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Planning and organizing of the sport festival in Russia for young generation (12-18 years old)



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Abstract

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The main goal of the thesis is to plan and implement sport festival in athletics field for youth in Saint-Petersburg, Russia. The sports festival was conceived as one of the most important tools for promoting sports and a healthy lifestyle among the young population of the country from 12 to 18 years. According to the theory, this age was chosen as the main period of life for young people where issues with regular sports and a sedentary lifestyle are more common. As a result, critical health problems begin during this period and have an impact on the quality and standard of living in the future.

The sport festival took place on 25th of February 2023 and had more than 300 spectators. The program of the event included competitions in track running (races for 100, 800 and 1500 meters) and jumping (high jump and pole vault). Among the participants of the event were top-level athletes, winners and prize-winners of international and local competitions, candidates of masters of sports and masters of sports of international class. In addition to the competition itself, the event program included an entertainment program and an award ceremony for participants.

As the outcome, there is the sport festival that includes competitions with the most spectacular types of athletics with the participation of famous athletes and an amusement program. To evaluate the results of the event, a survey was conducted among the target audience. According to the results of the survey, benefits were identified for the authors of the thesis and the commission party.

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1 Introduction

Nowadays, youth all over the world starts to forget what active lifestyle is. The younger generation now has great opportunities for self-realization and self-improvement: there are various sections and sports clubs in the cities. However, children and youth give up sports. The problem is that young society does not see the positive sides of sport, do not have any interest in trainings because they are convinced – it is boring. (Kremneva & Nepovinnykh, 2020)

Sport events are one of the most effective forms of organizing mass recreational, physical culture and sports work. It is a bright, emotional spectacle. The pleasure of sports events arises from the participation of the spectator in them, who is attracted by the high level of development of motor qualities, bold and decisive actions of the participants, their high achievements. In the process of sports events, the mental education of participants is carried out what is big advantage to this activity. Therefore, it is a great mean to involve the young generation into sports, mainly into track and field. Then, the main task of the event is to involve as many young people, children and even their parents as possible in regular physical education, sports and tourism, to attract them to active participation in mass health and sports events, to establish a healthy lifestyle. (Casey et al., 2009)

The thesis topic is “The sport festival in Russia: organizing and planning”. The main idea of the thesis is creating and development the sport event in Saint Petersburg specialized on popularizing track and field. The festival is mainly providing for youth for implementing sport in their daily life and cultivate positive relation to the physical activity and active lifestyle in general. The main target group is the young people from 12 to 18 years old. This age was chosen according to author who wrote in his book (Kremneva & Nepovinnykh, 2020) that exactly this age period is characterized by most problems with active lifestyle and need an external support from parents, sport coaches, school teachers, friends and youth’s authorities to help them live healthy lifestyle, do sport and keep an optimal level of physical activity. Every country is waiting for the future from its new generation, which will be healthy, able to work, live in accordance with the requirements of society and their individuality, which means that the main attention should be directed to children, adolescents, and youth (Kremneva & Nepovinnykh, 2020). However, despite the festival will be organized for youth, this event will reflect all interested people any ages from all over the city, without any restrictions and closed entrance. The main purpose of organized sport festival

is to prove that it is not, and show to younger generation how interesting sport could be, and how many advantages it could give them. Thus, for sport festival will be invited Russian coaches, junior athletes, youth and children who not into any sports yet with their parents, grandparents, sisters and brothers.

The topic was suggested by the commissioning party – Lesgaft State University, due to company's interest in involving people into sports and physical activity. The topic was chosen and agreed by the authors, due to the previous positive experience in track and field and organizing different events and attentiveness into its business.

The place of the event was held on commission party's territory. It is main indoor athletic arena located on Krestovskiy island in Saint Petersburg, Russia. This training center has several spacious indoor sport facilities and open spaced sport areas what allows to plan the event despite the weather. The sport festival was done on 25th of February 2023.

The thesis is guided by the following questions:

- “How to develop an interesting sport event?”
- “How to attract the youth into sports?”.
- “Is festival helpful in promoting active lifestyle?”
- “How many teenagers can we reflect into festival and then into sport?”
- “What skills and knowledge are needed for organizing sport event?”

2 Theoretical background

Event is one of the major part of the leisure activities and should be considered as a tool for uniting different strata of society. Especially in the sport field, various competitions and mass activities have a direct impact on the popularization and development of sports in general.

This chapter provides a theoretical review of key theoretical concepts as event development, event management, sport festivals, active lifestyle and motivational theories.

