

SOCIAL RESPONSIBILITY IN ACTIVITY OF FITNESS CLUBS IN UKRAINE

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Abstract

Topicality. Social responsibility encourages different organizations to take into account the interests of society, consumers, workers, and communities. In the modern world, social responsibility of business is a generally accepted rule, which is followed by most organizations. Caring for human health should be the mission of every physical culture organization. **The purpose** is to analyze the activities of “FitCurves” and “SportLife” fitness club networks of their social responsibility. **Methods of research:** theoretical analysis and generalization of scientific literature, sources and information of the World Internet, documentary method. **Results.** In Ukraine, the fitness industry is represented by functioning of 1419 clubs. They need to have a steady reputation to maintain leading positions in the market. It is possible to achieve this through the conscious formation of their own positive image. The “FitCurves” fitness club network, which has been operating in the fitness market for more than 11 years, regularly carries out social and charitable activities. The “FitCurves” social projects are developing in 5 directions: women, family, health, environment and charity. The “FitCurves” fitness club network has been awarded in status badge “A sign of social responsibility”. In Ukraine the “SportLife” network is the largest specialized corporation with 17 own enterprises. “FitCurves” is regularly engaged in social and charity activities. “Sport Life” network also pays a significant part of its income to finance a variety of physical and sport events. There were from 80 to 9000 participants. **Conclusions.** Ukraine should promote and create stimulus for social responsibility, provide legal conditions for social investment, flexible tax policies in relation to philanthropic organizations. “FitCurves” and “Sport Life” fitness clubs maintain their positive image through a civilized business and adhere to the principles of social responsibility to preserve the leading positions of the fitness club network. That is why the largest number of fitness clubs are in cities of Ukraine.

Key words: social responsibility, sports mass events, fitness club.

Любов Чеховська. Соціальна відповідальність у діяльності фітнес-клубів України *Актуальність.* Соціальна відповідальність заохочує різноманітні організації враховувати інтереси суспільства, споживачів, працівників, громади. У сучасному світі соціальна відповідальність бізнесу є загальноприйнятим правилом, якого дотримуються більшість організацій. Турбота про здоров'я людини повинна стати місією кожної фізкультурної організації. *Мета статті* – проаналізувати діяльність мережі фітнес-клубів «FitCurves» та «SportLife» щодо їх соціальної відповідальності. *Методи дослідження* – теоретичний аналіз й узагальнення наукової літератури, джерел та інформації світової мережі Інтернет, документальний метод. *Результати.* Фітнес-індустрія України представлена функціонуванням 1419 клубів. Для збереження провідних позицій на ринку вони повинні мати стійку репутацію. Досягнути цього можливо за допомогою усвідомленого формування свого позитивного іміджу. Компанія «FitCurves» на ринку фітнес-послуг працює понад 11 років. У своїй діяльності вона регулярно здійснює заходи соціального та благодійного спрямування. Соціальні проекти «FitCurves» розвиваються за п'ятьма напрямками – жінка, сім'я, здоров'я, навколишнє середовище й благодійність. Мережа фітнес-клубів «FitCurves» отримала статусний знак «Знак соціальної відповідальності». Мережа «SportLife» – найбільша спеціалізована корпорація України, у якій діє 17 власних підприємств. Мережа «SportLife» значну частину свого прибутку також спрямовує на фінансування різноманітних регулярних й одноразових фізкультурно-спортивних заходів. У них узяли участь 80–9000 осіб. *Висновки.* Україна повинна сприяти та створювати стимули до соціальної відповідальності, забезпечувати правові умови соціальних інвестицій, гнучку податкову політику стосовно організацій-благодійників. Для збереження провідних позицій мережі фітнес-клубів «FitCurves» і «SportLife» створюють свій позитивний імідж через цивілізований бізнес та дотримуються принципів соціальної відповідальності. Саме цим обґрунтовується найбільша кількість фітнес-клубів у містах України.

Ключові слова: соціальна відповідальність, спортивно-масові заходи, фітнес-клуб.

