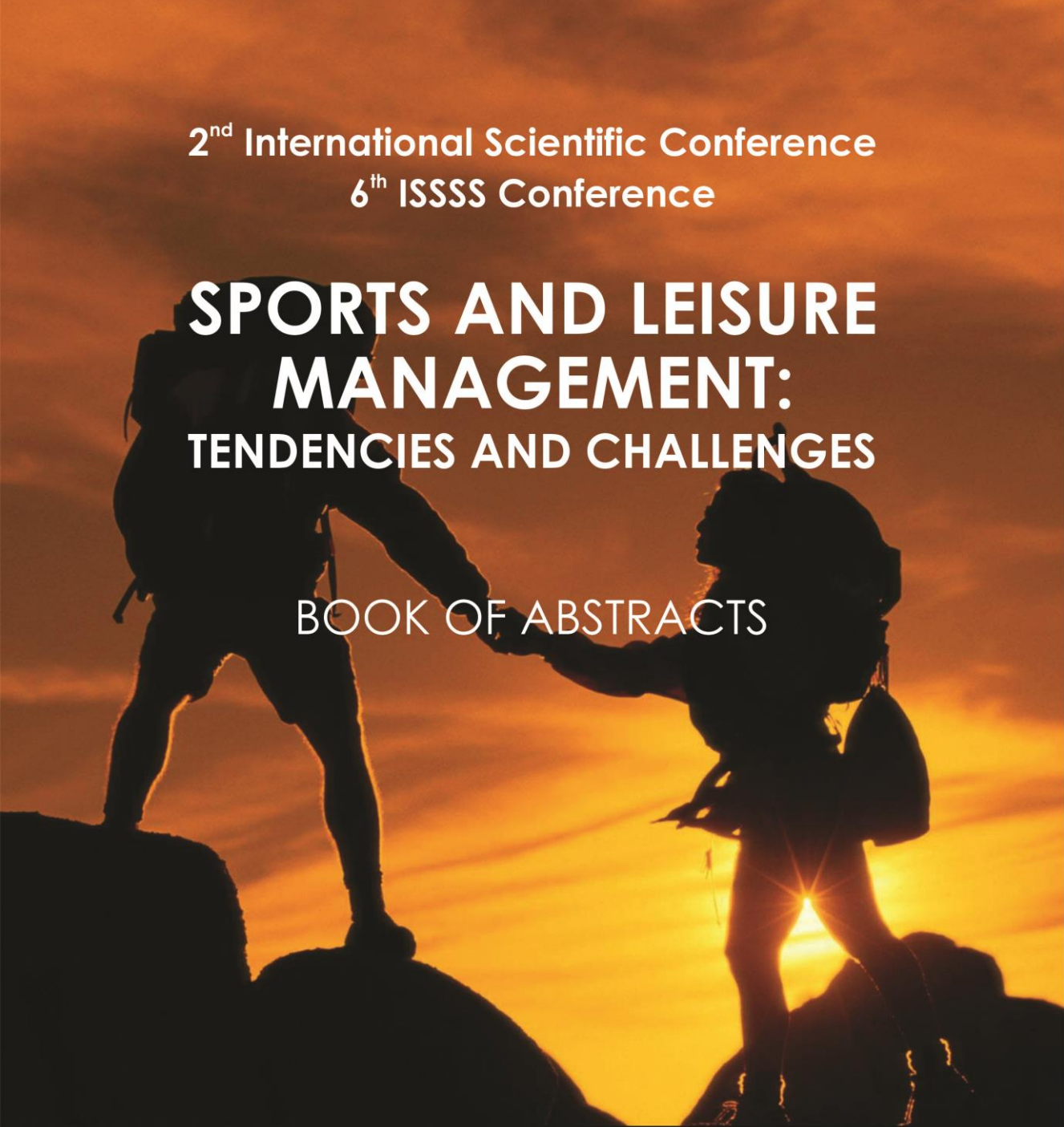




2nd International Scientific Conference
6th ISSSS Conference

SPORTS AND LEISURE MANAGEMENT: TENDENCIES AND CHALLENGES

BOOK OF ABSTRACTS

2014 / 4-5th DECEMBER

SPORTS AND LEISURE MANAGEMENT: TENDENCIES AND CHALLENGES

Book of Abstracts of the 2nd International scientific conference and 6th International Society for the Social Sciences of Sport Conference

4th December, 2014 Kaunas, Lithuania

5th December, 2014 Anupriskes, Trakai district, Lithuania

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2nd International scientific conference
6th International Society for Social Sciences of
Sport

**SPORTS AND LEISURE MANAGEMENT:
TENDENCIES AND CHALLENGES**

Book of Abstracts

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Tomas Kukenys (Lithuanian Sports University, LITHUANIA).

WELCOME



I would like to welcome you to the 2nd conference Sport and Leisure Management: Tendencies and Challenges. I am glad that this conference held in cooperation with ISSSS received much attention not only from the colleagues from Europe but also from such distant countries as Japan, Saudi Arabia and others.

The conference is focused on very actual topics: Tendencies and challenges in sport and leisure management; Socialization through sport and leisure; Physical activity and leisure; Historical and Contemporary Faces of Sport etc. The topicality of the conference is proved by the fact that it is funded by the Lithuanian Research Council, Lithuanian Olympic Academy and Lithuanian Society of Sports Federations.

I believe that the conference will help to find answers to many questions and at the same time create further trends and perspectives of Sport and Leisure Management development.

Assoc. Prof. Dr. Arunas Emeljanovas
Dean, Faculty of Sports Education
Lithuanian Sports University



I am very glad that this conference is a great example when the goal is to highlight the science communication, going to postmodern active society, reorientating services from global concepts to the search of the new strategies and variety of paradigm discoveries. 2nd International scientific conference 6th International Society for Social Sciences of Sport is an obvious science communication. Its a great opportunity for scientists not only to create knowledge, but also to exchange it, to save and monitor the change of research results. Therefore I hope that the time we spent together and presented researches will help for scientists to define a scientific problem, share new ideas, formulate questions, creatively solve experimental and theoretical problems, spread the results and ensure a return connection. So the most important discussed questions in the conference are the construction of the social connection of the sectors of the sports and leisure services, based on social science and their researchers communication and integration. So I hope that all created ideas in the conference will promote discussion of Lithuania's and the world's scientific and academic communities, will help to analyze, evaluate and develop our attitude toward interdisciplinary problems and problems of particular science field.

Assoc.prof.dr. Biruta Svagzdiene
 Head of the Department of Sport Management,
 Economics and Sociology
 Lithuanian Sports University

I would like to welcome – as a President of International Society for the Social Sciences of Sport and on the behalf of the members of this Society – all participants of this very important and meaningful scientific event, which connects research activity of all authors of prepared papers and speakers of the 2nd International Scientific Conference and 6th Conference of the International Society for the Social Sciences of Sport. We would like to pay attention during the sessions and discussions to the different assumptions and aspects related to sport and leisure management: to key tendencies and challenges.

Both, results of the leisure management research and investigations related to sport which, will be presented during this Conference, are strongly connected with social sciences of sport and physical culture. That was the main reason that we – it means our institutions: Lithuanian Sports University and ISSSS – have organized together that very promising scientific Conference.

I wish to express my special thanks to the authorities of Lithuanian Sports University in Kaunas, namely:

Rector, Prof. Dr. Habil. **Albertas Skurvydas**,

Vice-rector for Science, Prof. Dr. **Arvydas Stasiulis**,

Dean of the Faculty of Sport Education, Assoc. Prof. Dr. **Arūnas Emeljanovas**.

I would also like to thank particularly Assoc. Prof. Dr. **Irena Valantine** – the Head of the Organizing Committee and also her teammates, members of this Committee. Due to their effort and enthusiasm members of the ISSSS can meet together on 6th Conference of the International Society for the Social Sciences of Sport in Lithuanian Sports University in Kaunas.

I would additionally like to mention, that ISSSS already has several years of traditions in organizing scientific meetings. The first ISSSS Conferences, which were organized in September 2009 and 2010 at the University of Physical Education in Warsaw. They were prepared by Professor Jerzy Kosiewicz, the Head of the Organising and Scientific Committee. The first of them was entitled “Social Sciences Towards Contemporary Sport,” and the second: “Sport in European Cultural and Social Changes”. The third Conference took place in 2011 in Olomouc, the Czech Republic, and was organized by Professor Ivo Jirasek (the Head of the Organising and Scientific Committee) at Palacký University. Its main theme was “Sport and Physical Culture in the Mirror of the Social Sciences”. A fourth Conference took place in 2012 in Koper, Slovenia. It was organized by Professor Lev Kreft, the Head of the Organising and Scientific Committee. The major theme of this scientific meeting was “Social (and Human) Sciences, Sport, and Physical Culture: History, Contemporaneity, and the Future”. The fifth Conference was entitled “Social Determinants of Sports Activity” and organized in 2013 in Porto, Portugal by Professor Daniel Seabra – the Head of the Organising and Scientific Committee.

The next ISSSS scientific meeting will take place in Kastamonu University in Turkey in 2015. Responsible for the preparation of this event is Prof. Dr. Bilgehan Baydil Director of School of Physical Education and Sport. I hope that we will together meet again in Kastamonu. Today, I would like to wish all participants, all these interested in our Conference very fruitful sessions, successful presentations, interesting discussions and unforgettable social experiences.

Jerzy Kosiewicz

President,

International Society for the Social Sciences of Sport



In last decades sports and leisure sector was rapidly growing and investments in it increased employment opportunities: sector became more competitive due to the growing number of organizations and possibilities, which they offer; managers of the sector organizations confront with the growing customers expectations, thus the ability to manage customers expectations in order to remain appropriate and real became a skill, which is very important to the managers of sector organizations; the finansation of sport and leisure became more complex; changes in the social environment also require effective and efficient management.

This Conference represent a significant moment in the growth of sport and leisure management knowledge. More than seventy participats with oral and poster presentations of fourteen different countries from various world parts taking part in two days scientific conference that is organised by Lithuanian Sports University and International Society for the Social Sciences of Sport, sharing practical research and insight, tendencies and challenges in the field of sport and leisure management.

Assoc.prof.dr. Irena Valantinė
Chair, Organizing Committee
Lithuanian Sports University

HONORARY AND PLENARY SESSION SPEAKERS

**Prof. Dr. Gyöngyi Szabó Földesi**

Doctor of the Hungarian Academy of Sciences comes from Semmelweis University, Faculty of Physical Education and Sport Science, Department of Social Sciences, Hungary. Her branch and specialization discipline is sociology and sport sociology, actually research in the all major fields of sport (elite sport, Olympic sport, sport for all, student sport, disability sport, sport as a cultural consumption, ect.) from a sociological perspective.

**Prof. Dr. Jerzy Kosiewicz**, Josef Pilsudski University of Physical Education, Poland.

Main fields of Prof. Dr. Jerzy Kosiewicz research include philosophical anthropology (Christianity body concept), philosophy of religion, general methodology and methodology and philosophy of physical culture and sport. Some other interests include cultural and educational aspects of tourism and recreation. Professor J. Kosiewicz is the author of over 700 articles and eight individual books. He has established European Association for the Sociology of Sport in 2001 (together with Prof. Otmar Weiss) and International Society for the Social Sciences of Sport in 2009 and Polish Association for the Social Sciences of Sport in 2010. Prof. Dr. Jerzy Kosiewicz is a member of many scientific associations and organisations

**Assoc. Prof. Maria Kavussanu**, Birmingham University, United Kingdom

Dr. Maria Kavussanu is an expert on morality in sport. She has published extensively in this area and received funding for her research from the ESRC, The Nuffield Foundation, and the World Anti-Doping Agency. She is member of the ESRC Peer Review College, Associate Editor of the Journal of Applied Sport Psychology, and serves on the Editorial Board of three other journals. She is currently programme leader for the MSc and MRes in Sport and Exercise Sciences.

**Prof. Patrizia Zagnoli**, University of Florence, Italy

The main research topics related to the industrial design and to the processes of planning and development of new products is typically a meaningful link between the Italian creativity and craftsmanship and the processes of innovation and application of new technologies. She is author of several scientific publications on innovation economics, industrial economics and services economics. Among them the latest book "Sport Marketing and New Media" (2010). Since 2001 she has founded and directed the new Master Degree Program in Sport Management at the University of Florence (Italy). Her main research and teaching topics are: sport marketing and communication; new media applications within the sport sector (websites, blog, social networks, etc.); sport events marketing; sport tourism. Since 2008 she is the Head of the Sport Management Lab at the same University.

**Assoc. Prof. Ferran Calabuig Moreno**, University of Valencia, Spain

Dr. Ferran Calabuig Moreno is full time Assoc. Professor, Vice Dean of Economics and Facilities, University of Valencia. His main research topics are perceived quality in sport contexts and social impact or resident's perception. The owner of Third Award of the "New Researchers Award de la European Association for Sport Management" (international) and First Award of the COLEFCV Institution to the article entitled "Assessing service quality of the sporting events: the case of the World Championship of Athletics in Valencia" (national).



Assoc. Prof. Nadezda Chashenko, Institute of Psychology, Russia

Assoc. Prof. Nadezda Chashenko is PhD in Psychology, Scientific Researcher at the Laboratory of social and economic psychology, Institute of Psychology (Academy of Russian Science). Her main research interests - social and environmental psychology: problems of ecological consciousness of the person, the environmental setting, environmental behavior.

CONFERENCE PROGRAMME

4th DECEMBER, 2014

09:30-10:00 Registration

PLENARY SESSION

Hotel "Park Inn by Radisson", BETA hall, 2nd floor

10:00-10:30 Conference Opening. Welcome speech

10:30-11:00 Honorary Speaker

11:00-12:50 Keynote Speakers

13:00-14:00 Lunch

SECTION „Tendencies and Challenges in Sport and Leisure Management“

Hotel "Park Inn by Radisson", BETA hall, 2nd floor

14:00-15:15 Oral presentations

15:15-15:30 Coffee break

15:30-16:30 Oral presentations

16:30-16:45 Questions and Discussion

POSTER PRESENTATIONS

Hotel "Park Inn by Radisson", near BETA hall, 2nd floor

11:00-13:00 Poster presentations

13:00-14:00 Lunch

14:00-14:10 Poster presentations

15:10-15:30 Coffee break

15:30-16:45 Poster presentations

17:00-18:30 Welcome Dinner

5th DECEMBER, 2014

SECTION „Tendencies and Challenges in Sport Management“

Tony Resort, Anupriskes, Trakai district, Miskas Hall

09:30-10:00 Arrival

10:00-12:15 Oral presentations

12:15-12:30 Questions Discussions

12:30-13:30 Lunch

13:30-15:30 Oral presentations

15:30-15:45 Questions and Discussions

SECTION „Socialisation Through Sport and Leisure“

Tony Resort, Anupriskes, Trakai district, Miskas Hall

09:30-10:00 Arrival

10:00-12:15 Oral presentations

12:15-12:30 Questions and Discussions

12:30-13:30 Lunch

SECTION „Physical Activity and Leisure“

Tony Resort, Anupriskes, Trakai district, Miskas Hall

13:30-15:15 Oral presentations

15:15-15:30 Questions and Discussions

16:00 Departure to Kaunas

18:30-20:30 Closing Dinner

ABSTRACTS

MOTIVATION FOR PARTICIPATION IN LEISURE TIME PHYSICAL ACTIVITY AMONG LITHUANIAN 5 - 12-GRADE SCHOOLCHILDREN

Balciuniene Vaiva, Mieziene Brigita, Emeljanovas Arunas, Baceviciene Migle

vaiva.balciuniene@lsu.lt, Lithuanian Sports University, Lithuania

Relevance of the research. Findings of numerous scientific researches reveal the importance of daily physical activity and its effects on the health of children and therefore it is considered to be one of the key elements for physical, social, and emotional well-being of an individual. Longitudinal studies have shown that lifestyle-related habits and physical activity in childhood determine certain aspects of health in adulthood (Craigie et al., 2011; Magnussen et al., 2013). Physical activity levels of children and adolescents have declined, whereas in contrast sedentary behavior has increased during the last few decades. The prevalence of obesity and chronic diseases among adolescents is rising rapidly in many Western European countries, including Lithuania (Strukčinskiene et al., 2011; Zaborskis and Raskilas, 2011; Currie et al., 2012; OECD, 2013). Current research results support the relevance of the problem and encourage research in this area. In this study based on the major cities and districts of Lithuanian population were assessed leisure time physical activity and motives for participation in leisure time physical activity.

The **object** of the research - leisure time physical activity and motivation for participation in leisure time physical activity among Lithuanian 5 - 12-grade schoolchildren, and the **aim** was to distinguish motives for participation in leisure time physical activity among Lithuanian 5 - 12-grade schoolchildren, and evaluate associations between motives for participation in leisure time physical activity and demographic factors, leisure time physical activity and attitudes towards schoolchildren's own body.

Research methods and organization. In 2013, 3284 schoolchildren of 5 - 12 grades from twenty Lithuanian pro-gymnasiums, gymnasiums and secondary schools located in different cities and districts were selected applying nested random selection/sampling method. The respondents were given a Questionnaire to identify schoolchildren's demographic data, assess physical activity levels (recommended by WHO) as well as motivation for participation in leisure time physical activity.

Results and discussion. It was established during the survey that the majority (82.9 %) of Lithuanian 5 - 12-grade schoolchildren were not sufficiently active in doing physical activities. Four motives for participation in leisure time physical activity among Lithuanian 5 - 12-grade schoolchildren were distinguished: health and physical fitness motive, social aspect, achievement motive for sport participation and competition with peers. Key factors influencing the health and physical fitness motive for participation in leisure time physical activity were female gender, senior age and opinion about one's own body considering it too fat ($p < 0.001$). The schoolchildren who considered their body too lean participated in physical activity related to health and physical fitness motive more rarely ($p < 0.001$). The factors influencing the social aspect for participation in leisure time physical activity consisted of junior age and non-urban living environment ($p < 0.01$). Achievement motive for sport participation manifested itself at higher degree among boys and junior schoolchildren ($p < 0.001$) as well as among schoolchildren who lived in urban areas ($p < 0.01$). The main factors that caused the competition with peers motive for participation in leisure time physical activity included male gender, junior age ($p < 0.001$), living in non-urban area ($p < 0.05$) and sufficient leisure time physical activity ($p < 0.01$).

Conclusions. The association between the subjects' motives for participation in leisure time physical activity and gender, age, living area, level of leisure time physical activity and attitude towards schoolchildren's own body has been established. Taking into account the gender, differences in living environment and integrating the aspect of motivation for doing physical activity, special and safe educational physical activity promotion strategies and methods should be created and adapted that would allow reduction in number of passive schoolchildren in terms of engagement in physical activity.

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EFFECTS OF WATER SKIING AND WAKEBOARDING ON TOURISM

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Relevance of the research. Water skiing and wakeboarding are rapidly growing sports whose popularity is growing every year, in the world and in our country. Proof of this is the inclusion of wakeboarding as a demonstration sport at the summer program 2016 Olympic Games in Rio de Janeiro.

Water skiing and wakeboarding form a relatively unusual sports industry and in many cases they are still considered sports for the privileged classes. The reasons for this are based mainly in the low awareness of the general public about the opportunities that present water ski offers. Firstly, people are scared that these sports would unduly burden the family budget, because their ideas are often associated with the need to use a motor boat as the tractor unit, or tend to overestimate the physical demands that its followers to water skiing and wakeboarding places.

Both of these myths were largely true until the German engineer Bruno Rixen invented the electric lift used for water skiing. The design of rectangular shape, whose base consists of four columns with rollers, revolves around a steel rope on which hinges are placed to attach the tow rope, is able to tow up to 8 riders at a time, thereby significantly reducing the cost of operation and making water skiing significantly more accessible to broader groups of the population.

With rapid cost reduction in water skiing there is an increase in interest in the sport and a gradual expansion to all the world's continents. The previously neglected disciplines are becoming an attractive tourist sector, which according to the survey of the American Association of water skiing in the United States pays 11 million people a year. The largest expansion of water skiing took place in the early 90s, when the American Herb O'Brien designed a new tool, which was a combination of surfing and snowboarding - the wakeboard. Its design allows those interested to ride the water in a completely new way. Within twenty years the recreational popularity has almost overtaken the classic water ski.

The object of the research is water skiing and wakeboarding, and the aim of the study was reached by the use of introspective methods, public inquiry investigation, interviews and analysis of documents and literature to describe the various disciplines of water skiing, mapping the development of these disciplines from the beginning to the present. A model example was found in Ski & Wake Park Těrlicko, which pointed out the potential benefits of sports tourism in locations where the sports can be practiced.

Research methods and organization. I used professional and technical literature for my research as well as several internet websites that are based on water sports, introspective methods and survey research. Further, I also had a couple of interviews with the manager of the dam who runs all the activities as well as with some professionals and beginners. 400 people who are regular visitors of the Ski & Wake Park Těrlicko were contacted through Facebook and other social networks. The survey was hosted by www.surveymonkey.com/cs in the period from 26 April 2013 until 31 May 2013 and responding individuals were asked in electronic form on its completion.

To obtain additional information needed for a comprehensive look at water skiing and wakeboarding semi-structured interviews were carried out. In them were addressed: Mgr. Martin Kocur, a multiple champion Czech Republic and medalist of the World Championships in water skiing for electric lift operator Ski & Wake Park Těrlicko, president of the Club of water skiing Havířov and executive committee member of the Czech Union for water skiing and wakeboarding. Mgr. Petra Kocurová, a multiple champion of the Czech Republic in water skiing and wakeboarding and Junior European Champion in water skiing. Marek Popelka, a devotee of wakeboarding and restaurant operator at a shipyard, located in the premises of the Club of water skiing Havířov. Ing. Martin Skřížala, advanced rider in wakeboarding, a participant in several Czech Cups. Interviews were conducted individually for periods of 45-60 minutes, and respondents were asked about the issue of individual circuits to which they answered freely. These interviews took place from the 27th to the 28th April 2013 at the Ski & Wake Park Těrlicko.

Results and discussion. The result is the calculation of the potential economic benefits of the dam Těrlice that water skiing and wakeboarding and a description of the structure of regular visitors Ski & Wake Park Těrlicko. Next to provide comprehensive information concerning these sports and summarize the key factors affecting the traffic of the site. The work can be used as an approximate indicator of accompanying economic impact, which run tow water skiing brings and potential customers about water skiing and wakeboarding can use it as a source of information concerning those sports. This essay should help to show and prove possibilities of a

potential increase of these sports in tourism in all areas that are able to run this kind of business and are suitable to build a water lift for water-skiing.

Conclusions. It can be said that water skiing and wakeboarding are economically beneficial activities for tourism. The model example of Tërlice dam, we found that the economic benefits ranging from 24,000 Euro to 75,000 Euro. These values apply only to regular customers Ski & Wake Park Tërlicko and are not included in these fares and incidentals seasonal visitors.

