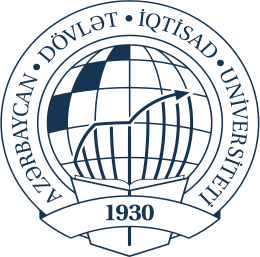
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UNEC SABAH

Azerbaijan State Economic University

**Estimation of the influence of sport’s marketing on the economy**

Names

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**Abstract**

The requests and needs of games customers are intricate. The expansion in games group of onlookers and members' spending has expanded the interest in the games economy and the interest for elite athletics displaying.

The game and particularly the football world's business volume are expanding as time passes. This advancement makes a requirement for elite athletics displaying. To be effective in games displaying, you have to comprehend the use of the games business and the particular advertising standards. The standards of games displaying are firmly connected to the comprehension of the game business with its one of a kind highlights. Subsequent to talking about the games business, it is essential to adjust these standards and procedures to the game.

The expression of games displaying was at first utilized by the Advertising Age Journal in 1978 and portrayed as "the limited time devices that is progressively being utilized as a modern item by buyers and administrations advertisers". The accompanying inquires about expressed that this clarification is lacking. As of late, the term of games promoting has been depicted as the usage of the standards of showcasing and advertising forms in games industry.

This examination archives an investigation of the promoting executions of the games clubs and its impacts on the economy. The fundamental goal of this investigation is to decide promoting usage and its consequences for the economy.

The impact of games displaying on the economy in the investigation is clarified both by hypothetical and measurable pointers. You will see the impacts of games advertising on the economy in this examination.

The consequences of this examination demonstrate that sports clubs have turned out to be progressively proficient in the field of displaying. Since promoting discipline is evolving continually, sports clubs are changing their advertising usage too. Sports associations began to have a significant offer in the general economy because of their capacities and usage.

Watchwords: Sport, Sports Clubs, Economy, Marketing instruments, Sports Marketing

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# Introduction

## Introduction

Today, sports have a significant spot in the network life. With the advancement of the correspondence advances of the Olympics and different games associations sorted out from the old age, the consideration of the organizations just as the gatherings and the fans taking an interest in the associations has been pulled in.

Sportive occasions have turned into a significant open door for organizations creating sports hardware and organizations that need to promote with games.

The commercialization of the game has prompted the beginning of business exercises by the organizations that are at the focal point of the games. To meet their consumptions, sports clubs proceed with their business exercises then again, to be a wellspring of speculations and to increase financial power.

The expansion in the investigations on games promoting, which is an always-creating worldview in displaying discipline, will be viable both in understanding the significance of the idea and in acquiring a sound and significant spot in the advertising discipline.

The point of this theory is to influence an examination to decide the idea of games promoting and its financial impacts to add to the advertising discipline. In this unique circumstance, in the initial segment of the proposition, the meaning of game idea beginning from the idea of economy and the connection between game and economy are talked about.

In the second piece of postulation, I clarify impact of games on economy. Third part comprise of meaning of games promoting.

At last, I compose universal game occasions which take occur in Azerbaijan. I clarify these occasions how influence our economy.

Likewise, this exploration will inspect the effect of games on the economy and the brandishing advertising practices of games associations will be assessed.

For this reason:

• Sports promoting will be resolved.

• The effect of the game on the economy on the planet and in Azerbaijan will be resolved.

Significance of this theory that the advancement and globalization of the games business likewise prompted the improvement of games advertising. As games displaying is another region, there is less data than different regions. Presently we see that numerous individuals are paying for games exercises, where they effectively take an interest in games. They watch sports news on TV, read papers or converse with other individuals. Because of the expanding significance of game on the planet and in Azerbaijan, the commitment to the economy was significant.

1. **Relationship between sports and economy**

* 1. ***Relationship between sports and economy***

Game is where the entire world can expend together, a solitary shared factor of individuals from various social and social statuses, and a stage that can unite 3 billion individuals at a certain point. Game is a wonder that increasingly affects human life in the present utilization society. When we consider the game marvel from the individual perspective, it is seen that people give their physical capacities and mental capacities. Then again, it is realized that individuals reinforce their social ties.

Nevertheless, it is not the wellbeing of game that benefits just individuals. Cash advance and hiring, sports equipment and sports equipment manufacturers today can be used in a productive way with a modern team of travel industry and expert teams, he said. Indeed, though, the use of games and products has gradually become an important part of the economy, although there are monetarily unmatched numbers in the world.

Sports are likewise significant for supporters, social orders and states. Since the game has turned into a purposeful publicity and publicizing instrument, a device of influence exhibition, a glory and a methods for profiting as an incredible industry . Observers in the arenas; Due to the high number of traffic jams in TV, papers and magazines, sports fields are favored for the advancement of numerous different items. Sports-related enterprises (sports hardware, sportswear, vehicles, shoes,) have progressively turned out to be conventional utilization things of social orders. These ventures have been instrumental for some individuals regarding generation and utilization. Instruction organizations have received games as a viable device in training.

To make a positive picture in the general population, government officials have been mindful to show up in games associations and grant services. Governments have begun to put resources into games offices and associations to anticipate social deterioration and to keep individuals from swinging to disorder and fear.

The game, which prompted the development of vast shopper gatherings and their combination, pulled in the consideration of numerous undertakings and began to be utilized as a promoting instrument in numerous territories; has picked up business significance with the effect of the quickly developing customer society. Expressed the fundamental qualities of the commercialization of game as pursues:

a) The development of a monetary complex dependent on games: The game systematically achieves the phase of mass utilization. There are an ever-increasing number of brandishing items in numerous customer markets.

b) Sports, diversion and excitement have turned into a significant part of the business: The amusement division is turning into the most across the board segment on the planet as far as its extension and work. It is the part with the most potential for games, amusement and stimulation after the travel industry. The developing pace of this part demonstrates it will proceed with its significance later on.

c) Increasing significance of games and sports geniuses: The fundamental capital of the amusement divisions is whizzes. Geniuses structure the essential capital of the game economy complex. Geniuses can draw in huge gatherings of people to pitches or TVs. This can make incredible financial potential for the publicizing and utilization parts.

d) Vertical reconciliation inclinations in the amusement area: Television organizes never again offer hotshots, however are keen on having them. In this manner, there are endeavors to have sports clubs, arenas and sports offices. In the games business, which has turned into a significant industry and field of action, various financial exercises dependent on sportive exercises have created just as immediate game related exercises. Industry confidence in these relationships is incredible. From financial point of view, branding trainings legitimately help the national economy, such as generation (or salary) and business. It additionally initiates the parts in which it is appended.

World Newspaper of 30 May 2018 to 25 May by Turkey in the Champions League coordinate among Liverpool and Milan in the last match of numerical information the football alliance spent € 2 million on framework, 48 thousand trees were planted around the station, and UEFA spent € 5.3 million for the associations of the match. It is expressed that Istanbul Metropolitan Municipality burned through 78 million YTL for framework to contribute. Furthermore comes the air ship continuing 2,000 fans inside one day of the match in Istanbul and Turk Telekom field additionally contributed $ 260 thousand guilty party is demonstrated. As observed from the precedent, a games association has assembled numerous areas, including foundation, transportation, correspondence and settlement. This model is viewed as significant as far as demonstrating the relationship of games industry with different parts.

Moreover, the rise of some sub-areas because of the improvement of donning exercises demonstrates that the roundabout financial commitments of games to the previously mentioned issues can be not kidding. Forward and in reverse connections identified with wearing exercises are the fundamental ideas that can be utilized to decide these circuitous impacts. In the event that sportive exercises are performed relying upon the merchandise or administrations delivered by another area, back linkage is being referred to. Then again, if another segment utilizes brandishing exercises as contribution to the creation of products and ventures, forward association ends up significant.

These days, numerous games clubs have moved toward becoming companies. The fundamental motivation behind games clubs is to build their income just as to make progress in their games. In this manner, clubs pick their methods for expanding their benefits by mirroring their intensity in the donning regions to business regions. Sports clubs must improve their benefits and settle on money related choices by dissecting the current monetary circumstance to support their lives monetarily.

Clubs that keep up their administrative achievements in economy the executives will likewise expand their income, which will fill in as an asset for framework speculations, club-based consumptions, for example, player exchanges, and benefit appropriation to investors (in open clubs).

**3. Influence of sports on economy**

***3.1 Influence of sports on economy***

We portray financial matters as the manner in which social orders utilize rare assets to deliver significant products and circulate them to various individuals. Characterizes the economy as the utilization of rare assets to full fill boundless human needs. There are two components rising up out of the meanings of financial matters. These components are "restricted assets" and "individuals wants and needs. The games economy incorporates thinks about on these two components. These inquiries are:

a) How a great part of the rare assets in the public is isolated into games?

b) Why are rare assets in the public arena isolated into games?

c) How can rare assets be shared among the games business?

