

## CURRENT STATE AND PECULIARITIES OF THE NATIONAL INDUSTRY «PHYSICAL CULTURE AND SPORT» DEVELOPMENT IN THE REPUBLIC OF BELARUS

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## Abstracts:

**Relevance of the topic.** At present, the basis for the development of any state is the establishment of a scientifically sound and effective economic system. The principles of market economy and state regulation have been and remain the solid foundation of its formation and development. A prosperous and strong state cannot be built without coherent and organic interaction of economic subsystems. As it is known, one of the main tasks of the country as a political association of society is to create the necessary conditions to meet its needs, including in a healthy way of life. And here, very appropriately, it is necessary to note the prominent role of the development of physical culture and sports services and the conditions of their provision in the form of a developed network of sports and sports facilities. These socio-economic categories do not only contribute to the formation of a healthy full society, increasing its duration and the quality of life, but also have a comprehensive impact on the social and political life of the country, contributing to the strengthening of its economic potential. The relevance of the study is due to the rather high role of physical culture and sports occupied in the life of modern Belarusian society. The improvement of the system of state regulation of the physical culture and sports services market in the national economy is one of the most pressing tasks in the context of the implementation of the strategic goals of socio-economic development of the Republic of Belarus. **Purpose** – the analysis of the main social and economic indicators characterizing the current trends of physical culture and sports branch development in the Republic of Belarus. **Methods:** theoretical analysis and synthesis of data of scientific and methodical literature, methods of economic analysis and synthesis, statistical methods of processing of materials. **Results.** The analysis of the main social and economic indicators characterizing the current trends in the development of physical culture and sports branch in the Republic of Belarus is presented: the number of sports facilities, the number of persons engaged in physical culture and sports, the number of specialized educational and sports institutions and secondary schools of the Olympic reserve, the volume of paid services to the population by species in the Republic of Belarus, etc., and the role of specialized educational and sports institutions in the development of mass sports and the entire sports movement in the country as a whole has been revealed. **Conclusions.** 1. The increase in the number of physical culture and sports facilities, specialized educational

Сучасний стан і особливості розвитку національної галузі «Фізична культура і спорт» в Республіці Білорусь  
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**Актуальність теми.** На теперішній час основою розвитку будь-якої держави є створення науково обґрунтованої й ефективної економічної системи. Принципи ринкової економіки та державне регулювання були і залишаються міцним фундаментом її становлення і розвитку. Процвітаючу і сильну державу неможливо побудувати без злагодженої органічної взаємодії економічних підсистем. Як відомо, одним із головних завдань держави як політичного об'єднання суспільства, є створення необхідних умов для задоволення його потреб, в тому числі, й у здоровому способі життя. І тут необхідно відзначити помітну роль розвитку послуг фізичної культури і спорту й умов їх надання у вигляді розвиненої мережі фізкультурно-спортивних об'єктів. Ці соціально-економічні категорії не тільки сприяють формуванню здорового повноцінного суспільства, підвищуючи його тривалість і якість життя, але і надають всеосяжний вплив на суспільно-політичне життя країни, сприяючи зміцненню її економічного потенціалу. Актуальність дослідження обумовлена досить високою роллю фізичної культури і спорту, що займає в житті сучасного білоруського суспільства. Вдосконалення системи державного регулювання ринку послуг фізичної культури і спорту в національній економіці є одним із найбільш актуальних завдань у контексті реалізації стратегічних цілей соціально-економічного розвитку Республіки Білорусь. **Мета** – оцінка рівня сформованості знань про олімпізм 79 учнів 2-х і 35 учнів 3-х класів середньої школи № 59 М. Гомеля, які відвідують групи продовженого дня. **Методи:** теоретичний аналіз науково-методичної літератури, методи економічного аналізу і синтезу, метод порівняння, моделювання, метод компаративістики, метод статистичних угруповань. **Результати.** Представлено аналіз основних соціально-економічних показників, що характеризують актуальні тенденції розвитку фізкультурно-спортивної галузі в Республіці Білорусь: кількість фізкультурно-спортивних споруд, чисельність осіб, які займаються фізичною культурою і спортом, кількість спеціалізованих навчально-спортивних установ і середніх шкіл-училищ олімпійського резерву, обсяг платних послуг населенню за видами в Республіці Білорусь тощо, а також розкрито роль спеціалізованих навчально-спортивних установ у розвитку масового спорту і всього фізкультурного руху в країні в цілому.

