

## **Marketing aspects of project risks management in the development of sports ecological camps**

### **Marketinški aspekti upravljanja projektnim rizicima u razvoju sportskih ekoloških kampova**

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**Abstract:** Engaging in sports activities and the issue of environmental protection has become a very important way to ensure health thanks to great media attention. The subject of research in this paper includes the determination or definition of the very phenomena between which the connection is established, as well as the determination of the nature of the connection itself. The subject of the research is promotion as an important factor in successful development in sports, as well as determining the impact on environmental awareness. The theoretical definition of the problem and the subject of research is a logical operation by which the essence of the phenomenon under investigation is determined using abstract terms. Operationally, the working definition of the problem consists in the determination of indicators, that is, indicators that can be examined and checked empirically. The degree of investigation of promotion in sports is high, and given that marketing is an increasingly influential and prevalent area of the economy, that degree of investigation of promotion in sports will rise to an even higher level over time, and it is necessary to investigate the way of its influence on raising environmental awareness. After the operational definition of phenomena is carried out, assumptions or research hypotheses are set. Their function is to assume a connection between the phenomenon we are investigating and other factors that could be assumed to be in some kind of relationship with it. The aim of the research is to check the validity of the hypothesis.

**Keywords:** marketing, camp, sport, environmental awareness.

**Sažetak:** Bavljenje sportskim aktivnostima i pitanje ekološke zaštite je zahvaljujući velikoj medijskoj pažnji postao veoma važan put do obezbeđivanja zdravlja. Predmet istraživanja ovog rada obuhvata određivanje odnosno definisanje samih pojava između kojih se veza utvrđuje, kao i određivanje prirode same veze. Predmet istraživanja predstavlja promocija kao važan faktor uspešnog razvoja u sportu, kao i utvrđivanja uticaja na ekološku svest. Teorijsko definisanje problema i predmeta istraživanja je logička operacija kojom se pomoću apstraktnih pojmova određuje suština pojave koja se istražuje. Operacionalno, radno definisanje problema sastoji se u određivanju indikatora, odnosno pokazatelja koji se mogu iskustveno ispitati i proveriti. Step en istraženosti promocije u sportu je visok i s obzirom na to da je marketing sve uticajnija i zastupljenija oblasti ekonomije, taj step en istraženosti promocije u sportu će porasti na još viši nivo vremenom, te je potrebno istražiti način njegovog uticaja na podizanje ekološke svesti. Pošto se izvrši operacionalno definisanje pojava postavljaju se pretpostavke ili hipoteze istraživanja. Njihova funkcija je u tome da se pretpostavi veza između pojave koju istražujemo i drugih činilaca koji bi po pretpostavci mogli biti sa njom u nekoj vrsti veze. Cilj istraživanja je proveravanje opravdanosti postavljene hipoteze.

**Ključne reči:** marketing, kamp, sport, ekološka svest.

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## INTRODUCTION

Many organizations do not manage risks. There is a belief that the same takes too much valuable time, financial resources or they do not have adequate professional staff or methodologies for risk management. In fact, they are wrong here, because the success of project implementation depends on the success of risk management.

Marketing in sports can be seen as one of the main, and now also as a strategic direction of sports organizations, in the realization of sports goals, programs and tasks. Marketing in sports represents the business function of a sports organization, that is, the economic process that connects the production of sports products, services and capital and consumption in the field of sports in the most efficient way (Beech, Chadwick, 2007).

From the previous paragraph, it can be concluded that risk management is a prerequisite for effective project management, which is what this scientific-research paper deals with.

The topic of the paper is the specificity of organizing sports ecological camps and determining the connection with the implementation of promotional activities in raising citizens' awareness of health care. The aim of the paper is to provide information on ways of risk management during sports ecological camps, as well as to determine the role played by the application of marketing activities. The hypothesis of the research is: By implementing marketing activities through which organized sports ecological camps are promoted, they have a direct impact on raising awareness about health. The methods used in the work are analysis method, synthesis method, comparative method, deduction method.

