;
 - Sydney offers an impressive range of sports to explore and practice. [3]
- Thus, the most popular sports clusters among consumers have been presented above. But what do these sports area provide for the state, republic, region? Let us consider this aspect in more detail.
- Unlike confined spaces, sports clusters contribute to such advantages as:
- doing several sports at a time;
 - possibility to arrange amateur competitions;

- availability of specialized equipment designed for use by people with disabilities. [4, pp. 221-226]

Due to sports clusters in the sports industry, the following development is enabled:

- raising interest in sports and physical culture;
 - improving people's health around the world by means of activity and physical training;
 - building new supply chains;
 - using the range of international opportunities in sports and physical culture;
 - increasing interaction between cross-sectoral enterprises;
 - promoting a particular sports cluster, both within and outside the state;
 - expansion of the range of the services offered within the framework of the sports cluster;
 - compliance with international standards of quality and safety for the range of services provided;
 - building up ties between sports and physical culture enterprises;
 - increasing profits from visits to sports clusters by tourists and athletes;
 - innovation revitalization;
 - increase in tax fees;
 - increase in the national budget;
 - developing small and medium-sized businesses;
 - export growth in the sports cluster;
 - reducing unemployment rates by creating new jobs;
 - popularizing the area used to hold various international and national sports events;
 - increasing the image of the state promoting a particular sports cluster, etc.
- However, along with the positive trends in sports clusters being a perspective tool to develop the industry, there are some issues that restrain the segment formation:
- the area has high competition, not every sports cluster can compete it;
 - it takes many years to train experts in new sports and physical culture, which hinders the industry development;

- constantly changing needs of society cannot be met immediately, while sports cluster development is a time-consuming process;

- fast-growing innovations in sports and physical activity may not be implemented by every cluster;

- not every sports cluster leader is able to implement an effective comprehensive and inclusive management policy;

- the economic component plays a huge role in sports cluster operation and effective development, funding is often insufficient. [5, p. 15-23]

Thus, it can be concluded that sports clusters are a perspective tool to develop the sports industry on the one hand. However, on the other hand, there are many cluster approach factors that restrain its development.

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