

## How to Prepare Modern Specialist in The Sphere of Physical Culture and Sports? Implementation of The Sports Marketing Discipline in Educational Programs

Aidyn Bagdatovich Doshymbekov<sup>a</sup>, Sabit Akimbaevich Abildabekov<sup>a</sup>,  
Medet Imanbekovich Kasymbaev<sup>b</sup>, Gulzhan Maulsharifkyzy  
Berekbaynova<sup>a</sup>, Erdos Bagdatovich Niyazakynov<sup>c</sup>

<sup>a</sup>Kazakh Sports and Tourism Academy, Almaty, KAZAKHSTAN; <sup>b</sup>Staff Training Center "ORLEU", Almaty, KAZAKHSTAN; <sup>c</sup>Kazakh State Women's Pedagogical University, Almaty, KAZAKHSTAN

### ABSTRACT

The aim of this study is to examine the state of marketing in the sphere of physical culture and sport and develop methodological foundations of sports and health services marketing on its basis. In the study we adhere to the following philosophical and pedagogical strategies - methodological principles: axiological, humanistic and synergistic principles. They allow to build in a new way, substantially correct professional-personal philosophy of creative self-realization of a modern specialist in the sphere of physical culture and sports. In this article, upon a comprehensive study of the philosophical, psychological-pedagogical and methodological literature, the content analysis of the main category "marketing" has been conducted. The content analysis summarizes the ideas of foreign and Kazakh scientists-researchers in this sphere and the content of the concept "marketing". The authors of the research propose a developed technique of a special course "Sports and Health Services Marketing in Kazakhstan and Abroad", designed both for students majoring in "Physical Culture and Sports" and for coaches, organizers, specialists working in the sphere of physical culture and sports. The aim of the course is to teach to use developments of positioning of the physical culture and sports industry product with the aim of achieving and maintaining the consumer market that generates profits, as well as to be able to use the information in a manager's work, to be able to conduct marketing research and make the analysis of its results.

### KEYWORDS

methodological principles: axiological, humanistic

### ARTICLE HISTORY

Received 11 December 2015

Revised 10 March 2016

Accepted 17 May 2016

## Introduction

The Message of the President of the Republic of Kazakhstan Nursultan Nazarbayev to the Kazakhstan people as of January 17, 2014 "The Kazakhstan's

**CORRESPONDENCE** Aidyn Bagdatovich Doshymbekov ✉

© 2016 Doshymbekov et al. Open Access terms of the Creative Commons Attribution 4.0 International License (<http://creativecommons.org/licenses/by/4.0/>) apply. The license permits unrestricted use, distribution, and reproduction in any medium, on the condition that users give exact credit to the original author(s) and the source, provide a link to the Creative Commons license, and indicate if they made any changes.



way-2050: A common goal, common interests, common future" states that "Our way to the future is connected with the creation of new opportunities for achieving potential of Kazakhstan citizens. A developed country in the 21st century consists of active, educated and healthy citizens" (Message of President Nursultan Nazarbayev...).

Nowadays, in Kazakhstan the industrial-innovation policy has been developed and is being implemented, tasks on achieving sustainable economic and social progress of the country, developing various sectors of economy, its infrastructure and improving the population's real incomes have been set, reforms in the sphere of management, science, education, in the health care system and in other industries and spheres have been designed. Their implementation depends on the development of theory and practice of marketing activities at all levels of the market management hierarchy, which necessitates the development of marketing in our country (Lovelock 2005).

In the conditions of formation of market relations in the Republic of Kazakhstan there occurs an intensification of management and economic activities of sports and physical training organizations that are diverse in scale, in their organizational and legal forms and functional orientation, but also the activities of all workers in the sphere "Physical culture and sports". In this regard, the requirements for professional training in physical culture and sports are radically changing. When studying in high school specialists should learn the theory and practice of modern management and market economy, but they also should form corresponding thinking, acquire the elements of managerial and economic behavior culture and self-determination in the sphere of sports business (Esimzhanova 2001).