Любов Чеховская. Социальная ответственность в деятельности фитнес-клубов Украины. *Актуальность.* Социальная ответственность поощряет различные организации учитывать интересы общества,

потребителей, работников, общества. В современном мире социально ответственная деятельность бизнеса является общепринятым правилом, которого придерживаются большинство организаций. Забота о здоровье человека должна стать миссией каждой физкультурной организации. **Цель статьи** – проанализировать деятельность сети фитнес-клубов «FitCurves» и «SportLife» по их социальной ответственности. **Методы исследования** – теоретический анализ и обобщение научной литературы, источников и информации мировой сети Интернет, документальный метод.

Результаты. Фитнес-индустрия Украины представлена функционированием 1419 клубов. Для сохранения ведущих позиций на рынке они должны иметь устойчивую репутацию. Достичь этого можно с помощью осознанного формирования своего положительного имиджа. Компания «FitCurves» на рынке фитнес услуг работает более 11 лет. В своей деятельности она регулярно осуществляет меры социальной и благотворительной направленности. Социальные проекты «FitCurves» развиваются в пяти направлениях: женщина, семья, здоровье, окружающая среда и благотворительность. Сеть фитнес-клубов «FitCurves» получила статусный знак «Знак социальной ответственности». Сеть «SportLife» – крупнейшая специализированная компания Украины, в которой действует 17 собственных предприятий. Сеть «SportLife» значительную часть своей прибыли также направляет на финансирование различных физкультурно-спортивных мероприятий, в которых приняли участие 80–9000 человек. **Выводы.** Украина должна способствовать и создавать стимулы к социальной ответственности, обеспечивать правовые условия социальных инвестиций, гибкую налоговую политику по отношению к организациям-благотворителям. Для сохранения ведущих позиций сеть фитнес-клубов «FitCurves» и «SportLife» создают свой положительный имидж через цивилизованный бизнес и соблюдают принципы социальной ответственности. Именно этим обосновывается их наибольшее количество фитнес-клубов в городах Украины.

Ключевые слова: социальная ответственность, спортивно-массовые мероприятия, фитнес клуб.

Statement of the problem. Today social responsible business is a generally accepted rule that is followed by most organizations around the world [1; 6; 7]. After all, social responsibility is a concept, which encourages organizations to take into account the interests of society, awareness of the impact of activities on consumers, workers, the public and the environment in all aspects of its activities [2; 4; 10]. Business is not only responsible for compliance with laws, the provision of quality services, but also voluntarily assumes obligation to society to improve the quality of people's life. By adopting such a strategy, organizations demonstrate that they have achieved a corresponding level of maturity in their development. That is, the more civilized business, the more it becomes a participant in the social life of its city, region, state [8].

Care for human health should become a mission of every organization, especially in physical and sport establishments. It should be noted that the social responsibility of business in Ukraine is in the nascent stage. First of all, the most active in this area is the representation of the already experienced foreign companies and adapting them to our society. However, this process requires coordination and stimulation, and then - participation in it of the state, which should define social responsibility as the desired behavior for business and develop a set of appropriate incentives [5]. In Ukraine, the social responsibility of business will only the work when owners of fitness clubs having opened their social programs feel that it is profitable for them.

That is why it seems relevant to investigate social responsibility in the activities of various organizations, including fitness clubs in Ukraine.

Connection of work with scientific programs, plans and themes. The work is carried out in accordance with the scientific theme of the Fitness and Recreation departments of the Lviv State University of Physical Culture “Technology of attracting the population to improving physical activity” (state registration number 0117U 003040).

The purpose of research is to analyze the activities of “FitCurves” and “SportLife” fitness club networks according to their social responsibility.

Methods of research: theoretical analysis and generalization of scientific literature, sources and information of the World Internet, documentary method.

Results of the research and their discussion. In Ukraine, exploring the state of the fitness industry has established the functioning of 1419 clubs [3]. That is why, in conditions of severe competition, they need to have a steady reputation to maintain leading positions in the market. It is possible to achieve this through the conscious formation of their own positive image. It is the image that makes it possible for the fitness club to be accepted by partners, consumers and the whole society. Today, the fitness services market in Ukraine includes both network centers (113 networks of fitness clubs) and single non-network

establishments. It should be noted that Ukrainian 4 networks have more than 10 clubs, they are «FitCurves» – 153 fitness clubs for women, «Sport Life» – 56 clubs, «Malibu» - 38 clubs, «Atletico» – 23 clubs, etc. The first two are an international network, that is why their activity was investigated through official websites by us.