Современное состояние и особенности развития национальной отрасли «Физическая культура и спорт» в Республике Беларусь

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**Актуальность темы:** В настоящее время основой развития любого государства является создание научно обоснованной и эффективной экономической системы. Принципы рыночной экономики и государственное регулирование были и остаются прочным фундаментом ее становления и развития. Процветающее и сильное государство невозможно построить без слаженной органического взаимодействия экономических подсистем. Как известно, одной из главных задач государства как политического объединения общества, является создание необходимых условий для удовлетворения его потребностей, в том числе и в здоровом образе жизни. И здесь, необходимо отметить заметную роль развития услуг физической культуры и спорта и условиях их предоставления в виде развитой сети физкультурно-спортивных объектов. Данные социально-экономические категории не только способствуют формированию здорового полноценного общества, повышая его продолжительность и качество жизни, но и, оказывают всеобъемлющее влияние на общественно-политическую жизнь страны, способствуя укреплению ее экономического потенциала. Актуальность исследования обусловлена достаточно высокой ролью физической культуры и спорта, занимаемой в жизни современного белорусского общества. Совершенствование системы государственного регулирования рынка услуг физической культуры и спорта в национальной экономике является одной из наиболее актуальных задач в контексте реализации стратегических целей социально-экономического развития Республики Беларусь. **Цель** – оценка уровня сформированности знаний об Олимпизме 79 учеников 2-х и 35 учеников 3-х классов средней школы № 59 м. Гомеля, посещающих группы продленного дня. **Методы:** теоретический анализ научно-методической литературы, методы экономического анализа и синтеза, метод сравнения, моделирования, метод компаративистики, метод статистических группировок. **Результаты.** Представлен анализ основных социально-экономических показателей, характеризующих актуальные тенденции развития физкультурно-спортивной отрасли в Республике Беларусь: количество физкультурно-спортивных сооружений численность лиц, занимающихся физической культурой и спортом, количество специализированных учебно-спортивных учреждений и средних школ-училищ олимпийского резерва, объем платных услуг населению по видам в Республике Беларусь и др., а также раскрыта роль специализированных учебно-спортивных учреждений в развитии Массового спорта и всего физкультурного движения в стране в целом.

## IV. Науковий напрям

and sports institutions, as well as the number of athletes involved in them, creates positive prerequisites for the development of the whole industry "Physical culture and sports": the real supply of physical culture and sports services for the population is growing, offering them a wide choice and a decent quality; the number of jobs is increasing both on the part of the trainer and teaching staff and on the part of the personnel serving the industry; the growth of the number of sports facilities in the country encourages the development of the construction sphere, the introduction of modern technologies into this process, as the sports facilities being built must meet all international standards; stimulation of the training system, to ensure the normal operation of the industry, etc. 2. The physical culture and sport branch operate in the conjunction with other non-material industries. This is due both to the commonality of the object of interaction between the workers of this sphere, and to the need to rationally combining of a number of services, ensuring their interchangeability. 3. A steady growth of the studied economic indicators related to the sports and sports industry is marked in Belarus. The state, represented by President A. G. Lukashenko, as well as the Government and the Ministry of Sports and Tourism, is making constant efforts to strengthen the material and technical base and build new modern sports facilities in the Republic of Belarus.

### Keywords:

*economy of physical culture and sport; market of sports services; healthy way of life; sports constructions; specialized educational sports establishments*

**Висновки.** 1. Збільшення кількості фізкультурно-спортивних об'єктів, спеціалізованих навчально-спортивних установ, а також числа спортсменів, хто в них займається, створює позитивні передумови для розвитку всієї галузі «Фізична культура і спорт» в цілому: зростає реальна пропозиція фізкультурно-спортивних послуг для населення, пропонуючи їм широкий вибір і гідну якість; збільшується кількість робочих місць як з боку тренерсько-викладацького складу, так і з боку обслуговуючого галузь персоналу; зростання числа спортивних об'єктів в країні стимулює розвиток будівельної сфери, впровадження в цей процес сучасних технологій, тому що спортивні об'єкти повинні відповідати всім міжнародним стандартам; стимулювання системи підготовки кадрів для забезпечення нормальної роботи галузі тощо.