Popular physical culture is developing at the present time from the perspective of government control through a network of relevant departments of sports committees at various levels and business activities – through a network of private enterprises providing services in the sphere of physical culture. It should be noted that the list of services provided by private firms is much wider. In our opinion, this is due to the fact that they respond to possible requests of potential customers much faster and the sports and health services market is in the early stages of its development.

It is well-known that the market is subject to the basic economic laws, but we suppose that it has its own peculiarities, and thus it is impossible to mechanically use marketing management principles in the sports and health services market due to its specificity. Health and, in a broader sense, a healthy lifestyle are the categories to which the vast majority of the population of Kazakhstan pays their attention in last case. This is a problem of all enterprises, without exception, working in the sports services sphere; this problem restrains their development (Koshaev 1999).

The marketing management system is aimed at ensuring the competitiveness of enterprises, and in this context the quality of marketing management has a leading position, including in the sphere of sports and health services.

Service marketing, especially sport and health services marketing, especially as to the pedagogical management, is less studied and applied in our country than product marketing, and therefore it requires to be constantly studied, developed and implemented in practice. The quality of a service and, consequently, its

competitiveness to some extent, are evaluated only after its provision to a specific consumer. The above statements determine the relevance of the study.

However, the analysis of various scientific literature and the best teaching experience shows that at present, despite the growing interest in issues concerning marketing in the sphere of physical culture and sports, the **problem** of sports and health services marketing has not been sufficiently studied both in theory and in practice.

It is obvious that the problem of marketing development in the sphere of physical culture and sports as an integrated system, taking into account modern conditions of the sports and educational environment of the Republic of Kazakhstan, remains open to scientific inquiry. There is a *contradiction* between the needs of the state for specialists-marketers with the highest level of managerial culture, and the lack of an effective system of the expert professional culture development in sports and health services marketing that meets modern conditions and requirements of Kazakhstan's society (Hmel' 1986).

### The Hypothesis of the Study

Integrating Marketing management of an enterprise operating in the sphere of sports and health services provision in current socio-economic conditions will be successful if the content of the educational process is based on improving communication skills, the development of resistant motivation of students to a healthy lifestyle and attracting their interest in search for new members.

The implementation of social and economic reforms in Kazakhstan and transition to the market economy necessitated changes in the methods and styles of management of organizations of various proprietary types. At the same time, new organizational and legal property proprietary types have appeared, including in the environment of sports organizations, which currently have not accumulated enough experience and skills of an effective, stable operation under market conditions.

The process of formation and development of market relations in the Republic of Kazakhstan is accompanied by increased competition between business entities, the constant change of external and internal marketing environment that requires improvement of business and marketing activities as to the creation, distribution and consumption of goods and services. Therefore, interest in marketing as business philosophy and instruments has significantly increased. It was required to overcome the economic crisis and to achieve high rates of economic growth. As evidenced by the world practice, marketing is a key element of any business, an instrument of the modern market, which creates and provides an environment of equitable and stable relations between all market participants.

For the first time the term "marketing" began to be used in Kazakhstan in the early 1990s. In 1992, schools began teaching the course "Marketing Principles", and in 1994 first graduates-marketers have completed this course.

In order to combine the efforts of professional marketers and experts working in the sphere of marketing and formation of marketing culture in Kazakhstan in 2000, a public association "Kazakhstan Marketing Association" has been established (Ten 1999).

Physical culture and sports in Kazakhstan present an independent branch of the economy, the main product of which is sports and health services, providing organizational forms of physical exercises and sports with various purposes.

The analysis of scientific literature showed that the service sector is a consolidated generalizing category, including the reproduction of various types of services provided by enterprises, organizations and individuals. In addition, the services contribute to the growth of technical labor equipment, the introduction of more advanced technologies, etc. A service is a highly relevant concept in modern society. The most important feature of the service sector of modern economy is its diversity.

Nowadays, the most common definitions of a service are as follows:

A service is an activity that does not create a standalone product, material object or material values.

A service is a beneficial action, deeds, acts or actions in general.

Services are intangible assets produced for marketing purposes (Koshaev 1999).

A service is a process, a series of actions. These actions can be an instrument for the value production, they can create a value, but they are not standalone values.