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SPORT AS THE BASIC CONTENTS OF LEISURE IN BIODROMAL PERSPECTIVE. AN EXAMPLE OF LONG-DISTANCE RUNNERS

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Relevance of the research. The study analyses sport as the basic contents of leisure in biodromal perspective, analyses ascetic lifestyle of athlete. Ascetic lifestyle is observed not only as it contributes to the best performances, but also to lifelong participation including, for instance, long-distance runners with the stage of minimally 20 years of competition racing. The latter is the centre of our attention.

The **object** is sport as the basic contents of leisure in biodromal perspective, and the **aim** is to analyse an ascetic lifestyle of athlete; to map the real role of asceticism in the sports sphere on example of long-distance runners.

Research methods and organization. We researched a special group of long-distance runners with the stage of minimally 20 years of competition racing (168 athletes). A research questionnaire with this special group was implemented. Descriptive statistical evaluation is done.

Results and discussion. Some results, especially in long-distance running, look as if they are achieved without special ("ascetic") effort. We speak about situations from so called "zone". It is a special state of euphoria or easiness. It was described by J. Douillard (1994) in the field of sport and can be ranked among peak experiences (Csikszentmihalyi, 2009; Bednář, 2009, 2011a, 2011b). Yet we are persuaded that state is not attainable without a previous period of "ascetic" training – it is hardly unattainable for "common" people. Many authors (Bednář, 2009; Overman, 2011) warn about the close junction between sports and asceticism. We can find many cases of ascetic commitment among athletes of the four professional leagues in North America (baseball, basketball, football, ice hockey) as well: "... dedicated athletes deny themselves sex, alcohol, tobacco, food, sleep, physical comfort, and other pleasures." (Overman, 2011, p. 171). We found noticeable ascetic features of lifestyle among long-distance runners with the stage of minimally 20 years of competition racing.

Conclusions. Promoting "reasonable asceticism" can be one aspect of *raison d'être* of today's sport in this postmodern world with the supremacy of hedonistic orientation.

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SPORTS VIEWERS BEHAVIORAL CHOOSING EVENT: ATHLETICS DIMENSION

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Relevance of the research. This paper analyzes the behavior of athletics viewers the choice of a sporting event. In order to attract more spectators to the track and field sports events, it is necessary to analyze the behavior of the viewer to distinguish the different groups with different interests needs. **Object of work** Athletics sport audience behavior in sports events.

Problem of research. How to Increase Athletic audience loyalty? What are the factors has the most influence on the behavior of viewers visiting the Athletics sports events?

The purpose of work to analyze theoretically and empirically examine the factors shaping the behavior of spectators and viewers to develop athletics decision to increase the loyalty model. **Task of work:**

1. Analyze internal and external factors of consumer behavior and the same consumer decision-making process.
 2. Set in athletics sports meeting key consumer issues.
 3. Based on survey research, the Athletics factors influencing the behavior of spectators.
 4. Develop a model to attract viewers and to bring up the loyalty to the maintenance of track and field events.
- Authors Chumpitaz r Paparoidamis (2004) recognizes the importance of the relationship with consumers, in comparison with the trust and commitment, says that consumer satisfaction and loyalty strategies can provide a decisive competitive advantage for all organizations.

According to our research problem to reveal the most important factors influencing the behavior of the audience athletics sports events. This knowledge is necessary for the organization sports managers seek to ensure that sporting events and visitor satisfaction to help solve athletics audience change. We used such investigative methods: analysis of the literature, a questionnaire survey, analysis of statistical data.

Conclusions. According to a study carried out mainly forming athletics audience behavior are external factors such as the capacity of the arena, comfortable seating place. Respondents also indicate that athletes team composition, strength and victory flair is one of the most important factors influencing the holding athletics events for visitors.

It was developed a theoretical model, which involves the audience attraction and loyalty retention of the athletics events. The crowd visiting the athletics sports events expect benefits and personal satisfaction. Required to develop the sport and its participants presentation system which identifies which product to offer. Taking into account the factors affecting competition for visitors is necessary to at least partially fulfilled, this requires more active Lithuanian Athletics Federation activities. It would not only maintain loyal customers and to make the event more attractive, but also aided by its participants (athletes), because the audience can find potential sponsors who are interested in their business awareness.

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OPPORTUNITIES FOR THE DEVELOPMENT OF BUSINESS TOURISM IN THE POST-OLYMPIC SOCHI

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The relevance of the research. Business tourism or MICE-industry has a great influence on the development and promotion of areas. It is formed on the basis of tourism and hospitality industry, but its activity covers all sectors of the world economy. The goal of MICE is organizing of Enterprises Cooperation at all levels.

Successful preparation and implementation of MICE-projects is closely linked to the development programs of entire industries and territorial clusters. Traditionally, business tourism is focused on the largest cities and the most important economic centers of the states. However, in Russia for the few past years, there was founded a very attractive recreational and urban cluster, which has significant prospects on the background of a successful and well-known stories. And this research of opportunities is especially actual for the further development of business tourism in the post-Olympic Sochi, which will host a large number of significant events in various fields.

The object of the research in the report is industry of business Meetings-Incentive-Conferences-Events from the position of new prospects, which allow the business tourism in the city of Sochi reach the new level that satisfy international standards.

Research methods and organization. The report provides research and analysis of previous organized and conducted the largest business activities and also there are provided the planned and anticipated events in the coming years. The author cites the possible locations for business meetings, most visitors' attractive events and imposed requirements by them.

Results and discussion. The results of research became conclusions and suggestions for further development of MICE-industry and Business tourism in the post-Olympic Sochi.

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RELATIONSHIP BETWEEN CHILDREN'S AND PARENTS PHYSICAL ACTIVITY, SOCIALIZATION

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Introduction. Bandura's Social Cognitive theory (1986) provides a theoretical basis for examining the parent – child interaction as it relates to physical activity behaviors (Bandura, 1986). Parents are one of the most important socializing agents for children, and their physical activity behaviors are generally considered to be one of the strongest determinants of a child activity patterns, (Moore et al, 1991)

Research methods. Randomly selected respondents – parents of primary school students from Kaunas district schools and Athens region primary schools were questioned about their and their children's physical activity, peculiarities of their interaction with children. Research instruments were as follows:

Physical activity questionnaire for parents about their children's physical activity PAQC – for Parents (Telford, 2004);

Physical activity questionnaire for parents Godin Leisure Time Physical Activity Questionnaire (Godin & Shephard, 1985)

Parent/Child Social Competencies – Conflict Behavior Questionnaire (Measuring Violence-Related Attitudes, Behaviors, and Influences among Youths. 2005)

Results. Comparing the choices of organized physical activity for the primary school students, we found that significantly more Lithuanian students (6.9 percent) did not choose any organized physical activity, compared to Greek students (1.7 percent). More Lithuanian students (22.6 percent) than Greeks (7.3 percent) preferred swimming, and Greek students more preferred basketball (25.7 percent), football (18.8 percent), or volleyball (12.5 percent). The results showed that Greek primary school students more often chose team sports.

Conclusions. More Greek students than the Lithuanians get involved into the organized physical activities after school. This difference is pronounced while comparing the distribution of organized physical activity by gender. Significantly more Greek girls than Lithuanian girls were engaged in these activities, but among the boys the organized physical activities distributed uniformly. Greek students were more physically active at their leisure time. On weekdays the Greek students' physically active leisure time is almost twice as long as that of the Lithuanians, but at weekends the students of those two countries spend about 4 hours being physically active. Lithuanian students are sedentary almost twice as long as Greek students. The most popular sedentary activities for the Greek and the Lithuanian students were playing computer game and watching TV. Physical activity of Greek and Lithuanian parents of students did not differ. Almost 45 percent of the surveyed parents were physically active. No relationship was found between the physical activity of parents and children. Sociability of Greek and Lithuanian students was not affected by their own or their parents' physical activity. The levels of sociability were similar of both physically active and inactive children.

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ВЗАИМОСВЯЗЬ УДОВЛЕТВОРЕННОСТИ МОЛОДЕЖИ УСЛОВИЯМИ ДОСУГА И ИХ СУБЪЕКТИВНОГО ЭКОЛОГИЧЕСКОГО БЛАГОПОЛУЧИЯ

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Вопросы досуга и досуговой деятельности, как одной из форм жизнедеятельности человека, являются значимыми проблемами не только с точки зрения развития общества, но и прежде всего, его личностного развития. Эффективный отдых выступает залогом восстановления физических, социальных и психических ресурсов человека на всех этапах его индивидуального развития. Особое значение изучение проблемы досуга и досуговой деятельности приобретает в молодежной среде, так как эта сфера жизнедеятельности часто является наиболее привлекательной для юношей и девушек и самой значимой после учебы. Трансформации форм досуговой деятельности молодых людей на современном этапе развития общества имеют многоуровневую детерминацию, одним из факторов, определяющих данные процессы, исследователи обозначают изменения в структуре ценностных приоритетов и направленности личности. В последнее время для многих людей, и для молодежи, в частности, повышается значимость ценностей, связанных с природой. Экологические условия выступают одним из аспектов жизнедеятельности личности. Отношение человека к экологическим условиям жизни может определяться через переживание им благополучности-неблагополучности этих условий, т.е. связано с субъективным экологическим благополучием, включенным в систему жизненных целей личности. Значимость для молодого поколения выделенных сторон жизнедеятельности определила актуальность исследования особенностей их досуга и их удовлетворенности экологическими условиями жизни.

Объект исследования субъективное экологическое благополучие личности во взаимосвязи с удовлетворенностью условиями отдыха и досуга. **Целью** исследования выступило определение приоритетов в досуговой деятельности молодежи, а также взаимосвязь удовлетворенности досугом и экологическими условиями жизни молодых людей.

Основным **методом** исследования являлся опрос в технике «лицом к лицу» по специально разработанной программе, включающей вопросы, направленные на определение приоритетных видов досуговой деятельности, удовлетворенности досугом и отдыхом, характеристик субъективного экологического благополучия личности, социально-психологические характеристики личности (направленность, ценностные ориентации). Опрошено 155 человек, юноши и девушки в возрасте от 18 до 23 лет, обучающиеся в ВУЗах г. Москвы. Статистическая обработка данных осуществлялась с помощью методов описательной статистики, корреляционного и факторного анализа.

Результаты исследования. Представлены результаты теоретического анализа проблемы досуга и отдыха молодежи в социологических, культурологических и психологических исследованиях в России. Выдвигается проблема субъективного экологического благополучия личности, в ряду таких видов благополучия человека, как психологическое, социально-психологическое, социальное, экономическое. В результате эмпирического исследования выделены приоритетные виды досуговой деятельности современной молодежи, определен уровень удовлетворенности молодыми людьми различными видами досуга, а также уровень их субъективного экологического благополучия. Установлены взаимосвязи значимости для личности экологических условий жизни, экологических проблем и выбора молодыми людьми различных видов досуговой деятельности.

Ключевые слова: досуг, досуговая деятельность, субъективное экологическое благополучие, актуальное экологическое сознание, ценностные ориентации, направленность личности, природа.

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LAKES TOURISM DEVELOPMENT IN UTENA COUNTY

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Relevance of the research. The biodiversity of lakes make them important as natural resource for tourism. Lakes all over the world are used as a resource for ecotourism, natural tourism, leisure tourism and are attracting millions of tourists. The usage of lakes for sports, entertainment, swimming, fishing etc is of great importance to the public.

There are 2833 lakes larger than 0,5 ha in Lithuania. Utena county has 35 % share of all Lithuanian lakes larger than 0.5 ha. So this is a very important region of lakes tourism development in Lithuania.

The **object** of the research bigger than 0.5 ha lakes of Utena county, and the **aim** is to analyse lakes tourism development in Utena County.

Research methods and organization. Scientific literature, web sites, legislation on lake tourism and recreational activities on the lakes and in the lakeshore, ArcGis software programme were used as references for writing the article.

There are 1001 lakes, bigger than 0.5 ha, in Utena county. Since there is a great number of lakes, in order to distinguish their patterns, lakes were grouped into 7 area classes: 0.5–1 ha; 1.1–5 ha; 5.1–10 ha; 10.1–50 ha; 50.1–100 ha; 100.1–500 ha; >500 ha. Articles distinguish the most important criteria of lakes tourism development: lakes morphometric parameters, lakes accessibility of roads, landscape structure of lakes. The morphometric parameters, used in the present paper, were taken from the Catalogue of Lithuania SSR lakes (1964), while bathymetric parameters were taken from list with bathymetric data (1964). To determine the accessibility of lakes, ArcGis10 software was used. It was worked with GDB10LT database (updated in January, 2008). The data of lakes was taken from layer "Areas". This layer of lakes was re-covered with layers of "Roads" and "Railways". Seeking to assess the accessibility of lakes by roads of various types, search for roads was implemented at the radius of 10, 50, 100, 200 and 500 metres around lakes. The paper sought to determine the landscape structure of Utena county lakes. The distribution of forests, swamps, grasslands, residential areas and other landscapes in lake shores was analyzed. These landscapes were analyzed in buffers, drawn at the radius of 500 m around lakes. Forests, swamps, residential areas and other landscapes were taken from GDB10LT layer "Locations". After drawing the buffers of 500 m radius around lakes, the area of forests, swamps, residential areas and other landscapes was calculated.

Results and discussion. The research data shows that the most lake in Utena county are small lakes, less than 50 hectares (881 lakes). There are 29 lakes larger than 500 ha in Lithuania. Utena county has 69 % share of all Lithuanian lakes larger than 500 ha. It's very important for development of recreational activities because the bigger the lake - the greater the opportunity to deploy it. Utena county has 386 lakes (40 %) where you can use self-propelled boating means (area more than 10 hectares) and 56 lakes (6%) (larger than 200 hectares) where you can use more high -powered boats. Based on the morphometric lake parameters – area and average depth, lakes, suitable for pikes (45% of all the lakes explored), crucians (36%) and breams, pike perches (18%) predominate.

There are all types of roads nearby bigger than 0.5 ha Utena county lakes at a distance of 500 m - motorways, asphalted roads, gravelled roads, unsurfaced roads and railways. The research data shows that gravelled roads (30 % of all lakes can be reached by these roads) and unsurfaced roads (41%) predominate. There is a tendency that the bigger a lake is the greater variety of road types within a radius of 500 m it has.

Forests, grasslands, populated areas and swamps are nearby the lakes of all area classes at a distance of 500 m. With the increase of a lake area the number of lakes on the shores of which there are swamps, areas covered by grasslands increase, the number of forests decreases. Nearby the smaller lakes the bigger percentage of the shore territory is covered with forests and other landscapes. The typical Utena district lake (>0.5 ha) in a 500 m radius from its shore will have the following landscape structure: 60 % of grasslands, 36 % of forests, 3 % of populated areas, 0.1 % of swamps and 1 % of other landscapes. The forest near lakes are important for recreation. With the increasing size of lakes, the areas on the shores of lakes covered by forests and grasslands also increase.

Populated areas are nearby all bigger than 500 ha lakes and the majority of lakes of other classes. There are populated areas having fewer than 20 people nearby all the lakes bigger than 500 ha, towns are nearby 7% of such lakes. Almost 90 % of Utena county tourism enterprises are not further than 500 meters from the lakes. Tourism enterprises clusters are located at the lakes of Alausas, Rubikiai, Sartai.

Conclusions. The research data shows that lake area, accessibility by roads and lake landscape structure are important factor for lake tourism development. In large lakes there are possibilities to organize boating with motorized or non-motorized boats, sailing, swimming, fishing, diving, etc. Recreational activities on large lakes are more diverse and attractive than the ones small lakes. Large lakes of Utena county are better accessible of different types of road. Large lakes landscape structure is more diverse and attractive. The small Utena county lakes are more suitable for the development of eco-tourism and large lake (area > 50ha) - for mass tourism (just 10 % of Utena county lakes).

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PERSONAL FACTORS RELATED TO CREATIVITY OF PHYSICAL EDUCATION TEACHERS

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Relevance of the research. Csikszentmihalyi (1996) defined a system approach to creativity and emphasizes that culture consist of various domain, and each individual creates within a specific domain. In the domain of education, physical education curriculum is special sub domain where the teacher creativity is related with the development of positive attitudes toward physical activity and formation of the need for physical self-development (Dumčienė, Daukilas and Sipavičienė, 2007).

The **object** of the research it is to evaluate physical education teachers' creativity in professional activities.

Research methods and organization. The size of the sample was 261 teachers with qualification degree: 113 senior teachers, 90 teacher methodologist, 18 teacher expert and 40 teachers. The group of physical education teachers constituted 46 per cent (n=120) while the group of other subject teachers made up 54 per cent (n=141). In order to assess the creativity and other factors of the research participants, a questionnaire was employed. It was drawn on the basis of the previous research (Lapėnienė and Laskienė, 2009) and various scales presented in academic literature (Farmer, Tierney, and Kung-McIntyre, 2003; Tierney and Farmer, 2002; Leonard, Beauvais and Scholl, 1999; Amabile, 1996). The diagnostic block constituted 13 scales.

Results and discussion. It has been established that creativity is only impacted by the qualification category of the participants: teachers and senior teachers are less creative (creativity scale means correspondingly 4.08 ± 0.09 and 4.02 ± 0.04) while teacher's methodologists are more creative with the scale mean of 4.14 ± 0.57 , and teacher's experts are most creative with the scale mean of 4.44 ± 0.16 . Years of work experience and the type of professional activity do not exhibit statistically significant impact on creativity in professional activity.

Physical education teachers are more motivated to work than colleagues instructing other subjects. Extrinsic motivation scale mean in the sample of physical education teachers was 3.75 ± 0.08 while in the sample of other discipline teachers' yield 3.49 ± 0.05 .

Goal internalization motivation and intrinsic process motivation as well as creative self-efficacy may consider key factors related with teacher creativity independently form qualification category. The least important to creativity are emotion and socio demographical characteristics of the sample. Creativity among teachers of physical education was statistically significantly predicted by creative self-efficacy, creativity encouragement, intrinsic process and extrinsic motivation ($p < 0.05$). Creativity is related with the qualification category of teachers. This data overlaps with the results of other scientists (Rupšienė and Gustienė, 2005). The unique characteristic of physical education teachers is first, relations with co-workers, especially co-workers expectations for creativity and second, the importance of extrinsic motivation for professional activity. The fact that extrinsic motivation is important is indicated by Karbočienė, Alūnas and Norkus (2005). It was estimated in the study that physical education teacher's creativity is related with the leader's efforts to encourage teacher creativity by involving them into decision making. Creativity of physical education teachers is one of the key factors imposing on the attitude of students to improve their physical preparation (Dumčienė, et al., 2007). According to Batutis, Malinauskas and Dumčienė. (2007), physical education is an inseparable part of the culture of the society and an essential condition for the development of harmonious personality. It was established that the level of self-regulation and stress become more adequate among physically active and this indicators are reliable higher in comparison with physically less active persons (Dumčienė and Leiputė, 2010).

Conclusions. Teachers of physical education work creatively when they trust their skills and are process oriented. Creativity encouragement by principal also has impact. Extrinsic motivated physical education teachers do not tend to work creatively. Other discipline teachers are goal-oriented: they are motivated to work creatively by goal internalization motivation. Physical education teachers more often experience involvement, satisfaction, as well as positive emotion in their workplace if comparing to other discipline teachers.

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MAKING MAJOR SPORTS EVENTS SUSTAINABLE

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Relevance of the research. For the last decades, top-class sports events are increasing their scale. Organising committees, sport federations and officials are interested in providing better experience for spectators and athletes with each new event. But larger scale means larger impact on local communities and region. This raises the questions on how to manage, maintain and use legacy of Olympic games, Universiades etc.

This research contains analysis of legacy design and use of 1992 and 2014 Olympic games in Barcelona and Sochi, 2013 and 2019 Universiade in Kazan and Krasnoyarsk and other major sporting events in Europe.

The object of research are international sporting events (Olympic Games, Universiade, UEFA European Championship and FIFA World Cup) and their impact on local communities, host cities and countries. The aim of this research is to find new ways of organizing top-class sports events that will leave sustainable legacy.

Research methods and organization. Research methods that were used in the article are case studies and questionnaires.

Results and discussion. The research shows that over decades top-class sports events has increased their scale. This growth includes increase in the number of participants and spectators, greater venues and infrastructure. On the other hand, venues are being clustered into compact sports complexes. While it is easier to construct all the venues in one place because of logistics, it is harder to run them after the event is over. This article also discloses new concept for the Olympic games that will provide sustainable legacy for local communities.

Conclusions. A theoretical analysis, backed by case study of the recent major sports events indicates that spreading sports venues across the region might benefit local communities after major sports event.

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STEPCHILD OF TWO DISCIPLINES: PAST, PRESENT AND FUTURE PROSPECT OF THE 50-YEAR-OLD SOCIOLOGY OF SPORT FROM AN EASTERN EUROPEAN PERSPECTIVE

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Relevance of the research. The community of sport sociologists celebrates the 50th anniversary of the institutionalization of the once emerging sport sociology. Several relevant research questions arise related to this topic in Eastern Europe which had been a disadvantaged region during the first decades of the half-century-old discipline, and the majority of them have not been investigated yet in a comprehensive way. These research questions are related to the following major issue: Why do the Eastern European sport sociologists celebrate this anniversary with mixed feelings?

The **object** of the research is the development of the sociology of sport with primary focus on the most important milestones in its history. The **aim** of this presentation is (1) to discover the Eastern European experts' contribution to the institutionalization of the discipline **and to** its global knowledge in different historical periods; (2) to analyze the major political, economic and cultural factors which had a decisive impact on the unequal development of the sociology of sport in the Eastern European countries during the bipolar world and in the new World Order following its disintegration.

Research methods and organization: The nature of the research restricted the choice of the methods which could have been used. Out of the reduced alternatives the use of three qualitative methods, namely document analysis, in-depth interviews, and participant observation were selected and proved to be reliable. The research was carried out at the Social Scientific Department, University of Physical Education in Budapest.

Results and discussion: The results and the discussion are presented in three parts. At first it is discussed why the ruling political systems did not permit the rise and dissemination of sport sociology in the Eastern Bloc, except Poland and in part Hungary; and why in spite of the political line, a few Eastern European experts could contribute significantly to the institutionalization and the spreading of the discipline. In the second part it is revealed how some cultural and partly economic factors delayed the progress of the sociology of sport at full speed in Eastern Europe at the initial part of the post-communist era, and what position the discipline has at present in the region. Finally, it is analyzed how both the academic world and the sport sphere have been reluctant to entirely accept the study of sport from a sociological perspective.

Conclusions: In conclusion the crucial importance of paying attention to the sometimes contradictory challenges put by the two related fields, by the sociology and by the sport worlds is emphasized. On the one hand, sociologists of sport have to make efforts to help solving social problems in sporting life; on the other hand, they have always to deal with research questions of sociological significance.