The «FitCurves» fitness club network is represented in 86 countries and has more than 12,000 clubs on five continents. In 2007, it started its activities in Ukraine. For 11 years the company has been working successfully to help every woman become healthier and more energetic and at the same time to effectively and safely solve the problem of losing weight and restoring metabolism. The “FitCurves” company in its activities regularly carries out social and charitable measures, that is, fully understands its social responsibility [9]. The “FitCurves” social projects are developing in 5 directions: women, family, health, environment and charity. Besides, the company's employees visit orphanages and oncological centers, help the elderly and disabled people and conduct free outdoor training for housewives. It should be noted that a number of such projects and events were supported in 2016/17. The most significant are presented in Table 1.

Table 1

Social activities of the «FitCurves» fitness clubs network

№	Event	Content/activities	Participants
2017 year			
1	<i>Thanksgiving day</i>	promotion of healthy lifestyles: holding children's games, power show, sports competitions, contests, drawn games with gifts for the whole family, entertainment, outdoor cinema; All-Ukrainian two-weekly Motor Rally Final; concert	more than 500 1000 persons
2	<i>Large-scale international movement «We are for quality, healthy and local»</i>	promotion of healthy lifestyle: carrying out a setting-up exercises, examination on medical equipment “Omron”	– employees of the “Auchan” hypermarket network, Kryvyi Rih, Zaporizhia, Lviv, Odessa – 2000 visitors received gifts – 1500 participants were examined – 1400 received advice from a fitness trainer and a body weight correction specialist
3	<i>Social Action «Live Better»</i>	promotion of healthy lifestyle	1000 persons
4	<i>«Let's Make Ukraine Clean»</i>	Care for the ecology of the environment: cleaning the area near the office	workers
5	<i>Social-educational fitness tour «Live dancing»</i>	popularization of a healthy lifestyle among women, the formation of a new culture of health and new healthy family traditions	12 cities of Ukraine
6	<i>Project «Activate Health»</i>	periodic morning exercises – 30 minutes of exercise	more than 1000 persons
2016 year			
1	<i>Social project «Pink October»</i>	– information and assistance to women in the fight against breast cancer; – transfer of medical instruments to the separation of breast tumors unit and its reconstructive surgery	more than 100 clubs in 22 cities of Ukraine (53 thousand women were informed about the prevention of the disease, 1200 women were examined on preferential terms in the amount of 430 thousand UAH))
2	<i>Charity Party PinkParty</i>	attraction of attention to the problem of breast cancer	12 cities of Ukraine



As we can see, the number of events increases, which indicates the social position and strategy of the company's development. Such its activity was recognized by the society. The range of “FitCurves” Fitness Clubs has got the status mark “Social Responsibility Sign” at the regional level as part of the unique Social Responsibility Mark (SRM) project confirms the company's significant contribution to the social sphere and active support for important charity initiatives. This proves the fulfillment of requirements for such a status (total deductions for charity in the amount of 10,000 S during the year, the creation of an effective charity process, actions leading to salvation from the death of human lives, etc.). In Ukraine, FitCurves is steady adhering to the

principles of socially responsible conduct of its activities.

We have also analyzed the activity of another international range of fitness clubs “Sport Life” – the largest specialized corporation in Ukraine, which operates 17 own enterprises. In 2017, they totalled 350,000 members. It turns out that one of the important directions of its work is social responsibility [11]. A significant part of its profit range directed to financing a variety of sports and sports events. Thus, 22 sports events in 2016 and 40 in 2017 were held and supported, from 80 to 9000 took part in them.

Support for regular sports events is shown in Table 2.