2. Функціонування галузі фізичної культури і спорту здійснюється в комплексі з іншими галузями сфери нематеріального виробництва. Це обумовлено як спільністю об'єкта взаємодії праці працівників цієї сфери, так і необхідністю раціонального поєднання ряду послуг, забезпечення їх взаємозамінності.

3. У Білорусі відзначається стабільне зростання досліджених економічних показників, що відносяться до фізкультурно-спортивної галузі. Інституційними структурами держави постійно ведеться робота в напрямку зміцнення матеріально-технічної бази, будівництва нових сучасних спортивних об'єктів у країні.

*економіка фізичної культури і спорту, спортивний менеджмент і маркетинг, здоровий спосіб життя, фізкультурно-спортивні споруди, спеціалізовані навчально-спортивні установи*

**Выводы.** 1. Увеличение количества физкультурно-спортивных объектов, специализированных учебно-спортивных учреждений, а также числа занимающихся в них спортсменов, создает положительные предпосылки для развития всей отрасли «Физическая культура и спорт» в целом: растет реальное предложение физкультурно-спортивных услуг для населения, предлагая им широкий выбор и достойное качество; увеличивается количество рабочих мест как со стороны тренерско-преподавательского состава, так и со стороны обслуживающего персонала отрасли; рост числа спортивных объектов в стране стимулирует развитие строительной сферы, внедрение в этот процесс современных технологий, потому что, возводятся спортивные объекты должны соответствовать всем международным стандартам; стимулирование системы подготовки кадров, для обеспечения нормальной работы отрасли и др.

2. Функционирование отрасли физической культуры и спорта осуществляется в комплексе с другими отраслями сферы нематериального производства. Это обусловлено как общностью объекта взаимодействия труда работников этой сферы, так и необходимостью рационального сочетания ряда услуг, обеспечения их взаимозаменяемости.

3. В Беларуси отмечается стабильный рост исследованных экономических показателей, относящихся к физкультурно-спортивной отрасли. Институциональными структурами государства постоянно ведется работа в направлении укрепления материально-технической базы, строительства новых современных спортивных объектов в стране.

*економіка фізической культури і спорту; спортивний менеджмент і маркетинг; здоровий образ життя; фізкультурно-спортивні споруди; спеціалізовані навчально-спортивні установи*

**Problem statement.** It is no secret that physical culture and sports are a significant component of modern society, which does not only prolong the life of the country population, contributing to strong health, longevity, active recreation, but also a priority in the unified health policy of the Belarusian state.

Systematic physical exercises help the Belarusian population to achieve sustainable and comprehensive development, improving the overall health indicators of the nation, thus positively influencing the economic component in the development of the country [4, 6].

In the Republic of Belarus, as in many other countries of the world, physical culture has become an independent, dynamic branch of the national economy. It has its own management structure, has high material and technical and personnel potential, as well as a widely developed network of specialized sports and sports institutions, organizations and educational institutions. Thanks to the process integration of physical culture and mass sports into other branches of the sociocultural complex, they have their own objects, personnel and institutions there [2, 3, 21].

Physical culture and sport as an economic industry is inextricably linked to its aspect of competitive activity, through which there is direct or indirect influence on the development of other sectors of the economy. For example, the growth of sports tourism at the expense of foreign athletes visiting the country is closely related to the number of sports events of international importance, especially the

World Cups and Europe in various sports, European and the Olympic Games held in this territory. This fact has a stimulating effect on many sectors of the economy, but especially on services. [3-7].

In this regard, the study of the modern state and peculiarities of the development of the Physical Culture and Sports branch in any country of the world seems very necessary and relevant to us.

**Analysis of scientific research and publications.** Over the past decade, we have all seen the participation of the Physical Culture and Sport branch in the socio-economic and political life of any State become increasingly complete and meaningful. And this is connected with the ever-increasing contribution of physical culture and sports to the health of the population, especially children and young people, who make up the future of any country, ensuring economic and military security, the promising state of defense capacity of the State as a whole [3, 6, 8, 10].

In this regard, the study of the state of the industry "Physical Culture and Sports," as well as the market of sports and sports services are devoted to the work of many domestic and foreign authors [3, 5, 7, 10, 18, 19].

Trends and innovative activity of physical culture and sports services reflect the works of A. Popov, E. Gusinets, I. Enchenko, A. Moskalyov, T. Maltseva, P. Downward, J. Riordan. In their works, the authors reveal various directions of development of the sports and sports services market in various regions of Belarus, Russia, Ukraine and European states [3, 6, 8, 10, 16, 19].

