

# State Policy of Supply Chain Management in the Sphere of Physical Culture and Sport in the Russian Federation

Chyvatkina P.P.<sup>1</sup>, Rokotyanskaya V.V.<sup>2</sup>, Yushin I.V.<sup>3</sup>, Usanov A.Yu.<sup>4</sup>, Yakh'yaeva M.U.<sup>5</sup>

<sup>1</sup>*Sochi State University, Sovetskaya street, 26a, 354000, Sochi, Russia*

<sup>2</sup>*Russian State Agrarian University named after K.A. Timiryazev, Timiryazevskaya street, 49, 127550, Moscow, Russia*

<sup>3</sup>*Russian Presidential Academy of National Economy and Public Administration (RANEPA)*

<sup>4</sup>*Financial University under the Government of the Russian Federation Leningradsky Prospekt, 49, 125993, Moscow, Russia*

<sup>5</sup>*Department of criminal procedure and criminology, Chechen state University, Sheripovst., 32, 119571, 364051, Grozny, Chechen Republic*

<sup>1</sup>*lares@sochi.com*

<sup>2</sup>*rokotyanskay\_v\_v@mail.ru*

<sup>3</sup>*yushin-iv@ranepa.ru*

<sup>4</sup>*alexus261279@mail.ru*

<sup>5</sup>*russiamarhat-95@mail.ru*

**Abstract-**The article examines the theoretical foundations of State governance in physical fitness and sports, the legislation in the field of physical culture and sports, the structure of sports administration in the Russian Federation based on the supply chain management. The medium and long-term strategies for the development of physical culture and sports have been analyzed. The current state policy in the development of physical culture and sports at the federal level has been estimated. The methods of improving state policy in the field of physical culture and sports, including at the legislative level, have been developed.

**Keywords-** state policy, social policy, physical culture, sports, supply chain management.

## 1. Introduction

Speaking at the ceremony to award the Prize of the World Academy of Sport, the President of Russia V.V. Putin noted: "The popularity of professional and mass sports is growing in Russia, especially among young people. More and more citizens make a choice in favor of a healthy lifestyle, they strive to find harmony between body and spirit ... Sport in Russia is on the rise again." Physical culture is the totality of all goals, tasks, means and measures promoting physical development and perfection of human beings, inherent in a given society [1]. The supply chain management, being the common good of the nation, contributes to increasing the social and labor force activity of the people, the economic efficiency of production, and the mass sports movement relies on diverse activities of state and public organizations in the field of physical culture

and sports. The physical culture is also part of national history. Its formation and subsequent development are closely related to the same historical factors that influence the formation and development of national economy, statehood, political and spiritual life of society. The increased number of diseases associated with a sedentary lifestyle, unhealthy diet and bad habits (drug addiction, tobacco smoking, alcohol abuse), increased mortality, new socio-economic living conditions of the Russian population, the new opportunities for understanding and assessing the real living standards require a comprehensive and detailed study of socio-economic problems of physical culture and sports development in the Russian Federation, which predetermines the relevance of our study. Formation of an optimal management model to ensure the full constitutional right of every citizen of the Russian Federation to engage in physical culture and sports and the full development of professional sports is one of the most important tasks of government policy in the field of physical culture and sports.

## 2. Methods

There are many works on theoretical foundations of physical culture and sports management in the Russian Federation by such scholars as A.N. Kostyukov, I.V. Lazarev, A.S. Prudnikov and others. Forms and methods of management in the field of physical culture and sports have been analyzed in the works of G.F. Skripkina, I.S.

Barchukova, N.A. Voronina et al., who considered the main directions of state, regional and municipal policies, as well as the ways, methods and problems of their implementation. Currently, the system of physical culture and sports management in Russia is not optimal at both federal and regional levels. The potential of the public sport associations is currently underused. It can be improved by using the supply chain management approach. The legal framework in the field of physical culture and sports does not allow for the full implementation of the constitutional right of every citizen of Russia to engage in physical culture and sports, to ensure the full development of professional sports.