Analysed the impacts of games on the economy in two different ways: momentary impact and long haul impact.

The transient financial effect fundamentally investigates the consumption of different gatherings that are basic to exercises, for example, competitors, authorities, media work force, watchers and different guests. For some particular occasions (e.g. Olympic Games), the transient effect incorporates spending on limited time and advertising exercises of different organizations. The long haul monetary effect demonstrates long haul benefits that might be valued by the host area after a game or occasion. Such impacts:

a) Construction and improvement of new offices,

b) National and global advancement of the host city, district and state amid the communicate media communicate,

c) Local volunteerism, openings for work and training can be considered as social advantages, for example, subsidizing for youth instruction programs.

***3.2 Sports Industry***

It will be helpful to quickly examine the ideas of business, industry and market before changing the idea of games industry. In monetary hypothesis, the venture is characterized as a unit that chooses the generation and clearance of products. Industry can be characterized as administration, industry and transportation regions where these carry on their exercises. Organizations inside a similar industry may here and there seek delivering substitutes near one another. The gathering of venders that addresses the regular purchaser gathering and creates close substitute products is called industry. Organizations are characterized into businesses dependent on the philosophy of the work being done, the essential crude materials utilized and the merchandise delivered and benefits gave.

The advantages of game to society ought not to be assessed with the wellbeing that they give to individuals. Since regarding financial addition and business, sports today, sports offices and sports gear producers, the travel industry and expert clubs have turned into a modern branch.

Particularly in the late 1960s to the present day sports-related organizations, sports merchandise creating organizations, broad communications, sports fields, arenas, sportive business item producers, competitors, expert and beginner associations inside the games territory to develop, sport into an industry just out; it additionally gave industry development inside the business .

The expansion and increment of new and various games, wellness and response exercises, increment in broad communications, increment in available time of people, increment of games items in different market portions and innovative improvements identified with these items, increment of promoting propensities in the games business, increment in games instruction, increment in games training . The increment in benefits, advancements in games the board, globalization of games and worldwide market have prompted the development of this industry .

This development of the games business has prompted the spread of games administrations to a wide assortment of regions; it additionally expanded challenge between numerous associations working in this field.

In parallel with the advancement of the games business, numerous business regions have risen. The Sports Directory records 14 profession territories identified with game. These territories incorporate occasion arranging, occasion the executives and showcasing, sports media, sports sponsorship, sports administrations, sports affiliations, sports attorneys, producers and wholesalers, materials and providers, groups, alliances, school competitors and money zones . This demonstrates the degree of the measure of the games business.

There are numerous private and open non-benefit associations inside the games business. The contrast between these two kinds of associations is that they can have an income over the assets of open non-benefit associations, for example, college games groups, nearby amusement units, and government assets; non-benefit private associations, for example, golf clubs, uncommon Olympic recreations, are most of their pay sources from participation expenses and gifts. The volume of business and the field of action in the enterprises identified with brandishing exercises are very factor. The absence of customary and deliberate data and database stream in this industry makes it conceivable to recognize just patterns in such evaluations. Thus, nearby and national papers and magazine data are the most significant sources.

Sports industry, sports, wellness, and the name of the market offering items, administrations, individuals, spots and contemplations identified with them.

Portrayed the games business as a mix of the accompanying three components:

a) Undertakings and associations creating sports exercises,

b) Ventures and associations giving items and administrations supporting the creation of games exercises,

c) Organizations occupied with the buy and closeout of items identified with games exercises and associations.

The games business has into four segments

a) Producers of games merchandise, for example, sports offices, sports hardware, and wellness gear,

b) Sportswear and footwear and comparable sportswear producers,

c) Health and wellness clubs, giving games administrations,

d) Other salary producing zones, for example, communicating rights, sponsorship understandings, and section charges.

Express that the games business has two significant sub-parts. These are the games merchandise sub-part and the games administrations sub-segment.

Sports hardware sub-industry, sportswear utilized in donning exercises, sports shoes and sports gear, for example, sports hardware and industry that produces apparatuses.

The generation of games materials has turned into a quickly developing worldwide industry. Due to this trademark, this action zone has been a significant part of the nearby, local and national economy.

The games administrations sub-industry incorporates two distinct fields of movement. As one of the elective methods with the expectation of complimentary time assessment, exercises, for example, checking sports exercises and taking an interest in games exercises are the most significant administrations offered by this part.

Checking of donning exercises is, as a rule terms, a component that can be considered as an extra time assessment movement. It is conceivable to express this financial component as mental and sociological alleviation of the watchers and to build their fixation in new examination periods.

Financial highlights are substantially more open to take an interest in donning exercises. Members in brandishing exercises have a more drawn out life expectancy both in mental and physical terms, give higher efficiency in their working lives and increase more delight than life.

Elite athletics and some sportive products makers in the games business can declare their exercises through a wide scope of media; in any case, it is seen this is not the situation in different enterprises. This is because of the way that composed games associations can offer appealing future items to customers for each showcasing region.

The fields of movement that establish the games business or identified with this segment can be tended to in numerous viewpoints. The games merchandise segment, development division, the travel industry segment, logo, diversifying, keepsake segment, nourishment segment, publicizing, excitement and advancement part are various expert areas identified with games.

Numerous games clubs the world over have tried to discover new income for some reasons, for example, tickets, sponsorship incomes, and subsequently they have turned into a company to openly offer their offers.

For instance, the English football crew Manchester United has turned into the most extravagant club in Europe in the wake of achieving the market estimation of $ 531 million of every 2001 after it was opened to the open.

In Turkey, Galatasaray, Besiktas and Fenerbahce following Trabzonspor club sports club it is opened to people in general in 2005. Monetary returns of the supply of games clubs are identified with their accomplishment in games. The way that sports clubs are incorporated into the monetary markets has conveyed new measurements to the games business.

The yearly incomes of the world's most extravagant five top games clubs can give a thought regarding this industry. When we take a gander at the yearly salary of games clubs, it is seen that numerous huge organizations deserted their yearly incomes.

Table 2. Revenue Ranking of Sport Clubs in Europe

|  |  |  |
| --- | --- | --- |
| 2018 | Club | Income (Million Pounds) |
| 1 | Manchester United | 171.5 |
| 2 | Real Madrid 156.3 | 156.3 |
| 3 | Milan | 147.2 |
| 4 | Chelsea | 143.7 |
| 5 | Juventus | 142.4 |

The games business, which has the biggest financial size in the games business, is football .The football business has achieved a money related size of around $ 500 billion around the world. The greatest offer in the football business is the UK, Italy, Germany, Spain and France. The all out level of this offer is around 65%. In five nations where football is really industrialized, the match yields represent just 21% of the all-out income. The staying 79% is made out of media incomes, sponsorship and marketing incomes.

With the quantity of nations that are individuals from the United Nations, the quantity of nations that are individuals from the International Football Federation is an aftereffect of the all-inclusiveness of game. Starting at 15 May 2018, the quantity of nations that are individuals from the United Nations is 189. As of a similar date, the quantity of Palestine and the part nations of the International Football Federation additionally switch state of nations, for example, Taiwan 203.

The qualities of the games business can be recorded as pursues:

a) Provides a participatory item.

b) It shows a gooey item.

c) Provides the important or essential gear for games and wellness exercises.

d) Provides offices where sportive exercises should be possible.

e) Provides administrations essential for the continuation of sportive and recreational exercises.

f) Offers recreational exercises.

g) Management and advertising of game associations.

h) Presentation of exceptional wearing magazines or different occasions offered by printing organizations.

I) provide proficient competitors with money related, lawful and limited time offices and offices for the execution of their work.

***Dimensions of Sports Industry***

a) Size of Participants: The quantity of members is a significant component in the advancement of the games business. The most significant income things in the games business are communicated incomes and sponsorship incomes. 1The explanation behind this is organizations give costs as indicated by the level of brandishing movement while supporting an association or group. There is little damage as far as organizations, as it were, as opposed to the advantages of supporting wearing exercises with little interest. In like manner, TV slots consider how much they watch as they buy the telecom privileges of a wearing movement. For instance, a TV slot with the most gathering of people on the universe of the football match will be given the privilege to the distribution of an offer for a volleyball match will be unique in relation to the idea of the privilege to communicate, the crowd will be more than the offered for football will be increasingly known.

The World Cup of France was trailed by 3.5 billion individuals. Korea - Japan in 2002 World Cup, this number is assessed to be 3.9 billion individuals. Just Korea - Japan The present limit of the arenas for the 2002 World Cup is 1 million. As the quantity of individuals intrigued by football is so high, they need to slight galactic figures for broadcasting rights in telecasters. BBC TV is a TV with ITV to communicate the competition, Kerch gathering, France 98 has paid the value that was paid multiple times the $ 230 million.