### 1. MARKETING IN SPORTS AND ORGANIZING SPORTS ECOLOGICAL CAMPS

Every social and cultural phenomenon, and in that sense also sports activity, has a constant need for moral, organizational and financial support from society. One of the phenomena of sports at the beginning of the 21st century is the emergence of serious business. In this business, the central place is occupied by sports protagonists: athletes, coaches, managers, sports organizations, organizers of sports events, as unique promoters of corporate business, that is, sponsors, primarily through the sports auditorium, which they rule (Šiljak et al., 2021). At the same time, sports protagonists develop their own business, in which they identify their products and target market. The development of sports and the recognition of the potential market in the sports

auditorium have influenced the strategic decisions of many companies that produce sports equipment and props (Bühler, Nufer, 2014). They develop their production in two ways: based on the needs of modern sports in achieving optimal sports results, developing modern technologies and perfecting their products; and based on the needs of the broad market, which is located in the sports auditorium. This means meeting the needs of all those who participate in sports activities in any way (professional and amateur athletes, recreational players and those who identify with sports stars).

The social importance of sports stems from the natural need of people for sports activities, in which they are directed towards the perfection of mind and body (Scola, Gordon, 2018). Sports interests play a very important communicative role in society, politics and, what is important for marketing in sports, the economic sphere of human activities. Other, no less important interests of sport lie in the sphere of work, because for many, sport is a profession. To a significant extent, modern sports represent a successful and satisfying business for many. He is always the subject of interest of the broadest public, and is exposed to the constant focus of mass media (Smith, 2012).

In practice, contemporary sport encountered two orthodox ways of solving the financial problems of sports organizations. One of them referred to countries where the state directly, centrally subsidized and allocated funds to sports (Hermanns, Riedmüller, 2011). The second way referred to countries with a free economy and free market, where the problem of financing sports was solved mainly by introducing a marketing function in the management of sports organizations, regardless of their status, professional or amateur, for-profit or non-profit.

Marketing in sports can be seen as one of the main, and now extremely necessary, defining the strategic direction of sports organizations, in the realization of sports goals, programs and tasks. In the current circumstances, sport, in order to be realized as a creation, is looking for ways out of the vicious circle, in which the missing funds decisively determine the quantity and quality of sports creativity. The mission of marketing in sports is to continuously obtain funds and seek financial support for the realization of own sports programs. Marketing in sports as a business function contains a systematic approach in the function of the set goal, along with the identification and anticipation of demand, defining and satisfying the demand for sports products and services (Karg, Funk, 2020). Marketing as a scientific discipline studies the procedures and activit-

ies that enable the highest possible level of marketing efficiency in the given circumstances, with the application of scientifically known and elaborated methods and principles, and for the purpose of progress and development of the activity in question (Ostojic et al., 2022).

On the one hand, profit and its multiplication, in order to achieve sports development, is one of the important moments of introducing a marketing strategy in sports, on the way to achieving the main sports goal: achieving optimal sports results, and thus improving the appropriate human qualities. Sport, given its social and economic role and its great publicity, is extremely suitable for economic activities (Schwarz, Hunter, 2017). Therefore, entrepreneurship in sports has wide applications due to the possibility of animation, in different ways, of large masses of people. The development of a number of activities, which are in any way related to sports or are in sports, as well as the improvement of people's conditions and lifestyle, favored the active participation of an increasing number of people in sports activities as active or passive participants (Siljak et al., 2018). This is how the market was created as the first prerequisite for any entrepreneurship. The growing demand for sports and sports products contributed to the development of entrepreneurship. Sports programs are connected with complementary activities, such as the production and sale of sports equipment, clothing, footwear and food items, tourism and various other service activities that are consumed by a large number of people. And that provides a great possibility of earning (Henriksen, Stambulova, 2015). In the modern world, certain areas of sports are economic activities that not only provide the opportunity to earn money, but large business ventures can be realized with high earnings. We come to the point that the higher the profit, the more profitable the investment. Which is logical. Profitability is therefore the driver and motive of entrepreneurship in sports, whose products and programs, like any other, are valued through the market. The environment and ecological protection represent a very important framework for the survival and development of society as a whole. The basic task of each individual is to behave in accordance with the norms that will preserve and improve them (Ostojic et al., 2021). As we can see, the influence of sports and sports activities is growing more and more. It is important to focus that influence on other branches of the economy whose development is also important for people's well-being. One of them is concern for environmental protection (Handford, 1997). Combining sports activities with concern for