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EFFECTIVE COMMUNICATION FOR PROFESSIONAL EXCELLENCE IN SPORT MANAGEMENT

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Relevance of the research. Communication is important in all kinds of industries and sport industry is not an exception. Effective communication is the key to planning, leading, organizing and controlling the resources of the sport organizations to achieve objectives. This process helps successfully carry out a wide range of sports activities, also leads to customer satisfaction with the services, provided by sports organizations. Recent research has identified interpersonal communication skills as a critical attributes for today's employees. But there are little research identified exactly which communication skills can lead to effective communication behavior and professional excellence in sport industry.

The object of the research - interpersonal communication skills for professional excellence and **the aim is to** distinguish the main interpersonal communication skills necessary for effective communication behavior as a professional excellence in sport management.

Research methods and organization. Literature review.

Results and discussion. A good internal communication system is essential for any sports organization. Such system and its effectiveness are largely dependent on each employee's communication skills. Also, every employee's communication skills have a great impact not only on organizational effectiveness, but on their professional excellence too.

Treating communication as two way process in witch information transmitting from one person to another and produces a general consensus, implies that effective communication requires skills by both – sender and receiver. Since all participants of communication process simultaneously perform both – sender and receiver roles, therefore, their set of communication skills must assume skills of each of these roles.

Conclusion. Set of interpersonal communication skills, necessary for effective communication behavior of sports managers must consist of ability to use appropriate words and voice for clear expression of thoughts and ideas, ability to use body language, questioning ability, the ability to listen effectively, ability to consult depending on the situation, the ability to persuade and knowledge of cultural rules and norms of situation.

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RELATIONSHIP BETWEEN PHYSICAL EDUCATION ASSESSMENT AND PHYSICAL ACTIVITY OF 7-11 GRADE STUDENTS**Gadliauskaite Zivile, Igariene Asta, Rutkauskaite Renata, Gruodyte-Raciene Rita**

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Physical activity (PA) is one of the most significant factors influencing the development and health of children. The analysis of secondary school students' daily time allocation showed that most of the time schoolchildren are spending aimlessly and only part of the time is dedicated to an organized physical education (PE) and PA. **The main aim** of PE as a subject is to provide education in physical education, sports and develop physical activity abilities and skills, as well as providing required theoretical knowledge and promoting physical self-education (1). **The relevance of this study** is also determined by the Secondary and high school education curriculum (2) which states, that students during PE classes can be assessed by a mark or credited "pass/fail", and the assessment system may depend upon school administration.

We are raising question - is the assessment during PE classes related to students' PA level? The aim of this research was to investigate the relationship between the assessment used in PE and physical activity level of 7-11 grades students' of Kaunas city.

Research methods and organization. The study involved 242 students (116 of them were girls) of 7-11 grades from three high schools in the city of Kaunas. The investigation has been carried out using a two-part questionnaire, which consisted of 18 questions: the first part was related to PE (3), the second part - to PA context (4).

Results and Conclusions. It was determined that students who were rated by marks in PE were more engaged in vigorous and moderate PA during their leisure time (36 and 30.7 percent, respectively) than those who were rated using pass/fail system in PE (22.6 and 21.9 percent, respectively). Low PA was higher for those respondents who are being rated pass/fail in PE than those who are assessed by a mark (30.5 and 28.9 percent, respectively). Student assessment during PE classes in mark or pass/fail system have an impact on their physical activity as more physically active students are the ones that were evaluated by marks during PE classes. Students attitudes towards evaluation in PE correspond to current assessment system being used in their schools, i.e. those who are rated by marks want to be assessed by a mark, and those who are rated using pass/fail system want to be assessed that way and not switching to mark system. Students reported that assessment in PE does not have a significant impact on their PA level during PE classes, but after school hours more physically active students are those who are being rated by marks.

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THE EFFECT OF EDUCATIONAL GAME ACTIVITY ON GIRLS' ANTISOCIAL BEHAVIOR: A PILOT STUDY

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This study aimed to investigate the effect of educational game activities on girls' antisocial behavior in the centre of socialization.

Methods. Twenty 14-17 years old delinquent girls, who are currently in the Centre of Socialization, participated in this pilot study. Before the intervention started, the girls and their teachers completed 1) Behavior Assessment System for Children, Second Edition (BAS-2) a Self-report of Personality Scale; Teacher Rating Scales Report. The intervention practice lasted for 12 weeks, 1 day per week for 1 hour in one session. 2) Educational games have been chosen according to the principle that the players, who participates in practice would develop co-operation, trust on each other, flexibility, education of leadership skills, eliminating the element of Competition. 3. Observation System; 4. Reflection. 5. Case study. 6. BASC-2ASSISTTM scoring and reporting system.

Results. According to the survey results the main problems among girls are negative attitudes toward school (girls T-score range from 60 to 79, teachers T-score from 59 to 73), anxiety, who indicates a relatively high number of anxious feelings (girls T-score range from 60 to 80, teachers T-score from 61 to 94), depress feelings (girls T-score range from 60 to 84, teachers T-score from 65 to 120), anger control, who indicates tendency to become irritated quickly and impulsively (girls T-score range from 61 to 78, teachers T-score from 59 to 81), Also the teachers results showed, that more girls have conduct problems, it is tendency to engage in antisocial and rule-breaking behavior (T-score from 61 to 81) and only a small percentage of girls have resiliency to alleviate stress and overcome adversity (T-score from 41 to 61).). At the end of intervention was reflection, during which study participants expressed their feelings, thoughts, notices. It was observed that girls are more relaxed, funny, joke, began to critically evaluate their own actions. They often said, "it was so much fun to play games, even forgot where I am at this moment" and etc... Teachers to maintain, that girls more empathy, quiet, positively mood, decreased aggression, tension.

Conclusions. T score results showed that most of the girls are in „At-Risk“ range. That indicates the significant problems. This information should be taken into account, particularly when designing and implementing behavior modification plans that significantly influence the girls' normal routine.

This pilot study suggests that Educational Game Activity may counteract girls' aggression and could be the method to deal with antisocial behavior. This research will be continued and the goal is to define more specifically the relations between alternation of girls' antisocial behavior and educational games.

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DUBIOUS SEX – DUBIOUS FAIR PLAY**Gál Andrea**

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Relevance of the research. Women's and men's sport were evidently separate from one another for long decades, due to the binary definition of sexes. However, 20th century medical sciences not only recognized that hermaphroditism may exist because of chromosome malformation, but have also made it possible to change the sex of transsexual people, who have different gender identity from their biological sex. The disorders of sexual identification can be perceived and tolerated by the macro and micro-social environment in various ways, but individuals facing these problems typically encounter stigmatization or some kind of discrimination, and in the worst case, social exclusion. The world of sport has not been untouched by this issue; what is more, there has been an increasing number of incidents in which there were disputes because of the athlete's sex.

The object of the research is the phenomenon of transsexuality in the area of sport and the aim is to analyse the sport related aspects of this disorder from sociological perspective.

Research methods and organization. We used content analysis of Internet blogs and added a few results of a survey research was carried among Hungarian adults (N=500).

Results and discussion. In 2004 the International Olympic Committee decided that it was time to enforce regulation concerning the question of Olympic participation of transsexual athletes, according to which experts were issued to make a decision about the sex of athletes who had undergone hormonal treatment for at least two years. The decision did not have positive reception by everyone; the participation of former male athletes at women's competitions is often considered unfair. At the same time the overwhelming majority of Hungarian people reject the participation of transsexual athletes at the Olympic Games.

Conclusions. The current regulation of the International Olympic Committee seems to be a half-measure; neither of the transsexual athletes nor the female competitors are satisfied with that. At the end of the presentation we put questions regarding this matter.

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THE HISTORY AND PRINCIPLES OF NON-OLYMPIC SPORTS – THE WORLD GAMES

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Relevance of the research. The article is an introduction to the issues related to the World Games - non-Olympic sports. Inspiration to write the following article is future role of Wrocław - the host city of the World Games in 2017. The objectives of the article are to present the history and principles of non-Olympic sports of the Games, and the popularization and knowledge expansion of topics related to the event. Non-Olympic sports – The World Games are a great event, connecting more and more International Sports Federations, Athletes and Spectators. The World Games are a chance to show niche and new disciplines, that may be in future included in the Olympic program. It is also a great sporting event, where the audience can experience the successes and failures of their favorite athletes, cheer for them, and for a while forget the obligations of everyday life and subject to the magic of sport. The **object** of the research is history, development of organizational structure and best organizational practices of The World Games, and the **aim** is to: analysis of the development of the idea of The World Games, analysis of the organizational structures of the Association of International World Games Association, analysis of the processes of preparing the World Games, and analysis of the processes of project implementation The World Games. The World Games are a chance to show niche and emerging disciplines that may in future years will be included in the Olympic program. First of all, preach the Olympic values. Despite less professionalization, but not every person can participate in this event. The World Games program is very interesting, contains nearly 40 sports events. Viewers can enjoy a great variety of sports in one event. The results of the official sports rivalries end with classification medal, while sports at the invitation does not count towards the final medal standings countries.

Research methods and organization. In the paper a following methods were used: literature analysis of The World Games history and development, analysis of documents related to The World Games, a comparative analysis of sports events and case studies.

Results and discussion. The World games - non-Olympic sports takes an important role in popularizing the sport, its closing a gap between sport a highly professional and amateur activities. Promote a healthy lifestyle and make the sporting success becomes more available and extends the boundaries of sports and evaluates towards new disciplines. Analysis of the organizational structure of the project implementing entities can better prepare for the organizers to conduct individual competition. Thanks to the involvement of local communities and authorities of cities is implemented CSR activities. It is necessary to expand the social dialogue and the popularization of non-Olympic sports Olympics, because in the long term, they guarantee a mass scale shows and let you turn entire communities in sporting life. The result of a following publication is also a best practices list in areas of promotion, media strategy, CSR, security, and others organizational elements.

Conclusions. The World Games – non Olympics games, have become an important event in the calendar of sporting events. As part of this event is realized sport mission, tested new competitors and new stars are forming in many disciplines. The publication as a result of the analyzes, showed a catalog of good practices enabling the development of organizational strategy this event.

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ECONOMIC IMPACT OF SPORTS EVENT: THEORETICAL APPROACH

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Relevance of the research. Today sport is understood as a business which is generating high revenue not only for the tourism sector but also for all of host countries GDP. Sport has always been an important part of society but it is now becoming an increasingly important part of the economy (Anton et al, 2011). Consequently, the measurement of the economic impact of sporting events has become a focus of some interest to a number of groups including policy makers, sporting officials and of course event organizers.

In order to organize a sport event it is necessary for the organizers to assess properly its economic contribution. Without the assessment of the sport event contribution the reasoning of the event's budget becomes complicated, unless not economical, but political criteria of the event organization are followed exclusively. An economic contribution of the sport event interests not only practitioners, i.e., organizers of sports events, but also the scientists of economics (Balciunas et al, 2014).

Today, journalists are strong focus on athletes budget and salaries and projects which are carried out by sports organizations. However, a little attention is paid for the scientific research studies in the sport management and sport event fields and discussion of the results, which reflect the real situation of the sport industry in different countries.

Research methods and organization. Analysis of scientific literature. The method applied to assess the problems and level of exploration of economic impact of sport event.

The object of the research— economic impact of sport event and **the aim** is to create the theoretical model of the economic impact of the sport event.

Results and discussion. That paper provides an overview of the economics of sports mega-events as well as review of the existing literature in the field. The paper describes the economic impact of large sporting events. According to Balčiūnas et al. (2014) economic benefit of event is generated in three stages: direct effect (purchases which rise from additional need for services and consumption), indirect effect (economic benefit resulted from the circulation of extra money in economic space) and induced effect: additional job vacancies and income of households resulted from direct and indirect effects. Humprey et al (2007), notice that The full economic impact on a host city is spread over time, and can broadly be split into three phases: pre-games impact (impacts first start to occur soon after the city has decided to bid for the Games, up to a decade prior to the actual event, but become more significant after the Games is awarded. The impacts here relate mainly to the investment and other preparatory activities required to stage the Games, but tourism could also start to pick up in advance in some cases due to the higher profile of the host city, games impact (the impact of the Games and the associated events immediately surrounding them). Post-Games impact (The longer-term impact, often referred to as the "Olympic legacy", can last for at least a decade after the event. This mainly relates to sport tourism and infrastructure effects.

On the sports facility side, numerous researchers have examined the relationship between building new facilities and economic growth in metropolitan areas. In every case, independent work on the economic impact of stadiums and arenas has uniformly found that there is no statistically significant positive correlation between sports facility construction and economic development (Romanchuk, 2012).

Conclusions. The contribution of sport event to economy is undoubted, however its significance may differ and always the expenses and benefit should be assessed. The main problem faced of the assessment of the sport event contribution is the assessment of sport events' legacy in the future.

Created model has revealed that besides the contribution to economy depends on whether special investments in sports infrastructure are necessary, and if significant investments to the event's infrastructure are still needed, how the sports infrastructure created will be used after the sport event. The main economic impact of the sport event can be The effects of crowding out, hidden stadiums and hotels costs and lost opportunities costs were pointed out as major negative long-run consequences. However competent policy of local authorities, which includes accurate infrastructure planning, exact organizational process design and image policy, may transform them into positive effects.

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COMPARISON OF ACTIVE SUMMER AND WINTER SPORT TOURISTS IN A GERMAN HIGHLAND

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Relevance of the research. The importance of sport tourism has risen during the last decades (e.g. Schwark, 2006). As the competition between providers of services within the field of sport tourism has also strengthened not only theorists but also practitioners are interested in new findings in sports tourism. Understanding consumers is one major field within this topic (Konu, Laukkanen & Komppula, 2011). The destination choice process is of particular interest in sport tourism. Internal as well as external factors influence this process according to Pearce (2005). Although a number of studies exist dealing with active summer or winter sport tourists, there is a lack of knowledge regarding sport tourism in highland destinations (peaks under 2.000 metres). At the same time these destinations are especially forced to develop new marketing strategies (Hodeck & Hovemann, 2013, p.2) because of climate and demographic changes. In fact, there is no study comparing active sport tourists of different seasons. The objects of this research are active sports tourists in a German highland destination (Erzgebirge) in summer and winter. The aim is to analyse, whether summer and winter sport tourists can be compared or not. This research helps to reduce the research gap in sport tourism. Additionally, findings are important for developing future marketing strategies within highland destinations.

Research methods and organization. Data were collected by using standardized questionnaires during winter 2013/14 and summer 2014. Especially trained sport management students interviewed subjects (n = 300) by using the area sampling method (Berekoven, Eckert & Ellenrieder, 2001, p. 54). Active sport tourists of summer and winter were compared by socio-demographic variables firstly. Afterward a factor analysis (PCA with varimax rotation) was used to reduce internal factors (motives) regarding the destination choice process. It was analysed, whether summer and winter sports tourists consider the same factors as important or not. Finally, travel behaviour of summer and winter sport tourists was compared with each other.

Results and discussion. There are non-significant differences between active summer and winter sport tourists regarding gender, age, length of stay and travelled distance. While 49 per cent of the summer sport tourists are female. The share of female winter sport tourists is 52 per cent. Winter sport tourists (42.1 years) are older than summer sport tourists (40.5 years). Tourists in winter (4.96 days) stay almost one day longer in the destination than tourists in summer (4.09 days). Tourists travel longer distances in winter (286.3 kilometres) than in summer (173.6 kilometres). Out of 13 motives, which were selected from the German travel analysis by researchers and experts of the destination, 6 factors could be extracted. Summer and winter sport tourists don't differ significantly regarding the importance of these factors.

Conclusions. There are non-significant differences between active summer and winter sport tourists. Regarding this all-year-strategies within this destination are possible. Tourists in summer ask for different activities than tourist in winter. But the destination attracts comparable tourists during different seasons. Tourists of various destinations are less comparable regarding the literature. As a consequence destination specific strategies throughout the whole year seem to be more helpful than season specific strategies for various destinations. Comparing active tourists of different destinations with each other should prove findings of this research.

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УВЕРЕННОСТЬ В СЕБЕ УЧАЩИХСЯ СТАРШИХ КЛАССОВ И ИХ МНЕНИЕ О ПОЛЬЗЕ ФИЗИЧЕСКОЙ АКТИВНОСТИ

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Актуальность исследования. Физическое воспитание школьников на уроках физической культуры должно быть направлено не только на усвоение теоретических знаний, формирование двигательных навыков, но и на воспитание их как личностей. Очень важно, чтобы ученик был достаточно уверен в себе (Реан и Коломинский, 1999) и своих возможностях выполнить действия, заданные учителем физической культуры, и освоить новые (Tilindienė, 2000; Biddle & Mutrie, 2005). Происходящие в последнее время изменения в системе образования Литвы поднял ряд вопросов, среди которых стали: как уверенно ощущают себя учащиеся в школе и каково их мнение о физической активности (ФА) на фоне большой умственной нагрузки?

Целью исследования стало выявление уровня уверенности в себе учащихся старших классов и их мнения о пользе физической активности.

Гипотезой исследования явилось предположение о том, что степень уверенности в себе и мнение о пользе физической активности у школьников различны: 1) по гендерному признаку; 2) по принадлежности к группе физически активных и физически пассивных.

Методы и организация исследования. Анонимное анкетирование, в котором приняли участие 207 учащихся 11-12 классов г. Каунас (из них 101 юноша и 106 девушек), проводилось весной 2011 г. (табл. 1). На основе опросника Заборскиса А. (1997) разработана анкета, позволяющая установить уровень ФА школьников. При выяснении их уверенности в себе использован опросник Столина В. (1983). Испытуемые были отобраны методом случайного выбора.

Таблица 1. Характеристика испытуемых

Испытуемые	Юноши (N)	Девушки (N)	Всего (N, %)
Физически активные	81	40	121 (58,5%)
Физически пассивные	20	66	86 (41,5%)
Всего	101	106	207 (100%)

Статистическая обработка данных проводилась с помощью пакета программы накопления и анализа данных SPSS (Statistical Package for Social Science) 17.0. Для сравнения результатов различных групп испытуемых был использован χ^2 (chi-квадрат) критерий. Достоверность различия среднегрупповых данных определялась по t – критерию Стьюдента (Student) при уровне значимости $p < 0,05$.

Результаты исследования и их обсуждение. Полученные данные показали, что девушки больше, чем юноши ($p < 0,05$) оценивают пользу ФА по таким показателям, как: воспитание самоуверенности в себе, дисциплинированность, увеличивают самооценку, повышают умственную работоспособность, психические возможности, учат самопознанию. Мнение физически активных и физически пассивных учащихся о пользе ФА различается ($p < 0,05$) по ряду показателей. Физически активные более существенным считают, что ФА воспитывает уверенность в себе, снижает психическую напряженность, учит концентрации внимания, расширяет круг друзей. По мнению физически пассивных ФА помогает физическому совершенствованию, укрепляет здоровье.

Выводы. Практически все учащиеся старших классов, вне зависимости от гендерных различий, отличаются средним уровнем уверенности в себе. В свою очередь физически активные достоверно более уверены в себе, нежели физически пассивные ($p < 0,05$). Отношение испытуемых к ФА различается, в зависимости от гендерной принадлежности и степени физической активности.

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THE PECULIARITIES OF EXPRESSION OF AGGRESSION FOR ADOLESCENTS ENGAGED AND NOT ENGAGED IN SPORT

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Relevance of the research. In recent years the observation of Lithuanian social processes has revealed the expanding tendency of aggressive public behavior manifesting in different social institutions (family, school, youth groups, etc.) in various forms of violent outbreaks. J. Kossewska (2009) marks the importance of focusing on aggression prevention, especially, in the environments related to young people's education and training. Taking actions may be effective only after the thorough analysis of reality. Hence, the analysis of expression of aggression for adolescents involved and not involved in sports is of great relevance

The **object** of the research is expression of aggression of adolescents involved and not involved in sports, and the **aim** is to **study** is to reveal the peculiarities of expression of aggression exposed by adolescents involved and not involved in sports.

Research methods and organization. The research was carried out in X County schools in January 2013. Even 180 students aged 13 to 15 years took part in the study. In order to establish aggression, the study applied A. Basso and A. Darki's questionnaire composed of 75 questions (Волков, 2002). It allows assessing various aggression expression forms: physical, verbal, indirect aggression, irritation, and negativity, as well as, grievance, suspicion and feelings of guilt.

Statistical data analysis used SPSS 17.0 software package, whereas conclusions were drawn by using Kolmogorov-Smirnov, Shapiro and Wilk tests.

Results and discussion. The study revealed that physical aggression was more characteristic of male athletic adolescents. This outcome confirms other scientists' research findings (Campano & Munakata, 2004; Chow et. al., 2009; Klizas et. al., 2011).

The estimation of aggression (physical, verbal and indirect aggression) and hostility (negativity, irritation, suspicion and grievance) indexes revealed that indexes aggression athletic for boys engaged in sport were higher than those of boys not participating in sport ($p < 0.01$). S. Šukys (2010) points that sports may invoke aggression more than other curricular activities.

Conclusions. Physical and verbal aggression for boys engaged in sport manifests more significantly ($p < 0.05$) and the indexes of their aggression are higher ($p < 0.01$) compared to those of boys not participating in sport.

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SENIOR PUPILS' STRESS REASONS AND APPLIED WAYS OF COPING WITH STRESS

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Research problem. More and more pupils state that school arouses negative emotions in them (Bagdonas, 2006). According to the research data of American Academy of Child and Adolescent Psychiatry (2010), 78 per cent of adolescents relate stress reasons with school and adolescent girls claim that they experience stress more often than boys (Leungh and To, 2009; Thawabieh and Qaisy, 2012). Over the past three decades stress reasons and coping with it have become extremely relevant and requiring to find urgent and effective measures for coping with stress. In order to discover effective ways of coping with stress, it is necessary to find out precise stress reasons. Stress assessment helps to determine nature of harmful factors, individual stressful reactions, aspects of pupils relationships, learning organization and ways used for coping with stress. The **object of the research** embraces senior pupils stress reasons and ways of coping with stress, and the **aim** is to **study** the reasons of stress experienced by senior pupils and applied ways of coping with stress.

Research methods and organization. The research was carried out in X schools of Kaunas in January 2012. Even 360 senior pupils (207 girls and 153 boys, 176 eleventh-formers and 184 twelfth-formers) took part in the study

Statistical data analysis used SPSS 17.0 software package, whereas conclusions were drawn by using Chi-square test. The significance level was set at $p < 0.05$.

Results, discussion and conclusions. The research has shown that pupils are able to learn various cognitive-behavioural management ways, i.e., to handle emotions and cope with stressful situations (Latha and Reddy, 2006).