The European Champions League Final match between Liverpool and Milan on May 25, 2005 was communicated on TV in 200 nations. The quantity of individuals watching the diversion is evaluated to be more than 3 billion. The quantity of individuals watching the match in the arena is around 71000.

In 2018, the NFL (National Football League) broke the record with 16,346,710 watchers. With a normal of 64,914 supporters, the normal of the year 2017 was 65,349. In addition, in the 2017-2018 seasons, there was an expansion of 2% in the quantity of observers in the NBA amusements with a normal of 16.984 fans, which was under 11% of the group of onlooker’s limit of 10 groups. Nevertheless, in 2018, MLB (Major League Baseball) achieved 20 million watchers.

b) Size of Media Publications: The media has a significant offer in the improvement of the games business as far as achieving the games exercises and sports news to a large number of individuals. Numerous games exercises have begun to be played by some coincidence, and after that, there has been an interest for games exercises by conveying sports exercises to a large number of individuals. The interest, together with the applicable game, has empowered the arrangement of the market. For instance, in the mid-nineteenth century, Harrow High School understudies are trusting that their turn will play tennis in England and the squash game can be seen on the divider. A game that rose along these lines has made its very own market by getting to various masses through the media.

There are numerous reasons why the media are keen on games. One of these reasons is that there are more masses keen on games. Because of the mass of the majority, the organizations pulled in the consideration of the media organizations because of the way that the organizations profited by it and subsequently a major market was framed.

An extraordinary interest for games broadcasting has prompted the rise of more games explicit channels. Golf Channel, Speed Vision and Womenanks Sports Network, can be considered channels that emerge contingent upon the interest of purchasers.

Media organizations are contending to have an offer in games exercises to achieve a huge number of individuals. Because of the challenge, they needed to pay billions of dollars to get the production expenses of donning exercises. These expenses have turned into a significant income thing for the two associations and sports clubs.

For instance, 71,981 fans trailed the Super Bowl XXXV competition in Tampa and an expected 810 million individuals viewed on the TV. Correspondingly, the Australian-Sydney summer Olympics pursued 871 million individuals on the NBC communicate. NBC TV paid $ 2.4 billion to get the communicate privileges of the 2014-2016 and 2018 Olympic Games. NBC paid $ 1.37 billion of every 2014 and 2016 recreations. In 2017, the CBS had paid $ 11 billion for a six-year contract reaction to the NCAA alliance's entitlement to communicate which will be held in Turkey has a significant group of onlookers of Formula 1 hustling. These races are held each year between March and October and are trailed by 360 million individuals in about 201 nations. This figure comes to up to 510 million people alongside news briefs and exceptional projects. While the incomes of its extensive TV crowd and promoting offer of the $ 6 billion finding is caused to ascend to $ 2 billion.

Numerous media associations have likewise looked to progressed toward becoming accomplices in games clubs, aside from broadcasting rights. 9.9% of the clubs in Granada Liverpool FC, 9.9% in Sky TV, Leeds United, Chelsea and Sunderland and 9.9% in NTL Newcastle United FC and Aston Villa clubs. SKY TV likewise made a move to win the dominant part offers of Manchester United club in 2018, however needed to surrender with the weight of fans and the obstruction of the open. It is a forefront innovation of offers, media clubs and media associations.

The way that their social event on the stage is a marker of an unprecedented monetary potential and venture openings. It is very dicey that suppositions are sensible here. Income projections largely expect that fans will progressively observe pay TV, get decoders, and buy in to web.

c) Employment extent: One of the most significant markers mulled over to comprehend whether monetary development and conjuncture circumstance in an industry creates as wanted is the span of. Changes in the business rate give data about the business. As a rule, it tends to be presumed that there is a compression in this industry if there is a reduction in the rate of business showing the degree to which the individuals who work in the economy/industry are characterized as relative work. Despite what might be expected, an expansion in business rate can be seen as an indication of financial recuperation in the economy/industry.

Changes in work in the games business give significant insights about the advancement of this area. The public inside the system of a social wonder receives sports exercises. Hence, the creed of the enthusiasm for games expands the interest for game items. To satisfy the expansion in need, it is important to expand the measure of work, which is one of the components of generation.

Request in the games business is commonly two. The first is the interest for the important item for investment in donning action, and the second is the interest for observing of the wearing movement. The work power is expected to create two requesting components.

Sports associations (Olympics, glasses) are one of the significant components influencing the measure of work in the games business. The association of game associations requires many composed exercises, for example, essential foundation speculations. Subsequently, donning associations have a significant spot for the games business.

The effect of games associations on work, Korea - Japan 2002 World it very well may be comprehended by taking a gander at the measurements of the glass. Japan and South Korea spent $ 7.3 billion on arranging the World Cup. This consumption has achieved a sum of 600,000 individuals through openings for work in the two economies. European Football in Germany in 2006 has made extra work for 29.000 individuals.

The games business is in contact with numerous divisions. Work coming about because of this relationship can likewise be evaluated inside the extent of the games business. The business control ü The Sports Market Place Registry "recorded in excess of 25,000 games individuals and associations as indicated by the reports of the USA Today ", it is evaluated that there are more than 4.8 million occupations identified with game in the territories of showcasing, undertakings, the board, exposure and media. Notwithstanding the United States of America, 500,000 individuals are utilized in the games business of $ 6 billion yearly in the UK. Taking a gander at the around the world, 6 million individuals are utilized in the games business.

* 1. ***Direct economic effects of sport***

The financial commitments of game can be inspected in two different ways as immediate and backhanded monetary commitment. Direct financial commitment can be comprehended as the immediate salary of the state because of games exercises. Direct incomes can be inspected under headings, for example, charge incomes and wagering salary. Concerning roundabout incomes, it is exceptionally hard to achieve solid outcomes because of absence of research.

***Betting games***

Atmosphere, physiology and culture have changed what number nations are progressively compelling in certain games. A few games have even been alluded to by certain nations' names. In any case, the expansion of universal games, the occasional course of action of Olympic diversions and comparative ones limited this separation.

After the extreme global donning relations, nations needed to put their capacity in each branch and embraced the standard of building up the game with all branches.

Notwithstanding, nations have been make an effort to plan helpful situations for symbolizing resistance, dismissing closed-mindedness and spreading the game, which is a rule of harmony and fellowship, inside the social strata and expanding the intrigue.

Nations that trust that sport is a social marvel have discovered different approaches to take care of the monetary issues identified with interests in games. The most significant of these ways was the foundation of certain associations to complete the ventures without putting the weight on the state in spite of the various games approaches.

To meet the open consumptions previously, the states that have composed the lottery have set up different associations to make wagering. The income from the wagering associations is the hotspot for some regions other than games speculations.

There has additionally been an expansion in the quantity of games wagering destinations with the improvement of the Internet, David Caruthers, executive of the web based wagering website ConcreteSports.com, who says they have licenses from Costa Rica, Antigua, Dominican Republic and the UK. Just ConcreteSports.com has 1.2 million enlisted American clients and it is recorded that a normal of 33 million wagers for every year are from North America, for the most part from the US.

In Azerbaijan, online wager webpage is TOPAZ. Vision Include enthusiasm and appreciate to your life...

Mission To guarantee a success win circumstance for gamers , merchants, investors, representatives, governments and specialists, by offering dependable, effectively available and famous recreations in accordance with the guidelines in the global shot gaming and wagering markets.

General Information Caspiantech CJSC was built up on January 19, 2010 with the point of assessing the venture capability of our nation - Azerbaijan in the games wagering area. Topaz, a business trademark of Caspiantech, was propelled in 2011 as a solitary lawful games wagering amusement administrator in Azerbaijan. In 2013, it propelled its greyhound hustling recreations, likewise to beginning the selling of Azerlotereya's lottery items. Since 2012, It has been the principle patron of the Premier League of Azerbaijan (PLA) . There are at present around 600 select Topaz deals specialists all over Azerbaijan.

***Tax***

To understand the wearing exercises, a great deal of monetary exchanges must be satisfied. Amid these financial exchanges, charges shifting from nation to nation are charged. These assessments have a significant spot among spending things.

As referenced previously, these exchanges incorporate numerous exercises, for example, player exchanges inside the games business, authorized item deals, and assessments on planning for games associations. In any case, from the point of view of the lucidity of the information, the expense on exchange continues is it is simpler to ascertain imposes on income from authorized item deals.

The clubs' elite athletics branches, sports schools, local people, stores, sports corridors, social offices and comparable ventures are subject of duty since they are, financial effort Club. Nonetheless, the preparation and sports offices having a place with affiliations and open organizations, which are incorporated into the Body-Dressing Organization and the companies working just in the activity sport, are absolved from corporate expense.

This is reflected in the law "On Amendments to the Tax Code of the Republic of Azerbaijan" of 20 October 2015, APA reports. Along these lines, from January 1, 2016, the rewards from the games wagering diversions are exhausted at a rate of 10 rates.