Sports management and marketing issues have recently been dealt with by such scientists as S. Alekseev, D. Andrew, P. Pedersen, C. McEvoy, R. Chao, V. Saienko, B. Mullin, S. Hardy and other [1, 14, 15, 20, 22]. The issues of financing, organization and management of sports organizations are devoted to work D. Verzilin, S. Repkin, J. Borgers, K. Breedveld, J. Ruseski, K. Maresova, E. Thibaut, J. Eakins and other [2, 11, 17, 21, 23], but currently there are no studies in the direction of studying the national market of sports services and socio-economic development of physical culture and sports of the Republic of Belarus.

**Research objective** – analysis of the main social and economic indicators characterizing the current trends in the development of the sports and sports industry in the Republic of Belarus.

**Material and methods of the research.** The main material of our study is the data of official statistical collections and publications of the National Statistical Committee of the Republic of Belarus containing information related to the problem of the study. The following methods were used in the study: theoretical analysis and synthesis of data of scientific and methodical literature, methods of economic analysis and synthesis, statistical methods of processing of materials.

**Results of the research. Discussion.** Many experts note the fact that the constant and systematic development of the market of physical culture and sports services makes a serious contribution to the economies of the largest countries of the world. For example, the promotion of a healthy and active lifestyle through physical culture and sports both in Belarus and abroad leads to a constant increase in the demand for various sports facilities, venues and places for independent exercise. As a result, there has been a marked increase in the number of institutions and organizations offering a wide range of services in the field of physical culture and sport (PhC&S) (table 1) [12,13].

Table 1

**Number of sports facilities in the Republic of Belarus**

Number of sports facilities (at the end of the year; units)							
Years	2013	2014	2015	2016	2017	2018	2019
In total constructions	23 171	22 790	23 278	23 167	23 291	23 326	23 232
Number of stadiums	177	148	144	136	137	134	149
Quantity of arenas	43	51	52	52	51	52	55
Number of sports facilities with artificial ice	34	36	35	35	37	37	36
Quantity of shooting galleries	706	651	655	625	606	604	595
Number of gyms	4 734	4 594	4 588	4 510	4 503	4 507	4 517
Number of swimming pools	312	315	332	327	340	353	337

#### IV. Науковий напрям

Table 1 shows the changes in the number of sports facilities in Belarus from 2013 to 2019. As can be seen from their presented data, not all structures show a systematic increase in their number. If we compare the figures of 2013 and 2019, the total number of structures increased - from 23171 to 23232 (the increase is only 0.26%), the number of arenas - from 43 to 55 (the increase is 21.81%), sports facilities with artificial ice - from 34 to 36 (the increase is 5.88%) and pools - from 312 to 337 (the increase is 8.8%). It is interesting to note that in 2018 in Belarus compared to 2019 there were 16 units more in the country (the decrease for the year was 4.74%). This is most likely due to the closure of these facilities for reconstruction and planned repair, as such fluctuations have already occurred in 2015-2016.

At the same time, for the period from 2013 to 2019, the decrease is noted in the number of stadiums – from 177 to 149 (the decrease is 15.82%). Here it is worth paying attention to the marked increase in the number of stadiums in 2019 compared to 2018 (the increase was 15 units or significant 10%). In our opinion, this is due to the fact that i the European Games were held in Belarus in 2019, for which sports facilities were prepared in advance.

It is impossible to pay attention to the reduction of number of rifle tiers from 706 to 595 (decrease is 15.7%) and the number of sports halls - from 4734 to 4517 (decrease is 4.58%). The presented figures show that Belarus does not have a long-standing need for stadiums and rifle tyrants, dictated by the previously mandatory participation of schoolchildren and students in shooting and multi-race competitions. Today, many shooting galleries are converted to the gyms and table tennis play rooms, where university students and school students are engaged. On the one hand, this is a justified situation, but on the other hand, if this trend continues, Belarus will have only 388 shooting galleries for the whole country by 2027 or 3.8 shooting gallery for each city of the country, and we have 102. It is obvious that the situation will negatively affect not only the development of shooting as a sport, but also the development of rifle training for our country, and sports such as biathlon and modern pentathlon, where shooting plays a huge role as a result of competitive activity from the point of view of the Olympic Games. The current level of physical culture and sports development varies greatly from country to country. Its share in the structure of the national economy of each individual State is an important indicator, reflecting not only the overall economic well-being of the country, but also the role of physical culture and sport in a particular society [3, 4, 6, 19].

