

SUMMARY

ECONOMIC ASPECTS OF SPORT IN POLAND ON THE BASIS OF THE LOCAL SPORTS PROMOTER PROGRAMME

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Sport plays an important role in social and economic life, but despite its great importance in Poland, there is still a lack of in-depth economic research on the impact of sport on the economy. In the context of the growing role of sport in shaping social health and in its functioning as an economic sector, this work aims to analyse the impact of sport on the Polish economy, particularly through programmes such as the Local Sport Promoter (LAS). The LAS programme promotes physical activity at a local level and aims to improve the quality of life of the inhabitants of small towns and cities by investing in sports infrastructure and organising sports events. In the context of this study, it is important to understand the economic benefits of such programs, how they affect local economies and how they create jobs and generate additional income.

The Local Sports Promoter program could not be implemented without a sporting base. Sports infrastructure in the form of the “ Moje boisko Orlik 2012” program resulted in the construction of 2604 multifunctional fields across Poland between 2008 and 2012. As part of the government-council program, facilities have been built that include a 30m x 62m soccer field with an artificial surface on which to play soccer, and a 20m x 30m multifunctional field with an artificial tartan surface on which to play handball, basketball or volleyball. The sports facilities also include sanitary and locker room facilities of approx. 60 m². The entire facility at each location has received artificial lighting and has been fenced with a 4m high mesh fence. The construction of the facilities was a response to the EURO tournament that was held in Poland and Ukraine in 2012. The program laid the foundation for the impetus for the development of sports, sports tourism and the economy in Poland. First, it improved the condition of sports infrastructure in each municipality, or directly created new infrastructure that did not exist before. My sports field Orlik 2012 and, in turn, the Local Sports Promoter program have contributed to increasing the regions tourist attractiveness, creating new jobs, increasing the physical activity of the population and increasing Poland's prestige in the international arena. An unexpected effect was the development of the economy through the creation of venues that

could implement not only sports policies but also sponsorships for local, regional and national economic entities thus driving children's and youth sports, amateur sports and the senior citizen movement.

The purpose of this study was to examine the impact of the "Local Sports Promoter" program on the activation of small town residents and their involvement in sports activities. The study analyzes the financial costs and benefits of the program, examining the impact of its funding on local budgets and identifying sources of funding. Special attention was paid to the long-term economic effects of investing in sports development at the local level, such as an increase in the number of participants in sports events, improvements in sports infrastructure, and the effects associated with hiring entertainers and organizing events. The work also aimed to understand how programs such as the "Local Sports Promoter" contribute to the creation of new jobs in the sports sector and the economic benefits of hiring promoters, developing the market for sports services and increasing investment in sports infrastructure.

In the doctoral dissertation, the author conducted detailed research for the first time on a sample of Local Sports Promoter working at "Moje Boisko Orlik 2012" facilities, and also examined Local Government Units, which are the entity that employs the promoters and the local sports infrastructure manager. Users of the facilities, i.e., participants in activities implemented under the Local Sports Promoter program, were also surveyed. A total of 4408 people were surveyed, including, 1,375 Local Sports Promoters, 435 representatives of JSTs, and 2,598 participants in Orlik activities. In addition to research, the paper presents a critical analysis of the literature on the subject and detailed economic data, structural, organizational and infrastructural transformations as prerequisites for the development of sports and, the determinants of the functioning of sports based on statistical data. Another important aspect was the presentation of sports marketing as an element that drives sports development through sponsorship. The economic and legal elements of the operation of sports in Poland were also presented.

The results of the study undoubtedly contribute to a deeper knowledge of the operation of the "Moje Boisko Orlik 2012" facilities and the Local Sports Promoter program. They provide answers and guidance for local and national authorities in organizing local sports and spending resources to stimulate physical activity in the community. The work and its results also point to economic aspects such as stimulating the local sports market through increased purchases of sports products, sponsorships implemented by local businesses, or increased employment in sports. The unique value of the survey is the possibility of comparative analysis of Local Sports Promoters, their employers, i.e. the JST, and the participants themselves in the

activities organized at Orlik facilities. The significant impact of the Local Sports Promoter program on the local and national economy is evident. In the final analysis, the work proves the necessity of financing local sports initiatives, the operation of facilities such as “Moje Boisko Orlik 2012” and their construction and modernization.

Conclusions from the analysis indicate that the “Local Sports Promoter” program has a significant impact on the activation of small town residents and their involvement in sports activities. Investment in sports infrastructure and the organization of sports events bring tangible economic benefits, such as an increase in the number of participants and improved quality of life for residents. The program's funding has a positive impact on local budgets, and its long-term effects include not only the improvement of sports conditions, but also the creation of new jobs in the sports sector and the development of a market for sports-related services. The program also contributes to an increase in investment in sports infrastructure, which is crucial for the development of universal and professional sports in Poland. Thus, the “Local Sports Promoter” is an important element of sports development policy at the local level, benefiting both communities and the economy.

Keywords: Local Sports Promoter, sports program, sports marketing, sports sponsorship, sports financing, sports infrastructure, Moje Boisko Orlik 2012, Ministry of Sports and Tourism, Local Government Units, investment in infrastructure, economic aspects of sports