We should clarify this with precedents. Suppose that some resident put 1,000 AZN in the proportion of 1.20, trusting that the victor will win. His gauge affirmed that the player earned a salary of 20 level of the assets contributed. That is, his salary is 200 AZN. Of this, 10 rates are 20 AZN. Nevertheless, the Ministry of Taxes holds 10 level of the aggregate sum. At the end of the day, 120 out of 1200 individuals are removed from the hands of residents. Along these lines, toward the year's end, the individual who gambled 1000 manat is left with 80 manats.

* 1. ***Influence of sports on tourism***

The pretended by the travel industry in the foundation of worldwide generosity and comprehension in the social and social territory in the advancement of national economies and universal exchange made it fundamental for countries to give extraordinary significance to this division and quickened the improvement half of this issue.

In the second 50% of the twentieth century, the point of numerous nations was to achieve the largest amount of salary gotten by the travel industry. A visitor gives salary to the national economies in this segment. In this regard, the main interesting point being developed developments in the travel industry will be to scan for approaches to expand the quantity of visitors.

As a rule, in spite of the fact that the points and desires for the travellers are known, to get inside and out data, broad research is required.

***Influence of sports on tourism revenues***

The travel industry, outside trade acquiring, visitor speculation and utilization it is realized that the consumptions creatively affect the economy with the multiplier system and the expense source include. This impact additionally makes constructive outcomes on expanding business and diminishing interregional awkward nature in a brief timeframe and with low expenses.

The travel industry area has a comfortable association with games exercises. This relationship is significant as far as the travel industry. It is important to search for the reasons why numerous urban areas or nations need to have significant games to draw in voyagers. Increments in touristic exercises invigorate the economy, and specifically, inns, eateries, taxis and various retail benefits likewise lead to huge recovery. Sightseers affect monetary spending through multiplier impact. Each AZN spent by voyagers goes partially in the hands of nearby or national financial units, which thusly cause a restoration in the economy with their costs.

In game the travel industry, the vacationer can venture out to take an interest in a brandishing action or to screen the wearing action. Game associations are significant as far as games the travel industry. For instance, if the Olympics are mulled over, they are a traveller convergence of voyagers. The fundamental pay in games the travel industry is the costs of visitors going to the association in numerous zones. There are additionally numerous strong sub-segments, for example, transportation, settlement and amusement focuses in the acknowledgment of game exercises.

As indicated by an investigation by the International Council on Sport Tourism (STIC) distributed in the Journal of Sport Tourism, the income produced from games the travel industry represented 33% of the absolute the travel industry action on the planet. This rate compares to $ 162 billion, determined on the travel industry incomes of around $ 476 billion on the planet.

Studies demonstrate that there are changes in the preferences and practices of customers in the travel industry advertise. The World Trade Organization (WTO), distributed in 1999, called Changes in Leisure, says that the interest for the travel industry will move to increasingly dynamic occasions. It demonstrates that the absolute offer of the conventional sun - ocean - sand occasions will diminish .This exploration demonstrates that the significance of dynamic the travel industry, for example, sports the travel industry will increment.

* 1. ***Influence of sports on economic development***

Development is an adjustment in the economy as far as amount. The development of an economy does not really require basic change in that economy. Development must be considered as expanding generation and per capita pay.

Development can be characterized as genuine increments in national salary after some time. Expressed that the variables influencing the development in an economy are the increments in labour, capital, work and normal assets that understood the creation occasion.

Monetary development is the expansion in genuine GNP. As more merchandise and ventures are created in an economy, genuine GNP increments and the public can devour more. The rate increment in genuine GNP contrasted with the past period is called financial development rate. As such, the genuine GNP proportion of 2017 is the financial development rate of the economy.

The brandishing exercises and the ventures essential for the association of these exercises increment the dimension of generation in the economy. The expansion in the dimension of creation in the games business and related ventures causes financial development with certain special cases. States that know about the monetary impacts of games go into rivalry to sort out associations in their very own nations. The best enthusiasm among the games accessible on the planet is appeared to football. Because of the intrigue appeared in the association of football associations in numerous nations are in the race. The yearly incomes of the football business are as much as a normal nation economy. The greatest salary thing of the football business is the World Cup associations. When we take a gander at the impacts of football on the world economy throughout the previous 35 years, it is conceivable to see this plainly. This circumstance transforms football into money related wars just as being a decent games diversion according to the two market analysts and fans.

Table 3. Effects of Sport on Economic Growth

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Year | Host  country | Year of the Cup  Growth Rate | Next year  Growth Rate | Change (Percentage) |
| 1970 | Mexico | 6.9 | 4.2 | -2.7 |
| 1974 | West Germany | 0.2 | -1.3 | -1.5 |
| 1978 | Argentina | -3.4 | 7.1 | 10.5 |
| 1982 | Spain | 1.2 | 1.8 | 0.6 |
| 1986 | Mexico | -3.7 | 1.7 | 5.4 |
| 1990 | Italy | 2 | 1.4 | -0.6 |
| 1994 | USA | 4 | 2.7 | -1.3 |
| 1998 | France | 3.5 | 3 | -0.5 |

The most known thing in the realm of football is that the nations that have world glasses begin the Olympics one stage in front of different groups. For Japan, which facilitated the World Cup in 2002, an overview was led considering the variables of the nation winning the container or pulling back sooner than the competition. In the investigation of the Dentsu Center for Human Research (DIHS), Japan would have made $ 27 billion more in the event that it needed to do as such later. Nevertheless, Japan was too soon not out of the ordinary from the competition. In any case, Japan has made a 24.7 billion dollars benefit.

The costs of Japan for the trophy were $ 4.3 billion. So also, when the South Korea facilitated the World Cup, the Korea World Cup Organizing Committee (KOWAC) determined the association's commitment to the national economy as $ 8.3 billion. KOWAC additionally reported that the work of 35 thousand individuals in the glass.

The impacts of world glasses are not the equivalent in all economies. At the point when managed a more extensive viewpoint, the stagnation impact of the Olympics on certain economies is additionally decided. In South Korea, for instance, the pinnacle of utilization, which prompted genuine monetary issues in Brazil? The absence of focus and low creation in Brazil has brought about a great many dollars of generation misfortunes. Amid the match days, the workers' getting more consent to watch the recreations made a retreat in the economy.

In the table, the development rates of the nations that have the container were allowed in the time of the football associations and in the next years. Mexico, 6.9% in the trophy year, West Germany, 0.2%, Spain 1.2%, Italy 2%, 4% in the United States, France developed by 3.5%. Argentina, barring these nations, has a rate of - 3.4%, in 1986, Mexico dropped by - 3.7.

* 1. ***Sports marketing***

Sports is where all the world can devour together, the main shared factor that individuals from various societies and social statuses can meet and 3 billion individuals at a point. Sports can likewise be characterized as a special language with the ability to interest everybody. Alongside the expansion of developing specialized apparatuses and innovations, it has turned into the greatest weapon in the worldwide universe of advertising.

Since the old Olympic diversions, games have been acknowledged with the assembly of human, material and budgetary methods. Here, it will be important to consider sports a sorted out and trained social establishment, not an individual and self-assertive occasion. With this structure, sports are for games individuals as well as for games watchers. Additionally under strain, plainly forceful and focused senses can likewise be trained by methods for games.

Indeed, even in the monetarily immature pieces of the world, the games and the related purchaser merchandise exchange turned out to be progressively significant areas of the economy. Sports-related enterprises (sports hardware, sportswear, vehicles, shoes, nourishment, and so on.) have progressively turned out to be normal utilization things of social orders.

At the point when a monetary division is viewed as the generation, setting available, advancement and advancement of specific items and administrations to satisfy a particular utilization need and making a work power for this reason, this meaning of game and particularly sport it tends to be said that it has turned into a genuine area. At the end of the day, sport is presently a joined movement that gives an extension between different markets, a sportive monetary complex that makes speculation and benefit openings.

The game pulled in the consideration of numerous organizations and began to be utilized as an advertising device in numerous regions and picked up a business measurement with the impact of the quickly developing customer society.

The expanding request and needs of games buyers, the expansion in games group of onlookers and members' costs, the challenge in the games economy and the interest for elite athletics displaying have expanded.

The organizations that need to participate in this area plan to profit by games in three unique ways. These advantages; the utilization of games for publicizing purposes, the generation and advertising of games items, the acknowledgment of the game.

It is conceivable to profit by the over three factors by a decent use of promoting methods. Distinguishing the mix of item, value, advancement and appropriation components, the alleged showcasing blend, shapes the premise of the advertising procedure. On the off chance that these variables are adjusted based on games displaying, the response to the inquiries of which sport item, which cost, through, which publicizing, will be appropriated.