Twelfth-formers are mostly influenced by personal stressors ($p < 0.01$) such as "I feel tension about examinations" and "I worry about marks", whereas eleventh-formers stated that they are influenced by stressors when being educated at home ($p < 0.01$) and at school ($p < 0.05$) more. Comparison of the answers of different gender subjects showed that girls suffer from stress more often than boys; girls indicated that they are influenced more by such stressors as being educated at home ($p < 0.01$) than by personal stressors ($p < 0.05$). Statistically significant differences among other groups of stressors with regard to gender aspect have not been determined.

In order to cope with stress senior girls attempt to foresee and avoid possible future failures; they seek for comfort from family members, look for information which would help to solve a problem and cry, while boys smoke and try to analyse your situation and find the cause of the trouble ($p < 0.01$). In regard to school aspect, eleventh-formers feel pity for themselves more often ($p < 0.01$), express their anger against a person who caused a problem and try to control their emotions, whereas in case of a stressful situation twelfth-formers attempt to imagine other possible variants of a situation more often than eleventh-formers and seek for comfort from their friends.

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STUDENTS PHYSICAL ACTIVITY AND ACADEMIC ACHIEVEMENT AND THEIR INTERRELATION TO STUDENTS AND TEACHERS COMMUNICATION AND COLLABORATION FEATURES DURING PE LESSONS

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Relevance of the research. The benefits of physical activity for children and adolescents are manifold: from the prevention of various diseases (Rankinen, Bouchard, 2002) to positive effects on the cognitive development (Burdette, Whitaker, 2005), from boosting self-esteem and managing anxiety and stress (O'Neal et al., 2000; Taylor, 2000) to improving brainwork (Burdette, Whitaker, 2005), and especially benefits the level of physical fitness (Dencker et al., 2006, Saar, 2008). Many scientists acknowledge that more time spent being physically active during the day may help children to study better (Eveland-Sayers et al., 2009). The teacher's responsibility - to educate active citizens and Physical Education teachers contributes another important task - to develop physically active persons and promote lifelong health enhancing lifestyle. Therefore, in our opinion, it is appropriate to investigate the interaction of students and teachers through the peculiarities of physical education classes and its relationship to students' physical activity.

The aim of research – determine students physical activity, learning outcomes, student and teacher communication and collaboration features, and interactions between them.

Research methods and organization. The participants were 204 healthy Lithuanian schoolchildren of 7th–9th grade, 99 boys and 105 girls. The respondents were given a questionnaire, which consisted of three parts. The first part included questions about students gender, age, class, school, academic achievement (AA) - the last semester of learning subjects the average, physical education lessons trimester (semester) grade. The second part included questions about pupils' PA (HBSC), the third part of the questionnaire was designed to determine the students' and teacher communication and cooperation peculiarities (Questionnaire on Teacher Interaction (QTI) – economical 48-item version, 1995) (Fisher et al., 1995).

Results and discussion. During the research it was determined that physically active students was only 30.9% (40.4% boys and 21.9% girls respectfully) ($p < 0.05$). The most active were 16 age students (62.5%), passive were 13 age students (73.3 %) ($p > 0.05$). Students with moderate AA were more active (33.3 %) in comparison with those students with excellent (32.7%), good (27.5%) and poor AA results (30.0%) ($p < 0.05$). Girls academic achievement were (7.46) better than boys (6.81), also determined that the best studied youngest children - 13 age students (7.34) ($p < 0.05$). Students stated that to them are very important positive physical education teacher characteristics, which develops communication and collaboration. Usually students their PE teacher describes as a leader, understanding, helping and not as uncertain person. From all the PE teacher described properties girls and boys stated that their teacher at least uncertain recognize, admonishing and dissatisfied. Students with better AA were more active than the students with lower AA ($p > 0.05$).

Conclusions. The student with better AA claimed that the teacher more often more lets them be as a “boss” their it's easy to make a fool, and students with lower AA were increasingly aware of the fact that their teacher can quickly get angry, are impatient, sarcastic, suspicious, seems dissatisfied, sometimes students afraid of this teacher ($p < 0.05$). Physically active students more positively have seen their teacher than negatively ($p > 0.05$).

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BOOK OF ABSTRACTS

Fisher, D., Fraser, B., Cresswell J. (1995). Using the "Questionnaire on Teacher Interaction" in the Professional Development of Teachers. Australian Journal of Teacher Education, 20(1).

APPLICATION OF INNOVATIONS IN THE SECTOR OF ACCOMMODATION SERVICE

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Relevance of the research. During these days the innovations is more and more used definition in the business, especially in the market researches, human resources management, new products and services development and etc. Frequently innovations are related with application of new technology and new ideas and creation of new methods. Even more innovations are related with development of existing processes and products (Bigliardi&Dormio, 2009). Innovations are important in the sector of tourism industry which is expanding every time combining more and more different areas of business. According to Melnikas (2011) discontent and necessity of changes are some persuasive to begin an activity of innovation. Thus could be the reason for application of innovations in the sector of accommodation service to become essential.

Importance of innovations is discussed pretty widely in the scientific literature (Notaro et al., 2012; Inauen&Schenker-Wicki, 2011; Hall&Williams, 2008; Bigliardi&Dormio, 2009), but about innovations in tourism sector started to talk recently (Ravar&Iorgulescu, 2012; Nagy, 2007). This article is relevance because application of innovations in the sector of accommodation service is not enough discussed in Lithuania as it is done by some foreign scientists (Ravar&Iorgulescu, 2012; Hall et al., 2008; Sundbo et al., 2007).

The **object** of the research is innovations in the sector of accommodation service, and the aim is to determine the activeness of innovations' application in the sector of an accommodation service.

Research methods and organization. In this article analyzing application of innovations in the sector of accommodation service was used method of scientific literature analyses and quantitative empirical research using the method questioning. The research respondents were the employees of Kaunas city organizations of accommodation service. According to 5 percent error and 0,94 probability and according to the fact that in Kaunas accommodation service have a job about 870 employees there was counted sample size of 252 respondents. The author of this article is grateful to her student Martynas Bruzas, who gathered 270 filled questionnaires.

Results and discussion. Innovations are the most frequently described as application of technologies creating new products, new services, and new processes of activity in the market. Innovations are combined with technological changes in the products, services and their creation processes.

The research results revealed that services of accommodation business bounders themselves just using electronic mail, the electronic page of business and electronic page of socialization. The research results revealed that services of accommodation business perform just slight changes of innovations according to some novelties in the market. On the other side employees of these organizations are enough sure that their organizations are applying innovations but at the same time they think that innovations could be more combined with qualification of organizations' employees.

Therefore innovations could not be separated from tourism or other business sector analyzing factors that make impact on successful expand of innovations in the sector of accommodation service there could be noticed that importance of innovations are not understood correctly and enough.

Conclusions. According to research results there could be stated that the most of Kaunas city accommodation services think that they are active applying innovations but there could be found just some technological changes of innovations. The research results revealed that usually innovations are related with IT programs of accommodation service, wireless internet, telephone, television, touch tabs, rooms infrastructure and the systems of reservations.

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SYMBOL OF TRANSOCEANIC SAILING: VASTNESS

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Relevance of the research. Transoceanic sailing as a leisure activity has been researched repeatedly. Outside of outputs focused on learning in the practical and cognitive domains (McCulloch, McLaughlin, et al., 2010) we can see a strong connection to the phenomena of spirituality. This link works both ways, in the sense of looking for spiritual connotations in participants' experience (Lusby and Anderson, 2010), as well as using sailing as a metaphor for spirituality (Kibble, 2003; Waaijman, 2013).

The objective of the research. The main objective of the research is an investigation into transoceanic sailing (an actual journey from New Zealand to the Falkland Islands around Cape Horn on the Dutch ship *Oosterschelde*) as a specific kind of traveling within leisure time activities in general sense, and as way of searching for spiritual aspects of such traveling in particular. The goal of the paper is to question a specific kind of possible spirituality manifested during long-distance sailing and to characterize its aspects.

Research methods and organization. This paper analyzes the diary of a participant on board the Dutch ship *Oosterschelde* and uses the hermeneutic method for deeper understanding of such an experience.

Results and discussion. Results are shown in two points:

1. The symbols and symbolism of journey and water.
 2. The category of vastness as a specific ontological and anthropological characteristic of transoceanic sailing.
- In case we are open to transcending the usual scientific paradigm (positivism with the ideal of explanation) toward hermeneutic and phenomenological analysis (with endeavor to understand the experience), the vastness is declared as a specific category of transoceanic sailing. Furthermore, such a category also supports understanding of this traveling in the framework of non-religious pilgrimage. Although transoceanic sailing definitely does not imply a religious pilgrimage, on the other hand, it is not an ordinary kind of tourism. The traveler has an opportunity to go much deeper in his/her thinking with regard to the reflection of inner values and purpose of life, to transcend everydayness into the vertical sphere of human being, to live according to high ideals and profound ideas, so this should be perceived as a distinctive modus of non-religious spirituality (Jirásek, 2013).

Conclusions. Long-distance sailing as a kind of traveling is not ordinary tourism, but rather can be characterized in terms of the specific features of non-religious pilgrimage.

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PHYSICAL ACTIVITY AND HEALTHY DIET EDUCATION AT CHILD DAY CARE CENTERS OF KAUNAS CITY

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Presently, more and more child day care centers are being established, which aims to develop a child fully, to encourage and increase physical activity as well as develop a healthy diet habits. Movement and eating habits are being formed in childhood but every year they must be fortified correctly.

The object of the research. Physical activity and healthy eating habits education in child day care centers.

The objectives of the research:

1. Describe the day care center's infrastructure and human resource capabilities for development of physical activity.
2. Investigate and assess the characteristics of physical activity at child day care centers.
3. Investigate and assess the peculiarities of educating children the habits of healthy eating at child day care centers.

Results and discussion. Movement and eating habits are being formed in childhood but every year they must be fortified correctly. Children must understand the benefits of physical activity and healthy diet. Young people who engage in sports activities have less time to engage in criminal groups, they also develop their social skills. Health is preserved by matching healthy diet and physical activity. After analyzing child day care centers of Kaunas city daily routine it's determined lacking in physically active games, sports activities.

Conclusions:

1. Physical activity is rare, teachers do not feel active, child day care centers do not have room for development of sports activities and are lacking in inventory.
2. Children also note the lack of physical activity. Boys highlight that they would like to engage in physical activity more often. It also revealed that the food provided in child day care centers is not balanced.
3. Products are usually of cereal origin and quickly prepared. Survey revealed lack in vegetables and fruits. Children also expressed the need for sweets.

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THE EVALUATION OF SPORTS ORGANIZATION REFEREE VOLUNTEERS RETENTION MANAGEMENT**Kavaliauskas Saulius, Brasevicius Mykolas, Simkus Audrius**

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The evaluation of sports organization referee volunteers retention management. The aim of the research: to evaluate LFTA referee volunteers retention management.

The objectives of the research:

1. To define referee volunteer, volunteer conception and their importance in sport sector.
2. To describe management conception in modern theory and its connection with volunteer management principles.
3. Empirical examination of sport organisation (LFTA) referee retention management evaluation model. Research methods and organization. Analysis of scientific literature, Survey questioning, Mathematical analysis.

Results and discussion. Modern management theory based on same principles as classical theory, but are described as active processes. Therefore classical management can be changed to process management. Volunteering is an activity that involves spending time, unpaid, doing something that aims to benefit the environment or individuals or groups other than close relatives. Empirical examination of sport organization (in this case LFTA) volunteer retention management evaluation model results show that, LFTA managers should focus on increasing the value of empowerment.

Conclusions:

1. Low category referees contribute to their organisation when refereeing in football events. They don't get paid either, so according to definition they are volunteers.
2. So in this case, referee as volunteer management principles would be: needs assessment, risk assessment, recruitment, referee training referee work management, observation, work evaluation, recognition, referee retention or dismissal.
3. The research indicated, that referees do not feel very firmly and do not think that they make a big impact on organization. However, all levels should be taken into account.

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MOTIVATION IN SPORT: AN ACHIEVEMENT GOAL PERSPECTIVE

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Relevance of the research. Achievement goal theory (e.g., Ames, 1992) has been used extensively to understand motivation in sport. The theory proposes that two achievement goals operate in sport, task and ego involvement, and these goals have important cognitive, affective and behavioural consequences. When individuals are task involved, they evaluate their competence using self-referenced criteria they feel successful when they improve or master a task. When they are ego involved, they evaluate their competence using other-referenced criteria and feel successful when they show superiority over others. The tendency to be task or ego involved is known as goal orientation. The achievement context or situation also has a goal structure; this is known as motivational climate and is created by significant others such as teachers, parents and coaches (Ames, 1992). Motivational climate can be mastery, where the emphasis of the achievement context is on effort, personal improvement, and skill development, and performance, where the emphasis is on normative comparison and public evaluation (Ames, 1992).

The **aim** of this presentation is to discuss a series of studies, which I have conducted with students and colleagues, and in which we examined consequences of achievement goals and motivational climate in sport. We have focused on three main questions: First, do achievement goals influence emotions in competition and what is the process through which this occurs? Second, do training and competition contexts influence achievement goals and motivational climate and their relationship with important variables such as effort, enjoyment and anxiety? And finally, do achievement goals influence moral behaviour?

Methods and Results. With respect to the first question, we have examined a range of positive and negative emotions. In golfers and team sport athletes, we found that task involvement was positively associated with positive emotions such as happiness and excitement, whereas ego involvement was either negatively related or unrelated to these emotions (Dewar & Kavussanu, 2011, 2012). Also, athletes who were task involved when trying for a place in a university team, perceived the team trial as a challenge, and this appraisal was associated with the positive emotions of hope and excitement (Kavussanu, Dewar, & Boardley, 2014); ego involvement was related to concentration disruption at low levels of task involvement.

With respect to the second question, tennis players and athletes from a variety of individual and team sports reported higher ego orientation in competition compared to training (van de Pol & Kavussanu, 2011, 2012). Task orientation positively predicted effort, enjoyment, goal setting, and self-talk in both contexts, while ego orientation predicted effort in competition but only when task orientation was low (van de Pol & Kavussanu, 2011). In football players, those who perceived a mastery climate in their team reported applying greater effort in training, and greater enjoyment in both contexts; however, the relationship was stronger in training than in competition (van de Pol, Kavussanu, & Ring, 2012). Finally, task orientation positively predicted prosocial behaviour, whereas ego orientation positively predicted antisocial behaviour in different samples of athletes (Kavussanu, 2012).

Conclusions. These findings suggest that coaches need to promote a task achievement goal because when pursuing this goal, athletes are more likely to experience positive emotions when they play sport; this may be because these athletes tend to perceive competition as a challenge rather than a threat. In addition, they are more likely to try hard, set goals, and use self-talk not only in training but also in competition. By creating a mastery climate in the team, coaches can promote effort and enjoyment particularly during training as well as prosocial behaviour. Although ego orientation can be beneficial for effort in competition, it can also lead to anxiety and antisocial behaviour. Thus, the best approach to coaching is to create a mastery motivational climate and promote task orientation in sport.

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THE SPORT LEVEL OF "DUDINSKÁ PÄŤDESIATKA" WINNERS

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Relevance of the research. The race walking had an effect on the history of this town. Every year the „Dudinska 50-ka” is held, and for almost thirty years it’s been the element of Dudince life.

On 20th March 1982 sixteen competitors took part in the first race walking competition for 50km. The winner Pavol Szikora from VSŽ Košice covered this distance in 4:02:42. In 1985 Pavol Jati from Dukla Banská Bystrica was the first one to beat the 4 hour result with his time 3:57:38.

After achieving great result by Pavol Szikora from Dukla Banská Bystrica (3:42:20) in 1987 the competition in Dudince has become the world class race walking event. This result has remained unbeaten until 2000. Then it’s been improved by Finn Valentin Konnonen. The current record belongs to Frenchman Yohann Diniz and it’s 3:38:44.

Dudince was a host of „Race Walking European Cup” twice, biggest European event in race walking, which was held within the „Dudinska 50-tka” (in 1998 and 2001).

The **object** of the research is race walking mityng called „Dudinska 50-ka”, and the **aim** is to analysis of sport level and success achieved during the most important world events of „Dudinska 50-tka” winners.

Research methods and organization. Method is analysis of official reports from „DUDISKA PIADTESATKA” event in years 1982-2014, The Organizing Committee for the Olympic Summer Games reports from 1980 – 2012, and International Association of Athletics Federations bulletins from 1983 –2014.

Results and discussion. During the analysed period the race walking event „Dudinska 50-tka” was held 33 times and the winners represented 16 countries. The following competitors stood on the highest podium twice: Szikora (1982 and 1987), Jati (1984 and 1985), Konnonen (1991 and 2000), Malik (1995 and 1997), Korczok (2002 and 2004) and Sudoł (2006 and 2008) and Augustyn (2010 and 2014). In all editions none of them managed to win three times. The place and result achieved by the competitor at the most important world events, such as the Olympic Games, World Championships in Athletics, Race Walking World Cup are evidence of training effectiveness. The „Dudinska 50-tka” competitors – winners’ achievements and their participation at the most important word events, where race walking is held, show how significant this event is. The date of this competition is very important.

In connection with the fact that the Olympic Games and World Championships in Athletics are held in summer months, organizing the event in Dudince in March gives the chance of safe start at this distance. It also allows introducing possible corrections in preparatory plans for the main starts in the season.

Conclusions. The winners of traditional „Dudinska 50-tka” are characterised by high sport level and great start effectiveness at the championship events. It allows keeping the rivalry within the framework of national championships amongst the international team. The start in this event gives the chance to introduce possible corrections in preparations for the main start. The previous starts were won by competitors from 16 countries.

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CUSTOMERS' LOYALTY FORMATION IN THE CONTEXT OF ALTERNATIVE TOURISM

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Relevance of the research. Global trends in the development of tourism is increasingly focusing on environmentally friendly, reflecting on the principles of sustainable development, the search for new forms of tourism, which would not be mass character and provide other cognitive and travel perspectives. Alternative tourism development is one of those opportunities and is developing rapidly, accommodating the strongest advantages of countries - the region's natural diversity and rich cultural resources. One of the most noticeable forms of alternative tourism is a dark tourism, which is progressively examined by the foreign scientists.

The **object** of the research is the customers' loyalty formation and the **aim** is to investigate customers' loyalty formation in one of the alternative tourism forms - dark tourism.

Research methods and organization. The analysis of scientific literature, questionnaire-based survey, and descriptive statistical (SPSS 17.0) was made. In order to find out whether visiting dark tourism sites/objects form customers' behaviour and attitude loyalty of alternative forms of tourism, an empirical survey was carried out in July – August, 2014. The survey sample – 279 respondents, including 75 percent of women and 25 percent of men. Questionnaire Cronbach $\alpha = 0.926$.

Results and discussion. Scientific literature claims that, that the concept of "alternative tourism" was introduced four decades ago, as a response to the mass tourism, which attracts tourists by its cultural terrain environment and can include passive cultural monitoring, proactive, responsible compliance with environmental social and natural resources. One of the most increasingly types of alternative tourism is a dark tourism: it is a travel, during which sites associated with death, pangs, disaster, or other seemingly macabre events are visited (Lennon and Foley, 1997). The authors define the loyalty of customers' as the highest quality conforming to their satisfaction, when the expectations are surpassed by the granted benefit of product or service. Customers' loyalty is formed on the basis of satisfaction, which is created by perceived quality and perceived value through motivation, image, experience and fulfilled expectations. Behaviour and attitudes loyalty was distinguished, depending on whether the visitors once again visit this type of area and recommend it to others. The research has shown that after visiting the dark tourism sites/objects respondents realized the created value and named motivational factors – what is important to the formation of loyalty. After the visit, the respondents better understood the epoch of site/object (75%); were surprised by the strength and stamina of people (71%); got lots of useful information (69%); were shocked by the cruelty (57%). Respondents are motivated to visit dark tourism site/object not only by curiosity and desire to learn more (86%); but also by a desire to visit yet not seen areas (84%); the quest of knowledge (68%); the quest of new impressions and experience (58%); nostalgia for the past (52%) and a desire to feel the emotions of the specific period of time (48%). The research also has shown that respondents fulfilled their expectations (66 percent) and received what they expected (65%), which is one of loyalty formation stages. About 70percent of tourists would recommend dark tourism sites/objects for others.

Conclusions. There are five main emotions, which interact with the psychological state of "dark" tourist: amazement, curiosity, fear, pity and sadness. The main motivational factors, which encourage choosing dark tourism - educational and emotional.

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LEISURE IN THE CONTEXT OF OCCUPIED AND UNOCCUPIED TIME

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In the paper, previous conceptions of free time and the various definitions that are connected with it are challenged. The author assumed that the subject might not have free time at his/her disposal, because that time does not concern the subject at all. The subject did not have free time in the past; the subject can neither shape it in the present nor in the future. Leisure: free time does not concern him/her at all, because free time as such does not exist at all. We have only to do with occupied and unoccupied time. The first form of time concerns the past and the present. Future time is not occupied both in that sense that it does not exist yet and that it never exists. Moreover, the author considers the existence, understanding, and possibility of the cognition of time as such. Thus, he rejects various common theories of time. He refers to the Kantian, subjective, "self-related" conception of time and he attempts to strengthen it with the Heideggerian transcendental theory of time. According to the author, it is derived from, among other things, the considerations on being done by some of the ancient philosophers: Anaximander, Pythagoras and his followers, Parmenides, Plato, and Aristotle.

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SPORT SPONSORSHIP AS A STRATEGIC TOOL

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Relevance of the research. Sponsorship and sports marketing, for many years, have been in existence and has now been greatly developed upon. It is very important to keep track of constantly changing information. Nowadays, sponsors are increasingly more strategic in their approach to seeking value from sponsorship opportunities. Large scale sponsorships have even been referred to as strategic alliances (Farrelly & Quaster, 2005; Urriolagoitia & Planellas, 2006) or co-branding partnerships (Stipp & Shiavone, 1996) (Henseler et al., 2011). Many of sports sponsorship proposals are counterproductive, because not taking into account the existing relationship between sponsorship and companies strategies.

Sponsorship components classical marketing communication – marcom elements (public relations, advertising, promotional selling, personal selling and direct selling). It is true that company chooses sponsorship as an alternative marcom element to achieve wanted strategic goals, mainly economic nature, but sponsorship gains on importance in comparison with other elements (Faganel & Bratina, 2013). Therefore, it is important to understand how sponsorship interfere into organization strategy. In order to achieve this goal, the article defines and clarifies the scope of sport sponsorship effect on sponsors, the strategic sport sponsorship view, which also includes the basic components in planning marketing strategies. Components explanation are directly related to sports sponsorship strategy.

The **object** of the research to determine the expression of sport sponsorship in strategic planning of sponsors, and the **aim** is to develop a deeper understanding of how companies use sponsorship as a strategic tool, which is one of the supplements in their marketing program.