environmental protection, as well as the implementation of marketing activities, raises awareness of their importance and impact on health (Henriksen, 2015).

## 2. MATERIALS AND METHODS

For the purposes of research work, research was conducted on the topic of sports ecological camps in Serbia. The obtained data show us the degree of impact of marketing activities that promote organized camps with the aim of raising awareness about health through playing sports and environmental protection. The goal of this research is to obtain information from two non-governmental organizations that organize camps in Serbia. When collecting data, a Google questionnaire was used, and respondents were contacted via e-mail. The methods used are the analysis method, the synthesis method, the comparative method, and the deduction method.

## 3. RESULTS AND DISCUSSION

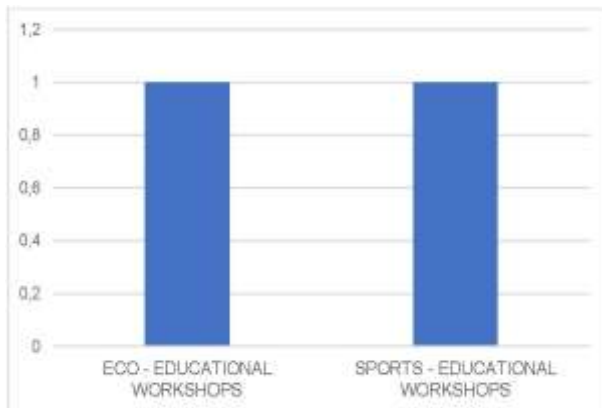
The survey of this research consists of a set of questions and was filled out by two non-governmental organizations, the Environmental-Educational Adventure Camp Upririodise and the Sports-Educational Camp Call of Nature from Apatin.

The results of the research are presented below.



Graph 1 - Existence of organizations  
Source: authors

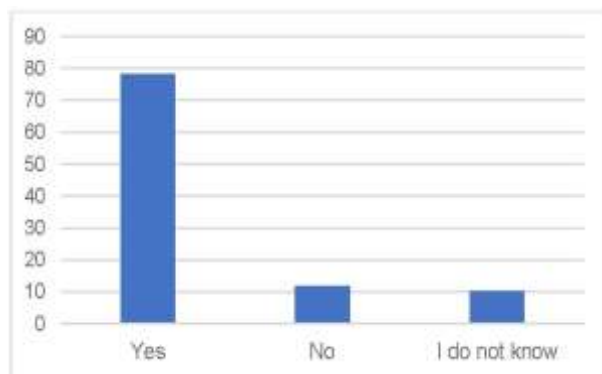
Based on the graph, we can conclude that both organizations have been carrying out their activities for more than 6 years, which means that they are quite familiar with the way of raising awareness and taking care of health through organizing sports activities and environmental protection on the territory of Serbia, and the information collected by this survey is relevant.



Graph 2 - Types of camps  
Source: Authors

Based on the obtained indicators, we can see that there are different camp themes, from educational, ecological to sports camps.