In the games business, organizations need to comprehend and apply the idea of games advertising to be fruitful. In the present social orders, sport is a standout amongst the most perceptible and universal foundations.

Another aspect of the game showcase is to create, evaluate, distribute and advance a game item to meet business needs and ranking, customers' wishes and needs. The expression "sport’s needs", which is incorporated into the meaning of games advertising; sportive diversions, side administrations in this field, checking, tuning in, perusing and gathering covers a great deal of themes. Thus, sports advertiser’s need a framework that can coordinate games items and sports purchasers inside the showcasing framework. This framework can be called sports promoting.

There are various games branches inside the idea of game. Various games possibilities have distinctive monetary possibilities. Groups of onlookers are the most well known and the most broadly utilized games on the planet are increasingly appropriate for being a sportive-economy complex. As the most famous game on the planet, football is the most dominant contender for being a sportive-economy unpredictable and turning into a top of the line stimulation segment.

* 1. ***4P in sports marketing***

Because of the exercises characterized and focused by organizations, it needs to adequately control and deal with some showcasing components to get the ideal reaction from the public and purchasers. Accordingly, the substance viably deals with these controllable advertising factors to affect the interest for its items. Despite the fact that the quantity of these advertising factors may shift as indicated by the business attributes, they are commonly arranged into four primary gatherings. These factors are known as the 4P of displaying blend.

In a similar period, the ideas of advertising blend and showcasing 4P have had their spot in promoting writing. In spite of the fact that there have been numerous models and methodologies that have developed previously, the advertising blend model has turned into a worldview that has been undisputed and approved in a brief span.

Various specialists have made the showcasing blend components to be broke down by making various groupings. Borden has broken down the promoting blend components under 12 headings: item arranging, estimating checking, dissemination channel, individual deals, publicizing, attention, bundling, showing, administration, labour and investigation .Collected showcasing choice factors in two gatherings: strategies and apparatuses, (for example, products, bundling, brands, costs, administrations) (appropriation channels, individual deals, publicizing and deals advancement); made a triangular qualification: the blend of merchandise and ventures, the blend of dispersion, and the blend of correspondence .

The choice of advertising in the quaternary qualification that has made broad and is currently generally acknowledged:

a) Product

b) Price

c) Promotion

d) Distribution

4P m for promoting has been received with the goal that one of the scientists:

At the point where the article on game advertising was analysed, it was seen that there was no major change in the supporting components of the mixture. Added sponsorship to showcasing blend while surveying advancement. Sports displaying blend will be talked about as item, value, advancement and dispersion.

***Product in Sports Marketing***

Game items, undertakings in the games business, associations comprise the premise of presence.

A game item is a ware, an administration, or a mix of both, intended to give an advantage to the games crowd, member or support. Under the light of this definition, a games association, a games property, a competitor, an arena or a games administration inside the games showcase are created to full fill the needs and needs of games customers.

Sports advertisers are feeling that results can be extended, rather than simply managing essential items. Side items are likewise extra projects and clients may require an item, or some administration. Sustenance and refreshment administrations, club administrations, program hand-outs and inn administrations can be given for instance. In this manner, items, projects and administrations must be available in the advertising procedure.

Expressed that the game item comprises of various components. It is expressed that these components are sports amusement, occasion and headliners, tickets, association, sports place, sports gear, faculty and procedure, picture and work force.

The item idea incorporates merchandise and enterprises when considered as tight and expansive importance. In games displaying, item idea can be considered as games items and sports administrations.

Inspected the game item in two different ways: unique and solid items. Solid items are hand-held physical items. Outdoor supplies stores sell solid items, for example, tennis balls, rackets, preparing gear and hardware. The contrary results of solid items are characterized as theoretical items. For instance, games coordinate, arena climate. Most of brandishing items have both the attributes of the two merchandise and enterprises.

A portion of the game items are touchable items. They sell sports items like games merchandise, tennis balls, tennis gear, hockey hardware and exercise hardware, for example, practice hardware. On the other hand, administrations are characterized as items with unapproachable characteristics. For instance, items, for example, non-physical items, for example, the soldier appearance of any game or an ice hockey course are characterized as unadulterated administrations.

As per the monetary and promoting qualities of games administrations, abstracting, indivisibility, utilization at the season of generation, cannot be put away, brought together item apparently is highlights.

Conceptual: regarding sports displaying, the item is a solid item that can be hand-held, obvious, sniffed, worn, read, refreshed or put set up like anything, a vehicle. Nevertheless, sports administration is a theoretical idea.

When you possess a games item, you have it and can be expended. Nevertheless, when a game administration is obtained, it is anything but an exchange of proprietorship, it is a use right, an encounter, and utilization. For instance, the buyer gathering, who is an individual from a wellness focus, has simply a registration card before working in that wellness focus. The relevancy of the administrations prompts a progressively troublesome comprehension of a solid item and it is felt that this need makes different issues. These issues convey more weights to the staff serving the administration.

Indivisibility: Integrity and simultaneousness are likewise significant elements that separate game administration from a solid item. The individual who expends the administration can be influenced by the nature of the administration, as he/she cannot completely recognize the attributes or nature of the administration he/she purchases with the highlights of the specialist co-op.

Utilization right now of generation: Another element of the games item is that it is devoured when it is created, and the circulation channel is appropriated straightforwardly. Nonetheless, associations, for example, travel offices can speak to the administration creating organization. In these cases, circuitous dissemination divert can be referenced in administration generation. The best deals strategy in the displaying of games items is the way that it is an economically publicized promoting item. The synchronous acknowledgment of the generation and utilization of administrations prompts the concurrent interest of numerous individuals in the creation exercises and displaying effort, and the buyer is furnished with the administration at the creation site and devours the administration. For instance, a closeout of tickets for a football match can be played before the match is played or the match is played. It is incomprehensible to purchase a match ticket after the match is finished. Since, for that challenge, that ticket will not express an incentive after the match day.

Unfit to store: Another element of administration items is that they cannot be put away. The interest for games items is not commonly steady. Request changes are obvious at specific occasions of the day, on certain days of the week, on specific months of the year. There is an unnecessary interest increment particularly amid occasions and non-working occasions, and diminishes in working hours and working hours. Since there is no probability to store the game item in advance, the staff giving the administration will most likely produce when the members are prepared. Thinking about the change of interest in administrations, the significance of non-stock capacity will increment.

Being heterogeneous: The heterogeneity of administrations implies that institutionalization is beyond the realm of imagination in the game item. For instance, usually for tennis player to perform contrastingly in matches at various occasions with a similar contender, or even to strike for this distinction. Similarly, the execution of the games mentor or coach amid the creation of the preparation administration is distinctive at various occasions in various occasions and a specific standard is beyond the realm of imagination. For instance, unique individual and group exhibitions are assessed. Prior to the match, which group will win the match and which player will play great. Sports advertisers do not have any power over the similarity of game items. Thus, advertisers should concentrate on controllable wonders, for example, advancement, arena environment, and somewhat valuing clarified the game item in three measurements as being resources, advantages and emotionally supportive network and demonstrated its measurements and components with the assistance of the table underneath:

**Figure 8.** Dimensions of Sports Product

The following Table 4 shows the elements of the sport product dimensions.

**Table 4.** Dimensions of Sport Product.

|  |  |  |
| --- | --- | --- |
| **Assets** | **Benefits** | **Marketing Support System** |
| Team | Winning Pleasure | Ticket Services Guarantee |
| Seating Places | Expected Enjoyment | Media Ads |
| Athlete | Indefinite result | Team Web Site |
| Star player's presence | Social Interaction |  |
| Coach | Team Recognition |  |
| Competitor Quality | Fun and Pleasure |  |
| Competitions |  |  |
| Presence of promotion event or gifts |  |  |

Because of advantages, wounds, exchanges, climate conditions and so forth. It can change. The advantages can fluctuate because of rivalry, games, traffic clog, stopping, swarmed conduct. What's more, expressed that value, pay levels, number of club supporters, design idea and group of onlookers conduct will be incorporated into the benefits.

Being a Combined Product: The games director, who has a cutting edge promoting understanding and, as it were, acts in the prospect of benefit in fulfilling the customer in the arrangement of the administration, will know that the game item ought to be considered just like a joined item. Sports gear, sports office, which is created because of, action mark, which is the fundamental interest of the games item buyer, when the shopper needs to take an interest in the movement.

It will adversely influence the shopper fulfilment by disregarding the time zone and the time zone that it needs to take an interest in the movement and the movement request it needs to achieve the office. Expressed that the game item comprises of various components. It is expressed that these components are sports diversion, occasion and headliners, tickets, association, sports place, sports gear, faculty and procedure, picture and staff. Expressed the attributes of the games item as pursues;

a) The donning item is impermanent, exploratory and abstract, which is not generally a physical substance.

b) Very couple of games items can satisfy the wide needs of purchasers.

c) The games item is created and devoured at the same time. There is no requirement for inventiveness, for example, item disintegration and pre-deals.

d) Sports purchasers are additionally makers of game items, when all is said in done buyers regularly make recreations or occasions that they devour at the same time.

e) Sport items are flimsy and their outcomes are unusual.

f) Sports item (diversion or occasion) is regularly an amusement bundle.