Research methods and organization. The theory of the article was collected from various sponsorship and strategy literatures that basically included articles from academical journals. Additional information was obtained from marketing literature. Goal-setting, was the first task in organizational process, which later turned into a clear work tasks: to define the scope of effect of sport sponsorship on sponsors and to reveal the sports sponsorship opportunities and links between sponsor' strategic planning. The research method is content analyses and systemizing, based upon theoretical framework.

Results and discussion. Organization situation – what are the firm's goals, capabilities and resources. In organizations one of the most important strategic goals are to increase popularity, strengthen the image, achievement on the new market segment resources (Mitchel et al., 2013; Lane, 2009). The company can be sponsoring sport events, which can bring this new markets, positioning against competitors and other objectives. Product – market situation – is the product category comparison new to the marketplace, growing, maturing or declining (Lane, 2009). Sponsoring can help achieve: new marketplace, increase sales, which directly will bring capability organization to grow. A company involved in sports sponsorships can send instant messages to millions of potential buyers, generate community goodwill part, but most importantly it can increase market share and profit (Bocse et al., 2012). Competitive situation – how many competitors are there? What are their characteristics and marketing method (Lane, 2009). In essence, sport sponsorship has become a powerful marketing strategy used by firms to communicate with vast external and internal audiences to differentiate themselves from its competitors (Cornwell, 2008), with the ultimate goal to orienting consumer's preferences toward sponsors' products (Barros & Silvestre, 2006) (Biscaia et al., 2013). Companies that are able to successfully tap into a consumer's psychological connectedness with a sports team, can become more meaningful to that consumer (Henseler et al., 2011), what makes benefits and extension for brands and relationship. Environmental situation – what industry – wide and company – specific environmental opportunities and threats are most important (Mitchel et al., 2011; Lane, 2009). Quinn defines strategic decisions as “those decisions that determine the overall direction of an enterprise and its ultimate viability in light of the unpredictable and the unknowable changes that may occur in its most important surrounding environments.” It is a two-way street for both the sports entity and the sponsoring organization whereby the latter, tends to associate itself or its brands with the positive images obtained by the unique personality of the sporting event (Shank 2009, p. 342) (Abiodun, 2011). The advantage of image building, promoted in a long term strategy, lies in the impact it has on an audience - target accurately determined, because of the fittest event (Bocse et al., 2012).

Conclusions. Sponsorship has changed from a marketing tool to a business platform, where main principle to choose the sponsorship project is the conformity of sponsored project with the business strategy, goals and target segments. The strategic work concerns the analyses of organizational, product – market, competition

and environmental situation, where goal setting between two units as the whole system through sponsorship results into: increase of public awareness of a brand or company, reach of a new markets, increase of sales and organizational growth, orienting consumer's preferences toward sponsors' products, exclusivity, obtained positive images, which allow to cope with unpredictable changes. These are developed in a long term period can be identified as a strategic outcomes attained through sponsorship.

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LONG-TERM ATHLETE DEVELOPMENT AND LIFE DESIGNING PROCESS

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Relevance of the research. Nowadays professional sport faces more and more problems. Transformation from a young child into superb athlete, becomes more challenging, responsible and irregular process. We must take into account, that professional sport is business, huge attention of the media, popularity and possibility to seek the best sport results. Globalization has changed some rules according amateur and professional sport. Present days children can do pseudo sport using game consoles and interact with other children into a virtual physical activity. Such sport problems becoming more relevant and involves not only children, but also teenagers, adults and coaches. All training programs must face these problems and communicate how to improve lifelong physical activity and create new life design.

The **object** of the research is the process of the athlete development. **Aim** is to discover the critical points in the process of a long-term athlete development and life designing and provide some recommendations for the physical activity in nowadays society.

Research methods and organization. The methods employed for the study include review of literature.

Results and discussion. The long term athlete development program (LTAD) has been constructed on the basis that combines successfully employed training methods alongside a greater scientific basis for children and adolescents (Ford et al, 2011). The long term athlete development program was built for both purposes - to seek best results and to create active lifestyle (MacPhail et al, 2010). The LTAD is not new program, but recognition of such athlete development did not reach all countries in the world. This model created by Balyi (Balyi et al., 2013) is heavily supported in Canada (Ford et al, 2011). Many of life-long physical activity and sport programs were created on the basis of the long-term athlete development model. In the Ireland this program was implemented to change people mentality and lifelong physical activity (MacPhail et al, 2010).

Scientific approach and adjustments of this program was not so widely recognized in the scientific world (Ford et al, 2011) (lack of publication in the Thomson Reuters Web of Science research platform), but practical recognition is proven by trainers (Lang, Light, 2010). Anyway, long term athlete development is not the only special program for the preparation of the elite athletes (Ford et al, 2011).

Today we must take into account not only sport performance, but athletes life behind the sport arena. What kind of life athletes are leading, how to be the best in the sport and to be good father, mother, friend or colleague? What issues athlete must take to find right balance for all? (Stambulova et al., 2014). Is the role of the elite athlete so neutral in our society?

Conclusions. A long-term athlete development model is adopted in many countries (Ford et al, 2011). Researchers agree that preparation of an elite athlete goes through different domains - biological, psychological and social. Nowadays long-term development model needs new approach and design. According this model most important is early involvement in sport, specialization and optimal training program, but conceptions of sport and life design must be recognized – that career belongs to the person not the organization.

Dual career (combining sport and work) has proven to be a good solution for balancing sport and other spheres of athletes' life. In athlete career an optimal balance between sport and other spheres of life is shown directly or indirectly, but new life design can be a factor in preventing athletic dropout and athletic identity foreclosure.

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QUALITY OF LIFE DIFFERENTIATION FACTORS LITHUANIAN AND POLISH REGIONS

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Relevance of the research. A comparative analysis of the quality of life in Lithuania and Poland regions in 2010-2012 was performed in this paper. A system of indicators that reflect the quality of life of the population in the regions under study was built. It consists of five units: quality of the population, living standards, quality of social services, quality of the ecological niche, cultural condition of society.

Research methods and organization. The study is based on the methods of mathematical statistics (factor, cluster, variance analysis and nonparametric statistics).

Results and discussion. Integral indicator of quality of life of the population for regions was built using the factor analysis. All baseline indicators were sorted according to their impact on the rating. Groups of related indicators were built and their mutual influence was analyzed.

Grouping of regions was made by a homogeneous meaning of integral indicator of quality of life of population using the cluster analysis. Number of groups choice was mathematically justified. As a result, 17 of the studied regions were divided into 3 groups.

Table 1 – Rating and Classification of Lithuania and Poland regions

Nº	Region	2010	2011	2012	Cluster
1	Mazowieckie	75,4	83,4	93,8	1
2	Malopolskie	47,4	51,1	55,2	1
3	Wielkopolskie	42,3	50,9	46,5	1
4	Pomorskie	37,7	46,4	46,0	1
5	Podkarpackie	5,8	8,1	6,1	2
6	Podlaskie	1,4	-0,5	-0,2	2
7	Lubelskie	7,5	-2,1	-5,9	2
8	Kujawsko-pomorskie	-8,5	-6,2	-7,2	2
9	Dolnoslaskie	-9,8	-3,67	-8,2	2
10	Lubuskie	-7,1	-14,7	-12,5	2
11	Swietokrzyskie	-14,3	-20,7	-13,6	2
12	Zachodniopomorskie	-16,5	-16,4	-14,0	2
13	Warminsko-mazurskie	-10,8	-7,3	-14,5	2
14	Lodzkie	-4,5	-13,1	-19,6	2
15	Slaskie	-11,5	-32,4	-20,5	2
16	Opolskie	-28,0	-23,7	-41,6	2
17	Lithuania	-106,4	-99,0	-89,7	3

The classification of regions has not changed within three years. Only some permutations took place in the second cluster.

The most important factors of differentiation in the regions under study for the period under review were identified.

- Quality the population. Average life expectancy, immigration rate, divorce rate, population of post-working age, natural increase, population of pre-working age, population with higher education.
- Living Standard of the population. Domestic regional product and retail turnover per capita, average wage, provision with cars.
- Quality of social services. Provision with doctors, provision with nursing personnel, industrial injuries.
- Cultural condition of society. Number of libraries and visits to cinemas.

Conclusions. The study concluded that the main factors of leveling the quality of life of the population in the regions are improvement of the quality of population and growth of the domestic regional product. To solve these problems it is necessary, above all, to provide quality health care, create new jobs in order to attract young working-age population to the regions, as well as implement a package of measures stimulating the development of small and medium-sized businesses in the spheres of material production, innovation and delivery of services for the population.

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ASSOCIATION BETWEEN ADOLESCENT PARTICIPATION IN SPORTS ACTIVITIES AND ATTACHMENT TO PARENTS AND PEERS

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Relevance of the research. Early child-and-parent relationships play a fundamental role in a child's development during adolescence age. During this period, when attachment and the relationship with parents are undergoing changes, the youngsters are becoming increasingly independent from their parents. Young people in this period are facing new challenges, including independence, autonomy, and the development of one's autonomous identity. As adolescents spend increasing amounts of time away from their parents, the development of their personality is substantially impacted not only by their family life but also by peers (Arnon, Shamaï, Illatov, 2008). Adolescent interactions and the time they spent among peers are not only enjoyable leisure time activities but also an important part of the socialization process (Gentzler, Ramsey, Yuen et al., 2014). In terms of leisure activity, sport is one of the most common forms of extracurricular activity among adolescents (Šukys, 2008; Tomik, Olex-Zarychta, Mynarski, 2012). Additionally, more than other types of extra-curricular activities, sport promote the creation of a network of friends and contribute to better relations with parents and peers (Malinuevo, Bonillo, Pardo et al., 2010). The discussion focused on the important role of the family and peer relationships for youth socialization in regard to participation in sport environment.

The object of the research is adolescents' attachment to their parents and peers and the aim is to examine the link between adolescents' participation in sports activities and their attachment with parents and peers. The study also sought to establish adolescents' attachment with parent and peer considering the aspects of gender and age.

Research methods and organization. Quantitative cross-sectional design was employed. A total of 1348 (716 female and 632 male) aged 12 to 16 completed questionnaire assessing attachment with parent and peer (trust, communication, alienation). Questionnaire also including question regarding adolescents' participation in sports activities.

Results and discussion. This study showed that adolescents not participating in sports scored significantly lower on all Parent Attachment subscales when compared to adolescent athletes. It was also established that adolescents not involved in sports scored significantly lower on Trust and Alienation when compared to adolescent athletes. Additionally, boys scored significantly higher than girls did on Trust and Alienation with parents, while girls scored significantly higher than boys in terms of Peer attachment. Younger children scored significantly higher on the Parent Attachment scale whereas senior adolescents scored higher on Trust with Peer.

Conclusions. The results of this study highlights that adolescents' involvement in sports activities play an important role in their relation with parents and peers. This study also offers several ideas regarding how youth sport positively manage differences from parenting and peers perspective.

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CHARACTERISTICS OF SPORT DEVELOPMENT IN THE INTERWAR LITHUANIA

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After World War I, the political and economic situation was difficult in Lithuania. There were no sport facilities, sport means or money for sport in the country. The total attention was directed to the restoration of the recovered state, so the beginning of sport was difficult and required obstinacy, will and dedication from sport pioneers. Evaluating that situation, E. Kubiliūnaitė-Garbačiauskienė wrote: "It was the period of restoration of Lithuania. There was just poverty and misery in our fatherland impoverished by war and trampled with shoes of soldiers of foreign armies. Who was able to think about sport and physical education in schools; moreover, who was able to imagine a sporty woman?" (Narbutas, 1978, p. 91). There were no sport fields, sport-suitable halls or rooms, sport measures and especially money in Lithuania. Sport in Lithuania was mostly popularized by emigrants from Russia, the USA and other countries, who came back after World War I and had been familiarized with different games and branches of sport. The attitude of local people to sport was negative: most of them thought sport „is too luxurious for a small nation and a just-recovered state. Lithuania is an agricultural country and young people do enough “sport” with a scythe, plough and rake.” However, sport ideas spread in Lithuania thanks to emigrants who came back from Russia, the USA and other countries.

The **object** of the research is **characteristics of sport development in the interwar Lithuania** and the **aim** is to analyse the characteristics of sport development in the interwar Lithuania.

Research methods and organization: study and analysis of scientific literature, documents and sources, descriptive and critical-analytical methods.

Results and discussion. The first sport festival was organized in 1919 and it was more similar to a training observed by young people and the society (Garbačiauskas, 1923). Young people, sportspeople, scouts and soldiers participated in the festival. In 1920 women started playing basketball in Lithuania again. The first match between women's teams LFLS and Shooter Party of Kaunas took place on the 10th of September 1922 (LSL Žaidimų komitetas, 1922). The first bike competition was organized in 1922. Attention should be paid that the same sportsman participated in competitions of different branches of sport as sport was not popular in the society. S. Garbačiauskas played football and was an active participant of track-and-field athletics. K. Bulota participated in bike competitions, played ice-hockey and competed in speed-skating events etc. K. Bulota propagated ice-hockey on the skating-rink in the Nemunas Port in 1922 and organized the first match between two accidental ice-hockey teams. In 1923 the national football selection of Lithuania competed against the Estonian team. In 1925 a bike track was built in Kaunas and the issue of construction of a stadium became more and more relevant. Sport festivals of primary schools were organized at the end of the 1920s; the same happened with district and region pupils from year 1930.

As the economic situation of the country was improving, sport and physical culture became more and more popular in the society. Year 1932 was especially important in the life of sport as all the functions of Lithuanian sport were taken over by the House of Physical Culture. In 1932 baskets were built in the previous summer theatre of Kaunas City Garden and people started training and playing indoors in winter. The fourth decade of the XX century was full of important sport events. Basketball became especially popular in 1937. With the help of American Lithuanians P. Lubinas, F. Kriaučiūnas, P. Talzūnas, J. Žukas, V. Budriūnas and M. Ruzgys, they became champions of Europe in 1937 and 1939 (Lietuva - Europos krepšinio nugalėtojas, 1937); women became vice-champions in Italy in 1938 (Moterų Europos krepšinio pirmenybės Romoje, 1938). Thousands of sport fans watched competitions in the national Olympiad in Kaunas and Klaipėda in 1938.

Conclusions. Sport was popularized in Lithuania just after World War I. Quick popularization of sport was prevented by a complicated political situation, difficult economic condition and negative attitude of the society towards sport. Thanks to sport propagators, organizers and enthusiasts, sport events became a form of leisure time in cities in the society.

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THE RELATIONSHIP BETWEEN BODY IMAGE, SOCIOCULTURAL IDEALS OF APPEARANCE INTERNALIZATION AND PHYSICAL ACTIVITY

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Relevance of the research. Research show that many adults are insufficiently physically active as do not meet the requirements of World Health Organization to be active at least one hour a day. Meantime, the promotion of body ideals in media increases along with its negative consequences like eating disorders (Lokken et al., 2004; Jackson & Chen, 2010). However there is a lack of research which would investigate the relationships among men's and women's body image, internalization of body ideals and physical activity.

The object of the research is to estimate the relationships among body image, internalization of sociocultural body ideals and physical activity.

Research methods and organization. The study involved 380 adults in physical fitness centre (198 (52,1 %) women and 182 (47,9 %) men). Their age ranged from 18 to 67 years (M = 31.05).

Body image was assessed by Multidimensional Body Self-Relations Questionnaire-Appearance Scale (MBSRQ-AS). The MBSRQ-AS is a 34-item self-report subscale measuring attitudinal aspects of body image (Cash, 2000). Internalization of sociocultural body ideals was measured by The Sociocultural Attitudes Towards Appearance Questionnaire-3 (SATAQ-3, Thompson et al., 2004) with four subscales (Internalization-General, reflecting general internalization, Pressures, reflecting pressure from TV and magazines to be thin, Information (reflecting perception of media as an important source of information about fashion and "being attractive" and Internalization-Athlete, reflecting internalization of athletic body ideals, was used in the study. The answers were produced on a 5-point Likert scale, ranging from 1(definite disagreement) to 5 (definite agreement). The higher the score, the greater was the acceptance or internalization of the prevailing sociocultural standards for appearance. Physical activity (PA) was assessed using Leisure Time Exercise Questionnaire (LTEQ, Godin & Shephard, 1985). It measured strenuous, moderate and mild physical activity during a week. The number of bouts of strenuous exercise was multiplied by 9, moderate exercise - by 5 and mild exercise - by 3. Higher score indicated higher PA in each of those three levels.

Results and discussion. Women have more negative perception of their body than men, whereas men have higher body mass index, would desire larger body dimensions and are more physically active. Women are more prone to accept sociocultural ideals of appearance and desire thinner body. Older adults have higher body mass index and want to lose weight, whereas younger adults are prone to greater internalisation of sociocultural norms of body ideals. The body image between younger and older adults does not differ. Women who are more physically active usually have better body image and also are more satisfied with their body parts. Men who are more physically active are also more satisfied with their body parts than men who are less physically active. Physically active women internalize sociocultural ideals of appearance more or less similarly. However, men who are less physically active aim to meet general and fitness standards of appearance, they feel greater pressure and are more prone to accept information regarding the appearance than men who are more physically active.

Conclusions. Since the internalisation of sociocultural norms of appearance increases, the body image concerns increase as well. Those adults, who are more physically active, also are more satisfied with their bodies. Increasing physical activity could lessen the consequences of negative body image such as restricted diet and other health damaging weight-loss related behaviour.

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THE IMPORTANCE OF EMOTIONS IN PREDICTING FUTURE INTENTIONS OF BASKETBALL SPECTATORS

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Relevance of the research. The importance of spectators in a sporting context is analogous to the importance of consumers in retailing. Spectator value is crucial to the sustainability of professional teams. This principle is especially true of satisfied spectators, as satisfaction is a key element in retention strategies and customer loyalty (Cronin, Brady, & Hult, 2000). Satisfaction is therefore a focal point for sport managers and researchers.

The consumption of sporting events is a hedonistic activity, and little research approaches the study of sporting events from a consumer satisfaction angle. This shortage of research is surprising because of the obvious influence of emotions on the everyday management of a sporting event. Mattila (2001, p. 75) notes that, "emotionally bonded customers tend to invest more in their relationships than do customers lacking affective commitment."

The aim of this study is therefore to perform an analysis of the relations between these variables and their influence on predicting the future intentions of spectators. Specifically, this study attempts to determine the role of emotions on future intentions, perceived value, and spectators' satisfaction in relation to professional sporting events.

Research methods and organization. The sample of this study is a convenience sample consisting of spectators who came to basketball matches of a first division club. The sample size was 493 persons. Ages range from 18 to 76, and the average age is 36.6 (± 12.2). The gender distribution is 68.1% men and 31.9% women. Finally, most participants (74.7%) attest to attending almost every game. We used the service quality scale and perceived value scale provided by Hightower et al., (2002). Future intentions of spectators were measured with the scale proposed by Zeithaml, Berry and Parasuraman (1996). Spectators' satisfaction was measured by Oliver's (1997) scale. All these previous instruments use a seven-point Likert-type scale ranging from strongly disagree (1) to strongly agree (7). Finally we used the two-dimensional scale for measuring emotions (pleasure and arousal) provided by Bigné and Andreu (2004).

Results and discussion. Significant differences are present for all variables (quality, perceived value, satisfaction, and future intentions) in terms of emotion. Respondents reporting high levels of emotion (for both pleasure and arousal) also record higher values in all the variables than other spectators in the study do. As the literature suggests, the models reflect the following beliefs: that service quality influences perceived value and satisfaction; that perceived value influences satisfaction; and that both satisfaction and perceived value influence future intentions.

Perceived value seems to be a better predictor of service satisfaction and future intentions for low arousal and low pleasure conditions. Conversely, for high arousal and high pleasure, service quality is a better predictor of satisfaction than perceived value. Likewise, for high arousal and high pleasure, perceived value predicts future intentions better than service predicts future intentions.

According to the results, emotions have a moderating effect on the influence of service quality on perceived value for both arousal and pleasure conditions.

Conclusions. High levels of emotion are the best predictor of service performance. Service quality exerts an influence on spectators' satisfaction and decreases the weight of perceived value. In general, the sport management field must place a greater emphasis on research into the influence of spectators' experiences in sports stadiums. In this sense, the current study contributes to this goal by observing the influence of one such variable, namely emotions.

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GEOCACHING'S, AS AN ALTERNATIVE TYPE OF TOURISM, SPREADING POSSIBILITIES IN LITHUANIA**Navickienė Regina¹, Garnytė Greta²**regina@turinfo.lt, Lithuanian Sports University¹, Vytautas Magnus University², Lithuania

Relevance of the research. On May 2, 2000 twenty-four satellites around the globe processed their new orders, and instantly the accuracy of GPS technology improved tenfold. Tens of thousands of GPS receivers around the world had an instant upgrade. The announcement came as a welcome surprise to everyone who worked with GPS technology. Internet newsgroups suddenly teemed with ideas about how the technology could be used. One enthusiast, Dave Ulmer (a computer consultant) wanted to test the accuracy by hiding a navigational target in the woods. The idea was simple: hide a container in the woods, note the coordinates with a GPS, and post it in internet. The finder would then have to locate the container with GPS receiver. The rules were simple: "Take some stuff, leave some stuff." Jeremy Irish with Mike Teague's valuable input created and announced the site to the stash-hunting community on September 2, 2000, at that time there were 75 known caches in the world. Geocaching is an outdoor treasure hunting game in which participants not only follow a set of GPS coordinates to find a hidden container, or cache but also discover new places and interesting objects. In 2003 Geocaching reached Lithuania (the first cache was recorded). There are now 2.5 million active geocaches worldwide and over six million geocachers searching for them. The question is: what opportunities for development have this outdoor activity in our small country Lithuania?

The object of research. Geocaching as an alternative type of tourism.

The aim of research: to analyse the spreading of this alternative type of tourism (Geocaching) in Lithuania and development opportunities in the future.

Research methods and organization. The analysis of literature and the qualitative research during which the people who participates in Geocaching's activities were questioned. The research was done in September, 2014. There were 5 respondents, who had to answer to the same 6 open questions.

Results and discussion. During the research there were 3 main topics: picture of participants, their activeness and the publicity of activities. The results showed that Geocaching is popular between young tourists, who know foreign languages, can organise trips by themselves, can use modern technologies and can travel by their own as well as with a group. The members of Geocaching should be more active in improving this new activity in our country or it should be done by 'institution which is responsible for country's advertisement and creation of an image, because the support like this is missing'. This type of travelling (Geocachig) is quite new and known not for many people; therefore, the well presented information would attract more people in different ages.

Conclusions. Geocaching is a new type of tourism in Lithuania. In order to spread it we need to involve more people in this activity, improve local tourism and the whole image of Lithuania. The information's publication of Geocaching and active creation of it is missing.