### 3. Results

An effective development of physical culture and sports is a significant component of socio-economic policy of a State. The main goal of the State's policy of physical culture and sports is to make people healthier and to promote the healthy lifestyle, the harmonious education of a healthy, physically strong generation, as well as a high-standard performance of Russian athletes at major international sports competitions. Successful achievement of physical culture and sports tasks is impossible without creating the necessary legislative and regulatory framework. For a long time, there has been no comprehensive legislative regulation of physical culture and sports at the national level. The Federal Law of April 29, 1999 No. 80-FZ "On Physical Culture and Sports in the Russian Federation" was declarative in nature and contained internal inconsistencies. Since its introduction, certain experience has been gained in the application of the norms established by this law, as well as by other legislative acts regulating this sphere. Due to the fact that over the past decade there had been substantial changes in budget legislation, legislation on the delimitation of powers, on labor, including in the field of physical culture and sports, it has become necessary to prepare a new version of this federal law and other legislative acts. In recent years, some changes have occurred in the development of legislation on physical culture and sports. new Federal Law No. 329-FZ dated December 4, 2007 "Physical Culture and Sport in the Russian Federation" entered into force on March 30, 2008, (revised in 07/21/2014 N 211-FZ)[2]. The structure of the Law «On Physical Culture and Sports in the Russian Federation»:

Chapter 1 - General provisions (art. 1-9);

Chapter 2 - organization of activities in the sphere of physical culture and sports (art. 10-27);

Chapter 3 - Physical culture and sport in the system of education, the system of federal executive bodies, at place of work and at place of residence of citizens. Adaptive physical culture (art. 28-31);

Chapter 4 - Sport reserve (art. 32-34);

Chapter 5 - Elite sports (art. 35-36);

Chapter 6 - Financial, medical and other resources of physical culture and sport (art. 37-40);

Chapter 7 - Final provisions (art. 41-43).

This federal law contains new approaches to regulating relations in the field of physical culture and sports to create the necessary conditions for the development of physical culture and sports, physical education of the population, creating a pool of athletes and national teams of the Russian Federation in various sports for their successful performance at international competitions, including the Olympic games. The strategy for the development of physical culture and sports in the Russian Federation until 2020 has been elaborated implementing the instruction of the President of the Russian Federation based on the results of joint meeting of the Presidium of the State Council of the Russian Federation and the Presidential Council for the development of physical culture and sports, top-level sports, preparation and holding of the XXII Olympic Winter Games and XI Paralympic Winter Games 2014 in Sochi, on October 14, 2008 [3]. The innovative development of infrastructure, improvement of financial, staffing and propaganda support of physical culture and sports activities will become the key elements of the strategy. Its implementation provides for the extension of the federal target program called "Development of physical culture and sports in the Russian Federation for 2006–2015" and its subprogram "Development of football in the Russian Federation for 2008–2015" until 2020. The first problem is the deterioration of physical development, health and fitness of citizens. Currently, 85% of citizens, including 65% of children, adolescents and young people are not able to be involved in physical exercise and sport activities. The limited character of the existing public-private partnership does not allow the active development of sports and entertainment industry and the availability of physical training/sport services. The second problem is that there is no effective system of children's and youth sport, aimed at selection and

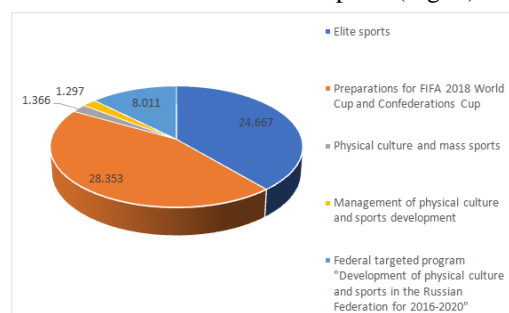
preparation of athletes for the Russian national team. The unresolved number of problems of regulatory, organizational, managerial, material, technical, scientific, methodical, medical, biological and staffing support hinders the development of youth sports and preparation of athletes for the Russian national team. The third problem is an increased global competition in the sports of higher achievements. The Strategy defines the goal, tasks and main methods of the implementation of public policy in such areas as the development of physical culture and sports until 2020.