2.1 Event development and management

An event is typically defined as something that happens or takes place, often with a specific purpose or significance. Events can range in nature and scope, from personal occasions such as birthdays or weddings, to large-scale events such as concerts, conferences, or sports games. The potential of events to unite people and promote a sense of community is one of its most crucial qualities. Events can provide opportunities for individuals with common interests or goals to connect and collaborate, or for people to simply enjoy each other's company and have fun. Events can encourage social contact and allow the sharing of knowledge and ideas in this way. Even more so for local communities, events can be economically advantageous. Large-scale events such as festivals or conferences can attract visitors from other areas, which can stimulate the local economy by generating revenue for businesses such as hotels, restaurants, and shops. Additionally, events can help promote a community's culture and identity, which can have long-lasting effects on the community's reputation and appeal. (Pochinkin, 2010)

It is certain sequential steps for planning and organizing an event that include conceptualization, design, development and marketing of newly created festival. Event development is also necessarily include a service. Instantaneous barter-style exchanges that involve services are intangible and do not lead to ownership. Organizing the sport festival there are many services are needed. When planning an event, it's crucial to keep in mind that it's not simply a chance for fun and leisure but also a serious way of disseminating a message of information and advertising that adheres to its very specific and specified goals. (Pochinkin, 2010)

The event management of organizing and overseeing an occasion is known as event management. To plan a special and remarkable event, event management is a necessary activity. Every event need to have a standout moment that people will remember. The objectives of any event, the target audience, the venue choice, the schedule, marketing and promotion, team building, logistical concerns, and everything else that needs to be organized must all be defined in order for the event to be successful. The process of organizing and arranging an event, which involves determining its budget, selecting a location, booking speakers, sending out invites, decorating, and providing catering, is known as event planning. Typically, the event coordinator handles it. There must be enough time to thoroughly arrange an event for it to succeed. The primary goal of sports event management is to create a memorable and engaging experience for the participants and spectators. (Shone & Parry, 2013)

There are some essential steps in the event management process for sports events: the first step in event management for sports events is to define the objective of the event. This involves identifying the target audience, understanding their needs, and determining the desired outcomes of the event. Secondly, venue selection and logistics planning: once the objective of the event has been defined, the next step is to select the appropriate venue for the event. This involves identifying a location that is suitable for the type of sport and the number of participants. Logistics planning includes arranging for transportation, accommodation, and food for the participants and spectators. Thirdly, sponsorship and marketing: sponsorship and marketing are critical elements of event management for sports events. This involves attracting sponsors who can provide financial support and promoting the event through various marketing channels such as social media, advertising, and public relations. (Kruglova, 2006)

Fourthly, participant registration and coordination: participant registration and coordination involve managing the process of registering participants, organizing the different categories of participants, and coordinating their arrival, check-in, and departure from the event (Kruglova, 2006). As a last step, event execution and management: finally, the event needs to be executed and managed on the day of the event. This includes managing the flow of the event, ensuring safety and security, and resolving any issues that may arise. Quality event management of sport festivals can have a significant impact on the popularization of sports among young people in society. A well-managed sports festival can provide a positive and engaging experience for young people,

which can inspire them to participate in sports and lead to an increased interest in sports in the community. (Choi et al., 2014)

Here are some specific impacts that quality event management of sport festivals can have on the popularization of sports among young people:

1. Increased participation: a well-managed sports festivals can attract a large number of young participants who are interested in sports. This can provide a platform for young people to showcase their skills and engage in healthy competition, which can encourage them to continue participating in sports.
2. Exposure to a variety of sports: sports festivals can expose young people to a variety of sports that they may not have experienced before. This can help to broaden their perspective on sports and encourage them to try new sports in the future.
3. Promotion of healthy lifestyles: sport festivals can promote healthy lifestyles among young people by emphasizing the importance of physical activity and healthy competition. This can help to combat issues such as childhood obesity and encourage young people to adopt healthier lifestyles.
4. Community engagement: it also can promote community engagement by bringing together young people from different backgrounds and promoting social interaction and collaboration. This can help to build stronger communities and promote social cohesion. (Masterman, 2004)

In conclusion, competent and high-quality event management has a direct impact on the outcome of the event and plays a crucial role in achieving the goals of a particular sport event. Furthermore, it is important to mention that the evaluation of the results of the event is also an integral part of event management. Evaluation of the results allows to see the necessary growth areas, evaluate the results achieved and make adjustments to the plans for future events. Therefore, the evaluation of the event after its implementation is a necessary component in achieving the goals of the event. (Masterman, 2004)

2.2 Sport festivals

Sport festivals are events that celebrate and showcase various sports and physical activities. These festivals can range from local community events to national or international gatherings. They provide a significant chance for people to participate in sports and physical activities, learn new skills, and connect with others who share their interests. As for benefits of sport festivals, promoting physical activity and healthy living, encouraging social interaction and providing a platform for athletes and sports enthusiasts to showcase their talents are the most crucial ones. Moreover, they contribute to the local economy by attracting visitors and generating revenue for local businesses. Overall, sport festivals are a great way to celebrate and promote sports and physical activity. Whether you are an athlete, a sports enthusiast, or just looking for a fun and active way to spend your time, there is something for everyone at a sport festival. (Milena, 2020)

Depending on aim and location, sport festivals can be divided into local, national and international events. As for international events, it implements worldwide part in maintaining global relationships across all people's population around the earth and involves participants from around the world. On the other hand, national sport festivals are sporting events that involve participants from a single country. These events are typically held to promote national unity and pride, and often feature a range of different sports. Examples of national sport festivals include the National Games in China, the National Sports Festival in Nigeria, and the Canada Games. One key difference between international and national sport festivals is the level of competition. International sport festivals involve some of the best athletes from around the world, and the level of competition is typically very high. National sport festivals, while still competitive, may feature a wider range of skill levels among participants. (Milena, 2020)

