

УДК

## ЕКОНОМІЧНІ АСПЕКТИ ОРГАНІЗАЦІЇ СПОРТИВНИХ ЗАХОДІВ НА ПРИКЛАДІ ЄВРО-2012

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Розвиток вільної підприємницької діяльності та зміни в стилі життя людей призвела до підвищення ролі послуг в сфері спорту та рекреаційної діяльності для національної економіки. Організація великих спортивних подій – приклад спортивного продукту, що впливає на економічний розвиток регіонів та держави загалом. Послідовність вжитих у цій сфері заходів впливає на напрями базових макроекономічних цінностей, включаючи безробіття та інфляцію. Результати цього процесу можуть бути як позитивними, так і негативними й стосуватися різних рівнів прийняття рішень. Раціональна національна економічна політика може призвести до того, що організація Польщею Європейського футбольного чемпіонату у 2012 році стане потужним імпульсом для соціального і економічного розвитку нашої країни.

*Ключові слова:* спортивний продукт, спортивна інфраструктура Євро-2012, національна економіка.

Structural changes and development of free enterprise economy caused the service sector to play greater role in creating national wealth. Simultaneously to the above transformations also the positive changes take place in health consciousness followed by an adequate lifestyle of great number of people. The above processes caused large consumers' interest in purchase of sport and recreation services. The organization of huge sport events is an excellent example of the sport product influence on the economy. Enormous investments made on this occasion may cause changes of the basic macroeconomic parameters of the national economy. The changes may, however, be of positive or negative nature and relate not only to the central but also to regional and local levels. The aim of this article is a trial of presenting possible economic results of co-organization the Euro-2012 by Poland.

*The essence of sport product.* A sport product is not a single good or service, but a specific set of tangible and intangible elements creating more or less developed package, where elements complete each other creating homogeneous whole [4]. Such products may be divided into two basic groups [2]:

- sport goods i.e. manufacture of sport equipment and clothes and their distribution;
- sport services i.e. various kinds of sport events, payable recreation activities, sport media and sponsoring.

All the above goods and services possess the following features [4]:

- intangibility;
- indivisibility;
- heterogeneity;
- impermanence;
- impossibility of owing them;

– complementarily.

Each product, also the sport one, consists of several levels. The first one is a core of the product, i.e. the basic benefit expected by a buyer. In case of sport events it may be a standard of a show and results gained by participants. The second level is a real product, offered in a real way, its features fulfil buyers' needs. An example of such product is a sport event with partake of famous contestants, taking place in a modern sport object with all facilities, i.e. comfortable seats, air conditioning, suitable lighting or proper colours and acoustics of the inside. The last level of the sport product is a widen product i.e. enriched with additional elements. It may be a café in a sport hall, club gadgets or website of a club [12].

The sport product, as every other product, is located on the market usually described by three elements: supply, demand and price. The supply is created by suppliers of sport goods and services, which, according to a type of activity, may be classified as follows [7]:

- executive segment – entities dealing with organization of widely understood sport activity;
- production segment – organizations manufacturing sport goods and services and the ones influencing results gained in sport;
- segment of sport promotion – institutions playing informative and promotional role related to sport, i.e. mass media or sponsors.

The demand is created by buyers of sport goods and services, who can be generally divided into [4]:

- individual buyers (spectators and participants of sport activities or events);
- institutional buyers (companies, schools and universities, sponsors).

Demographic, socioeconomic, psychographic, geographical and behavioural criteria may be the other, less general than the above ones, ways of sport market segmentation [8].

*Investments as a base for sport infrastructure creation.* Investments are one of the most important determinants of economic development. They may be defined as “undertakings and expenditures taken in order to achieve later on, after realization, significant changes of usable effects (production, infrastructural, living capacities), serving for realization of productive and consumption purposes as well as economic benefits or increase of money incomes themselves in case of cash investments” [5]. Investments in an economy may be divided into two groups [5]:

- capital ones – capital investing in various types of valuable papers or shares in various undertakings in order to gain incomes from them in the future;
- real ones – expenditures for growth, reconstitution or modernisation of fixed assets.

The real investments play a number of important roles in the economy dependant on which is a level of social-economic development of a country, i.e. [5]:

- create, extend and refurbish of fixed assets and technical production potential;
- are the main source of demand growth in economy;
- thanks to them various investments and technical and technological progress are implemented;
- create a base for production of consumption goods and services followed by improvement of living conditions;
- part of them create material base for development of science, education, culture and art;
- thanks to them working conditions of people may improve;
- create new job positions;
- are the basic resource for creating economic structure;
- are the factor of spatial distribution and economy development;
- are the resource for creating conditions for development of international economic relations.