A service is a process that includes a series of (or some) intangible actions that occur, if necessary, in the interaction between customers and service personnel, physical resources, systems of an enterprise – a service provider. This process is aimed at solving the problems of a customer of a service (Hmel' 1986).

Thus, currently there is no universally accepted definition of a service.

Due to the complexity of the description of a service in general, we suppose that at the moment it is more convenient to use the definition of services by types, where we can define more clearly what a service is, and outline its range of action. The works of Stanton and Judd published in 1964 are among the first attempts to classify types of services. The ideas of these authors were further developed.

Stanton divides the services, provided on a commercial basis, into ten groups: services for the provision of housing; family maintenance (housing repair, landscape maintenance, household cleaning, etc.); recreation and entertainment; personal hygiene care (washing, dry cleaning, beauty services, etc.); medical and other health services; private education; services in the sphere of business and other professional services (legal, accounting, consulting, etc.); insurance and financial services; transport services; communications services (Stanton 2004).

R. Judd proposed his services classification scheme, highlighting three basic groups: services related to tangible goods owned and used by the customer, but not on the right of ownership; services related to tangible goods that are the customer's property; services not associated with tangible goods (Judd 1964).

C. Lovelock distinguished services upon the following characteristics: basic characteristics of demand; content and benefits; delivery procedures.

According to the UNO Classifier, a range of services includes 160 types of services divided into 12 main sections: business services – 46 industry-specific services; 25 types of communication services; 5 types of construction and engineering services; 5 types of distribution services; 5 types of educational

services; 4 types of environmental protection services; 17 types of financial services, including insurance; 4 types of healthcare security and social services; 4 types of travel and tourism services; 5 types of recreation, cultural and sports services; 33 types of transport services; and other types of services. Even in this Classifier, as can be seen, those services, the type of which is difficult to determine, can be simply referred to the general group "Other services" (Gronroos 2007; Ambler 2000).

### Research methods

In this article the following research methods have been used: theoretical methods: an analysis and synthesis of scientific and methodical literature, the study of the official documents published in special periodicals, a historical-logical and comparative analysis, comparison, generalization, a system analysis, a system approach to modeling of specialist training for the sphere of physical culture and sports, designing the content of training.

In this article we were guided by methodological principles.

An axiological methodological principle. The term "axiology" was introduced into scientific circulation in 1902 by the French philosopher P. Lapi; in dictionaries this term is defined as the science of values (axiology).

The axiological principle allows to conduct the analysis of the development of sports and health services marketing from the perspective of health behavior and a healthy lifestyle.

Humanization of education involves the development of the educational system, recognizing the priority values – a personality of a teacher and students, a personality of a specialist and a sports and health services consumer, harmonization of their interests, relations and conditions for development and self-development. Personality-oriented pedagogy brings a person, his/her values, personal freedom, and an ability to predict and control him/herself to the forefront and requires the development of cooperation ideas (Spelstra 2005; Miller 2004).

A synergetic method is focused on the study of open systems, exchanging energy and information with the outside world. The system is considered from the perspective of self-control, self-organization and self-development. Synergetics is focused on the search for some universal evolutionary laws and self-organization of the existing systems of any nature.

### Results

Based on the study and analysis of scientific literature of foreign and Kazakh scientists on our research topic, the content analysis of the main category of our study "Marketing" has been conducted. Its results are presented below in Table 1.

This content analysis allows to clarify the content of marketing.

Thus, the above shows that the category of marketing is a multifaceted concept:

- a type of human activity,
- a social and administrative process,
- a complex system of production arrangement and distribution,
- market management by suppliers and customers,