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DEVELOPMENT OF INFRASTRUCTURE FOR LEISURE TIME PHYSICAL ACTIVITY: POLICY AND REALITY

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This presentation arises from the IMPALA Project which have received funding from the European Union, in the framework of the Health Programme

Relevance of the research The question of personal and public health recently can not be discussed and political solutions can not get full power without a clear perspective on active life style friendly urban development. As an EU member Lithuania adopts globally and locally motivated idea of the sustainable development; however strategic decisions, actions and mechanism for their practical implementation goes not as fluent as it is expected.

Aim - to assess national policies and mechanisms for planning, financing, building, and managing of the local infrastructures for leisure-time physical activity from the end-user's perspective.

Methods: semi structured focus group interview/discussion with end users of the national policy for the leisure time infrastructure development.

Results and conclusions:

1. There is an urgent need to elaborate the research/evidence based strategic documents which clearly define priorities for the urban spaces in every municipality that would meet population needs leisure time physical activity. Wider consultations with professional bodies, voluntary organizations or the public would be appropriate when planning the infrastructures.
2. It is necessary to define/decrease the number organizations involved in planning and control of the infrastructure development in order to increase efficiency of communication and the use of funds.
3. The policy specifically dealing with access to infrastructure for leisure time infrastructures and compensatory mechanisms for the most socially disadvantaged population groups has to be elaborated to increase access and promote participation in the leisure time activity,

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MACCABIAH GAMES: JEWISH OLYMPICS IN THE 20TH AND 21TH CENTURY FROM STANDPOINT OF TABLE TENNIS**Pięta Wiesław , Pięta Aleksandra**

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Relevance of the research The idea of organization of international competition for Jewish young people from all over the world was proposed by Fritz Abraham (German Jew) in 1911. The World War I stopped all the initiatives in this respect. Nearly twenty years later, the appearance by Yosef Yekutieli during the National Maccabi Conference in Palestine (1928) brought the idea of organization of sports competition termed Maccabiah Games closer to its realization. The first international sports competition was planned for the year 1932, which was 1800th anniversary of Bar Kochba Revolt. Finally, these intentions were accepted by the Maccabi World Congress held in 1929 in Ostrava, Czechoslovakia.

Maccabiah Games were aimed to strengthen the Jewish identity. Their pattern was similar to ancient Olympic Games and the competition was held every three years. The first Maccabiah Games were of utmost importance to the Jewish community. They collected Jewish young people from all over the world, integrated groups of Jewish diaspora and supported Zionist initiatives. After the World War II, Maccabiah Games helped survive the international sport-related isolation (exclusion from sport competition in the Asian continent, boycott of Israel by the Eastern Bloc countries, non-acceptance of the Israel as a country) and expressed Jewish solidarity.

Over nineteen Maccabiah Games (1932-2013), a gradual evolution in the organization has been observed at the sports level. The ceremony of the Maccabiah Games has been changing and some Olympic Games' elements have been introduced. Maccabiah Games for athletes with Jewish origins allowed them to travel to their new homeland, Israel.

Maccabiah Games were supported financially by Israel. The competition is the place where numerous sports stars, who are medal winners in the Olympic Games, arrive. Table tennis has been played since 1935. The participants of this competition include Jews from six continents: Africa, Australia, South and North America, Asia and Europe. On average, 50 tennis players from 15 countries play table tennis during the Maccabiah Games.

Table tennis belongs to very popular sports in Jewish communities. Jewish ping-pong players earned nearly 260 medals in world championships. The most outstanding table tennis athletes who took part in the Maccabiah Games were Angelika Rozenau (six time singles world champion) and world championships' medal winners including: Leach Thal Neuberger , Fantusz Zsuzsa (Suzy Jawor) and Michael Haguenauer. The continental competition champions also participated in the Maccabiah Games.

Athletes of Jewish origin were present in all the Summer Olympic Games and won in total 457 medals, including 200 gold in various sports. However, no medal was won by Jews in table tennis competition, introduced to the Olympic Games in 1988.

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ETHICS AND WORKING CULTURE OF THE EMPLOYEES IN THE REGION MUNICIPALITY

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Relevance of the research. Ethics covers various areas of life: personal, public and professional relations. Personal ethics studies the well-being of certain individual and his development methods. Social ethics emphasizes well-being of society, duties of individual persons in the society. In the professional ethics main attention is paid to the behaviour of the representatives of special field (Raipa, 2001). Employees working in public sector inevitably stuck with ethic and working culture problems. Perhaps even more often that the representatives of other fields, because they are constantly communicating with people, help them to solve their problems every day, inform people about new products (Wagner-Tsukamoto, 2005). When having some contact with employees, people judge the morality and working culture of higher officers and all sector according to their behaviour (Chen, 2005). Therefore ethic and working culture of public sector employees should be as high as possible. Ethic is important not only in communication with customers (external environment), it's important also internally in the organization, in the mutual relations between colleagues and staff members (Palidauskaitė, 2001). Ethical problems might cause various different consequences. Some of them are solved almost unnoticed; the others have strong impact separate persons or organizations. Ethical problems might occur and disappear or have continuous character.

The purpose of the work – to disclose importance of ethics and working culture of the employees in the Klaipėda municipality sector. Object of the work – ethic and working culture of the employees.

Materials and methods of the work – in this paper there were used analysis of scientific literature, analysis of legislation, survey with questionnaire, statistical analysis of the data, graphical modelling, specifying and summarizing and logical abstraction methods. There also were analysed scientific and practical material of national and foreign authors (Raipa, 2001; Palidauskaitė, 2001; Chen, 2005; Fassin, 2005 and others). In order to disclose importance of ethics and working culture of the employees we have chosen municipality of Klaipėda region for the research.

Conclusions. Organizations are unlikely to have just a single overarching culture. Instead, multiple cultures or subcultures are often present. Organizational cultures are shared experiences resulting from both low-and high profile successes and failures, patterns of conduct, and self-regulating practices. Ethic and working culture in the work of public sector is nonetheless important than in the work of other professions, because they have to communicate with people every day. Work culture change is a process of give and take by all members of an organization. Formalizing strategic direction, systems development, and establishing measurements must be owned by the group responsible for them. Conflicts in the work of public sector are the negative appearance, because of their negative impact on the person itself and the people around - customers, colleagues. It has negative impact on the efficiency of work, communication, working atmosphere. The employees of Klaipėda municipality who participated in the survey agreed with the opinion that the standards of ethics applicable to the public officers are stricter than those applied to ordinary citizens and also the proper image of the employee helps to support public confidence in service. After separate evaluation how men and women stuck with ethical problems it appeared that men stuck with ethical problems quite rare (66%), women stuck with ethical problems very often (27%), or quite often (27%). Employees who have been working at public sector for 10 or more years stuck ethical problems more often as well. The salary and education has no influence.

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PECULIARITIES OF WORKING TIME ORGANIZATION REGULATION IN THE PUBLIC SECTOR

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Relevance of the research. The organisation of work is an integral part of the company's activities, since it helps to manage work and implement its objectives. It can be stated that company would not exist without permanent organisation of work. More and more problems related to this issue arise in Lithuania and in other countries of the world. In general, these problems were determined by organisational principles of work that has been formed many years ago. The efficient work of employees requires an appropriate organisation of their work. Proper distributed and organised working time leads to the welfare of both an organisation and employees.

The object of the paper is the organisation of working time for the employees of Kaunas district municipality.

The aim of the paper is to analyse the organisation of working time for employees of Kaunas district municipality.

The methods used in the paper are as follows: monographic method, the analysis and synthesis of scientific literature, the analysis of legal acts, descriptive method, comparative method, graphical method, questionnaire and statistical method.

Conclusions. Organisation of work is an integral part of each and every company, since it is essential for the performance of tasks and goals. The organisation of heads and employees working time begins with the determination of goals. Company's goals determine its further activity. Emotional tension is one of the main factors that makes the process of work organisation difficult. However, the ability to manage this tension is considered to be significantly important personal features of a good employee. Adequate organisation of work requires experience which is normally obtained when overthinking and analysing of the work performed, as well as drawing conclusions for improving further stages of planning. The research showed that the employees of Kaunas district municipality usually choose this work for their personal features which are suitable for working in this institution. Employees are young, educated or still studying at universities. Absolutely all the respondents agree that the activity of the municipality is highly dependent on the plans and schedules of their head's work. According to the research, overtime work is not common in this organisation. It can also be considered that the number of overtime hours is very small, so it is possible to draw a conclusion that the work in Kaunas district municipality is organised rather properly. The majority of the respondents are also satisfied with the workload; a slight dissatisfaction appears only among relatively new members of the organisation. The municipality should pay particular attention of the opportunity to improve skills. There should be more training courses organised. As the results of the research show, an opportunity to improve skills would definitely decrease the turnover of staff and attract skilful and experienced employees who would work in a working place permanently. A chance of further training is one of the main factors for motivating employees. The head of an institution should provide opportunities to choose the beginning and the end of working hours more freely (this option is also determined by law). As a matter of fact, this would provide better conditions to meet the individual needs of staff members.

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INNOVATIONS' INFLUENCE ON ENTREPRENEURIAL ORGANIZATION'S CULTURAL STIMULATION IN TOURISM ORGANIZATIONS

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Relevance of the research. The topic of entrepreneurial organization's culture becomes very important for fast changing economic. (Duobienė, 2014; Lipinskienė ir Stanikūnienė, 2010). Traditional management methods became less effective and changing environmental impact requires new changes in organizations as well. According to many authors (Hall et al., 2012; Yildiz, 2012; Bagdanavičiūtė, 2012; Stripeikis, 2008;) the organizations which are innovative, flexible and have entrepreneurial culture properties can easier adopt to changing environmental changes.

The aim of research: to analyse the impact of innovations on entrepreneurial organization's cultural stimulation in tourism organizations.

The object of research: impact of innovations on entrepreneurial organization's culture

Research methods and organization: analysis of systematically and scientifically literature, quantitative research (questionnaire) in which 93 managers from Lithuania's tourism organizations were participated. The research duration: months of August and September.

Results and discussions. The results of research proved the findings which were made in literature analysis that innovations' use in tourism organization can stimulate entrepreneurial organization's cultural development (Hall et al., 2012; Yildiz, 2012; Bagdanavičiūtė, 2012; Duobienė, 2014). More than 83, 3 percent of analysed tourism organizations implement new technologies, constantly update computer programmes and create conditions for improving new skills. 88, 7 percent of organizations motivate to search for faster and more comfortable work methods; hear the new ideas of employees. 93 percent of organizations do the questionnaire of clients in order to know the quality of provided services and according to them improve the current ones, update internet sources and etc. In all analysed organizations, the ambition of new knowledge is encouraged and local (also non-locals) trainings are organized.

Conclusions. One can describe innovation as a toll of entrepreneurial management, therefore, the use of it in most of Vilnius and Kaunas tourism organizations can be considered as entrepreneurial organization's cultural stimulation. Tourism organizations which follow innovation's ideas take the initiative and change the settled methods by creating new products; and this is already entrepreneurial organization's cultural sign. To sum up, the stimulation of applying innovations in tourism enterprise at the same time stimulates entrepreneurial organization's cultural development.

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AESTHETICS OF HUMAN'S MOVEMENT

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Relevance of the research. The aesthetics seems to be appearing in people's lives more and more, especially these days. But there are two very different attitudes of how to handle this term and its content.

The first one and very obvious is conquering our minds at every corner in magazines, TV's and advertisements and tries to persuade us that we might live better life with uniformed bodies, hairstyle, households, whose style is dictated by self-proclaimed "aestheticians". In fact they are reaching right the opposite of what is, by our opinion, the aim of studying aesthetics. Wolfgang Iser, a philosopher, calls this process "anaesthetization", which has both to do with losing a kind of sensitivity to perception of beautiful and ugly and also total opposite to what is meant by cultivating people's surrounding.

On the other hand still more and more professional philosophers are paying their attention to aesthetics (i.e. aesthetics known as in a conception by Baumgarten) in not usual relations. Not usual, but still they do seem to be logical: e.g. sport.

There are sport disciplines, which evaluate "aesthetic" component. Not measuring meters, seconds, kilograms of lifted weight, etc. Is it really possible to evaluate "aesthetic" part of sport performance? When we state that aesthetics is a matter of taste and the taste we have is a summary of our social, cultural background, then is it possible to decide this is aesthetic or beautiful this is not?

As we stated earlier there are many topics which are now interesting and lies on the border of these topics: aesthetics and sport.

Results and discussions. Before dealing with the term "aesthetics", we need to say what is the content of it? Since ancient Greece philosophers or thinkers deal with what is pleasant for people's senses. Even in prehistory: Simple paintings and tools found in Altamira's cave proved that from the very start of human existence he was producing tools that are not only useful but they had also (or sometimes even only) decorating function.

We can see in all history of philosophy thinkers who were considering this topic, it was very important to find own attitude, even negative (as e.g. Kant). We want to briefly remind what they saw as crucial.

In the beginning of this article we outlined new topics that are resounding in "aesthetic" field connected with sport as evaluating aesthetic component in some sport disciplines, beauty or ugliness of body in movement or changes of human's body caused by sport – on the way to beautiful or just the opposite? Some contemporary thinkers also discuss possibility of seeing sport as an art or nearly the same as theatre performance.

In this article we are trying to list the most important authors and their thoughts, which are contributing to this affluent field of philosopher's interest. We find it reasonable because of the perspective of today's society. Everything is so fast and we agree that people still "know less and less about more and more", i.e. we are missing the depth – in our thinking as well as in our deeds.

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NEW MEDIA FOR PROMISING ATHLETES' IDENTIFICATION: THE RISE OF "SOCIAL" TALENT SCOUTING

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Relevance and aim of the research. Despite the Financial Fair Play Regulations introduced by Uefa, many European professional soccer teams still keep reporting repeated financial losses: they continue to spend 30% more than they generate (Deloitte, 2013). What clearly emerges is the wider inflationary impact of clubs' spending on players' salaries.

In order to improve their economic and financial sustainability, many teams in recent years began to invest in young talent development programs. The aim is to identify promising youngsters and to provide them with technical skills and tactical knowledge at an early age. Thus the clubs enable financial resources to be saved.

The importance of talent scouting as a crucial mechanism for recruiting the best performers for professional teams is well known both in the sport science (Abbott et al., 2005; Durand-Bush, Salmela, 2001) and in the sport management literature (Brady et al., 2008; Taylor, Doherty, McGraw, 2008). However, there is still a lack of scientific knowledge about the role and impact of advanced technologies on the scouting process, while only empirical evidence and press releases enlighten the opportunities of using new technologies for data collection and information sharing about athletes (Carnevale Maffè, Padovani, 2014).

Nowadays new media platforms make faster and more tactical the way to analyse players' performance. Moreover, social media provide for athletes the possibility to display their own technical profile by uploading online data, statistics, images and video.

The research's questions to be investigated in this paper are:

RQ1: If and how professional soccer teams are using new media for identifying and recruiting new players;

RQ2: Which kind of new media are more diffused (digital database, social network, etc.)

RQ3: What kind of information/content is exchanged on the social media platforms

Research Methods and Organization. The research focuses on Italian professional soccer teams (Serie A and B) that are highly investing in talent scouting.

For this investigation a qualitative methodology based on a multi-cases analysis (Yin, 2011) is used. Data and information are retrieved through multiple research evidences:

- open-ended interviews with soccer teams' sport directors, talent scouts, coaches and players, founders of web talent scouting platforms, etc;
- meta-analysis of online databases (SBRnet, Sport and Technology Review, Sport Business Journal, etc.) and official websites;
- web content analysis (Franzosi, 2004) of online platforms focused on soccer talent scouting

Results and Discussion. Although the research is still on-going, the first explorative findings suggest that soccer teams are increasingly using web based technologies to discover young talented players. These online platforms can be defined as innovative and complementary channels by supporting the traditional system of talent scouts for supplying the most crucial productive assets, that are athletes.

On the club side, teams can facilitate the information flows sharing and downsize their investments on talent selection. Video scouting systems avoid clubs to invest money and time to travel worldwide to attend youth tournaments, international events or leagues games abroad in order to seeking out untapped players. On the athletes side, players can emerge from a scientific and transparent process, maximising their performance and improving match preparation.

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ULTRA GROUPS AS A SOCIAL LEISURE AREA AND THE WAY IT HAS BEEN DEVALUED BY VIOLENCE

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Relevance of the research. Ultra groups have been a reality in Portuguese football stadiums since the 80s and are news and investigation targets, not only because of their support team and means of adhering motivations, but mainly because of the violence incited by some Ultra groups members.

In fact these Ultra Groups are rooted in the Ultra Movement which began in Italy in the late 60s of the last century, under the influence of English Hooliganism. Considering such influence, it isn't surprising that social research and social theories about these groups have had violence as their main topic (Clarke, 1978; Taylor, 1982; Dubet, 1996; Dunning et al., 1992; Elias, 1992; Armstrong, 1994)

The Object of the research. Four Ultra Groups who support teams of Oporto City whose names are Super Dragão and Colectivo Ultras 95 – both support Futebol Clube do Porto – Panteras Ngeras that supports Boavista Futebol Clube e Alma Salgueirista that supports Sport Comércio e Salgueiros.

Research methods and organization. The research was based in direct and participating observation made among the groups during 6 years. Were also conducted 90 semi-structured interviews, 20 autobiographical narratives and surveys (sample 206 for estimated n=1766).

Results and discussion. The communication aims to demonstrate that violence, despite its notorious visibility transmitted by the Media, is far from being a regular practice. It is, in fact, one of the least frequent. It represents itself as a perverse effect from these groups, and each significant social theory that aims to understand and explain this phenomenon (as explained), is unable to, satisfactorily, do it.

Conclusions. The research carried out shows that it is necessary a different conceptual approach which will be able to enhance the manifested and latent functions of the ultra groups. The communication will demonstrate that these ultra groups are a social space of leisure for young people, rather than spaces of violence. Actually, having used direct participating observation and having registered Ultra groups members discourses, it is possible to demonstrate that life in these groups represent, for many, not only a break from difficult everyday life, but also the only and/or the most important moment of social leisure in their lives.

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BUSINESS RISK ASSESSMENT MODELS

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Relevance of the research. In business, everything cannot be predetermined, so the element of risk is inevitable. Business is susceptible to risks. Scientists state that the risk can take in many different forms, which can have disastrous consequences for businesses. The risk exists, whether it is a large company or a small business, whether it is profit or charitable organization. The aim is to test the new business opportunities at any time are linked to decisions that inevitably involve risk. The ability to identify and plan the risk today is one of the most important aspects of the management functions. A variety of risk management and valuation models are used in business. Risk assessment and management models used in business can be more general, since they are subject to a variety of circumstances. They are not related to a specific business, so they can more easily adapt and to change to applying to a particular business sector. Abroad, without the business risk professionals the larger company's activities are unimaginable. There are a number of risk assessment models created, where the risk is identified, analysed and assessed.

The object of the research is business risk, **and the aim** is to analyse the most popular business risk assessment models and their application possibilities assessing tourism risks.

Research methods and organization. Scientific literature analysis and synthesis, the analysis of primary and secondary sources, logical conclusions generation.

Results and discussion. Various models analysis carried out in the study (Valsamakis, 2004; Burke, 2000; Gray, 2006; Osborne, 2012; Passenheim, 2010; fuzzy sets risk assessment model; Australian and New Zealand Risk Management Standard) have showned that they are not very different from each other but some have disadvantages, because they can not be adapted for incoming tourism. The study found that the assessment of business risk assessment models may be carried out in several positions: user, tourist operators and regulatory authorities.

Conclusions. The risk assessment models, carried out, show that in the classification of risk it is appropriate to use a procedural approach, which is related to the tourism product identification stages. It would be logical to link the risk identification with tourism services provision stages. At each stage, there is a certain risk. Thus, for example, in the service formation stage the tourism industry infrastructure risk is dominating, which is associated with a variety of subjects - tourism service provider's disorders. Such risk feature is it's uncertainty process in the tourism sector, ie they can occur and develop independently of the tourism object and user. Studies have shown that all of the risk analysis methods are based on internal stability analysis. Stability in this case is understood as the company's internal and external communication strength. Instability is seen as an inadequate reaction to the risk factors impact, the absence of strong links between the travel agent and the economic environment, failure to resist unfortunate competitive environment changes.

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ADULT ALCOHOL PURCHASE INTENTION: THE INFLUENCE OF HEALTH CONSCIOUSNESS, ATTITUDES TOWARD ALCOHOL ADVERTISING AND ALCOHOL DRINKERS

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Relevance of the research. Alcohol consumption and behavior related to it is a widely discussed topic. World health organization (WHO) reports 2.5 million annual deaths caused by the harmful use of alcohol. The use of alcohol puts risk on just on the individual level, but compromises the well being of the society. Although a variety of researches focuses exclusively on teenagers, student and adolescence alcohol use issues (Burns, Hampson, Severson and Slovic, 1993; Marcoux & Shope, 1997; Varela & Pritchard, 2011; Sancho, Miguel and Aldás, 2011; Deshpande & Rundle-Thiele, 2011) the investigation in to relation between health consciousness, attitudes toward alcohol advertising and alcohol drinkers and their effect on adult alcohol purchase intention is scarce.

The **object** of the research is to examining adult alcohol purchase intention phenomenon influenced by individual's health consciousness, attitude toward advertising, and attitude toward drinkers

Research methods and organization. The data for this research was collected on December, 2013. A total of 388 filled questionnaires were collected to perform the research. Structural equation modelling (Lisrel 9.1) tools were used to test the proposed hypotheses.

Results and discussion. The findings reveal that health consciousness and attitude toward alcohol drinkers have a significant negative effect on alcohol purchase intention among adult population, while attitude toward alcohol advertising indicates significant negative effect.

Conclusions. Adult alcohol purchase intention is a complex phenomenon influenced by both of social and personal determinants. This research paper revealed that consumer's inner characteristics those of health consciousness, attitudes toward alcohol advertising and alcohol drinkers have an effect on adult's alcohol purchase intention. Conclusively, these finding could be ultimately used while seeking the reduction of alcohol amounts consumed.

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COACHES' DISTINGUISHED ITEMS OF MOTIVATIONAL IMPACT IN PROFESSIONAL VOLLEYBALL TEAMS

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Relevance of the research. The importance of adequate process to motivate athletes in achieving their results relevant to the capability is emphasized for many years and was reflected in numerous scientific books and papers (Martens 2009, Czajkowski 2004, Franken and Brown 1995, Franken 2005). What's more, one can point the authors that recognize the level of motivation of athletes at the highest rank for the issue even more important than other elements affecting the achievement of high results (Czajkowski 2004, Karwiński). Taking this into account, it is expected that coaches working with professional athletes devote a lot of attention and take a lot of work regarding this area. Professional athlete's status, who performs their duties based on the provisions of the contract, justifies, in a sense, treating them like the employees of companies outside the sport, which is evidenced by the works of Puciato (2013), Łasiński (2003) and Panfil (2004). The consequences of this approach are evident in the supervisor's (in this case: the coach) influence on a specific employee that is an athlete. One of them is to extend the set of motivational factors for a wide range of material factors, including financial. Therefore the authors prepared and conducted research among coaches in professional volleyball league for men in Poland concerning their activities taking into account the wide range of possible forms and factors of motivation. Identification of methods and relating them to the requirements contained in the literature allowed to develop practical guidelines to improve the process of motivating professional volleyball players.