National events realize a more significant and global part in the formation and unification of different regions of one country. Therefore, the concepts of organization, budgeting and sponsorship, holding and conducting of such events are completely vary in comparison with local level events. National sport festivals are events that bring together athletes and sports enthusiasts from across a country to participate in and celebrate sports. These festivals are typically organized by national sports organizations or the government and are designed to showcase the country's top athletes and sports. National sport festivals provide an opportunity for athletes to showcase

their skills and compete at the highest levels. National sport festivals can generate excitement and national pride and can also have economic benefits by attracting visitors and generating revenue for local businesses. In addition, national sport festivals can have a lasting impact on the development of sports within a country. They can help to promote participation in sports at all levels, encourage the development of new sports and training programs, and inspire a new generation of athletes. Moreover, national festivals occupy a fundamental place in building a national spirit and fostering patriotism among all segments of the country's population. (Greenwell, Leight & Shonk, 2013)

Local sport festivals are community-based events that celebrate sports and physical activity within a specific locality. These festivals are usually organized by local government, community groups, or sports organizations, and are designed to bring people together to participate in and celebrate sports. Local sport festivals can be held in a variety of settings, such as parks, community centers, or sports facilities. They often feature a range of activities, such as team sports, individual sports, fitness classes, and recreational activities. Some festivals also include tournaments or competitions, where individuals or teams compete against each other. Local sport festivals can have many benefits for the community. Therefore, the audience get an opportunity to try out new sports, improve their fitness levels, and connect with others who share their interests. In addition, sport festivals promote a sense of community and civic engagement, as people come together to celebrate and support local sports. Local sport festivals can also have economic benefits. They attract visitors to the community, who may spend money on lodging, food, and other goods and services. They can also help to promote local businesses and create opportunities for sponsorship and advertising. In general, local sport festivals are a great way to promote sports and physical activity within a community. They provide opportunities for people of all ages and abilities to participate in and enjoy sports, and they help to build strong, healthy, and vibrant communities. (Greenwell, Leight & Shonk, 2013)

Moreover, international sport festivals are typically larger and more complex, with more athletes, sports, and events. They may also involve more media coverage and attention from sponsors and the public. National sport festivals may be smaller and more locally focused, but can still be sig-

nificant events in their respective countries. Overall, both international and national sport festivals provide opportunities for athletes to compete and showcase their skills, while also promoting a sense of national and international unity through sports. Organizing events of international scale requires scrupulous preparation, a high level of budgeting and accounting and a decent level of management to conduct. As a result of this, national events take a significant place in globalization and diversity in international overall culture. (Sharma & Shruti, 2018)

Sport festivals may focus on a specific sport or a group of sports, such as the Olympics, the World Cup, or the Commonwealth Games. These events often feature a range of activities, including opening and closing ceremonies, medal ceremonies, cultural events, and entertainment. It can also be community-based events, such as school sports days, neighborhood competitions, or local festivals. These events can give an opportunity for people of all ages and abilities to come together and participate in a range of sports and physical activities. In addition to promoting physical fitness and healthy living, sport festivals can also promote social connections and cultural exchange. They can create a platform for people to connect with others who share their passion for sports and physical activity, and they can help to foster a sense of community and belonging. (Milena, 2020)

It is an essential, active and functioning tool for attracting the attention of children, youth and adults to sports, to involve them in an active lifestyle through their own interest. Besides it is a great tool to forming a motivation throughout all the contingent. They allow people to spend time interesting, fun, with great benefits for mental and physical health and also make a background to create a powerful contribution to the future of children in terms of the desire to join a sports society and a healthy lifestyle. The sport festival aimed to reflect as much participants from target group as possible. Then one of the main objectives is making analysis of conversion – the proportion of participants who came to sport schools after the festival to all our participants at the event. And the second objective is analysis of surveys to make a statistics of participants' opinion and therefore success of provided festival. For analyzing and making an output to see how productive was the festival, the following thesis concepts are needed: a survey, which is an instrument for figuring out opinions of participants, and quantitative research which is needed in last part of all work for making all the statistics. (Sharma & Shruti, 2018)

2.3 Active lifestyle

An active lifestyle refers to a way of living that emphasizes regular physical activity and promotes overall well-being. It involves incorporating regular exercise, movement, and physical activities into one's daily routine. Participating in sports, fitness routines, outdoor activities, and other forms of physical activity are common aspects of living an active lifestyle. An active lifestyle for youth refers to encouraging and promoting regular physical activity and healthy habits among young individuals. (Gusev, 2012)

It focuses on instilling lifelong habits of staying active, maintaining fitness, and prioritizing well-being. Therefore, major aspects of an active lifestyle among youth people should be explored. Firstly, physical exercise that encouraging youth to participate in age-appropriate physical activities and exercises that promote cardiovascular health, strength, flexibility, and coordination. This can include participation in team sports, individual sports, dance classes, martial arts, swimming, cycling, or simply engaging in active play. Secondly, outdoor play that encouraging outside play and exploration to promote physical activity, creativity, and social interaction. Activities like playground games, nature walks, hiking, biking, or participating in community sports leagues help children and adolescents develop physical skills, build relationships, and enjoy the benefits of fresh air and nature. (Sharma & Shruti, 2018)