The current level of physical culture and sports development varies greatly from country to country. Its share in the structure of the national economy of each individual State is an important indicator, reflecting not only the overall economic well-being of the country, but also the role of physical culture and sport in a particular society.

*Table 2*

#### **Number of persons engaged in physical culture and sports in the Republic of Belarus**

Number of persons engaged in physical culture and sports (PhC&S) (on the end of the year; units)						
Years	2014	2015	2016	2017	2018	2019
Number of persons engaged in PhC&S	1915,1	1982,1	2 157,3	2 278,9	2 342,6	2 377,8
including in rural settlements	373	384,6	384,8	415,5	439,8	425,6
Number of persons engaged in PhC&S as% of the total population	20,2	20,9	22,7	24,0	24,7	25,2

Table 2 and figure 1 [12,13] show the marked growth in the number of people engaged in physical education and sports, which indicates positive trends in the national economy aimed at improving the labour force. Thus, the number of persons engaged in physical culture and sport from 2014 to 2019 shows a dynamic growth: from 1915.1 to 2,377.8 thousand people (the increase was 19.45%), and the indicator reflecting the number of persons engaged in physical culture and sport in% of the total population increased from 20.2% to 25.2% (in 6 years the increase was 5%).

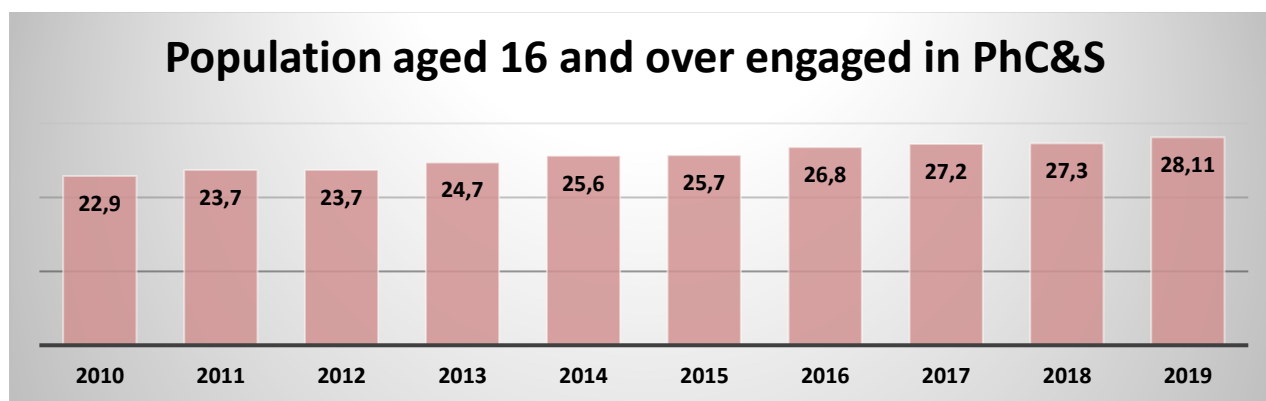


Fig. 1. Percentage of persons engaged in PhC&S in the Republic of Belarus aged 16 and over [12, 13]

However, it should be noted that despite the constant and steady growth of the population engaged in physical culture and sports, we see a rather low level of motivation for constant physical exercise among the population (Fig. 2) [13]. PhC & S activities are rated at 5.2 points (the last place in the list of priorities among citizens of the country) against such socio-economic value as "Health," which the population estimates at 9.5 points. On the basis of these data, it can be assumed that in the next five years the increase in the number of systematically engaged will not exceed the pre-existing growth rate, and is likely to slow down, as there are objective reasons for this, not only due to the low level of motivation for systematic PhC & S activities, but also to the constant decline in the population in the country.