The main purpose of the Strategy is to secure each citizen of the Russian Federation with a possibility to develop a healthy lifestyle, to train regularly, to gain access to a developed sports infrastructure, and to increase the competitiveness of Russian sports team. The main tasks that need to be addressed to achieve the above goal are the following [4]:

- to create a new national system of physical education of citizens;
- to develop and implement a set of measures to promote physical culture and sports as an important component of a healthy lifestyle;
- to modernize the system of physical education for different categories and groups of citizens, including in the institutions of vocational education;
- to improve the training of high-class athletes in order to increase the competitiveness of Russian sport at the international level; to strengthen the social protection of athletes and coaches;
- to develop organizational, managerial, personnel, scientific and methodological, biomedical and anti-doping support of physical culture and sports activities;
- to develop the sport infrastructure and improve the financial support of mass sports;
- to create the public security system at sports facilities and to organize the work with supporters and their associations.

The ultimate goal of all the above-mentioned transformations is the contribution of physical culture and sports to the development of the human potential of the Russian Federation, the health of the nation and education of younger generations [4]. One of the main goals of each state is to increase the level and quality of its citizens' life. The standard of living is formed on the basis of

such economic factors as the amount of real income per capita and the corresponding amount of consumption. The concept of "quality of life" is broader, it includes: health, life expectancy, environmental conditions, food, household comfort, social environment, satisfaction of cultural and spiritual needs, psychological comfort. All these factors are inextricably linked, and should be gradually improved. However, the first factor is the matter of the highest priority, because healthy and strong citizens are the key to the prosperity of the country in all spheres of life. The formation of a healthy lifestyle, the development of physical culture and sports play an important role in improving the health status of citizens. Therefore, Russian government has been paying a lot of attention to this in recent years, consistently financing sports and physical education. The situation significantly changed in 2011, when the line "Physical culture and sport", that had not existed earlier, appeared in the federal budget. Prior to this, "sports" budget lines were scattered in various sections: health, education, social protection. In our opinion, it is the appearance of a particular budget that has made sport a feature of state policy, thereby approving the development of this sphere as one of the main tasks. It is worth telling about how the budget is executed in the sports sphere. According to the report on the implementation of the state program "Development of physical culture and sports" for 2018, 63, 695 billion rubles were allocated to sports (Fig. 1).



**Figure 1.** Expenditures of the federal budget of the Russian Federation for the development of physical culture and sports in 2018, billion rubles. (5, p. 291-303)

Thus, it can be noted that almost 85% of all funds from the federal sports budget were spent on financing professional sports and preparing for the 2018 World Football Cup. But it is worth noting that the consolidated budgets of the RF regions also allocated 202,025 billion rubles in general for the development of sports and physical education, of which 117, 929 billion rubles went to mass sports

[5, p. 304]. On average, 1, 403 billion rubles were spent by each subject of the Russian Federation to increase the number of people regularly involved in sports and physical activities. This funding allowed to hold annually, in most regions, all-Russian mass sports events like "Russian Ski Track", "Cross-Country Race of the Nation", "Russian Azimuth" with about 2 million participants in 2016. However, the federal budget provides much less funds for the development of mass sports than for training professional athletes. But the sport of higher achievements plays an equally important role in the development of sports movement. Hosting major international sporting events allows creating a new world-class sports infrastructure, which will later be open to mass sports of all groups of the population. In recent years, significant international sports events have taken place in Russia, such as the XXVII World Summer Universiade 2013 in Kazan, the XXII Olympic Winter Games 2014 in Sochi. The share of sports facilities to be used in the field of physical culture and sports in the post-competition period is 100%. In 11 organizing cities all old sports facilities were reconstructed, and new stadiums matching world standards were built for the World FIFA Cup 2018. The sport of high achievements also contributes to promoting healthy lifestyles and sport activities. After all, the victories of our athletes at the Olympic Games and the World Championships, Europe and World Cup stages and other international sports competitions unite people, give them a reason to be proud of their country. And the winners become role models, inspiring the young generation to go in for sports to achieve the same success. Russia has many champions, for example, the share of Russian medalists of Olympic Games in Rio de Janeiro in the total number of Russian athletes participating in the Games was 36%. Our president, Vladimir Vladimirovich Putin, pays a very special attention to the development of sports, both mass and professional. At a meeting of the Council for Physical Culture and Sports, he said: "Of course, only very few people win championships. But the mass sport is the solid foundation of their success. Involvement in the sports life of our citizens from early childhood is one of the key challenges that we face. It was mass sports that brought up a whole galaxy of famous champions, and most importantly - served as a reliable support for millions of people, helped them to succeed, built their characters." Of particular significance is the fact that the head of