Thirdly, limiting sedentary time that encouraging youth to limit sedentary activities such as excessive screen time, video gaming, or prolonged sitting. Promoting alternatives such as engaging in hobbies, reading, engaging in arts and crafts, or spending time with friends and family helps reduce sedentary behaviour and encourages a more active lifestyle. Fourthly, education and awareness what include providing education and awareness about the importance of physical activity, nutrition, and overall wellness. Teaching youth about the benefits of exercise, healthy eating habits, proper hydration, and adequate sleep fosters a holistic understanding of an active lifestyle. Fifthly, role modeling and support what includes creating an environment that supports and encourages an active lifestyle through positive role modeling. Parents, guardians, teachers, and community leaders can play a vital role in setting examples, participating in physical activities together, and creating opportunities for youth to engage in active pursuits.

Sixthly, variety and fun what help promoting a variety of activities and making them enjoyable for youth. Offering a range of options allows young individuals to explore their interests and find activities they genuinely enjoy, increasing the likelihood of sustained participation in an active lifestyle. By emphasizing an active lifestyle during youth, we can help establish healthy habits early on and set the foundation for a lifetime of physical well-being and overall health. (Keane, 2017)

2.4 Youth motivation

Youth is the most meaningful stratum of society that influences the well-being and development of society overall. Enhancement of motivation of young people cannot be underestimated since it takes a crucial part in sport popularization and overall healthcare among teens. Motivation refers to the driving force that moves people to take action or accomplish goals. There are many theories of motivation that attempt to explain why people are motivated to do what they do. Here are some of the most well-known theories of motivation:

Maslow's Hierarchy of Needs: the theory suggests that human beings have different levels of needs that they strive to fulfill, and that these needs form a hierarchy. The five levels of the hierarchy are:

1. **Physiological Needs:** These are the basic needs required for human survival, such as food, water, shelter, and air. These needs must be met before any other needs can be fulfilled.
2. **Safety Needs:** Once physiological needs are met, the next level of needs is safety needs. These include the need for physical safety, financial security, and protection from harm.
3. **Love and Belonging Needs:** After safety needs are met, people seek love, affection, and a sense of belonging. This includes the need for friendships, intimate relationships, and social connections.
4. **Esteem Needs:** Once the previous needs are met, people seek to satisfy their self-esteem needs, which include the desire for respect, recognition, and achievement.
5. **Self-Actualization Needs:** The highest level of Maslow's hierarchy is self-actualization, which refers to the desire to reach one's full potential and achieve personal growth and fulfillment. (Maslow, 1943)

Each level of needs must be satisfied before moving on to the next level, and failure to fulfill a need at a lower level can hinder progress towards satisfying higher-level needs. (Maslow, 1943)

Herzberg's Two-Factor Theory: also known as the Motivation-Hygiene Theory or Dual-Factor Theory, is a theory of workplace motivation developed by Frederick Herzberg, a psychologist, in the 1950s. (Herzberg, 1993)

According to this theory, there are two types of factors that influence people motivation and satisfaction: hygiene and motivational factors. Hygiene factors that are necessary to prevent dissatisfaction, but they do not necessarily contribute to job satisfaction. Examples of hygiene factors include salary, job security, working conditions, company policies, and interpersonal relationships with colleagues. If these factors are inadequate, employees are likely to be dissatisfied and demotivated. Motivational factors that contribute to job satisfaction and motivate employees to perform at their best. Examples of motivational factors include recognition, achievement, opportunities for growth and development, and meaningful work. If these factors are present, employees are likely to be satisfied and motivated to perform well. (Herzberg, 1993)

Herzberg argued that hygiene factors can only prevent dissatisfaction, but they cannot create motivation or satisfaction. In other words, if an employee is satisfied with their salary, good working conditions, and company policies, it will not necessarily make them motivated to work harder. However, if there are motivational factors such as opportunities for growth and recognition, it will encourage employees to perform at their best. (Herzberg, 1993)

Overall, the Two-Factor Theory suggests that for a company to create a motivated workforce, it needs to focus on both hygiene and motivational factors. Companies need to provide adequate hygiene factors to prevent dissatisfaction, while also providing motivational factors that can contribute to employee satisfaction and motivation. (Herzberg, 1993)

Expectancy theory is a motivation theory that suggests that individuals are motivated by their belief that their efforts will lead to successful performance, which will in turn lead to rewards that they value. Expectancy theory proposes that people are motivated by their expectation that their efforts will result in successful performance, and that successful performance will lead to outcomes or rewards that they value. (Vroom, 1994)

The theory has three key components: expectancy what means the belief that effort will lead to improved performance; instrumentality what means the belief that improved performance will lead to rewards and valence what shows that the value an individual places on the rewards. (Vroom, 1994)