The object of the research. Description and analysis of motivational methods used by coaches in volleyball men's professional league in Poland.

Research methods and organization. The studies used diagnostic survey method with a questionnaire survey. The questionnaire was developed on the bases of literature studies and the practical experience of the researchers. Traditional form of questionnaire (paper) and electronic with online access were prepared for the survey. The object of authors' study were to be Polish coaches working currently or in the past in a professional volleyball league for men, which meaningfully affect the sample size. For the purposes of this paper 11 coaches has been tested in the period between October 2013 and March 2014. Then the results were analyzed quantitatively and qualitatively.

Results and discussion. The results show that the coaches use the individual approach in the players process of motivation. There are also situations where the impact is carried out in a relation to the whole team. Researched coaches always establish objectives for the team and often formulate players' personal goals by including them in the planning process. A large group of coaches prefer to apply in their work the immaterial motivation more than the material one, however, they indicate some specific situations in which the material motivation is dominant. The motivational techniques declared by respondents include: motivational speech, the evaluation of current activities quality, raising the voice, the use of a system of rewards and punishments and code of behavior, use of motivational videos that contain the own team and opponents' actions. 9 of 11 coaches changed used forms of motivation depending on the training period. Respondents pointed to small possessed effect on salaries of athletes and the strong bonuses dependence on the performance. Monitoring the effects of motivational activities occurred rarely and was not based on objective tools. Based on the data collected unambiguous answer to the question about the differentiation of the number of motivational factors during training and competition is impossible.

Conclusions. Individual approach to the players used by coaches combined with the impact on the team as a whole should be assessed positively and recommend as good practice. Research indicates, however, meaningful differences in the activities of coaches that can be assessed as errors or, conversely, the use of approaches adapted to the specific needs and circumstances. The analysis of the scope and frequency of use of the immaterial and material impulses indicates that the immaterial motivation is dominant and the material one in a small degree concerns the activities during the event. The directive which follows that is: combine objectively measured competition efficiency and players impact on the result with the financial stimuli of various heights. Large variety of methods and techniques declared by the coaches is a situation conducive to effective motivation, but it certainly should be built on the basis of consistent motivational systems to create order and prevent a lack of coaches actions coordination. The limited impact that coaches have on material motivation is a situation that hinders effective motivation of athletes, therefore it should be ensured that the coaches, as a direct supervisors of professional athletes, had a large impact on the used system of material motivation. Effectiveness of motivation monitoring used rarely by respondents seems to

be a mistake. It can be caused by the lack of convenient and uncomplicated measurement tools. In conclusion it is recommended to definitely disseminate the existing techniques and develop the new ones that would provide the coaches feedback on the results of conducted impact.

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UNIVERSITY ATHLETES AND SOCIAL ATTITUDES: AN ANALYTICAL STUDY**Syed Ibrahim, Syed Muneer Ahmed, Syed Azhar Ahmad**

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Relevance of the research. It is believed that most sports activities engulf groups and teams. The social dynamics of sports group is an important component of sports sociology. Situations like the sharing of victory and defeat and success and failure in sports has democratizing influence and the individual interest and beliefs are sacrificed for the common goal. The main aim of the study was to know the social attitudes which are existing among university athletes.

Method: the subjects selected were both university men and women athletes representing different games and sports between 18 to 25 years. A group of 120 athletes were assessed for the study with the modernization attitude scale developed by Mathur (1997). This 35 items scale was divided into Socio-religious, marriage, position of women, educational and global attitudes, in which low scores indicate traditionalism in outlook and on the other hand high scores signify modernism in attitudes. Mean, standard deviation and 't' test was used for analysis of the data.

Results: The social attitudes of subjects on education differed significantly between team games and individual sports with the 't' value of 3.22. Marriage and Global attitude with 't' values of 2.71 & 2.30 respectively showed significant difference between the urban and rural athletes as the urban subjects possessed more modern outlook. There were no significant differences between the male and female athletes and among the high and low performer subjects on social attitudes as the results did not indicate any difference.

Conclusions: It was concluded that there were no differences between male and female university athletes. It was found that team game athletes desire that the educational system should be modernized. The urban and rural athletes differ significantly on the aspect of marriage and in the global social attitudes. Further, high and low performer university athletes share the same feeling on social attitudes.

КОМПЕТЕНТНОСТЬ БУДУЩИХ СПЕЦИАЛИСТОВ ОБЩЕСТВЕННОГО ЗДОРОВЬЯ В СФЕРЕ СПОРТИВНОЙ И ДОСУГОВОЙ ДЕЯТЕЛЬНОСТИ НА ВОДЕ

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Актуальность исследования. Правовое обеспечение и разрешение на трудоустройство в любой стране – члене Евросоюза, открыли для молодежи Литвы большие возможности в свободе передвижения и трудоустройства. Однако этот шаг поднял на порядок выше требования к молодым специалистам при конкуренции на рынке труда (Скирене и др., 2011). Несомненно, это коснулось и тех, кто планирует связать свою жизнь и профессиональную деятельность с пропагандой здорового образа жизни. Подготовка специалистов этого профиля ведется в Литовском университете спорта.

Одной из целей обучения будущих специалистов физической активности и здоровья населения является приобретение ими теоретических знаний о сферах, нормах, формах здоровьезберегающей физической активности лиц разного возраста и с различными факторами риска для здоровья. Поэтому в перечень дисциплин, входящих в программу обучения, входит дисциплина «Рекреативная физическая активность II». Она относится к выбираемым студентами по желанию и предполагает теоретические занятия в аудитории и практические занятия в бассейне.

Существовавшая ранее система образования предполагала лишь передачу знаний обучающимся, однако, формирующаяся в настоящий момент – предусматривает качественно новый подход к получению знаний. Ее основной прерогативой стало обучение студентов самостоятельно решать типичные и нетипичные задачи, вести поиск информации, постоянно овладевать новыми знаниями (Шарафеева, А., 2013, (а, в)). Без сомнения любой работодатель будет заинтересован в таком выпускнике ВУЗА, который не только сможет организовывать и проводить занятия, но и будет находиться в постоянном поиске и пропаганде новых форм физической активности.

Целью исследования явилась оценка компетентности будущих специалистов общественного здоровья в сфере спортивной и досуговой деятельности на воде.

Методы и организация исследования. В период с 2009 по 2014 г.г. на теоретических занятиях студентам предлагалось составить перечень видов спорта и физической активности, для которых был бы необходим навык плавания. В исследовании приняли участие студенты IV курса (119 чел.) дневного и V курса (49 чел.) заочного отделений специализации «Физическая активность и общественное здоровье» Литовского университета спорта.

Результаты исследования и их обсуждение. На сегодняшний день количество видов спорта и физической активности на воде исчисляется десятками (Посудевская В. 2014). В связи с этим стало интересным, насколько информированными и компетентными в этом вопросе являются студенты выпускных курсов ЛУС.

Полученные данные показали, что студенты разных лет обучения демонстрировали различные знания о спортивной и досуговой деятельности на воде. Большинство опрошенных были не в состоянии охарактеризовать такие виды спорта и физической активности, как: акватлон, фридайвинг, подводное регби, подводный хоккей, подводное ориентирование, вейбординг, рафтинг, каньонинг и др. Наибольшее количество видов спорта и физической активности, требующих умения плавать, назвали выпускники 2012 г. (27). Как представители очного, так и заочного обучения делали презентации о кануполо, кайтинге, крикинг-сплаве и др. Студенты других годов обучения зачастую ограничивались лишь перечнем (не всегда полным) олимпийских водных видов спорта и гидроэробики, забывая о культивируемых в Литве пятиборье (олимпийский вид спорта) и триатлоне.

Выводы. Введение в программу обучения будущих специалистов общественного здоровья нетрадиционных водных видов спорта могло бы повысить их компетенции в сфере спортивной и досуговой деятельности на воде.

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EFFICIENCY OF PROFESSIONAL SPORTS CLUBS IN POLAND*

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Relevance of the research. In the years 1990-2014 about 150 professional sports clubs having the status of joint stock companies were founded in Poland. Almost 50% of them stopped their activity as a result of financial difficulties. The aim of the presented work is to identify financial conditions and sports achievements of 52 professional sports clubs in Poland operating in football, volleyball and speedway.

Research methods and organization. The financial condition of particular clubs was established, among others, with indicators of financial liquidity, return on sales and indebtedness of assets. The level of sports achievements was evaluated with points taking into account positions taken by the clubs in national and international games.

Results and discussion. As a result of the study it has been found, among others, that professional sports clubs in Poland in all the researched sports did not generate profits adequate to their property and capital. Regarding financial losses, the worst was the situation of football clubs. The level of current assets they had usually did not match the level of their short-term obligations. Moreover, the researched sports clubs were characterized by a low level of return on sales. An average level of the clubs' indebtedness was considerably higher than their total estate.

Conclusions. Sports achievements of the clubs were considerably influenced by return on sales. No statistically significant correlation between financial condition of the clubs and their sports achievements was found.

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SPORTS INDUSTRY STUDENTS PERSONAL EXPRESSION: THE AESTHETIC ASPECT OF EDUCATION

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Relevance of the research. Aesthetic Education – is a different shape of behavior that the student must know in order to participate in social life, to be able to adapt to a different social environment or different requirements such as university, family, and society as well as to resolve conflicts effectively and constructively.

When a student develops social competence, he or she respects and tolerates people who belong to different cultures as well as different social or age groups, also tolerates and respects both genders equally. It is important to mention that such student knows personal and other people's responsibilities and rights, understands herself/himself as a member of society. All these statements substantiate the relevance of the topic because managers communicate with customers directly and it's essential to state that there aren't any scientific researches made analyzing aesthetic education of the tourism and sport managers.

The object of the research. The main question is if a student, who comes to work at a company is aesthetically educated. Knowing the answer to this question could help to ensure the right educational system to develop social competence of future students of tourism and sport management that it would be easier to come into the labor market.

To answer to this question it has been suggested that the social competence level of future managers of tourism and sport is higher in the fourth year of studies than in the first year of studies.

Research methods and organization. This assumption will be examined by making inductive reasoning after analyzing and summarizing quantitative data. To collect quantitative data a survey was made during the practice period. This assumption examining will also be based by deductive logic; data will be justified by generalized knowledge about the phenomenon under investigation. The investigation was based on Social learning theory.

Conclusions. This theory claims that the observation of other people's behavior make influence on individual learning process and the development of behavior. Social skills are developed by modeling and observing the behavior of other people in social groups.

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TAX OBLIGATIONS OF ASSESSMENT: SPORTS ORGANIZATIONS ACTIVITIES ASPECT

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Relevance of the research. The evaluation of tax obligations has been analysed in the works of science, yet the Lithuanian legal doctrine has more of a global point of view to these matters. Taken that in consideration, this article will attempt to reveal the conception and content of tax obligations by using methods of systematic, logical and comparative document analysis, and also to analyse in greater detail one of the elements of this mechanism: the application of tax obligations in sports organisations activities. Many investigations had been made and reasearches written worldwide, however, very little has been done to analyse the methodology of

tax obligations to define and systematically analyse it in sports organisations.

The purpose of the article – to evaluate the performance of tax obligations in sports organisations and to find out whether the taxes correspond to the provisions of the principles of tax justice. After the evaluation, proposals are to be made in order to improve the differentiation of tax obligations.

The goals of the article: to define the aspects of tax distribution and administration; the conception of tax obligations as a tax burden in in sports organisations activities.

The object of the research: Evaluation of tax obligations.

Research methods and organization: The comparative analysis of scientific literature, such as scientific articles, monographies, studies of scientific analysis, programs and strategies, its summary, and the summary and analysis of statistics.

Results and discussion: “Taxes are obligatory payments to a budget of a particular level of administration, or to an off-budget fund, established with legitimate acts by the government or territorial authority“. They are necessary for the state to perform economic, social and political functions. In a broad sense, the distribution and redistribution of the national income is performed by taxing.

The topic of evaluating tax obligations has been analysed in the works of science, yet the Lithuanian legal doctrine has more of a global point of view to these matters. Taken that in consideration, this article will attempt to reveal the conception and content of tax obligations by using methods of systematic, logical and comparative document analysis, and also to analyse in greater detail one of the elements of this mechanism: the application of tax obligations in sports organisations activities. Many investigations had been made and reasearches written worldwide, however, very little has been done to analyse the methodology of tax obligations to define and systematically analyse it in sports organisations.

Conclusions. All in all, taxes still seem to be little analysed from the rights and responsibilities point of view. This research is an attempt to show the specifics of tax functions within the democratic state, demonstrating the links between the human need to create a state as a measure to secure the rights, the taxes as the principal mean of state maintenance and the legal duty, and the functions of the state as a way to meet the human needs, thus forming the logical chain of values: Man→state→taxes→man (the human needs create the state, which requires the taxes to maintain it. The state that was developed by taxes serves the people in return).

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RATIONALITY OF LEISURE SPORT

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Relevance of the research. Several studies were completed about the economic significance of leisure sports and summarized the impact of regular physical activity on the quality of life of societies. These studies use macroeconomics tools, assume rationality of individuals and analyse the fiscal impact on the national economies within this methodological framework. Thanks to these researches, now we can describe well the impact of leisure sport on individual, company and society level but we are not able to understand the real choices of individuals through the traditional economic framework.

Studies based on bounded rationality (Simon, 2000) in the field of the behavioural economics revealed regularities of human decision-making and identify the econs respond primarily to incentives, but real humans are also influenced by nudges.

The aim of the research. The aim of this research is to face the normative theory of classical economics to the more descriptive decision theory to understand how people can force to increase their leisure sport consumptions.

Research methods and organization. Our primary research examined the opinion of Hungarian adult population on a representative sample in January 2014, with a personal (1000 persons) and telephone query method (3000 persons) about their sporting habits, motivations and about the operation of leisure sports organizations. In addition, interviews were carried out with sports directors of 100 municipalities, and with the representatives of 300 institutions with the purpose to discover the practices of Hungarian sports. With these data we are able to get an overview about the processes determining decisions in the Hungarian sport climate and the areas which needs to be developed.

As a secondary research, we compared the results of economics and decision theory literature with the leisure sport economics' principles. The comparison intended to explore the principles of decision-making in an uncertain environment, and the identification of systematic errors and biases (Kahneman, 2012). Based on the results proposal were formed.

Results and discussion. Economics assume such an abstract homo economicus who is opposed to the real decision-making processes that are systematically different from the normative theory. People make good choices in contexts in which they have experience, good information and prompt feedback. Choice architect could make decisions better and libertarian paternalism self-consciously attempt to move people in directions that will make their lives better (Thaler, 2008).

Conclusions. Since there are not completely neutral decision situations, in order to realize the socially significant objectives it is important to take into account factors effecting the real human decisions at the design of the an decision-making environment. Using incentives and nudges the individuals can be guided closer to the socially more useful amount and form of leisure sport activities.

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WHAT WE CAN OBTAIN FROM LOSING IN SPORTING COMPETITION: IN DEFENCE OF EXCELLENCE AND ACHIEVEMENT

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Relevance of the research. Athletes compete to win in competitive sports and do not play a match on the assumption that they will lose. The aim of victory is structurally incorporated in sporting competitions. Even without the intention of winning, it is still possible for a player to obtain a victorious outcome. In a given race or match, only one player or one team can achieve complete victory, i.e., it is the structure that produces a solitary winner and a multitude with the experience of defeat (Sekine and Hata, 2012). Sports are said to be the pursuit of excellence (Weiss, 1969) and sporting competition is defended as a mutual quest for excellence through challenge (Simon, 1991). Then what do sports bring to the majority of us who are not winners? Losing provides valuable feedback in the effort to meaningfully and strategically pursue excellence in future competitions (McLaughlin, 2014). The purpose of this paper is to clear what we can obtain from losing in competitive sports when excellence is not necessarily obtained for many of us.

Research methods and organization. What is important for us besides victory in competitive sport? The authors argue this problem by exploring the concept of victory and achievement, and then consider the following issues with referring to the literatures written by several sport philosophers: (a) winning, losing and self-overcoming; (b) sport and the Japanese martial arts; (c) victory and defeat in the view of humanity.

Results and discussion. Athletic achievement tends to be outcome-oriented and is divided into achievements of character and achievements of production. The former achievement cannot be evaluated quantitatively, while the latter could be measured on objective scales, either with numerical records or in terms of the degree to which it contributes to victory. Victory can be determined by rules. But it is difficult to imagine using rules to determine achievement or lack of achievement as outcomes in competitive sports. There is necessarily no objective standard for attaining achievement or lack of achievement in sports.

The opportunity for self-overcoming is present in the spirit of those who are losers as determined by sporting rules. Self-overcoming is also possible from the standpoint of victory, but this is conceivably conditional on such victory being accompanied by humility (Kretchmar, 2003). However, more positively, self-overcoming can be achieved from defeat that has not obtained any extrinsic outcome, even from defeat that has fallen short of excellence. It can be assumed that the energy for self-overcoming is implicit in the experience of losing in sporting competition. Defeat can be accompanied by the opportunity to turn toward self-overcoming.

Japanese martial arts do not put the best value for the victory (winning is not the only thing), and its spirituality is different from the value of Western modern sports that quantify and compare the achievement of athletes objectively. Herrigel (1989) offers us a good example of kyūdō as the Japanese martial art of archery. The problem here is what we can get besides victory. Monahan (2007) states that “this article will explore the relation between the practice of the martial arts and the Nietzschean self-overcoming.” There exists a chance to overcome ourselves besides victory in an attitude of accepting defeat.

The view of humanity associated with victory and defeat in sports is associated with the view of humanity as a defective animal. This view of humanity, together with the idea of humility in the sense of victory noted by Kretchmar (2003), represents humans as imperfect beings. Furthermore, it seems that the Nietzschean idea of overcoming is linked to his own view of humanity, as a not-yet-determined being. Here, too, another opportunity for our incomplete existence toward overcoming is being created. To be a loser in competitive sport is to open the path toward overcoming.

Conclusions. The author conclude that in accepting an attitude of defeat, we grant our inner selves opportunities for self-overcoming, which is separate from victory. Defeat is a starting point from which we begin to overcome ourselves. Focus on a course of methodical action and self-overcoming exist not as outcomes but as processes. In the Japanese martial arts, especially in kyūdō, inward focus is a never-ending process. Transcending racial differences and the gap between victory and defeat, the possibility of achieving solidarity through sport is a part of athletes’ spiritual satisfaction.

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PECULIARITIES OF STUDENTS' ADAPTATION IN NEWLY FORMED GYMNASIUM CLASSES

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Relevance of the research. According A. Juodraitis (2004) the adaptation is associated with certain needs. In order to determine the effectiveness of adaptation level evaluation criteria, relative to answer the question, whether a certain behavior is adapted successful or not. Is another important question: what is guaranteed to meet the needs of adapted behavior in which human needs to be adaptive to meet the individual's efforts to talk about a successful adaptation?

Psychological adjustment the difficulty of the research is usually to reveal through the functioning level (as measured frequently experienced difficulties in power) behavior, emotions, self-esteem, interpersonal relations and academic / professional activity (Bishop, 2005; Shujja, Farah, 2011). Thus it can be seen that the psychological functioning - a complex, multi-faceted, complex phenomenon. His evaluation of the results leads to a better understanding of the processes adolescence development, to predict future developments and look determinants of better functioning, it is important for both scientific and practical point of view (Pakrošnis, Čepulienė, 2009).

Research object - peculiarities of students' adaptation and **research aim** – to establish peculiarities of students' adaptation.

Research tasks: 1) To identify emotional, self-esteem and adaptation difficulties according to the sex in newly formed classes. 2) To identify students' behaviour and communication difficulties according to the sex in newly formed classes.

Research methods and methodology: analysis of scientific literature, quantitative research based on adolescent psychological functioning difficulties questionnaire (APFDQ), which consists of five scales: emotional difficulties (12 statements), adjustment at school difficulties (10 statements), social insensitivity (15 statements), non-adaptive behaviour (14 statements), self-esteem difficulties (7 statements). The total number of assessed features is 54.

Subjects: students of 1st and 2nd newly formed gymnasium classes. 186 students have been surveyed.

Results and conclusions: Having analysed students' emotional, self-esteem and adaptation/adjustment at school difficulties according to sex/gender in the newly formed gymnasium classes, it has been established that the results of different aspects such as emotional, adaptation at school difficulties, social insensitivity and non-adaptive behaviour statistically do not vary significantly ($p > 0,05$). The only case of the self-esteem difficulties aspect demonstrated a significant statistically reliable difference ($p < 0,05$). The research has revealed that 8,2% of girls suffered from self-esteem difficulties.

Having analysed students' behaviour and communication difficulties according to the sex/gender in the newly formed classes, it has been established that the results of the overall satisfaction with school change, made choice, relationship with teachers, adjustment/adaptation at school, teachers' fellowship with students, assistance of the school psychologist, acknowledgement of school social teacher, reference for school social teacher's and class teacher's assistance between girls and boys statistically do not vary significantly ($p > 0,05$). However, the results of students' relationships according to gender/sex demonstrated a significant statistically reliable difference ($p < 0,05$). The girls have a better relationship with their classmates. There have not been identified any girls having a bad or very bad relationship, whereas 3,9% of boys have a bad or very bad relationship with their classmates. The girls know better the school psychologist—86,4%, correspondingly the boys – 67,1%. There has been established a statistically reliable difference ($p < 0,05$).

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IMPACT OF THE INFORMATION TECHNOLOGY ON RECREATION – WHERE IS THE LIMIT?

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Relevance of the research. Smartphones, computers, television takes up more and more of our daily activities and, that increase physical inactivity. Most of young people these days instead of the active physical activity would rather choose computer or television. This is a serious problem, which is caused by the effects of the social pressure. The threat of information technology are often discussed in internet, journals, TV show, rarely talked about their potential applicability in the various circles of society. The number of information technology products are growing, people needs to know their opportunities and threats which lead them to the society of the digital age. Fotheringham (2000) points out that the higher level of education in the field of information technology in society, promote healthier ways of life and physical activity. According to the study carried out by the European Commission (2004) about the 42-48% of free time to spend to the activities that are related to information technology.

The object of the research – the impact of information technology. And the **aim** is to analyze the impact of information technology for recreation.