our state leads an active lifestyle, is a master of sports in judo and sambo, enjoys skiing and plays hockey. The Federal Targeted Program "Development of physical culture and sports in the Russian Federation for 2016–2020" is currently being implemented, continuing the similar program for 2006–2015. This is due to the fact that in Russia the proportion of the population systematically engaged in physical culture and sports is 34.2%, while in developed countries this indicator is about 50–60%. The purpose of this program is to create conditions to all citizens of the Russian Federation to exercise and take part in sport activities, as well as to improve the efficiency of training athletes in elite sports [6]. An important step in the development of mass sports was the Decree on the introduction of GTO (Ready for Labor and Defense in Russian) training program signed by the President of the Russian Federation, V.V. Putin, on March 24, 2014 in order to improve state policy in the field of physical culture and sports, creating an effective system of physical education aimed at developing human potential and strengthening public health. For three years, a significant list of tasks has been implemented, tangible work has been done. To date, there are more than six million citizens of the Russian Federation involved in the activities of the GTO, of whom about half a million have been awarded by golden, silver or bronze GTO badges. In general, athletic activity and GTO badge should become a fashionable trend. But, of course, the GTO standards have been implemented in order to promote health, well-being and the joy of life. And in the long term - an increase in life expectancy. The proportion of the Russian population systematically engaged in physical exercise and sports activities increased in 2016 to 34.2% [7]. In 2016, the following development indicators were achieved: the proportion of the population systematically engaged in physical exercise and sport activities increased to 34.2% (against planned 32%), the proportion of scholars and students systematically increased to 74.8% (against planned 64%). The number of disabled people engaged in physical exercise and sport activities amounted to 977,600 people or 12.1% of the number of disabled people who have no contraindications for training. The simultaneous capacity of sports facilities increased to 47.6% (against planned 34%). In 2016 322 sport events were organized for various groups of the population - 187 for children and young people,

119 - for people of middle and senior age categories, 16 - for disabled people. 3.2 million citizens of the Russian Federation undergo sports training, 940,000 of them are at the amateur stage, 55,000 are at the stage of improvement, and 18,000 achieve the highest sports mastery. The most popular sports are football with 410,000 sports enthusiasts, volleyball - 240,000 people, wrestling - 233,000, athletics - 213,000 people and swimming - 204,000. According to the Ministry of Sports of the Russian Federation, 93 federal standards have been approved for athletic preparations, the training is carried out by 5036 sports organizations, the total number of persons employed in the athletes' training system is 3,630,038 people, among which 3,269,341 athletes and 95,848 coaches. According to the All-Russian Registry of Sports, 169 sports are recognized in the Russian Federation. Last year it was supplemented by 150 new disciplines and 4 sports, including eSports and yoga. 96 all-Russian public organizations accredited by the Government have been created to support the development of sports movement. Thus, it can be noted that the development of sports and physical education has become one of the priorities in state policy of recent years. The government activities are showing good results, including the tendency of constant growth in the number of people involved in sports. But in this system there are certain disadvantages that must be addressed. First, only joint efforts of national, regional authorities and public organizations can bring a worthy result. Their joint work will make more and more people choose sports and a healthy lifestyle. Secondly, after the collapse of the USSR, the system of sport schools was completely destroyed. Public sports organizations, children's sections did not receive support from the state. Qualified coaching staff were lost. The current system is lagging behind the previous one, showing less efficiency and, thus, should be actively restored. Thirdly, it is necessary to engage as many well-known athletes and champions as possible to promote sports and healthy lifestyle among all segments of the population, especially among scholars and students. To sum up, the fact that our country is trying to actively develop mass and professional sports, allocating large funds for this, cannot be explicitly denied. But it is important to realize that these are only the first steps on a long road intended to cultivate strong and healthy generations.