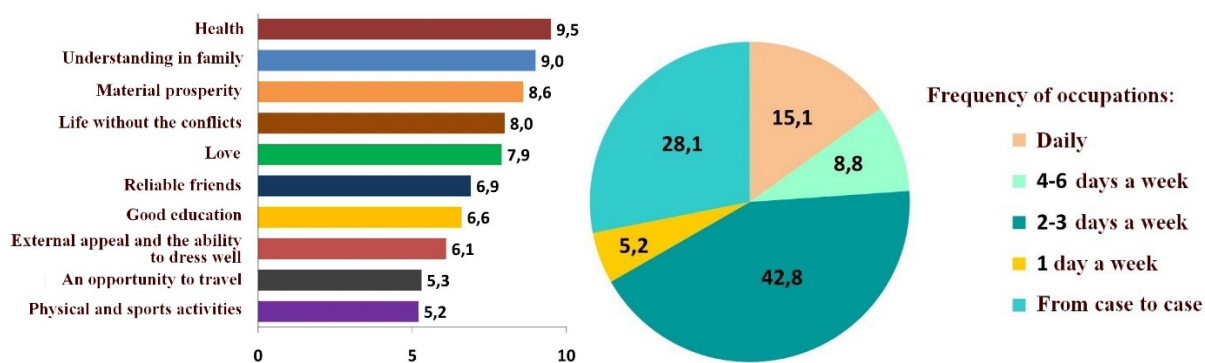


Fig. 2. Opinion of the population on life values (average score on a 10-point scale) and occupation of Ph&S in free time in% of the total number of people engaged [13].

The most important role in the development of physical culture and sports in the country belongs to specialized educational and sports institutions (SESI). According to the Article 23 of the law of the Republic of Belarus of January 15, 2014 N 2/2123 (in an edition. The law of the Republic of Belarus of 09.01.2018 Nr 92-Z) [9] the specialized educational sports facility is understood as non-profit organization which purpose of activity is the preparation of a sports reserve and (or) high-class athletes.

These institutions include children's and youth sports schools; sports and technical schools for children and young people; specialized children 's and youth schools of the Olympic reserve; specialized children 's and youth sports and technical schools; Olympic reserve centres (ORC) as well as Olympic training centres (OTC). As can be seen from the definition, these institutions have a main role in training athletes of different level of skill. In SESI both young athletes who study in groups of initial training where foundations of technology of the chosen sport are laid, basic physical abilities are formed and developed, will qualities of character are laid, and athletes of high qualification representing the country at the European and world levels are laid. In addition, on the basis of many such institutions, physical culture and sports services are provided to the population at their place of residence, both on full or partial payment and free of charge. The number of specialized educational and sports institutions and

#### IV. Науковий напрям

secondary schools of the Olympic Reserve in the Republic of Belarus, as well as the number of people studying in them, are presented in tables 3 and 4 [12,13].

*Table 3*

#### **The number of specialized educational and sports institutions and secondary schools of the Olympic Reserve in the Republic of Belarus, as well as the number of people studying in them**

Number of specialized educational and sports institutions and secondary schools of the Olympic reserve (at the end of the year; units and person <sup>*</sup> )						
Years	2013	2014	2015	2016	2017	2018
Secondary schools of the Olympic reserve	12	12	11	11	11	11
	3 176 <sup>*</sup>	2 987 <sup>*</sup>	2 967 <sup>*</sup>	3 024 <sup>*</sup>	3 140 <sup>*</sup>	3 189 <sup>*</sup>
Olympic training Centers (reserve)	44	49	49	54	57	56
	12 862 <sup>*</sup>	14 243 <sup>*</sup>	14 541 <sup>*</sup>	15 313 <sup>*</sup>	16 495 <sup>*</sup>	16 044 <sup>*</sup>
Specialized children 's and youth schools of the Olympic reserve	214	212	212	210	210	228
	96 960 <sup>*</sup>	94 646 <sup>*</sup>	94 583 <sup>*</sup>	93 466 <sup>*</sup>	92 801 <sup>*</sup>	95 284 <sup>*</sup>
Children's and youth sports schools	189	185	185	179	186	174
	63 609 <sup>*</sup>	63 485 <sup>*</sup>	64 043 <sup>*</sup>	62 263 <sup>*</sup>	62 282 <sup>*</sup>	53 600 <sup>*</sup>

As can be seen from the presented tables, the last 4 years there has been a constant increase in the institutions training middle and senior athletes (specialized children 's and youth schools of the Olympic reserve and OTC). This positive trend, in our view, should have a stimulating effect on children 's and youth sports schools, pushing them not only to the quantitative, but first of all to the qualitative level of selection and training of young athletes, which will need to be transferred in the future in the next link. In addition, it can be seen that mass sports are growing and developing in the country, which lays down patriotism and important components of the HRA for young citizens of the country, which will be useful in the working and daily lives of people, forming high ideals and a firm civic position.