Today, organizations as well as numerous games clubs notwithstanding the games administrations they give, they offer their merchandise and enterprises to sports purchasers (gathering of people and supporters).

Today, sports clubs see their gathering of people and supporters as potential clients. Accordingly, they enter the race to create items that will meet the desires of the clients. A portion of these items is delivered without anyone else's input, while different firms create some of them. For instance, Manchester United, the most significant group on the planet, has achieved an assortment of home advances.

In our nation, clubs have started to comprehend the significance of this market. Nevertheless, the item scope of the clubs in our nation covers just items, for example, materials and trinkets.

Sports clubs sell name rights against permit expense. Clubs under the permit understanding organizations, patent, copyright, structure, advertising strategies, for example, the privilege to utilize the privileges of the brand is given. The licensee can put the brand of the advisor to its items in its exercises in its name, construct its stores as per the structures and plans it gets from the principle undertaking, and register all use rights in its zone of movement .

With the permit understanding, the substance does not have to put resources into territories other than its own subject matters. Furthermore, the objective market is entered in an exceptionally brief time. Sports association can build the current market. States the advantages of the authorizing framework to the licensee:

- With the authorizing, the constructive outcomes of the player, group, association or occasion are exchanged to the authorized item or administration.

- The permit gives an abnormal state of brand mindfulness.

- License sets aside extra cash and time typically required to make brand esteem.

- The permit empowers retailers to organize dispersion and give their items more space on racks.

- The permit enables the authorized item to be sold at rates that are more expensive.

The authorizing framework likewise has drawbacks for the licensee. These impediments:

- Athletes, groups, alliances or sports may lose ubiquity. For instance, diversion utilization of competitors who are in danger from outside the amusement just as in the diversion represents a hazard.

- Notwithstanding the licensee, the licensor may experience advantages and dangers amid the permit understanding.

The permitting framework additionally has critical disadvantages to the licensee .The authorizing sports association may lose power over showcasing blend components. For instance, visit value limits on authorized items because the nature of games items to be seen as negative. Fans or members anticipate certain advantages while devouring a wearing item.

It is workable for the sales clerk to give these advantages by understanding the unpredictability of the games item. Although an advertiser creates the headquarters or core components of the item, the last purchase option will have a place with the recipient. In such manner, the components of the game item should be dealt with. These components are sports amusement, game and star competitors, tickets, association, offices (arena, exercise centre, race track), gear, dress, related administrations, staff, procedure and picture.

***Price in Sports Marketing***

The apparent advantages of the games item or the esteem added by the game items to the client might be concrete or dynamic. The solid advantages are significant in deciding the cost. Since the purchaser can see the solid parts of the item, contact the item or feel the item. For instance, the solace of the easy chair obtained for a game, the nature of concessions, and the presence of the arena express the solid parts of a game.

For the games shopper, the cost is one of the variables that influence acquiring choices. These three variables influencing the obtaining conduct of games buyers are expressed as quality, style and cost. As far as games advertising, the value alludes to the esteem decided for a games item. The idea of significant worth is the most significant component of estimating in games promoting.

Esteem = Benefits seen by the games item/the cost of the games item

Sports purchasers regularly share an incentive with cost. In the event, that the estimation of an item is seen nothing or there is no esteem; the item is sold for an extensive markdown or for nothing. In addition, because of new games groups notwithstanding the current games classes, the tickets of the new alliance must be lower than the costs of the present association tickets.

In game items, the value starts to lose its significance. Since games, items have an abstract an incentive as far as esteem, sports customers' frame of mind towards cost likewise changes.

Cost is not straightforwardly identified with the creation expenses of games merchandise. The vast majority of the game items are as unique administrations, so the expense of these items it is very hard to decide. It is an issue to value the games items that serve the administration just as indicated by the generation costs.

For instance, it is hard to uncover the expense of the time went through with companions in a game or to uncover the expense of broadcasting football coordinates on TV. Numerous elements are viable in valuing the games item. We analysed the factors affecting the game element's evaluation in two parts: hierarchical valuation factors and non-authoritarian estimation factors. In-house factors that affect assessment in game ads; other showcase blend components, cost and authoritarian purposes. Non-authorized variables affecting the valuation are expressed as buyer demand, substitutes, customer salaries, economy, competition, legal issues and innovation.

***Promotion in Sports Marketing***

Limited time, which is one of the components of displaying blend, is significant as far as games advertising. The games advertising chief speaks with the shoppers through limited time components just as special blend components. For instance, NASCAR's (vehicle half) ticket costs are increasingly costly

Busch offers higher quality messages than the Grand National Series. Other mixture components, for example, value, offer messages to purchasers. For instance, when the donning exercises themselves are assessed as items, each game has its own messages. For instance, sports, for example, golf and customers see tennis as progressively excellent sports branches.

Advancement is through correspondence with the intended interest group. Numerous components are utilized amid this correspondence. Components, for example, pictures, logos, words and sounds are broadly utilized in games promoting. Images and pictures are as often as possible utilized in the conveyance of passionate pictures that words cannot tell. Galatasaray's lion, Besiktas' dark bird and Fenerbahce's yellow canary is utilized for instance of a few of these images.

***Advertising***

A standout amongst the most significant techniques for advancement today is publicizing. Publicizing, which has an extremely old history, has created and created in parallel with the advancements in advertising. Present day promoting, while at the same time attempting to make significant speculations about clients in mass, offered significance to ad so as to make large scale manufacturing mass utilization .

Promoting is the most amazing asset for structure familiarity with an organization, item, administration or thought. In the event that the expense is determined for, each thousand individuals to be gotten to, it very well may be seen that the best device is promoting. In the event that promoting is set up in an inventive way and coordinated at a limited focus on, a picture, or even a degree, might be the reason for inclination or if nothing else the reason for the agreeableness of the brand.

Publicizing is additionally one of the basic components of games displaying. The purpose behind this is the job of the media in games displaying is incredible. Promoting takes an interest in games, buy sports items, or screen a game through TV. Sports clubs and associations burn through billions of dollars on promoting every year. The customary and sports-explicit vehicles utilized in games publicizing can be recorded as pursues

Papers scoreboards

Magazines Indoor sheets

TV Game projects

Radio Pocket timetable cards

Endorsements of competitors Field around sheets

Web Direct mail

Blurbs Outdoor promoting

Transportation advertisements Ticket backs

Personality creation for promoting, picture, sports merchandise, and ventures there. At the point when assessed as far as game, promoting partakes in games, buy sports items or screen a game through TV. The promotion to be made in games advertising fluctuates as indicated by the objective market.

With respect to the Eurasian-Asian Marathon, which is qualified as Sports for all national very specialized devices can be utilized in a typical games program to be held at the nation level? Because of the social idea of games programs, broad communications grab report these projects.

A standout amongst the most widely recognized types of promoting utilized in games displaying is endorsement. Affirmation is that a perceived or noticeable player supports, affirms the advantages of a specific item or administration.

For instance, the Miller Brewery Company has utilized well-known competitors to underscore the taste and low caloric properties of Miller Lite marked lagers. Nike has worked with various competitors, for example, Michael Jordan and Andre Agassi to support their items.

The general attributes of promoting are:

- To legitimize the brand: Appearing in the essential channels underscores the organization's commitment to the brand and imparts trust in the purchasers.

- Creative articulation: Ads utilizing pictures, hues and language it permits the passionate and useful advantages to be placed in an increasingly imaginative manner.

- Creation: A long-running promotion might be the best method to make an unmistakable personality for the brand.

- Economy: Advertising can be moderately cheap because it gives the message of the organization to exceptionally substantial masses. Nonetheless, the weakness is that publicizing has less effect than individual deals and advancement.

***Public Relations and Promotion***

Advertising are incorporated into the last article in the 4P equation that shapes the promoting piece. Notwithstanding, advertising is a technique unique in relation to the ones which are incorporated into this article, publicizing and deals improvement, yet with similar goals. This distinction emerges from the manner in which they utilize the media. The result of the advertising work happens in the media without paying any expenses, while the publicizing item is paid for.

The advancement and dissemination of human-situated theory, the broadening of broad communications and methods for the correspondence transformation, fortifies the dynamic significance of advertising, which is a dynamic procedure at the authoritative dimension. States the explanations behind the advertising picking up significance today as pursues:

- Increasing challenge between efforts in parallel with the globalization procedure

- Increased dimension of training and mindfulness

- The idea of promoting is supplanted by the idea of advertising correspondence

- Access to data and encouraging the scattering of data by the broad communications, differentiated because of mechanical advancements and correspondence upheaval

- Differentiation of individual qualities and designs and compelling undertakings to come to fruition toward this path

- Differentiation of utilization examples and utilization pattern

Campaigning exercises, distributions, pamphlets, discourses, gifts to sponsorships and sponsorships are incorporated into advertising, government officials and the media. Numerous definitions have been made to clarify advertising.