Table 2

Regular social events of the range of fitness clubs “Sport Life”

№	Events	Participants	
		2016	2017
1	Championship of family sport in Kyiv	62 families, which represented 66 schools	over 500 Kyiv families
2	«Race of the Nation»: proud yourself! Ukrainians won heavy race Snow Race від «Race of the Nation»: to run 7+ km and 15+km overcoming obstacles	300 participants	1200 amateurs of extreme rest
3	The 6th Kyiv International Half Marathon «Nova Poshta Kyiv Half Marathon»	7100 athletes from 43 countries	over 9 thousands of athletes of different age categories from 50 countries
4	Family Festival (volleyball, football, children’s animation zone, artistic master classes, family sports, family quest, scientific experiments, arm-wrestling)	about 100 families	about 150 families
5	Traditional swimming tournament among amateur swimmers- amateurs “FIT-3 League”	150 participants	280 participants from Odessa, Rivne, Kherson, Zaporizhzhia, Lviv, Kyiv
6	Winter run «KMRC SNOW RUN»	200 participants	310 participants, about 1500 viewers

As we can see one of the prominent events is the Kyiv International Half Marathon “Nova Poshta Kyiv Half Marathon”, which attracted more than 9 thousand athletes of different age groups from 50 countries (2017).

Except for these regular events, Sport Life has carried out other not less important sport events with a large number involved in both 2016 and 2017 (Table 3).

Table 3

Sport events of the range of fitness clubs “Sport Life”

№	Physical culture and sports events	Participants
1	2	3
2016p.		
1	The first INTERPIPE Dnipro Half Marathon	over 1400 participants from 9 countries, including nearly 250 children.

End of table 3

1	2	3
2	The first international junior squash championship on Barakat Squash Junior Open 2016	over 80 children (11-19y..) from Ukraine, Russia and Belarus
3	Night run by Samsung Galaxy S7 Night Run —	over 2000 participants
4	Open marathon swimming Aquaman 3.8	over 200 athletes
5	All-Ukrainian Festival of Healthy lifestyle Odessa STAN Workout Fest 2016	over 250 people
6	Amateur mini-football tournament in the Dnipropetrovsk region «Libertad»	56 teams
7	Great international marathon GRAND PRIX LVIV HALF MARATHON 2016	720 participants, including 12 foreigners
8	«Race of the Nation» – a run with obstacles	more than 1000
9	All-Ukrainian range fitness convention «Sport Life Convention»	over 100 participants from all regions
2017p.		
1	International tournament Kyiv Battle 2017	60 professional athletes and 60 amateurs
2	“Ladies Run”	500 men 400 women
3	Mixed Martial Arts Tournament MMA Road to WWFC	40 participants
4	Inter-corporate children’s sports competition “WE are the CHAMPIONS”.	38 children’s teams
5	Semi-marathon «CrossHill» 2017.	2000 participants
6	Odessa international semi-marathon	over 2000 participants from 25 countries

In addition to supporting these events, we found that the Sport Life range plays the primary role of patronage and sponsorship for sports development and provides material support to sports teams of different levels – from the yard to the national teams (Ukrainian Bodybuilding, Fitness and Fitness Federation Championship under the UBC/VABBA match basketball team, International Rhythmic Gymnastics Tournament “Crystal Muses”, etc.) [11].

To conclude, the “Sport Life” range actively supports a variety of social events.

The conclusions

1. The problem of development of business social responsibility in Ukraine at the present stage is relevant and of primary importance. In Ukraine, state support is needed for the importance of ethical and socially responsible behavior of organizations, increasing their prestige. The state should create incentives for social responsibility, provide legal conditions for social investment, a flexible tax policy in relation to philanthropic organizations, give them priority in obtaining licenses, promote their experience, etc. The state must highlight the issue of social responsibility in Ukraine.

2. Fit Curves and Sport Life ranges create their positive image through a civilized business and adhere to the principles of social responsibility in order to maintain the leading positions. By adopting such a strategy, organizations demonstrate that they have reached the appropriate level in their development. Their social responsibility involves voluntary feedback on the social problems of society and support for various activities. This is the basis of their largest number of fitness clubs in the cities of Ukraine.

Prospects for further research. The focus will be on studying social responsibility in the activities of the most popular fitness clubs in Lviv.

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