According to expectancy theory, if any of these components are low or absent, then motivation will be reduced. For example, if an individual believes that their efforts will not lead to improved performance, then they will be less motivated to put in the effort. (Vroom, 1994)

In summary, expectancy theory suggests that people are motivated when they believe that their efforts will lead to successful performance and rewards that they value. The theory has been widely used in business and organizational settings to understand and improve employee motivation and performance. (Vroom, 1994)

Self-Determination Theory (SDT) is a motivational theory that focuses on the intrinsic motivation of individuals. The theory suggests that individuals are motivated when they feel that they have control over their own lives, and when their actions align with their personal values and goals. (Ryan, 2000)

According to SDT, there are three basic psychological needs that must be satisfied for individuals to experience intrinsic motivation and well-being: firstly, autonomy point what means the need to feel that one is in control of their own actions and choices. Secondly, competence part: the need to feel capable and effective in one's actions and tasks. Thirdly, relatedness: the need to feel a sense of connection and belonging with others. When these three needs are satisfied, individuals are more likely to engage in activities that are inherently rewarding and personally meaningful, leading to greater intrinsic motivation, well-being, and achievement. (Ryan, 2000)

SDT proposes that there are two types of motivation: intrinsic motivation and extrinsic motivation. Intrinsic motivation arises from within the individual, and is driven by the satisfaction of the basic psychological needs. Extrinsic motivation, on the other hand, arises from external factors, such as rewards or punishment, and may undermine intrinsic motivation if it is perceived as controlling or undermining the individual's autonomy. Self-Determination Theory emphasizes the importance of intrinsic motivation and the satisfaction of basic psychological needs in promoting well-being, personal growth, and effective performance. It has been applied in various domains such as education, work, and sports to enhance motivation, engagement, and optimal functioning. (Ryan, 2000)

Goal setting theory is a motivational theory that suggests that individuals are motivated by setting and achieving specific, challenging goals. The theory proposes that setting specific and challenging goals leads to higher levels of performance and motivation than vague or easy goals. (Locke, Latham, Smith, Wood, & Bandura, 1990)

According to goal setting theory, the process of goal setting involves four key components:

- Specificity: goals should be clear and specific, rather than vague or general.
- Difficulty: goals should be challenging, yet achievable.
- Feedback: individuals should receive feedback on their progress toward achieving their goals.
- Acceptance: individuals must accept and commit to the goals they set. (Locke, Latham, Smith, Wood, & Bandura, 1990)

Goal setting theory suggests that when these components are present, individuals are more likely to be motivated and perform at higher levels. It also suggests that the level of performance will depend on the individual's ability and motivation, as well as the goal difficulty. (Locke, Latham, Smith, Wood, & Bandura, 1990)

The theory proposes that setting goals provides individuals with a sense of direction, focus, and purpose, and that the process of striving toward these goals can lead to increased self-efficacy, or belief in one's ability to succeed. Additionally, the attainment of goals can provide a sense of accomplishment, satisfaction, and intrinsic motivation. (Locke, Latham, Smith, Wood, & Bandura, 1990)

In summary, goal setting theory suggests that individuals are motivated by setting specific and challenging goals, and that the process of striving toward these goals can lead to higher levels of performance and motivation. The theory has been widely applied in various domains such as business, education, and sports to enhance performance and achievement. (Locke, Latham, Smith, Wood, & Bandura, 1990)

Regarding the major sorts of motivation of young people in sport field, a healthy lifestyle, socialization, the opportunity to earn money and a chance to become popular motives have to be considered. Unfortunately, young people are more often attracted to the opportunity to earn money and become famous compared to be healthy and keep themselves in good shape. It is caused by

desire of teenagers to feel different among the crowd and show their superiority over others. Therefore, the money and fame motive should be used as the main tool to increase the level of motivation of young people and encourage them to be involved in professional sports. Healthy and wealthiness motives can be used as tools to increase the motivation of an older stratum of young people (16-18 years old). Since at this age young people are more concerned about their health and the desire to be in better shape, professional sports can be the best opportunity for them to realize their motives. (Locke, Latham, Smith, Wood, & Bandura, 1990)

Motivation for sports the actual objective in modern society is the strengthening, preservation of health and a healthy lifestyle is still important. The problem is that at the moment young people show insufficient interest in sports and do not strive for a healthy lifestyle, they only do not have any motivation for this. In the present conditions of social development, the sphere of physical culture is of considerable interest, since young people are the foundation on which sports are based, it is young people who are famous for their sporting achievements and successes. Therefore, an important role is belong to the formation of motivation to engage in physical culture and sports, it is necessary that children and young people practice physical activity, that is exercises in order to properly grow and develop psychophysical, social, as well as spiritual and health in its most general sense. (Locke, Latham, Smith, Wood, & Bandura, 1990)

3 Purpose and aims

The main purpose of the thesis is planning, developing and arranging the sport festival in Saint Petersburg. As a result of the event, active lifestyle and sport was promoted among the young society. Nowadays, the youth of our country encountered with the problem of lack of aspiration for physical activity in their daily life. Therefore, our thesis aimed to create inspiring and interesting sport events to increase interest and engagement into sports. Thereby, the main objective of our thesis is to contribute to the integration of the active lifestyle and sport among young people in Russia. One of the main benefits of our thesis for commission party is to introduce the innovative way and contemporary point of view of managing and production fascinating and exciting sport events to attract young audience.