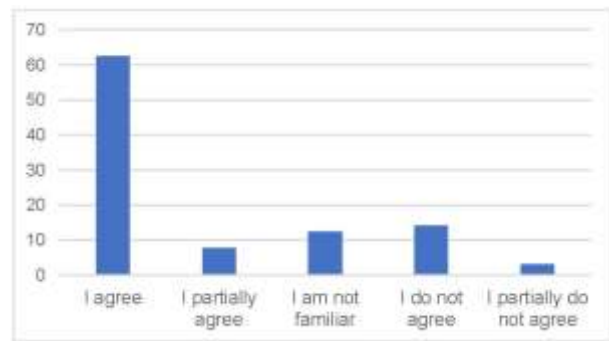
The next question is "Do you think that the camps you organize raise children's awareness of the importance of sports and environmental protection in the long term as basic prerequisites for taking care of health?"



Graph 3 - Presentation of the impact of organized camps on raising children's awareness  
Source: Authors

Based on the results of the research, we can conclude that the respondents pointed out that organizing such workshops promotes a healthy life and health care through playing sports and through environmental protection, 78% confirmed the same, 12% disagreed, while 10% did not have an answer to the question.

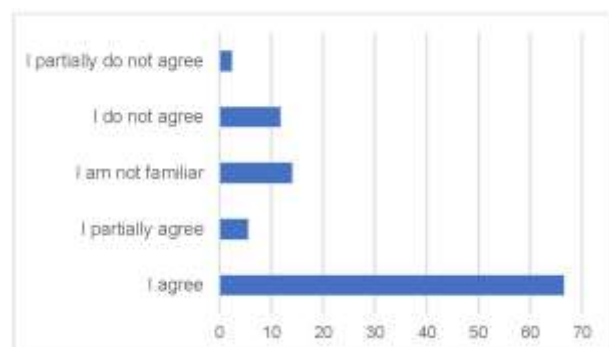
The following chart shows the availability of data for risk management at organized camps.



Graph 4 - Availability of risk data  
Source: Authors

The respondents confirmed that there are detailed data regarding the risks that may occur during the camp. They also point out that it is very important to dispose of such data in order to reduce or eliminate any possibility of an unfortunate event. 62.5% agree with the above, 8% partially agree, 12.5% do not know, 14% disagree, 3% partially disagree.

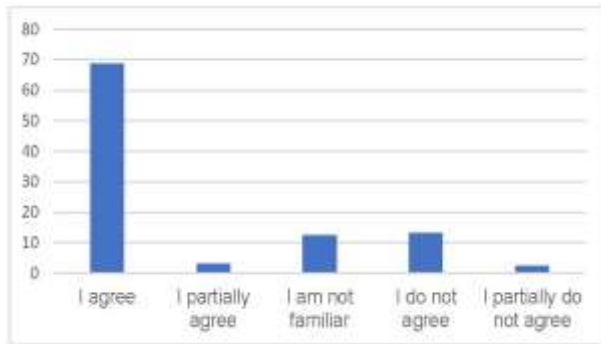
The next question is: "Do you have a database of risks that can be realized during the camp?"



Graph 5 - Existence of the risk base  
Source: Authors

The respondents answered that they have information about the risks that can happen at the camps, and 66.40% agree, 5.46% partially agree, 14.06% are not aware, 11.71% disagree, while partially agree 2.34% of respondents disagree. The risk database contains all possible risks that can be realized during the workshops.

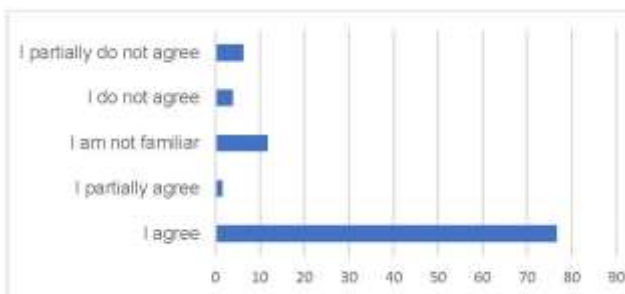
With the following question, we tried to get information about the importance of risk management as a prerequisite for a successfully implemented camp.