**Table 1.** Content analysis of the concept “Marketing” in the studies of foreign and Kazakh scientists.

No.	Authors	Content
1.	Kotler P. (1990)	Marketing as “a type of human activities aimed at meeting needs and wants through exchange”.
2.	Golubkov E.P. (1995)	Marketing, upon its understanding, is a social and managerial process, where individuals or a group of people get everything they need through the creation of products and their exchange.
3.	Kotler P. (1998)	Marketing (from an English word “market”) is a complex system of production and product distribution, focused on meeting the needs of specific customers and making profits based on market research and forecasting, the study of internal and external environment of exporting companies, the development of the strategy and tactics of behavior in the market with the use of marketing programs.
4.	Naribaev K.N. (1999)	The quality of educational services provided is a key factor of the marketing strategy. It is necessary to provide the conditions for receiving education of various levels in accordance with individual intentions and capabilities.
5.	Ten E.E. (1999)	Marketing has been and remains an empirical discipline, thereby accurate decisions cannot be made in this sphere.
6.	Esimzhanova S.P. (2001)	In the national economy marketing is the most dynamic concept that has found its development both in theory and in practice. Some theoretical aspects and possibilities of its use in practical activities of enterprises in various sectors of economy are studied by Kazakh specialists and scientists.
7.	Dmitriev O.N. (2002)	From a legal point of view, marketing means the market management by suppliers of products and customers (including potential suppliers and customers) in terms of onerous assignments of property rights to it.
8.	Stepanova O.N. (2003)	“Marketing is a strategy and tactics of market activities of sports and health services organizations aimed at meeting the needs of people in physical activity and sports”.
9.	The American Marketing Association (AMA) (Goldstein and Kataev 2004)	Marketing is a process of planning and implementation of plans, pricing, promotion and implementation of ideas, distribution of goods and services through exchange that satisfies the aims of individuals and organizations
10.	Lambin J.J. (Burmenko, Danilenko and Turenko 2004)	Marketing is a social process aimed at satisfying the needs and wants of people and companies by providing free competitive exchange of goods and services which are of value to the buyer.
11.	Pankrukhin A.P. (2005)	Marketing is a market philosophy, strategy and tactics of thinking and action of market participants: including not only manufacturers and intermediaries in commercial activities, but also consumers, suppliers, practical economists, scientists, entire organizations and even government authorities.
12.	Orazbaeva K.N. (2007)	Marketing is a method of meeting the needs of consumers on the basis of comprehensive market research, as well as a conception aimed at making profits by improving the competitiveness. Marketing has two aspects - a conception and actions.

**Table 1. Continued**

No.	Authors	Content
13.	Zubarev U.A., Suchilin A.A., Shamardin A.I. (2013)	Sports marketing is an exclusively integral part of the overall marketing, characterized by its own specific features and peculiarities. One of the benefits of sports marketing is working with such special objects (entities) and relations as fans; sponsors; buy/sell of athletes; mass sport; elite sport; sports business; healthy lifestyle, etc.
14.	Ochirov I.M. (2014)	Marketing is a multi-faceted concept; upon its broad understanding, marketing in the sphere of physical culture and sports can be defined as a market-oriented sports movement management system. As such, it is aimed at the identification, formation, increase and most complete satisfaction of current and future sports interests and needs of the population.

- a strategy and tactics of market activities of sports and health organizations,
- a process planning and implementation of plans, pricing,
- a market philosophy, strategy and tactics of thinking and actions of market participants,
- a market-oriented sports movement management system.


**Figure 1. Multifaceted nature of the concept "marketing"**



Based on the foregoing, we can conclude that marketing in the sphere of physical culture and sports is a market-oriented management system aimed at meeting the needs of specific consumers.

As a solution to the problem of training of marketing specialists in the sphere of physical culture and sports, we have developed a special course "Sports and Health Services Marketing in Kazakhstan and Abroad", designed not only for students majoring in "Physical Culture and Sport", but also for coaches, organizers, professionals working in the sphere of physical culture and sports.

The aim of the course is to learn to use developments of product positioning sports and health industry in order to achieve and preserve market consumers, making profits, as well as to be able to use the information at work, to carry out marketing research and make the analysis of its results.

Objectives of the course are as follows: to understand the role of marketing in the development and provision of sports and health services on the market; to have an understanding of a complex, functions, purposes and principles of sports marketing; to assess the impact of external and internal factors on the marketing environment of a sports company; to know the basic techniques of positioning of sports and physical training services and goods.