In regarding to our benefits as implementers of this thesis, firstly, it is essential knowledge of methods of creating socially important events and to obtain unique experience in this field.

The guidance questions what thesis will cover:

- “How to develop an interesting sport event? What are the components for organizing an interesting sport event?”
- “How to attract the youth into sports? What tools will be used for attracting the youth?”
- “Is festival helpful in promoting active lifestyle? How to collect this data?”
- “How many teenagers can we reflect into festival and then into sport?”
- “Which skills and knowledge are needed for organizing sport event?”

4 Event Planning

The process and planning of the event plays a crucial role in the final result and directly affects the goals and objectives of the event. Moreover, competent planning of a sporting event or competition also affects the final feedback of participants and spectators. As a final outcome, it makes possible to assess the achievement of the goals and objectives of the event.

The main idea of the thesis is event and product development. The thesis was realized by process of planning and organizing the sport festival with its next realization. The process of event planning starts with identifying opportunities and the major concept compilation. Different thoughts and concepts concerning chosen field are considered and huge amount of ideas is initiated. The theory says that event management is the crucial part of event planning process. The management section includes defining the intended audience, ascertaining their requirements, and figuring out the goals for the event. (Campbell, Robinson, Brown & Rice 2003)

As an intermediate outcome of event planning and management stage, the following necessary tasks were identified: intended audience; current situation analysis in the country in the field of sports among young people; identification of the main issue of youth; determination of the main ways to solve the highlighted problem; creating the product what helps to solve identified issues and determine main point of its realization. (Campbell, Robinson, Brown & Rice 2003)

Following the definition of the event management's goal, the next stage is to choose the best location for it. This is known as venue selection and logistical planning. This entails choosing a site that is appropriate for the kind of sport and the quantity of competitors. Transportation, lodging, and meal arrangements for players and spectators are all part of the logistics preparation process. Logistics planning includes arranging for transportation, accommodation, and food for the participants and spectators. After choosing the location, the program of the event needs to be developed. (Kruglova, 2006)

According to the theory, the next step is the marketing and sponsorship stage. Sports event marketing is essential to their success since it raises visibility, draws spectators and athletes, secures sponsorships, and ultimately increases the number of participants. The sponsorship stage in-

cludes finding the finance sponsor and partnerships what will help with the location rent payment, marketing and logistics expenses coverage. The marketing stage includes the social media advertisement; offline tools usage for reaching the target audience; the top athletes cooperation for reaching greater coverage recognition and awareness of the event. (Kruglova, 2006)

As a next step of the event planning process, athletes' coordination and registration should be done. This stage includes the participants accommodation booking, arrival meeting in the airport, check in and organizing their schedule for warm-up and the main competition performance. (Kruglova, 2006)

The final step during event production process is implementation part and put the whole plan into action. This part includes organizing the event itself, preparing the place and conducting the program. After the implementation, the event feedback and evaluation should be done. This part includes event analysis and reflecting on the result and process. As a feedback part, participants' survey and quantitative research of the survey results needs to be done. As for evaluation, the purpose of this step is to find out all factors that can mess providing of the event. The final report of the event should be done once all the data of the evaluation process has been gathered. The report should be distributed to all parties of the management team. The report can also be used a guideline for any future events held of the same size and content. All stages are illustrated in Figure 1 below. (Campbell, Robinson, Brown & Rice 2003)



Figure 1. Event management process. (Campbell, Robinson, Brown & Rice 2003)

5 Event Implementation

On 10.10.2022 the meeting with the commission party's tutor was held. During the meeting, the existing problems of athletics in Russia and in particular the problems of youth in the field of sports were discussed. The issue of healthy lifestyle promotion was identified, and holding sport festival was chosen as the best way to solve the selected issue.

5.1 Event objective

During commission party meeting, the tutor and the authors of the thesis discussed the existing issues in the current situation in the sport field in Russia. As the main obstacles, the following ones were identified: the issue of financing sports clubs of the less affluent regions of Russia; the problem of the lack of a sufficient number of sports facilities for training sessions; the issue of popularizing athletics among the young population and attracting young people to sports. The last one was chosen as the most relevant issue and were agreed as the thesis topic.

As options for solving the chosen issue, were proposed special physical education lessons at schools, social media marketing and sport festival with the famous athletes. As holding a sports festival can get more coverage of the target audience of young people, this option was chosen as the main way to solve the existing problem.

The event purpose is promotion of healthy lifestyle and encouraging the target audience to do sports. Therefore, the core idea is, with the help of demonstration performances of popular athletes, inspire the target audience to engage in professional sports or just to show the accessibility and benefits of athletics for the physical development of young people.