Research methods and organization. Scientific literature analysis, systematic and comparative analysis.

Results and discussion. An analysis of the scientific sources revealed that a large part of leisure time took information technology products - PC, smartphones, TV. In the meantime, the need of recreation is increasing. Active recreation is needed because we spend lots of time in work or study that encourages passive forms of recreation. Globalization and information technology expands people's horizons, and this promotes new forms of active and passive recreation.

The most popular current recreational activities according to Jain (2010) research, is browsing the Internet, TV and games on the PC. These results show us that this theme is important right now and will be more important in future.

Conclusions. The impact of information technology on recreation is very different; it depends on person's needs, the level of education and motivation, ability to implement information technology in everyday life. The main negative trends of information technology – hostile public perceptions, dependence, and physical passivity. A positive-the time evolution of the values, image, communication.

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LEADERSHIP IN SPORT: THEORETICAL BACKGROUND

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Relevance of the research. In sport the coach is not only the formal leader of the group, this is why mostly surveys done related to sports on leadership concentrates on Multidimensional Model of Leadership (Fig. 1) (Chelladurai, 2007) measuring coaching behaviour by Leadership Scale for Sports (LSS) (Chelladurai and Saleh, 1980). The scale has been used to measure athlete's preference for specific leader behaviours; athletes' perceptions of their coaches leader behaviours, and/or coaches' perceptions of their own behaviour. The LSS has been revised by Zhang, Jenson and Mann (1997) and is used to examine differences between male and female coaches at different coaching levels (Jambor, Zhang, 1997).

According to Chelladurai's Multidimensional Model of Leadership, the athletes' satisfaction and performance are perceived as a result of interaction between three categories or types of coaching behaviours: the required behaviour, the actual behaviour and the behaviour preferred by the athletes or group. The model stresses the importance of the degree of consistency of the established three leadership behaviours. This is due to the fact that this consistency influences the athletes' performance and results, as well as their contentment and satisfaction with the work of the coach (Chelladurai & Carron, 1978). For that reason, it is very important for the coaches to be aware of their trainees' expectations concerning the preferred coaching behaviours.

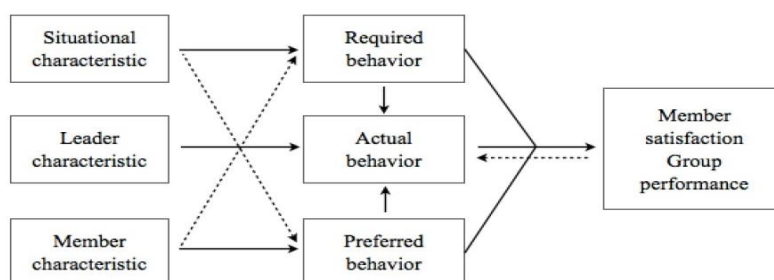


Fig. 1. Multidimensional Model of Leadership (Chelladurai, 2007)

A good sports leader is a coach who daily provides his athletes with adequate technical preparation, shows them support and influences their motivation in order to implement the vision of victory (Walach-Bista, 2014). The coach is the mostly important part of the team so this makes the topic of leadership important to analyse.

Research methods. Literature review.

Conclusions. The LSS is a questionnaire that is widely used by the researchers concerning leadership in sports and it has been adapted to many other languages (Weinberg & Gould, 2011) but despite this LSS has been revised by Zhang, Jenson and Mann (1997) and is used to examine differences between male and female coaches at different coaching levels. As for the present, the LSS is the best questionnaire instrument to examine coaching behaviours.

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ATHLETES' ATTITUDE TO PERSONAL BRAND AND ITS VALUE: LITHUANIAN EXAMPLE

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Many athletes achieve celebrity status among fans. As a result, athletes such as LeBron James, David Beckham, and Roger Federer have become human brands, driving retail sales of products associated with their names and images. Given the popularity of athletes among consumers, numerous firms tie their brands to successful athletes with the expectation that doing so will transfer the athlete's positive attributes onto the brand (Carlson, Donovan, 2009).

As professional sports become more commercialized industry segments, athletes are considered as popular cultural products (Gilchrist, 2005; Summer et. al, 2008) and draw attention from media and corporate sponsors. These athletes are considered as effective multitextual and multiplatform promotional entities (Summer et. al, 2008) who can play complex and varied roles as athletic labourers, entertainers, marketable commodities, role models, and political figures in a growing global economy (Andrews & Jackson, 2001).

Sometimes personal brand seems to be a natural outcome of athlete's active sport career, but these days researchers in marketing are agreeing that personal brand building must be a manageable process. However, little is known about the athletes' attitude to personal brand and need for it. The aim of this paper is to present the results of Lithuanian Olympic sports athletes' survey about their attitudes to personal brand and its value. According to Cheney et al. (2005), the definition of personal brand is understood as the product concept in the professional sphere. It confirms that a person can use all the marketing tools and products in order to sell oneself. After the analysis of various scientists proposed personal branding concepts, it can be said that the person's brand is generally understood as an individual designed properties, which (to highlight) to influence the user and to meet their professional goals (Tijūnaitienė et al., 2010). There is a consensus that a personal brand helps to differentiate the products, services or individuals from competitors. Bendisch et al. (2007) argues that personal brand increases person's visibility and awareness. "Well-branded athletes can attain price premium on their salary, transfer fee, or contract money and stabilize the following of fans even when their performance has failed". Also, these athletes can interest companies which can become promoters. Because of high risk of injuries athletes are "delicate product" in sport industry, so they have to create a strong personal brand (Gladden and Funk, 2001). While the importance and the value of personal brand for an athlete are evident, so far there is no research conducted to evaluate the athlete's attitude to personal brand value.

Thus, the **research problem** in this study is as follows: do the athletes understand the importance of personal brand and are motivated to manage it?

The methodology of research was questionnaire survey. In the survey participated 387 athletes of the Olympic sports. At the time of abstract submission, the data obtained in the research is analyzed, so results are not yet available, but at the conference they will be presented.

Results and Conclusions. Researches indicates that personal brand provides the following benefits: allows a person to distinguish himself or herself from competitors; increases individual earnings as being a leader in professional life, grants the right to demand a higher remuneration; attracts useful people; acquires the recognition that comes from personal achievement, and an additional value for person's activities.

The current sport personal brand management is mainly focused on the relationship between the media and the achievement of economic benefits in the short term.

But problem exist that current professionals do not take into account or work on the concept of the athlete's identity or image in the medium or long term and making benefit of it in the long term.

Well-branded athletes can attain price premium on their salary, transfer fee, or contract money and stabilize the following of fans even when their performance has failed.

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EVALUATION OF THE FRONT LINE EMPLOYEES COMPETENCES IN TOURISM SECTOR

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Relevance of the research. Front line employees – workers with a direct contact with customers, which frequently are identified as a key to customer service success. There is an ubiquitous opinion that front line employees have a direct impact to the satisfaction of product or service for clients, formation of company's image, loyalty of customers, therefore scientists pay great attention to the analysis of front line employees competences in various aspects. According to the scientists, front line employees are the main value, though how they are evaluated by the tourism services customers – it is not clear.

The object of the research is front line employees and the **aim** is to analyse competences of front line employees.

Research methods and organization. The analysis of scientific literature, a qualitative investigation, which was accomplished in September, 2014. According to the data of Department of Statistics, the citizens from Russia, Belarus and Germany were interviewed because the tourists from these countries made 46% of all who stayed two nights or more guests (2014). During the investigation the same 5 questions were asked, which allow us to evaluate the competences of the front line employees in tourism sector. Moreover, the analysis of the received results was made.

Results and discussion. The investigation has shown that the customers from Germany think that front line employees in hotels and guides are helpful, polite, sincere and professionals in their field whereas the customers from Russia and Belarus think that even the workers have all before mentioned features, their Russian knowledge is poor or they do not speak Russian at all, therefore the customers had difficulties in communicating with front line employees.

Conclusions: The analysis of scientific literature and empirical research has shown that the competences of front line employees can be divided in two groups: soft and hard. The soft competences of workers such as empathy, obligingness, sincerity fully satisfy the clients. On the other hand, too little attention is given to hard competences such as foreign languages.

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THE POSTURAL ASYMETRY AND GROSS JOINT MOBILITY IN YOUNG FOOTBALL PLAYERS

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Relevance of the research. The purpose of the study was to evaluate marked postural asymmetry and gross joint mobility in the young football players.

Research methods and organisation. Fifty-four football players of the sport primary school were divided into two groups A (n=27, age 12—13 years) and B (n=27, age 13—15 years). The set of tests included the measurement of the body mass and height as well as the physical examination by an experienced rehabilitation physician — the frontal posture gross examination, the forward bending test from the standing position and the deep squat test. The proportion test ($p < 0.05$) was used to compare the both groups of different age.

Results and discussion. The prevailed frontal plane posture of the higher left scapula and the left iliac crest is identical in both the groups (44.4% and 53.9%, respectively; $p = 0.273$), the combination of the higher right scapula and the left iliac crest is the second most common (29.6% in both the groups). The combination of the higher left scapula and the right is non-significantly more frequent in the younger athletes (22.2% and 7.4%, respectively; $p = 0.126$). The restriction in the forward bending is significantly more frequent in the older athletes (11.1% and 40.7%, respectively; $p = 0.013$). The shortening of the hamstrings seems to be the cause since there is not any significant difference in the sit height to leg length ratio. The restriction in deep squat test is common in younger athletes and does not increase with the age (41% and 45 %, respectively; $p = 0.783$). The shortening of the soleus muscle seems to be the cause but we do not know the incidence of lower leg injuries in these subjects. The combination of hamstrings and soleus increases with the age (3.7% and 22.2%, respectively; $p = 0.043$).

Conclusions. A detailed examination of posture and muscle imbalance performed by an experienced physician or physiotherapist as well as individually tailored compensatory exercises can be strongly recommended not only to the adult football players but to the younger ones too.

THE USING OF EUROPEAN CULINARY HERITAGE FOR LEISURE ACTIVITIES IN AUKSTAITIJA REGION

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Relevance of the research. Culinary heritage relevant at all times, because it helps to save dishes made according to ancient recipes and traditions. In Lithuania currently there is only one European Culinary Heritage unit - Aukštaitijos Culinary Heritage. European culinary heritage feature of the network involved local producers to their activities. A new niche can be Organization of leisure activities.

The **object** of the research is the using the culinary heritage in organizing leisure time and the **aim** is to find out your culinary heritage of the potential uses for the organization of leisure.

Research methods and organization. It was analysed of information about culinary heritage; document analysis and evaluated of culinary heritage enterprises work, and the survey and submit the results.

Results and discussion. It is important to understand what are the activities and Principles of European Culinary Heritage. European Culinary Heritage purpose are uphold the ancient traditions, to preserve authentic dishes, and the involvement of regional producers to the project. The results show the culinary heritage can be very seriously opportunity used the culinary heritage of attracting customers to the company, and organizing leisure.

Conclusions. The using the culinary heritage to organizing leisure time is an important step in organization of leisure time, and preserving old traditions

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OVERVIEW ON THE RESEARCH OF ATHLETE PSYCHOLOGICAL PREPARATION ASPECTS CARRIED OUT IN LATVIA

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Relevance of the research. In the world a range of research has been carried out where different psychological aspects and the methods of their regulation in sport are analyzed (Weinberg, Gould, 2011). It is stated in the research that competition results are affected by: maintenance of one's attention in competitions in stress conditions (Perry, 2005; Wagstaff, Hanton, Fletcher, 2013); utilization of a directed imagination (Murphy, 2005); trial of pre-competition, competition and post-competition plan in one's imagination (Orlick, 1986); learning of muscle relaxation skills (Lane, Breedie et al., 2011; Navaneethan, Rajan, 2010), team cohesion (Carron, Bray, Eys, 2002); self-confidence (Driskell, Copper, Moran, 1994) and other factors, which are worked upon in the process of athlete psychological process.

Topicality of the problem: In 2009 a study was carried out with the aim to find out whether specialists are necessary in sport psychology field in Latvia sports environment (n=322). The result analysis showed that such specialists are needed in Latvia. 94.26% of athletes answered that help by a sport psychologist or a mental coach is necessary, only 5.74% of athletes did not stand need of such specialists (n=122). 62% of coaches gave an affirmative answer, but 38% of them – a negative one (n=168). Having analyzed the answers given by sports organization leaders, it can be concluded that per 90% sport psychologist help is needed and only 10% gave a negative response (n=32) (Fernate, Simonenkova et al, 2010).

Therefore the **aim** of the article is to analyze aspects of Latvia athlete psychological preparation in relation to competition results.

Research methods and organization. The research is based on the investigation and analysis of the literature sources about topical sports psychological aspects and the analysis of the research carried out in Latvia (2008-2014).

Results and discussion. Researches carried out in Latvia were analyzed (2008-2014) about: athlete psychological skills (Fernate, 2008; Deklavs, Abele, 2012); team cohesion, player's psychic stability and competition results (Vazne, 2009); player self-confidence and results in handball (Vazne, Polters, 2014); study of sports referee psychological aspects (Licis, 2014); formation of physical activities as a habit (Smuka, 2011); physical activities and emotions and others. Also the following Master and Bachelor paper studies were analyzed: emotional intellect and competition results; motivation atmosphere in the team and competition results; competition anxiety and competition results; athlete mental toughness and competition results; physical load, self-perception of one's visual image, health prognosis; emotion regulation and competition results; development of psychological skills and others.

Conclusions. The analysis of the achieved results allows us to conclude that learning of the mentioned skill facilitation is necessary to reach high results, and it is one of the most topical directions of a psychological preparation trainer or a sports psychologist's work when preparing athletes for competitions.

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OLYMPIC GAMES IN SOCHI AS A SPORT AND ENTERTAINMENT EVENT AND THEIR IMPACT ON TOURISM IN THE REGION

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The relevance of the research. The Winter Olympic Games-2014 in Sochi cardinally changed the further town's destiny and the vector of its development for decades to come. The city became a first-class venue for international competitions and athletes' training, has changed itself greatly in its main (resort) assignment. With this kind of events the interest of tourists from Russia and from abroad has increased. One of the peculiarities of demand for tourist travelling to Sochi is an evident seasonality with peak activity of tourists since May to September in the coastal cluster and since November to April in the mountain cluster.

However, it remains open questions, what kind of place Sochi takes on the global tourism market, if he has become truly "world resort", whether he is possible to compete with highly developed tourist areas on a par. And these issues determine the high relevance of the chosen theme of the report.

The object of study and purpose of the study. The paper analyzes the quantitative change in tourists flows arriving to Sochi as a result of increasing the attractiveness of the city after the Olympics. The purpose of the research is the identification and assessment of the impact of carrying out mass sports and entertainment events in the development on tourism in the region.

Research methods and organization. Assessment of the quantitative impact was carried out through the analysis of the volumes of tourist flows, passenger flows through the Adler airport, hotel capacity and a number of other indicators, including the dynamics of the gross regional product.

The results and suggestions. For increasing the number of tourists, changing seasonality, spreading of healthy lifestyle among the local citizens, conversing Sochi to world-class resort and more, first of all, it's necessary to focus on the Olympic legacy that the city received of the Winter Olympic Games. Preparing and conducting the following major international events will be undoubtedly based on the experience gained during the preparation and conduction of the Olympics. Significantly the quality of services and level of service will be improved – it entails the growth of number of vacationists and tourists, what in turn serves as an incentive for attracting tourists to the city.

Conclusion. In connection with the Olympic Games-2014 there are observed improvements and significant shifts in the sphere of tourist services in Russia. Tourism should be used as an instrument of state policy of Russia in order to optimize an economic development. The emergence of new opportunities for engaging in tourism and promotion of winter sports will be directed to improving the image of the city of Sochi, which together can provide significant economic benefits. Reducing seasonality will reduce significant damage to the economy and the population of Sochi and the Krasnodar Region.

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TEAM WORK EFFICIENCY EVALUATION OF THE BASKETBALL CLUBS IN LITHUANIAN WOMEN'S BASKETBALL LEAGUE

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Relevance of the research. Sports organization (club), as a public or private organization, brings together one or multi – sport athletes and sponsors. Very own sports club has its regulations, merchandise and traditions (Stonkus, 2002). Sports team is always a group of athletes. Nevertheless, this group becomes a Team only when interpersonal relationships are being formed and all the members share common values, goals and objectives (Meidus, 2005). According to West (2011), the only human factor that has the mostly important impact in every sports organization is team work. It encourages employees' participation, communication and the manager - employee relationships. Major team building requirements for the team to be effective: shared vision, united goals, team work, responsibility, harmonious atmosphere, unity, sincere and open communication, problem solutions and roles understanding (Rovio et al., 2010)

The **object** of the research is the Basketball Clubs in Lithuanian Women's Basketball League, and the **aim** is to analyze the efficiency of team work in Lithuanian Women's Basketball League Basketball Clubs.

Research methods and organization. The research involved six women's basketball teams: Vilnius "Kibirkstis-Vici", Kaunas "Hoptrans-Sirenos", Marijampole "Suduva", Klaipeda "Fortuna", Kaunas "Aistes-LSU-Paradis" and Utena "Utena". The survey was carried out in 2014. The players were answering the questionnaire before the match. 75 women basketball players participated in the research. Respondents aged from 16 to 38 years. The questionnaire was based on team focus in the evaluation questionnaire (GEQ) (Carron and Spink, 1992).

Results and discussion. Rovio et al. (2010) argue that one of the team-building requirements are sincere and open communication. It is necessary not only for forming the team, but also for the effectiveness of the team. Such a requirement does have "Kibirkstis-Vici" team, other teams should make significant efforts to improve the team's performance. Success of the team depends on many factors, one of them - knowledge, not only the team as a unit, but its particular individuals (Holt & Dunn, 2006). These cognitive things can be achieved through a number of activities, such as team work, extracurricular activities, good internal team relationship, greater confidence in one another (Rovio et al., 2010). The study was submitted to a number of the players statements that reflect the relationship between the team not only on the pitch but also outside it. The most distinguished "Kibirkstis-Vici" team answers which implies that players meet often and not only during training but also during leisure time.

Conclusions. According to responds from Lithuanian Women's Basketball League Basketball Clubs, the most effective team is BC "Kibirkstis-Vici". The team has achieved excellent results for a large number of matches, training and travel, together players spent a lot of time and it had the influence for them to become a unified team.

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NEW CHALLENGES TO ENJOY SPORT LEISURE: LIVE, MEDIATE, VIRTUAL AND SOCIAL MEDIA

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Sport is an important part of leisure time of people. *Leisure* is an activity and creative capacity, apart from the obligations of work, family and society, to which the individual turns at will, for relaxation, diversion, or broadening individual and spontaneous social participation. Findings on sport and leisure relationship are supported by national and international case studies based on managerial economics framework.

Sport participation greatly developed in the last third of the 20th century. It majorly involves:

- an increasing wide cross-sections of participants (*men, women, youngster, senior*, etc.);
- new outdoor and indoor spaces to play (street sports, fitness centers, etc.);
- new organizational format (amateur tournaments, social media recruitment and practice, etc.);

Nevertheless, the level of “physical inactivity” strongly increased over the last years, especially in the Mediterranean country: the 42% of Europeans never exercise or play sports (Eurobarometer, 2014). Besides sport participants, the spectator sport segment is an integral part of the contemporary sport industry. By the way even *live sport attendance* is experiencing a slight decrease.

The reasons of this decline in live participation are manifold. Live sports have seen a great increase in tickets prices, along with safety and security issues in and out the sports arena. The re-scheduling of broadcasting sport games have “modified” spectators habits to enjoy sports events. But mostly, the diffusion of new media has determined an increasing trend towards multimedia “consume” of sport through digital TV, the Web and smartphones.

After the TV, the second most popular medium to enjoy sports is considered websites and social network. The features of new media such as multimedia, interactivity and connectivity, drive the sport content through different kind of devices (laptop, tablet, cellphone etc.). New ways are emerging to allow to deliver and to enjoy the sport content throughout digital media, social network and brand new wearable technologies, providing real and virtual users interactions. Wearable technologies encourage “social interaction” among users, since exercise is recorded and each performance can be transmitted to the members of the social media community in a specific sport. Sport is facing a *gamification* process: the open question is if new social media might induce more people to be involved in sport practice, spreading the diffusion of physical activity.

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Eurobarometer (2014)

DEVELOPMENT OF CHILDREN AND YOUTH SPORTS IN SOCHI

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Relevance of research. The problem of health decline of the younger generation is becoming increasingly important. At present time in Russia the overall level of health deviation of children is annually increased on 7%. Because of modern lifestyle the most of adults have weak motivational aspect of physical activity and low perceptions about healthy lifestyles, about the sport.

Implementing his policy, State allocates substantial funding for the development of children and youth sport. Interests of the state are the next: efficient use of physical culture and sports to bring up patriotism of citizens, to prepare them for the protection of the country and serve in the army, health promotion, maintaining high availability and competitiveness of able-bodied person in the labor market. The state is interested in the efficient development of sports and recreational clubs that make up such an important segment of the sports industry as a recreational sport, as provision of sports and recreational services to the population affects on the formation of a healthy lifestyle, improvements in public health and improving the quality of human resources of the national economy.

Holding in Russia Sochi Olympic Games-2014 significantly affected on the increasing of winter sports' popularity, interest in which has increased by 60 percent. But Russian sports minister Vitaly Mutko said that it is still not enough for such a big country as Russia.

The problem of further improving athletic training is not merely a search for new methods of training and selection, but most of all, a broad involvement of children to sports with further sports orientation.

The object of study is children's and youth sports in the city of Sochi.

The purpose of the study is to determine the level of realization of state programs for the development of children and youth sport in the city of Sochi.

Research methods and organization are:

1. Analysis and synthesis of data from literature and Internet resources;
2. The method of mathematical statistics, processing of the study results.

Result and Conclusions. The most important link in the development of youth sport and its basement in the education system have always been and still remain youth sport schools which has trained many champions of Russia, Europe, World and Olympic Games. In connection with the preparation and holding of Sochi Olympic Games-2014 there was a significant increasing of children's and youth sport schools. Today 24 children's sports schools are already active in Sochi.

Further development of youth sport can't go on the only way of increasing the number of sports schools. The development of youth sports could also be contributed with the establishment of sports clubs at educational institutions. Proper organizing of the educational process at primary school, high school, vocational school is unthinkable without the involvement of young people to the sport necessary to improve their livelihoods and mental performance. In addition, the creation of such sport clubs will help Youth sport schools to select young athletes more qualitatively, more effectively implement their natural potential and to provide favorable conditions for improvement in the chosen sport.

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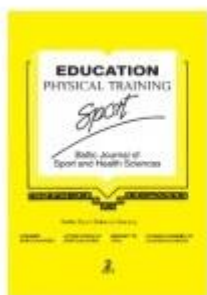


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