It is the administration work, which characterizes and executes the program of activity to make comprehension and acknowledgment in general society.

Advertising is the most direct meaning of correspondence between the association and the open gatherings in which the association is included.

Advertising in promoting comprises of many devices that can be grouped by PENCILS. These are:

P: (Publications): Publications (organization diaries, yearly movement reports, helpful client pamphlets)

E: (Events): Events (sponsorship of games or workmanship shows and business appears)

N: (News): News (positive news about the organization, its representatives, and its items)

C: (Community association exercises): Useful exercises for the network (contributing cash or time for the requirements of the network)

I: (Identity media): Identifying specialized instruments with the organization (letterhead, business cards, apparel rules for the organization)

L: (Lobbying action): Lobbying exercises (effort to guarantee that useful enactment and choices are made for the organization or that the individuals who will negatively affect the organization)

Q: (Social obligation exercises): Social duty exercises (to make a decent name and improve the social duty of the organization)

Most advertising costs are sound speculations intended to give a positive impression to the objective market. Contrasted with publicizing efforts, they are seen as self-serving.

The point in a successful advertising exertion is to set up a constant and efficient connection between an association and it is open. Recorded the points that organizations need to accomplish through advertising as pursues:

- Strengthen the positive contemplations that exist about the organization and its exercises to the intended interest groups.

- To fortify existing positive musings about organization officials and representatives.

- Correct negative judgment, considerations and impressions, mistaken assumptions.

- Provide shared assets.

- Provide quality staff by underlining the benefit of working in a specific organization.

- Communicating with the general population from the open make and give their help.

- To help general society by distinguishing the requirements, contemplations, issues of the general population and to declare what has been done along these lines.

Advertising is a generally utilized advancement instrument by games associations and clubs. Particularly with the comprehension of the significance of games advertising, sports associations and clubs have taken portion of the offer of games industry. Getting more offers from the games business is conceivable by becoming more acquainted with themselves better and picking up them. The units inside the games business append incredible significance to advertising, which are very perceptive to build the client base. Advertising is a general arrangement for the exchange of this positive picture, and attention is a specialized apparatus used to pass on this message.

As broad communications have given more space to the game, proficient and semi-pro athletics blocks have turned into the social focal point of open intrigue and the enthusiasm for the course has prompted strengthening of intrigue. Consequently, particularly business TVs can expand the gathering of people potential by giving specific games rivalries, and in this way will in general spot these projects .

Because of the significance of advertising, numerous clubs have entered the media segment to even more likely market their pictures. There are additionally TV directs in our nation. It can achieve its supporters characterized as clients by methods for TV slots.

To achieve their objectives, advertising likewise endeavour to raise positive impressions marks on their potential buyers.

Another case of advertising thinks about is the marking function composed by the games clubs with the players they exchanged amid the exchange periods. Various messages are given to general society in these marking services. Instances of these messages are that great players will be exchanged and accomplishments will be accomplished. The point is to expand the interest for club amusements and different items by supplanting these messages.

Advancement is free from promoting as far as being free and non-individual correspondence for an item or association. Non-benefit associations elevate these exercises to the general population through game exercises and exercises.

***Direct marketing***

The utilization of direct displaying in the advancement of merchandise and enterprises has expanded essentially as of late. This propensity is largely because of the advancement of innovation that enables associations to send their messages to the correct targets. Uncovers the purposes behind these changes, which are delegated direct showcasing free market activity:

- Changes in the market (division of business sectors from masses, expanding the quantity of working ladies)

- The loss of the impact of customary special media components, (for example, the division of the market into segments, considering the limited time exercises of the purchasers in regions important to them, uncovering the wonder called m destroying in TV plugs and in this way diminishing the adequacy of the notices).

Explanations behind direct advertising supply:

- Increase in the personalization of client data (in parallel with the market division and personalization, the longing to have progressively gritty data about the clients to give increasingly successful special exercises)

- The rise of advertising databases (data on the capabilities and premiums of customers can be put away and made accessible for extensive stretches of time with changes in PC innovations, individual information being the core of direct showcasing)

Direct displaying is an intuitive promoting framework that utilizes at least one advertisement media to take a quantifiable reaction or impact business exchanges in any setting.

Direct advertising is the correspondence of merchandise, administrations, data or advantages to target clients by means of intuitive correspondence and checking reactions.

As indicated by direct showcasing, from any units or focuses , the consequence of purchasing quantifiable or making an action as react emphatically or rousing no less than one premium is the intuitive promoting framework that utilizes at least one publicizing apparatus.

Direct promoting has two fundamental purposes. To start with, to set up an association with clients or potential clients by mentioning an immediate reaction; the second is to keep up and fortify existing client relations, paying little respect to which specialized strategies are built up. Different purposes might be related with the first: to attempt a brand or to advance brand change; to expand the utilization and use of the brand.

Direct promoting is utilized in different structures in games displaying. For instance, sponsorship can be utilized for the closeout of extravagance or exceptional seats in the arena, for gathering ticket deals. In the promoting of games merchandise, the primary utilization of direct advertising is that the retailers sell their games items and the buyers get their games items.

Sports-related direct promoting exercises are generally found in the wellbeing and wellness areas. Direct advertising is generally completed, alongside instances of item related data, to be visited by shoppers. The visit depicts the advantages to the customer wellbeing or wellness club individuals and offers money related favourable circumstances in the event that they are an early part.

***Sponsorship***

Today, it is imperative to contact the cutting edge among the contenders, to make mindfulness, to make a passionate association with the objective gathering and to achieve expansive masses with less spending plans. Presently buyers are purchasing an item or administration, yet additionally purchasing the way of life, stories, encounters and feelings that the item offers. As of late, sponsorship, which is a promoting device that will understand these points, goes to the fore.

Sponsorship offers organizations the chance to meet up with their intended interest groups and to make a warm air by supporting different occasions and occasions. Brand mindfulness and making a positive picture according to general supposition is helpful. Therefore, numerous organizations have begun to distribute more offers of the correspondence spending plans and to emerge from the sponsorship exercises.

More often than not sponsorships are blended with promoting or gift; adds to the formation of social advantages in games, culture, artisanship, and wellbeing, training and social zones. Sponsorship intends to make an item situated displaying that will legitimately influence the deal, or to give picture and pride to the association by profiting the public in various territories.

Sponsorship; publicizing, advertising, advancement, and so forth is a component of promoting correspondence.

In the broadest sense, sponsorship can be characterized as offering help to another person. Backing in sponsorship implies a great deal. These may incorporate expenses, items, limits, item gifts, execution, and media motivating forces, confirmation charges and travel costs.

As per a definition, sponsorship is a business understanding that will give the money related favourable position to a foundation, an association and an association, an occasion or an establishment or an association made by an individual.

Sponsorship is a business venture for corporate or promoting purposes, for occasions or causes that are straightforwardly completed without obtaining media channels.

Another definition for sponsorship is the arranging, association, usage and control of all exercises with the help of cash or hardware for individuals or associations in zones where improvement is required, for example, sportive, social and social regions that are associated with the association's correspondence goals.

Analysed the destinations of the organizations in sponsorship under the four principle headings of the organization as general targets, displaying destinations, media objectives and individual objectives.

**General goals of the organization**: Public mindfulness, firm picture, opens discernments, social reconciliation, budgetary relations, client preparing, government relations, relations between representatives, rivalry with different firms

**Advertising devices**: Brand situating, achieving target markets, expanding deals, test item dispersion, business relations

**Media destinations**: Increasing perceptible, expanding the exposure, improving the adequacy of the publicizing effort, evading twisting, and setting the objective

**Individual objectives**: Management intrigue

Sponsorship is done in numerous zones, for example, sports, culture-expressions and occasions. Be that as it may, inquire about demonstrates that most games are utilized in sponsorship. Organizations ought to know about their objective gatherings in case of the occasion they will support.

**Table 5.** Types of Sponsorship

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Sport | Social responsibility | Art and culture | Activity | Other |
| % 69 | % 8 | % 6 | % 8 | % 9 |

As appeared Table 5, sports sponsorship rates are 69% for games. The purpose behind this is the high number of members and the gathering of people.

Sports are a standout amongst the most significant territories of enthusiasm for practically all social orders on the planet. The way that sports pulled in so much consideration made it a point of convergence regarding correspondence and business. This advancement has made games a significant industry. Organizations keen on games exercises understand their image picture, name mindfulness and sports sponsorship. Sports sponsorship establishes a significant element of advertising.