**Table 2.** Thematic plan of the special course "Sports and Health Services Marketing in Kazakhstan and Abroad"

No.	Topics	Lectures / Practical training	Graduate student's individual work, including under supervision of a teacher
1	Methodological fundamentals of marketing in the sphere of physical culture and sports	1/1	1/1
2	Marketing genesis and development	1/1	1/1
3	Types of marketing	1/1	1/1
4	Entrepreneurship basics in sport	1/1	1/1
5	Sports and health services	1/-	1/1
6	Foreign sports marketing model	1/-	1/1
7	Business competition in the sports and health services market: types, features, strategies	1/1	1/1
8	Marketing activities in the sphere of sports and health services as an object of management	1/1	1/1
9	An image of a company's chief executive and corporate culture as a means of achieving company's marketing goals.	1/1	1/1
10	The quality of sports and health services in marketing	1/1	1/1
11	Competition and competitiveness of sports and health services	1/1	1/1
12	Market research in the sphere of physical culture and sports	1/1	1/1
13	Sports and health services marketing in foreign countries	1/1	1/1
14	Sports and health services marketing in Kazakhstan	1/2	1/1
15	Promotion of services in the sphere sports and health services	1/2	1/1
	In total:	15	15/15



The course lasts for 1 credit, including 15 hours of lectures, practical classes and 30 hours of students' individual work including under supervision of a teacher.

### Discussion

In the sphere of sports and health services, the human factor is of particular importance (the appearance of an instructor-coach, his/her physical condition). Experts say that motivation of employees is an important element of management in services business. Maintaining a high level of motivation and morale is an important process for corporate governance.

Marketing activities to meet customer demand for sports and health services characterizes a manager (a director, a teacher-coach) as a subject of the sports and health services marketing system concerning service provision, types of activity and cost labor parameters.

### Conclusion

The analysis of the scientific literature shows that the physical culture sphere should be considered taking into account the social impact on the formation of social relations, emotional, psychological climate, etc. Obviously, funds invested in physical culture and sports are long-term economic investment in human capital, the result of which can be used by society for a long time.

The market size and structure of demand for sports and health goods and services depend on consumer behavior, its preparedness. In modern conditions, when market linkages are based on market economic laws, but most of society, except for people with high incomes, used to receive all services on a free-of-charge basis, there are contradictions between supply and demand.

The mechanism for state policy implementation in the sports and health services environment includes a system of training of specialists with knowledge of history, theory and organization of physical culture and sports and other special expertise, as well as in accordance with the demand of the time, knowledge of fundamentals of economy, management and marketing in relation to the sphere of physical culture and sports.

In this context, the study of the developed special course "Sports and Health Services Marketing in Kazakhstan and Abroad" becomes particularly relevant not only for students majoring in "Physical Culture and Sport", but also for coaches, organizers, professionals working in the sphere of physical culture and sports.

Given the above it can be stated that full participation of employees in the management of demand for services provided is an important factor in enhancing the competitiveness of sports organizations and a necessary condition for development of the industry as a whole. Therefore, attraction of employees to participate in marketing activities should be an essential element in the personnel policy of sports organizations, while training of specialists for effective management of demand for services should be a task of vocational education in the sphere of physical culture and sports.

### Disclosure statement

No potential conflict of interest was reported by the authors.



## Notes on contributors

**Aidyn Bagdatovich Doshybekov**, holds a PhD in science education and now is an associate professor at Kazakh Sports and Tourism Academy, Almaty, Kazakhstan.

**Sabit Akimbaevich Abildabekov** holds a PhD in science education and now is an associate professor at Kazakh Sports and Tourism Academy, Almaty, Kazakhstan.

**Medet Imanbekovich Kasymbaev** holds a PhD in science education and now is an associate professor at Staff Training Center "ORLEU", Almaty, Kazakhstan.

**Gulzhan Maulsharifkyzy Berekbusynova** holds a PhD in science education and now is an associate professor at Kazakh Sports and Tourism Academy, Almaty, Kazakhstan.