It is also obvious that the number of services provided by these organizations will be directly dependent on their number and the number of athletes engaged in them. The total volume of paid services to the population by type in the Republic of Belarus is presented in table 4 [12,13].

*Table 4*

#### **The total volume of paid services to the population by type in the Republic of Belarus**

Volume of paid services to the population by type						
Years	2013	2014	2015	2016	2017	2018
Paid services to the population, in mrd. RUB (2012-2015) and <sup>1)</sup> in million RUB (2016-2018)	53 941	75 455	79 409	9 287 <sup>1)</sup>	10 126 <sup>1)</sup>	11 646 <sup>1)</sup>
	100%	100%	100%	100%	100%	100%
Travel agencies, tour operators, bookings and related, % to total	6,6	10,1	7,1	4,3	5,6	6,2
In the field of PhC&S, entertainment and recreation, % of the total	1,2	1	0,9	1,6	1,5	1,5
Medical and health care, % of the total	6,1	5,5	6,4	6,5	6,6	6,2
In the field of education, % of the total	7,3	6,6	7,0	6,6	6,4	6,4

<sup>1)</sup> With denomination, a reduction of 10,000 times

The ways and sources of financing of sports organizations in our country and abroad are very diverse and heterogeneous: financial resources for the development of physical culture and sports are allocated by state bodies, trade union organizations, extrabudgetary funds and educational structures. In addition, funds for physical culture and sports come from international sports, charitable, scientific and other organizations, as well as from individual patrons and sponsors. Many sports clubs and

organizations carry out their own entrepreneurial activities – publish newspapers, magazines, directories, produce souvenirs, badges, pennants and other sports symbols, sell rights to television and radio broadcasting competitions and interviews, carry out transfers, or buy and sell athletes, produce other types of commercial activities.

Thus, determining the place of physical culture and sports in the structure of the national economy, it should be noted that it, as a clean branch, providing physical culture and sports services, should be considered in the sphere of intangible production. If we consider the sphere of physical culture and sports as a sector of the economy, including enterprises producing sports goods, providing material services, then it should be included in the sphere of material and intangible production. At the same time, the sphere of material production includes enterprises that create sports goods and provide material services, and the sphere of intangible production includes all those organizations that provide both basic physical culture and sports services and auxiliary services (trade intermediaries, consulting, educational, etc.).

The physical culture and sport industry operates in the conjunction with other non-material industries. This is due both to the commonality of the object of interaction between the workers of this sphere, and to the need to rationally combine a number of services, to ensure their interchangeability.

**Conclusions.** Thus, Belarus has seen a steady growth of the studied economic indicators related to the sports and sports industry. The institutional structures of the State are making continuous efforts to strengthen the material and technical base and to build new modern sports facilities in the country.

However, the results of the study also show that the apparent desire for physical perfection has proved to be only an external motive for consumption, which is often hidden by the expectation of completely different results. Studies of the motivation of citizens of the Republic of Belarus reflect the lack of readiness of most people to support the Government's course aimed at improving the health of the nation through the development of a network of sports and sports facilities, sports and sports organizations and the growth of the number of people engaged in physical culture and sports. In this regard, we see further growth of economic indicators in this sector of the economy not only in improving the material and technical base of sports facilities, but also in working with the population through the promotion of a healthy lifestyle, through the development and introduction of new innovative projects and programs that contribute to increasing the desire and need of people for systematic exercise. It is the needs and motives of people, in our opinion, that should determine promising directions in the development of the industry "Physical culture and sports".

The increase in the number of sports and sports facilities, specialized educational and sports institutions, as well as the number of athletes involved in them, creates positive prerequisites for the development of the whole industry "Physical culture and sports": the real supply of sports and sports services for the population is growing, offering them a wide choice and a decent quality; the number of jobs is increasing both on the part of the trainer and teaching staff and on the part of the personnel serving the industry; the growth of the number of sports facilities in the country encourages the development of the construction sphere, the introduction of modern technologies into this process, as the sports facilities being built must meet all international standards; stimulation of the training system, to ensure the normal operation of the industry, etc.

**Prospects of further researches** Further research will be aimed at a deeper and more detailed study of the economic indicators characterizing the current state and dynamics of the development of the Physical Culture and Sports industry not only at the level of the Republic, but also at certain regions of the industry.

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