5.2 Target audience

Active sports are held for people of all possible ages, ranging from young children to the elderly people. Nevertheless, a young stratum of the population from 12 to 18 years old was chosen as target audience for the reason that young people represents the most numerous and crucial part

of the country's population as their lifestyle, level of education and physical development have a major impact on the level of health of the whole population in the future. Besides, at this age, teenagers are exposed to negative influence and can get the harmful habits of their peers. Therefore, this age is the most suitable time to begin path in professional sports.

The event attended more than 300 spectators of different ages. Most of them were from 14 to 16 years old and their relatives (parents, grandparents).

5.3 Location, date and the event program

Since the target audience of the sport festival is young people from 12 to 18 years old, it makes sense to hold the event during weekends in order to maximize participant's attendance and make them stay for the whole event day. Besides, the location of the sports arena also directly affects the attendance index and the achievement of the ultimate goal of the event. The location of a sports event plays a key role in determining how accessible it is to both participants and spectators. A well-chosen location with good transportation links, parking facilities, and proximity to amenities can make it easier for people to attend. A convenient location can enhance the overall experience for attendees. The choice of location is critical for ensuring the safety and security of participants, spectators, and staff. The venue should have adequate security measures in place to handle crowds, and its location should be in a safe neighbourhood with proper emergency response infrastructure. (Kruglova, 2006)

As per most of the schools do not have any classes on Saturdays, it was decided to schedule the event on 25th of February 2023. The main program was scheduled for 09:00 – 16:00 for making time for arena's preparation before and after event. The main indoor athletic arena on Krestovskiy Island (Gazprom Arena, Tennis Alley, 3a, St. Petersburg) was chosen as a location for the event.

The core idea of the sport festival program is that the event takes place dynamically and includes the most spectacular types of athletics. The APPENDIX 2 shows the representation of more descriptive information on what is happening at what time was. The program includes the open

and closed ceremonies; pole vault and high jump competitions; 100, 800 and 1500 metres races; winners awarding and entertainment parts.

The opening ceremony of the festival took place at 9:00 and was attended by the head of the St. Petersburg Athletics Federation, the press secretary and the participants of the competition. After the opening ceremony, according to the schedule, 100-meter races for women and men were held. Afterwards, pole vault and high jump competition were held. As for these types of athletics are less spectacular, they were held to popular music and the group of cheerleaders performance between attempts, in order to make the competition more dynamic and intense for the target audience of viewers. Afterwards, 800- and 1500-metres races for men and women were held. As an event closed ceremony, winners awarding and final speech by head of Federation parts were done.

5.4 Sponsorship and marketing

The organization of financial part was taken into our sponsors - The Lesgaft State University and the St. Petersburg Ministry of Sports. The Lesgaft State University was responsible for the sport facilities and equipment for preparing and construction the sport area before competition. The Ministry of Sports was responsible for marketing and providing the festival itself with other expenditures.

5.5 Event team and volunteers

The core event implementation team consist from of the event managers – the authors of the thesis, the management team from the sponsorship side and volunteer team who helps with event coordination, participants registration and survey collecting.

The volunteer team from Athletic Federations of Saint Petersburg helped us in preparing sport field for providing the event. As it seen from Table 1, it was 20 people in total for helping in event implementation and coordination. It was agreed what volunteer would start 1 hours earlier before the event itself to have enough time to prepare everything.

Table 1. Volunteer Staff

Volunteer Staff team		
No of people	Tasks	Timing
7 people	Sport area preparation	8:00 – 9:00; 16:00 – 18:00
7 people	Participants registration; types of athletics refugees	10:00 – 16:00
6 people	Secretaries; winners award- ing	15:00 – 16:00
Total: 20 people		

5.6 Feedback collection and evaluation

Feedback questionnaires was chosen as a method of evaluating the achievement of sport festival goals. The questionnaires were printed and given personally to all participants after the event. The paper was contain of 3 essential questions for assessment of organizing the event and influence event itself. Each section will have the 1 to 5 scale, where 1 is the lowest and 5 is the highest.

20 attendees out of 28 filled out the survey and the response rate is 71.42%.

Question 1. On a scale from 1 to 5, how interesting would it be for you to start to do athletics after attending the event? (1 = Not interested at all, 5 = extremely interested)

35% percent of the respondents answered that they are interested to start their workouts as athletes, 50% percent of the respondents were extremely interested to start to do athletics. A small group of attendees (15%) answered that they are not really interested in that. In this case, we might say that 85% would like to start to do sports after attending the event and the festival had a positive impact on their opinion regarding the sport and athletics.

Question 2. On a scale from 1 to 5, how interesting was the event? (1 = Not at all interesting, 5 = extremely interesting)

55% of the respondents answered that the event was interesting for them. 40% of the respondents felt that the event was extremely interesting. And only 5% answered that it was not interesting for them. This question shows that the prepared program and the athletes' performances were liked by the audience and aroused interest.

Question 3. On a scale from 1 to 5, how entertaining was the event? (1 = Not entertaining at all, 5 = extremely entertaining)

40% of the respondents answered that the event was extremely entertaining for them. 35% of the respondents felt that the event was entertaining and 20% answered that the event was mediocre entertaining. 5% of the respondents felt that the event was not entertaining for them. This questions shows that the program of the festival was quite entertaining for the target audience of the event.