One of directions of the national investment policy is a development of sport infrastructure consisting of the following elements [12]:

- sport objects (stadium, hall etc.) and their equipment;
- location and access to objects;
- car parks;
- objects surrounding.

Taking into consideration heterogeneity and multilevel character of the sport product, the very important matter are features of the product. The construction and functional solutions of an object should guarantee the spectators possibility of fast moving to their seats, facility of the object adaptation for various types of mass events and equipment with catering and service places [12].

The state of sport infrastructure in Poland leaves much to be desired. In year 1994 the Sejm of the Republic of Poland accepted alteration of the act about games of chance and mutual betting, thanks to which funds from 20% of subsidies to rates in numeric games of Totalizator Sportowy, are designated for modernization and financing of sports investments. Years of negligence caused, however, large disinvestments of great part of, not so numerous anyway, sport objects in Poland [9]. The fact contributed to preparation of “The strategy for sport development in Poland till 2015”. Until then the activities within the third priority, related to development of sport and tourist infrastructure, will be focused on the following areas [10]:

- working out and implementation of mechanisms of gaining funds for modernisation, extension and management of sport infrastructure from non-budget resources;
- working out the concept of sport information system;
- working out the concept of programs stimulating increase of sport share in national economy;
- working out the concept of city, commune and district sport centres;
- continuation of the program of investments of special meaning;
- implementation of the development program for sport and recreation infrastructure in provinces;
- construction of multifunctional sports fields of wide access for the youth;
- building of a gym hall in every commune;
- building of a swimming pool in every powiat;
- promotion of the most effective technical solutions in sport construction industry;
- construction of the National Sports Center.

The organization by our country of the European Football Championship in 2012 is a great chance for improvement of Polish sport infrastructure. Allotment of huge financial resources will relate not only to the sport objects, but first of all to technical and social infrastructure, without which the organization of such large event would be impossible. One means here roads, airports, railway stations, accommodation or catering base.

*Economic results of organization the EURO-2012 by Poland.* Organization of such large sport event like the European Football Championship in 2012 requires enormous investment expenditures, financed both from public and private resources, domestic and foreign. The most spectacular investments are certainly the ones connected with building or modernization of football stadiums. The following sport objects have been planned for realization [3]:

- The National Stadium in Warsaw, for 55.000 spectators, with roofed stands and possibly roofed field of play, estimated cost 1200 million PLN;
- The Baltic Arena Stadium in Gdansk, with 44000 seats, stands fully roofed, heated and sprinkled grass in the field of play, the cost will amount to about 670 million PLN;

- The City Stadium in Poznań, its rebuilding in order to increase the capacity up to 50000 spectators will cost 436 million PLN;
- The City Stadium in Wrocław, with 44000 seats, cost 520 million PLN;
- The Silesian Stadium in Chorzów, rebuilding of the reserve stadium up to 50000 seats, cost 250 million PLN;
- The City Stadium in Cracow, modernisation of the reserve stadium, in-coming capacity 30000 seats, cost 316 million PLN.

Realization of many investments in technical infrastructure has been also foreseen, among others [3]:

a) Roads:

- construction of express road S3 between Szczecin and Gorzów;
- construction of national road no. 7 up to parameters of express road between Grójec-Białobrzegi;
- construction of A-4 motorway Tarnów-Rzeszów and Rzeszów-Korczowa;
- construction of S3 road Legnica-Lubawka;
- construction of S-5 road Nowe Marzy-Bydgoszcz, Bydgoszcz-Żnin, Żnin-Gniezno and Gniezno-Poznań;
- construction of S-7 road Gdańsk-Elbląg, Elbląg-Olsztynek, Olsztynek-Płońsk, Płońsk-Warszawa, Warszawa- Grójec circular road, Radom-Jędrzejów, Jędrzejów- świętokrzyskie province, świętokrzyskie province-Kraków and Lubień-Rabka;
- rebuilding of S-8 road Piotrków Trybunalski-Warszawa and Konotopa-Powązkowska-Marki;
- construction of S-17 road Warszawa-Garwolin, Garwolin-Kurów and Kurów-Lublin-Piaski;
- construction of S-19 road Stobierna-Lutoryż and Lutoryż-Barwinek;
- construction of western circular road of Poznań.

b) Railways:

- modernization of E 20 railway Rzepin-state border, Area of Poznań Railway Junction, Mińsk Mazowiecki-Siedlce, Siedlce-Terespol and Warszawa-Terespol;
- modernization of E 65 railway Warsaw-Gdynia;
- Modernization of E 30 and CE 30 railway state border-Bielawa Dolna-Zgorzelec-Węgliniec-Wrocław-Opole, Legnica-Węgliniec and Opole-Zabrze-Katowice-Kraków-Przemysł-Medyka;
- modernization of railway no. 8 Warszawa Zachodnia-Warszawa Okęcie, Warszawa Okęcie-Radom-Kielce;
- modernization of railway Warsaw-Łódź.

c) Railway stations:

- rebuilding of Warszawa Wschodnia and Zachodnia railway stations;
- construction of Warszawa Stadion (Warsaw Stadium) station;
- extension of Warszawa Gdańska station;
- construction of Gdańsk Śródmieście station;
- rebuilding of the station in Sopot;
- modernization of Gdynia Główna Osobowa station;
- modernization of Wrocław Główny station;
- construction of Wrocław Maślice station;
- rebuilding of Poznań Główny station;
- construction of the new main railway station in Katowice;
- construction of Pyrzowice-MPL Katowice station;
- modernization of Kraków Główny station.

## d) Airway transport:

- development of infrastructure of the National Authority for Air Traffic Management;
- extension of the airport in Gdańsk;
- modernization of the airport in Katowice;
- extension of the airport in Cracow;
- modernization of the airport in Warsaw;
- extension of the airport in Wrocław;
- extension of the airport in Poznań.

## e) Border crossings:

- construction of the border crossing Dołchobyczów-Uhrynów;
- construction of the border crossing Budomierz-Hruszew;
- construction of the border crossing Malhowice-Niżankowice;
- construction of the border crossing Zberezę-Adamczuki.

According to estimates our country will be visited during EURO-2012 by 500 thousand to 2 million people. In order to deal with such number of fans there is a need for preparing 22 thousand new lodging places in Poland what means construction of 180 new hotels [11].

Such enormous investment expenditures will influence the whole economy. Poland will spend 150 million PLN for the championship preparations, what is about 15% its annual GDP. The great part of this amount will be assigned for roads, modernization of airports or railway stations. Expenditures on the widely understood technical and social infrastructure cause multiplying effects, thanks to which they play positive and the main role in stimulation of economic growth [1]. Thanks to costs lowering of investments installation and improvement of final capital productivity, the policy of public expenditures plays also a fundamental role in stimulating private capital growth. Positive results of this are predominant over the negative ones resulting from growth of percentage rates caused by public expenditures increase. Such situation takes place only in economies with low cumulated public capital, like in our country [6]. Besides acceleration of economy growth, also decrease of unemployment rate will be a consequence of the championship organization what will enable higher living standard of inhabitants of our country. Building industry, media, tourism and catering services will be the largest beneficiaries of the EURO-2012 organization. During EURO-2004 in Portugal an average football fan stayed in that country for one week leaving an equivalent of 5,3 thousand PLN [11], what in great amount added to incomes of many entities as well as incomes of numerous households. The championship will also contribute to promotion of Poland what will increase number of foreign tourists visiting our country in the future. The main negative aspects are price increase, labour costs increase and inflation as a consequence [13].

Organization of huge sport events, and the European Football Championship 2012 can be certainly included here, may cause serious implications in various social life spheres. It may be clearly visible on an example of economy where serious changes will take place, both positive and negative in nature. In theory, the chances are predominant over threats, but in practice it will appear soon. Rational national economic policy together with simultaneous advantageous trends on world markets may certainly make us avail ourselves of this huge impulse for development, to be compared only with Poland's integration with European structures.

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#### THE ECONOMICAL ASPECTS OF ORGANIZATION OF SPORT UNDERTAKINGS BASED ON EURO-2012 EXAMPLE

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Development of free enterprise economy and changes of people's lifestyle resulted in the meaning of services related to sport or recreation increase for the national economy. Organization of large sport events is a very good example of sport product influence on the economy. The consequences of actions taken within this area may significantly influence the trends of basic macroeconomic values including: economic growth, unemployment or inflation. The above results may be both positive and negative and relate to various levels of decision making. Rational national economic policy may cause the organization by Poland of the European Football Championship in year 2012 to be a huge impulse for social and economic development of our country.

*Key words:* sport product, sport infrastructure, EURO 2012, national economy.

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