#### 4. Discussion

In order to implement new social standards for physical culture and sports, it is necessary to implement a set of priority measures to improve physical exercise, sport activities and to promote a healthy lifestyle among population. One of the main functions of the government is to ensure the satisfaction of common needs, including the need for a healthy lifestyle and physical education and sports. Today, a unified strategy must be developed for various ministries and departments, public organizations, scientists and specialists. This strategy should be aimed at creating the most favorable conditions for population health improvement in the workplaces, in educational institutions, on residency and in recreational areas. Currently, the Russians are becoming more and more interested in healthy living. In fact, a new social phenomenon is emerging in Russia, evident in an acute economic interest of citizens in maintaining health as the basis of material well-being. However, such interest has not yet acquired the features of a sustainable, holistic pattern of behavior. On the contrary, at present, the standards and styles inherited or imported from different historical systems and cultures are present in the system of human behavior, and therefore they are not compatible with each other. So, the government influence or even the interference in this process seems to be quite important, since the correction of individual preferences is also a critical function of the government. In this regard, the absence of economic prerequisites cannot serve as a reason for inaction. The problems of health enhancement and promoting healthy lifestyle are not actually related to the economic growth of a country. Moreover, an improvement of living standards (an increase in wages and social benefits) does not automatically lead to a normal life, especially at people with traditionally low cultural and educational potential, where it simply leads to an increase in consumption. Now it is necessary to preserve and restore the best traditions of the domestic physical culture and sports movement and continue the search for new highly efficient health technologies aimed at maximizing the involvement of all groups of the population in physical exercise and sports. The activities of the Russian Olympic Committee, sports federations, various associations, unions, societies should be directed towards a closer interaction with local and federal authorities and the implementation of a common strategy for the

development of physical culture and sports in the country. Two articles of the Constitution of the Russian Federation: article 41, which says that activities promoting health and development of physical culture and sports are encouraged, and article 72, stating that issues of education, science, culture, physical culture and sports are in the joint competence of the Russian Federation and its constituent entities, - provide the constitutional basis for the development of physical culture and sports. State support for the development of physical culture and sports should be as follows:

- targeted financing from budgets of all levels;
- attracting private capital to finance physical culture and sports activities;
- a set of measures to create commercial entities in the "Physical culture and sport" sector (where this is possible).

## 5. Conclusions

The successful development of supply chain for physical culture and sports in the constituent entities of Russia largely depends on their financing, which is currently at the expense of budget and extra-budgetary sources [8].

One of the effective ways to optimize the management of the development of physical culture and sports at local level is the use of targeted programs. The improvement of personnel training system and scientific/methodological support plays a crucial role in optimizing local management systems for the development of physical culture and sports, and the expansion of international activities is of top priority nowadays. One of the effective ways to optimize the management of physical culture and sports development in the constituent entities of Russia is a fruitful cooperation and active introduction of innovations in municipalities [9]. Optimization of the physical culture and sports management in Russian regions depends on the creation and improvement of the information infrastructure. The important measures include the organization of joint activities with the

media to promote a healthy lifestyle, physical culture and sports. Studying the possibilities of optimizing the management of physical culture and sports movement in Russian regions, as well as innovative algorithms for planning and implementing sport events will allow managers to clearly understand the limits of their professional competence, to interact more successfully higher authorities and subordinate bodies and organizations when solving joint tasks concerning practical activities.

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