6 Discussion

Creating and holding of sport festival event was the main purpose of the thesis. The festival was supposed to increase the interest of young people in sports and attract the target audience to do athletics. Besides, the thesis aimed to show a modern point of view on holding sports events in Russia and expand possible ways to attract the attention of young people.

The core objective of the thesis was to produce a sports public competition what will attract young people and expand the recognition of athletics among the target audience. The objectives for the authors were to explore the theoretical basis in the field of event management, understand the basic principles of creating and conducting sports competitions and apply the acquired knowledge in real practice.

The survey showed that the sports festival had a positive impact on the opinion of the target audience about sports in general and athletics in particular. According to the key point of the theoretical background, festivals of this scale, combining the entertainment and sports part, allow to achieve greater attention of the audience and attract young people to sports. As the festival had a local scale, it brought civic engagement of not only youth in Saint Petersburg but their parents and older relatives. It also created economic benefits for the local arena and some sponsors who helped in the event organizing. Moreover, the event had a major impact in promoting an active lifestyle among all segments of the population of St. Petersburg and contributed to the involvement of more people in sports. Attracting famous athletes for the competition increased the number of spectators and gave the event publicity in the local media.

According to the theory points about motivation, showing the opportunity to become a popular athlete and get a public vocation also served as the main motivator for young people to become interested in sports. Besides, the motives of money and fame also had an important impact on increasing the interest in athletics of target audience. (Vroom, 1994)

Mostly, the event implementation process went well as it was planned. However, we faced some issues with organizing and management parts. First of all, the volunteers team management process was not sufficiently planned and organized. As a result of this, some parts of competition did not have enough volunteers (for example, the pole vault sector) while on other parts had

more volunteer staff than it was really required. Secondly, the time schedule of the event had some issues. In fact, the time of the festival lasted until 18.00 due to the fact that the original timing was calculated incorrectly. The high jump competition took 1 hour 30 min instead of 1 hour as was planned. This caused the main delay and lasted the time of the festival longer. Thirdly, as the sport festival had a local scale, the number of spectators exceeded the planned norm. The capacity of the arena is 250 spectators, and in fact more than 300 people attended the event. This led to a large crowd of people in the stands, many had to stand and even leave the event due to lack of available seats. (Masterman, 2004)

The learning outcome of the thesis is to demonstrate that the authors are “able to plan and implement a Project, use Project Tools and Collaboration Tools” and able to adopt the way of goal-oriented working in projects, as a team (KAMK, n.d.a). Moreover, these theses enabled the authors to independently organize a sports event for more than 250 spectators and put into practice the knowledge they had learned about event management, youth motivation and types of sports events. In addition, the opportunity to communicate with responsible persons in the Ministry of Sports of St. Petersburg and supervisors at Lesgaft University brought significant experience. Also, the experience of attracting high-level athletes and the chance to try your hand as an event manager in sport is very valuable for the authors of the thesis.

However, during the planning and implementation stages some things could be changed. As described above, there were some difficulties with the management of the volunteer team. This happened because of the incorrect allocation of human resources. In the future, this should be given more attention. There were also issues with placing the required number of spectators in the sports arena. In this case, it is necessary to use a different approach when choosing a venue for such events and use arenas with a larger capacity for spectators. In addition, according to the results of the survey, the main goal was achieved partly and only 85% of attendants would like to start doing sport after the sport festival. Perhaps in the future, it is worth improving the sports program of the event and adding more engaging and entertaining parts.

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Appendix 1 - Schedule

May - November	December – February	March - April	May
<ul style="list-style-type: none"> • The topic of the thesis was received and agreed • Stages of idea generation, idea analysis, concept development are done 	<ul style="list-style-type: none"> • Relevant theoretical framework is found, theory part of the thesis is half-made • Thesis analysis is completed, and thesis plan is presented to supervising teacher and commissioning party • Deepening the theoretical knowledge is made. 	<ul style="list-style-type: none"> • Thesis writing process • Consultations with the supervisor and commissioning party • Qualitative research and implementation part are done 	<ul style="list-style-type: none"> • Thesis writing accomplished, and the thesis presentation is performed to supervising teacher and commissioning party

Appendix 2 – Event Program

Time	Program	Responsible party
09:00 – 10:00	The event opening ceremony, athletes and event program introduction	The Ministry of Sports and the authors of the thesis
10:00 – 11:00	The start of first race of the event – 100 meters of sprint for man and woman; the runners introduction, running the race, result announcement	Volunteer staff and event referees
11:00 – 13:00	The start of pole vault competition – the jumpers introduction, conducting qualifying and final jumps, result announcement	Volunteer staff and event referees
13:00 – 14:00	High jump competition - the jumpers introduction, conducting qualifying and final jumps, result announcement	Volunteer staff and event referees
14:00 – 15:00	800- and 1500-meters races	Volunteer staff and event referees
15:00 – 16:00	The event closed ceremony, winners awarding part, collecting survey from participants	The Ministry of Sports and the authors of the thesis

Appendix 3 – Event photos