**Erdos Bagdatovich Niyazakynov** holds a PhD in science education and now is an associate professor at Kazakh State Women's Pedagogical University, Almaty, Kazakhstan.

## References

- Ambler, T., (2000). *Practical Marketing* (Trans. from English). Saint Petersburg: Publishing house "Piter".
- Burmenko, T.D., Danilenko N.N. and Turenko, T.A. (2004). *Service Sphere in Modern Society: Economics, Management, Marketing*. Irkutsk: BGUEP.
- Dmitriev, O.N., (2002). *System Marketing Basics: T.I. System Marketing*. Moscow: Publishing House "Gnome and D".
- Esimzhanova, S.R., (2001). Features of Marketing Development in the Transition Economy of Kazakhstan. *Bulletin of the Kazakh State University. Economic Series*, 2-3. Retrieved April, 2016, from <http://lib.kazsu.kz/libr/vestnik/ECONOM/YEAR01/N2-3/18.HTM>.
- Goldstein, G.Y. and Kataev, A.V. (2004). *Marketing*. Taganrog: Taganrog State University of Radio Engineering.
- Golubkov, E.P., (1995). *Marketing: Strategies and Plans, Structures*. Moscow: Delo Ltd.
- Gronroos, C., (2007). *Service Management and Marketing: Customer Management in Service Competition* (3rd ed.). John Wiley & Sons, Inc.
- Hmel', N.D., (1986). *Features of Management of Pedagogical Process in a Comprehensive School*. Almaty: Mektep.
- Judd, R., (1964). The Case for Redefining Services. *Journal of Marketing*, 28(1), 58-59.
- Koshaev, M.N., (1999). An Impact of Physical Training Improvement on Production Economy (pp: 131-145), in: *Collection of Scientific-Methodical Articles "The Organization and Economy of Physical Culture and Sport"*, Almaty.
- Kotler, P., (1990). *Marketing Essentials*. Moscow: Progress.
- Kotler, P., (1998). *Marketing Management* (Trans. from English). Saint Petersburg: Piter.
- Lovelock, C., (2005). *Service Marketing: Personnel, Technologies, Strategies*. Publishing House "Williams".
- Message of President Nursultan Nazarbayev to the People of Kazakhstan "Kazakhstan's Way – 2050: Common Goal, Common Interests, Common Future", 2014. Retrieved April, 2016, from [e-history.kz/ru/photosets/view/86](http://e-history.kz/ru/photosets/view/86).
- Miller, C., (2004). Submission Fighting and the Rules of Ancient Greek Wrestling. Retrieved April, 2016, from <http://judoinfo.com/research8.pdf>
- Naribaev, K.N., (1999). Marketing Strategy in University Education. *KazGU Bulletin. Economic Series*, 3. Retrieved April, 2016, from <http://lib.kazsu.kz/libr/vestnik/ECONOM/YEAR99/N3/1.HTM>.
- Ochirov, I.M., (2014). Marketing in the Sphere of Physical Culture and Sports. *Bulletin of the Buryat State University*, 5: 98.
- Orazbaeva, K.N., (2007). *Marketing: Tutorial*. Almaty.
- Pankrukhin, A.P., (2005). *Marketing: Manual for Students Majoring in 061500 "Marketing"* (3rd ed.). Moscow: Omega-L.



- Spelstra, J., 2005. Aggressive Marketing. How to Increase Your Income by Disposing of Costs (Trans. from English). Saint Petersburg: Publishing house "Piter".
- Stanton, W.J., 2004. Marketing (13th ed.). Publisher: McGraw-Hill/Irwin.
- Stepanova, O.N., 2003. Marketing in the Sphere of Physical Culture and Sport. Moscow: Prometheus.
- Ten, E.E., 1999. Major Problems of the Marketing Plan in Business Planning of Kazakhstan Enterprises. Bulletin of the Kazakh State University. Economic Series, 3.
- Zubarev, U.A., A.A. Suchilin and A.I. Shamardin, 2013. Activization of Creative Self-Realization of Future Sports Managers in the Learning Process in High School: Monograph. Volgograd: FSBEI HPO "Volgograd State Academy of Physical Culture".