

food. This phenomenon is called 'the edible interior.'

Most restaurants in Europe are private ownerships, where the owners are responsible for their businesses and invest into their development and promotion. This approach contributes greatly to the restaurant services quality. As the result, the quality of services is much higher. There are no other significant differences between restaurants in Ukraine and Europe. In general, restaurants are becoming more democratic, restaurateurs are more professional and the competition is extremely tough. Under these conditions, the leader on the market is the most competitive company. Restaurant chains enter the competition for their customers' loyalty. Prices often stimulate the competition. A lot of trendy, elegant restaurants have been opened in Ukraine these days, but most of them will not be in operation for a long time. Fashion is changeable and it is worth keeping in mind that tasty food is more important than fashion. No doubt, that the restaurant market in Ukraine definitely has a lot of perspectives and gaining international experience is the first step towards the top class restaurant business combining domestic and international peculiarities.

To sum up, it should be noted, that nowadays in the restaurant business the role of pricing policy and advertising strategies is steadily increasing. To attract clients a number of new techniques with different tools are widely used. All the strategies mentioned above are interconnected. The development of product strategies and pricing policy is the priority being the guide to how to organize the operation and to take short and long-term decisions.

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### **MODERN TREND IN SPORTS INDUSTRY**

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Sport is becoming an important sector of the economy of many developed countries. The mass and professional sports can be found in all spheres of life of people, it forms relationships with the country, creates a specific area of business. The sports industry is a sector which foresees the development of the working population, improves demographic situation, promotes healthy lifestyles.

There is a reduce in the population, life expectancy, Ukraine is among the leading countries by the number of alcohol consumption and the number of smokers.

A lot of children and adolescents suffer from physical inactivity, number of people doing sports is constantly reducing. Thus, in 1990 in Ukraine 11 million people (21.2% of the population) were going sports, but in 2009 only every tenth Ukrainian was engaged in physical exercise (in Scandinavia - 75-80% to compare) [2].

Recent studies show that people, who are regularly engaged in physical culture and sport, show higher labor productivity compared to those not involved in sports. In addition, turnover among active athletes is much lower than among those who do not play sports, and labor discipline is much higher that is beneficial to productivity and production in general. In addition to improving the quality of the productive forces of society, sport as a means of social and economic strengthening of the country can be found in many other spheres of human activity.

Prospects for the global sports industry from 2011 to 2015: The second edition of sports market review titled "Changing the rules: Prospects of the global sports industry 2015» (Changing the game. Outlook for the global sports market to 2015), prepared by PwC, contains forecast figures for revenues at the global and regional levels from 2011 to 2015, as well as data on four key market segments. In the period from 2011 to 2015 inclusively global sports industry revenues will grow to 145.3 billion US dollars in cumulative annual growth rate at 3.7%. This happens due to more favorable economic conditions, recovery in television advertising, the increased use of paid-TV to show sports competitions and restoring of sponsorship from financial and automobile companies.

Julie Clark, Head of Sport and Leisure, PwC, and chief editor of the review, says: " North American sport market is still the largest in the world and its growth rate significantly exceeds market growth in Asia- Pacific region and Europe, Middle East and Africa. Despite the fact that the distribution of forces in the global economy shifts towards countries with growing market economies, and which will be a hosts of world-class sporting events in the nearest future, growth opportunities in traditionally developed markets is far from exhausted "[2, 3].

The highest cumulative annual growth rate (4.9%) were shown by Latin America, partly due to the World Cup (FIFA) 2014, held in Brazil. In second place is North America with annual growth rate at 4%. Lowest income growth (2.9%) remains in Europe, Middle East and Africa, partly due to current economic conditions. However, there can be seen separate burst of activity: in 2012, when London hosted the Olympic Games and Ukraine and Poland hosted the European football championship, and in 2014, when its contribution to the development of the industry will be made by winter Olympic and Paralympic Games 2014 in Sochi and Commonwealth Games in Glasgow. During the period of economic instability it becomes increasingly clear that the distribution of forces in the world economy is shifting towards the East. Revenues from ticket sales will amount to 32.6% of total revenue sports industry (44.7 billion US dollars in 2015), while they remain the largest component of the global sports market, but in countries where visiting of sport events are an 'integral part of the culture, this is the main source of income from sport events. However, the pace of growth in this mature market will be the lowest among all segments of the global sports industry.

The share of sponsorship accounts 28.8% of total sports market, and by 2015 the average growth of this component will be 5.3%, while revenues in the global market will reach 45.3 billion US dollars, equally distributed among all regions. The rights to broadcast, the third profitable segment of the market, accounts 24.1% of the global sports industry revenues and it is the second in terms of annual growth rate (3.8%). Revenue growth of the world market from the sale of broadcasting rights will be stable enough - from 29.2 billion US dollars in 2010 to 35.2 billion US dollars in 2015. However, these figures hide significant traditional fluctuations from year to year, resulting from major international competitions held in even years, such as the Olympic Games and the World Cup (FIFA). Merchandising is the smallest component of the global sports industry. It accounts only 14.5% of the world market. At the same time in North America its share is 25.2% of revenues. Rising revenues from merchandising are closely related to the structure of consumer spending and overall growth rate in this segment (2.6%) is close to the growth rate of revenue from ticket sales, which will lead to an increase in merchandising revenue in the segment from 17.6 billion US dollars in 2010 to 20.1 billion US dollars in 2015 [4, 5].

Physical education and sport is the most important area of business activity, which provides, on the one hand, the employment to many people in the fields of sports industry and, on the other hand, mentioned industries bring money to the state budgets through tax revenues, allowing the state to solve social problems of the population.

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## TWO BASED APPROACH TO MEASURE SOCIAL AND ECONOMICAL SYSTEM PERFORMACE

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It is generally known that appropriate managerial influence in the frame of complex social and economic systems can be made only after carrying out certain evaluation procedures. The ability to improve a firm, regional or country performance depends on the conception of benchmarking analysis underlying estimation process. Ordinarily it is sorted out several composite performance indicators, such as, for example, index of development, of competitiveness, of efficiency. Due to the