Graph 6 - Importance of risk management  
Source: Authors

Based on the results of the research, we can conclude that there is a very significant relationship between systematic risk management as a basic prerequisite for the successful implementation of the camp, and 69% of respondents agree with this, 3% of respondents partially agree, 12.5% of respondents are not aware, and they disagree. 13% of respondents agree, 2% of respondents partially disagree. As the most important risks, they pointed out the Covid19 pandemic, the bites of hornets, mosquitoes, the abandonment of the camp participants, the insulting of the workshop leader by the participants.

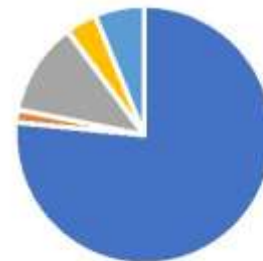
The next question related to determining the existence of a relationship between the use of marketing activities for the promotion of camps and the number of registered children.



Graph 7 - Showing the relationship between promotional activities through marketing and the number of registered children  
Source: Authors

Based on the obtained research results, we can conclude that promotional marketing activities influence the increase in the number of children registered to participate in these types of camps. 77% of respondents agree with the above, 1.56% of respondents partially agree, 11.70% of respondents do not know, 3.90% of respondents do not agree, while 6.25% of respondents partially disagree.

The next question to which we tried to get an answer relates to determining the connection between the public, that is, the citizens of the Republic of Serbia and the use of marketing to raise awareness about the importance of playing sports and environmental protection.



- I agree
- I partially agree
- I am not familiar
- I do not agree
- I partially do not agree

Graph 8 - Connection between marketing and sports and ecology  
Source: Authors

All respondents unanimously confirmed the existence of a link between the use of marketing activities to raise public awareness more widely and quickly about the importance of playing sports and environmental protection as important elements for health preservation, 77% of respondents agree with this, 2% of respondents partially agree, not aware 12%, 3.90% disagree and 6.25% partially disagree. Respondents pointed out that the application of marketing made it easier to raise the awareness of parents, and the number of children registered to participate in organized camps is increasing every year.

CONCLUSION

Marketing in sports represents a newer scientific field that focuses on a sports product or sports result, a sports competition or a sports event, the placement of sports equipment and props, a wide range of various sports services, as well as the promotional and propaganda role of sports.

The fact that modern sports have become an integral and inseparable part of the lives of a large number of people on the planet implies incredible opportunities and potentials in terms of connecting sports and business on the global world market of sports products, services and capital. It should be emphasized that sports marketing as a scientific discipline has its own historical development and theoretical basis.

Although the research included only two organizations, the information that was collected is relevant, because both organizations have been in existence for more than 6 years, and have encountered different situations and gained experience in organizing camps. These organizations in Serbia have recognized risk management during camps as a very important item for a successfully realized camp. They regularly maintain documentation about the camps, as well as documentation about risks, and have a risk database with which they can manage future risks, should they occur. With that, they set a good example for other organizations about the importance of risk management. What these organizations further point out is that there is a certain connection between camps and taking care of health through playing sports and through environmental protection. Guided by the subject and goal of the research, we can conclude that the hypothesis that reads: Applying marketing activities through which organized sports ecological camps are promoted have a direct impact on raising awareness about health, has been confirmed. Also, we can conclude that there is an exceptional importance of applying marketing activities in connection with the promotion of camps. The increase in the number of children registered to participate in them speaks for itself.

At the very end, a prerequisite for the development of society is the care of preserving its health. As we saw in the research itself, two important aspects of health preservation are playing sports and taking care of environmental protection. In order to raise more and more awareness of the importance of social health care, it is necessary to apply the advantages offered by the use of marketing. In the coming years, it is necessary to use all available resources in order to spread people's awareness more and more and reach a larger number of citizens.

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