

*The perspective of the research is to create a handbook on the implementation of the theory of integrated communications in the event management of international exhibitions.*

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### NON PROFIT SPORT MARKETING SPHERE НЕКОММЕРЧЕСКАЯ СФЕРА МАРКЕТИНГА СПОРТА

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*Ключевые слова: маркетинг спорта, здоровый образ жизни, сегментирование в сфере здорового образа жизни, маркетинговое исследование.*

*Abstract. The article describes the goals, tools and objects of sport marketing in the non-profit sphere. It is logically proved that the state is interested in its development. Examples that prove the positive trends in the growth of the directions of a healthy lifestyle in the Republic of Belarus are given. The results of the marketing research of the attitude of the inhabitants of Vitebsk to sports activity are described. The author formulated the following hypothesis: segmentation of consumers in the sphere of a healthy lifestyle is advisable to conduct on the basis of age.*

*Аннотация. В статье приведены цели, инструменты и объекты маркетинга спорта в некоммерческой сфере. Логически доказано, что государство заинтересовано в его развитии. Приведены примеры, доказывающее положительные тенденции роста направлений здорового образа жизни в Республике Беларусь. Описаны результаты маркетингового исследования отношения жителей г. Витебска к спортивной активности. Автором*

*сформулирована следующая гипотеза: сегментирование потребителей в сфере здорового образа жизни целесообразно проводить по возрастному признаку.*

The population of a country becomes the object of the non-commercial sphere of sport marketing. The main objectives of marketing activities - improving the health of the nation, increasing life expectancy. This can be implemented through such marketing tools as: demarketing a particular category of goods (cigarettes, alcohol), social advertising, event marketing, etc.

In accordance with the National Security Concept of the Republic of Belarus, approved by the Decree of the President of the Republic of Belarus dated 9<sup>th</sup> of November 2010, No. 575 "On the Approval of the National Security Concept of the Republic of Belarus," the increase in the overall health of the population is among the main national interests.

Since the beginning of 2017, several mass sports events have been held in Minsk. The Minsk half-marathon, held on 10<sup>th</sup> of September, 2017, gathered 30 thousand people: both professional athletes and amateur runners (fig. 1). The race has been running since 2015. In the capital's Victory Park on the 26<sup>th</sup> of August 2017 a charitable doubles race "1 + 1" was held for the first time to help children with serious illnesses.

It was possible to overcome the distance both independently and with a beginner runner. It was from this event that the 10-day charity event "Welcome - run" started. On August 13 in Victory Park there was a charitable "Onkomarafon" of 5 km distance. From each registered participant, 5 rubles were spent on the treatment of children.



Figure 1 – The Minsk half-marathon\*

\*Source: [1].

Thus, Minsk is rapidly catching up with European capitals according to the number of sports initiatives.

High life expectancy, good health indicators of the population increase labor productivity, and, consequently, have a positive impact on GDP. Thus, the state itself is primarily interested in the development of sports marketing. The conduct of an active lifestyle is often laid down in the style of life of individual countries. For example, 69% of the Swiss population between the ages of 15 and 74 live an active lifestyle. The most popular sports here are skis, jogging and training in fitness centers.

The factor of sports activity of the population is one of the components of a high life expectancy in the country. Switzerland is on the 4th place in terms of life expectancy. According to the Swiss Federal Statistical Office (FSO), the average life expectancy of men in the country is 79.7 years, women - 84.3 years. The Republic of Belarus is only at 103 place in terms of life expectancy, Russia - 122 [12].

In relation to the population of the country, marketing of sports can set itself the goal of working with its passive part. The instruments used are familiarization with the sportive way of life. For example, in 2016 in Brest was given free access to sports facilities for 250 adolescents who are registered with law enforcement agencies, as well as for adolescents who are brought up in dysfunctional families.

Thus, an important tool for marketing activities here is to study the motivation of those involved, identify the reasons for not taking an active lifestyle, identify the basic needs and preferences for sex-age categories. To this end, a survey was conducted among the residents of Vitebsk. It was attended by 235 people.

Studies have shown that 41.7% of respondents lead an active lifestyle. The results for the individual sex and age categories are shown in Table 1.

Table 1 – Sports activity of the population study\*

Age \ Sex	Men		Women	
	Lead active lifestyle	Don't lead	Lead active lifestyle	Don't lead
16-25	12	10	18	12
26-35	10	14	18	22
36-45	8	12	13	20
46-55	8	22	11	25
Total	38	58	60	79
	96		139	

\*Source: compiled by the author.

According to the results of the study, it can be seen that the most active segments are men and women aged 16 to 25 years. Most of this is due to age, the availability of free time and the lack of family. As for the sports, the subjects here prefer the gym (men), aerobics and dance directions (girls). In both cases, the main motivation at this age is the desire to look good.

At the age of 26 to 35 years, positive sports statistics (both men and women) are also clearly observed, but it is not as great as in the case of the first segment. This is due to the appearance of the family and a permanent workplace. Men of this age still give their preference to the gym. Women, in turn, are increasingly involved in yoga,

pilates, and bicycle riding. Men motivate themselves with the desire to look good and be strong, women are also a show of mood and health and immunity.

The segment at the age of 36 to 45 years is becoming less active, some are doing physical exercises at home. Men and women of this age tend to prefer seasonal sports, such as: skiing, cycling. From a permanent sport both sexes choose the swimming pool and motivated themselves by strengthening health and immunity.

The older generation (46-55 years) lead an active lifestyle only in 32% of cases, prefer to visit the swimming pool, and do exercise independently. They motivate themselves with good mood and health promotion.

As the study showed, segmentation is advisable to be carried out on this basis as age, because There are differences in sports activity between representatives of different ages.

Particular attention is paid to improving the physical education of children and students. Throughout the country, sport clubs for teenagers are organized. The Republic of Belarus has special centers for the training of professional athletes, including the Belarusian State University of Physical Education, the Olympic Reserve School, the specialized schools of the Olympic Reserve, and more than 185 children's and youth sports schools.

On the basis of the foregoing, we can conclude that the marketing of sports is a broad and topical issue affecting various spheres of life of a modern person and society as a whole.

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### **TOLERANCE IN MODERN WORLD ПРОБЛЕМА ТОЛЕРАНТНОСТИ В СОВРЕМЕННОМ МИРЕ**

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*Key words: tolerance, tolerant attitude, a personality trait, a person with special developmental needs, humanization of education, individual professional style.*