Sports sponsorship, authoritative objectives, advertising objectives, and unmistakable is to put resources into a game arrangement to help limited time purposes.

Characterized the game sponsorship as giving assets, for example, cash, gear for the continuation of the exercises of an individual, expert, group or association so as to accomplish the objectives that an association or support had recently decided.

The explanations behind undertakings to support sports; to expand the picture of the ventures, to make brand unwaveringness, to affect deals, draw in new customers, to inspire the staff.

Expressed the explanations behind the improvement of games sponsorship in the accompanying manner:

- Restrictions on promoting of cigarettes and mixed refreshments

- Increasing promoting costs

- Proven accomplishment of the sponsorship

- Increased enthusiasm for games because of expanded recreation time

- Sports occasions pull in extraordinary enthusiasm for the media

- Multiple variety and wastefulness in customary media

- Increased expense of games

- Attractive game

Sports sponsorship can take numerous structures. These can be alluded to as individual games sponsorship, group sponsorship and sports association sponsorship. This positioning is additionally equivalent to the positioning for the expenses of sponsorship. The least expensive sponsorship is singular games sponsorships, while the most exorbitant sponsorship is sports association sponsorship.

Sponsorship is an incredible salary thing for competitors, sports clubs and sports associations. These components, which can be depicted as the components of creation inside the games business, money significant pieces of their costs because of the incomes they get from sponsorships. Sponsorship wages enable makers to put more in games. This causes even more checking of games movement. Expanding the checking of games movement is one of the primary targets of the support. Organizations are contending to support sports associations because of the high number of games crowds.

Expanded enthusiasm for football pulled in the consideration of organizations. The organizations that need to profit by this intrigue have started to support both individual competitors, sports crews and sports associations.

Coca Cola, Adidas, General Motor Dons, Nike, McDonald Generals, Kodak, Master Card and Samsung are the most supported organizations around the world. The hardware goliath Sony consented to an arrangement with FIFA for $ 306 million from 2007 to 2014, while the cell phone maker Samsung marked an agreement with the British club Chelsea for around $ 160 million. The 2004 Athens Olympics amusements broke the record of sponsorship salary with $ 820 million. Among the competitors, David Beckham holds the lion's offer. The yearly expense from Beckham's supporters is 35 million dollars. The supporters of the well-known footballers are Adidas, Gillette, Pepsi, Sony, Play Station, Police, Marks, and Spencer. Arsenal Henry and tennis player Andre Agassi trail the Real Madrid player.

Lifer and Roos expressed that the sponsorship, which is one of the advertising correspondence components, has numerous points of interest and shortcomings.

Favourable circumstances of Sponsoring

- It is conceivable to have sponsorship action in different media.

- The support additionally expands familiarity with other promoting exercises.

- Creates an inclination for the brand among customers.

- Create an advance inclination for the venture.

- Competitive favourable position

- Creating a positive connection among help and backing is made.

- There is no clear business appearance.

Shortcomings of Sponsorship

- Time-expending

- Requires readiness and arranging

- Requires concentrated staff asset

- Requires exertion and learning

- Message transport job might be frail.

***Distribution concept in sports marketing***

At the point when the idea of dispersion as far as game is thought of it as, is referenced that there is an immediate conveyance channel. Fans taking an interest in the game expend the game as quickly as time permits. Individuals who do not go to game may likewise need to watch the occasion. For this situation, the games advertising supervisor scans for elective approaches to disseminate the game for a vast gathering of onlookers.

Television, radio and the (web-based life) fill in as an appropriation station for some fans. Organizations that produce sports items additionally need their items to achieve customers.

The undertaking of the games promoting director is to guarantee the nonstop progression of items from the maker to the buyer. In doing as such, it is basic that the circulation work is performed adequately and cost-successfully.

The idea of item in game advertising is conceptual and unmistakable item and there. Concrete, as such, the conveyance of physical games items is less complex than the conceptual games item. Because of the qualities of the dynamic games item, the circulation is like the item dissemination of the administration ventures.

The circulation of physical merchandise, at the end of the day the institutionalization of physical items, is of vital significance. The purpose behind this is it is difficult to copy the conceptual games items and that solid games items can be imitated. The table underneath shows solid games items and deals areas.

**Table 6.** Sport Club Products and Sales Points

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | farms to | Shop | Club Store | Promotion | Present |
| Badge | 65.9 | 14.8 | 4.6 | 8.9 | 5.7 |
| Poster | 45.7 | 12.0 | 5.3 | 34.8 | 2.3 |
| Sort | 46.3 | 42.4 | 5.9 | 3.7 | 1.8 |
| Trophy | 61.0 | 24.2 | 6.2 | 6.2 | 2.4 |
| Flag | 64.1 | 18.2 | 9.0 | 6.7 | 2.0 |
| Hats | 69.7 | 18.8 | 5.0 | 4.1 | 2.3 |
| Tie | 49.3 | 34.5 | 8.0 | 3.2 | 5.1 |

At the point when the table is seen, it is seen that the deals acknowledged in club stores are very low contrasted with different deals focuses. It is seen that the business rate of the games where pilfered items are sold is high. The clearance of pilfered items demonstrates that sports clubs are regarded to have lost noteworthy income. This loss of salary decreases the rate of clubs putting resources into games. Sports clubs need to battle privateer item deals to create more income from item deals. At the point when the consequences of the exploration are inspected, it is seen that customers get the vast majority of their game items from club deals focuses. Clubs have moved to versatile deals focuses to expand offers of their items. Along these lines, they mean to achieve the buyers they cannot reach and to decrease the offers of pilfered items. Versatile selling point application, a truck shop as better places through meandering.

Together with the creating innovation, the manners by which sports clubs achieve buyers have likewise changed. These days, coordinate tickets, including our nation, can be bought on the web. Notwithstanding the club sites, the sites of privately owned businesses likewise serve buyers. Clubs likewise display their consolidated tickets on the web. A case of a private site is www.biletix.com.

The brands in the games business utilize various approaches to pull in client consideration. Nike, a maker of games items, offers an assortment of advertising systems on the Michigan Avenue road in Chicago. In this store, when they go through the areas of different games branches, they experience sound and enhanced visualizations. There is likewise a ball court where b-ball items are sold.

The appropriation in theory item is equivalent to the dissemination channels of the administration delivering undertakings. The one of a kind characteristics of the administrations acquire a few contrasts terms of circulation. The way that the administration is indivisible from the generation requires the up close and personal relationship and the immediate conveyance divert in the dissemination of administrations. The conveyance channel of the administrations is an immediate channel between the specialist organization and the client. This channel is a normal channel for a wide scope of autonomous administrations.

Since the administrations do not have an unmistakable, material nature, activities, for example, transportation, stockpiling and stocking, which are the components of physical circulation, are commonly not being referred to.

In the event that the administrations are to be bought, the products and enterprises are must be kept. In the event that there is no games office in an appropriate spot and the normal games program is not done in a reasonable spot, it will be hard to achieve the objective.

The passing game items are not a physical article that can be transported put away and put away by the purchaser from the maker to the stockroom. The creation, dissemination and utilization of games benefits together structure an incorporated procedure.

Unique games item promoting, area, arena, club, rec headquarters and target advertise, for example, the area of the item or administration shows the geology. A standout amongst the most conspicuous highlights of games is the generation and utilization in the meantime - in an arena or in an exercise headquarters. Along these lines, the utilization side of the game ought to be viewed as more significant than the dissemination channels of conventional displaying. The area and different components may likewise influence the achievement of the game activity. These components incorporate openness, engaging quality and the principle place.

Openness can be characterized as a variable influencing the investment of the fans in game. The connection between availability, or where the item is displayed, and the area of the objective market/customer, is a significant part of games displaying. Availability is a factor of accommodation, and the customer's view of this solace will essentially influence the achievement of the association. Access factors, for example, motorways, open transportation, transportation costs, street and period of time required all influence customer thickness and achievement in achieving the objective market.

What is the capacity of drawing in potential customers? The development of new offices, specifically a one of a kind office, can be a fascination alone and can be utilized as an advertising apparatus.

Likewise, the topic is additionally convoluted by the accessibility of the area for the movement to be completed. The decency of the action or the sentiments of the general population with respect to the game exercises influence the achievement of the action.

Another type of conveyance in games promoting is sports media. Since the media knowingly affects sports and numerous games items cannot be conveyed physically to shoppers, sports advertisers utilize the media to build up their business sectors. Broadcasting a game with a wide scope of TV communicates not just makes a far-reaching interest and consciousness of the item, yet in addition makes an immediate effect on deals by making media purchasers. The media, in any case, give an intense salary stream, particularly at the expert dimension. Media incomes have a huge commitment to the pay of football and ball groups.

There are likewise significant obligations in the game identified with games leagues. Sports organizations should build up the sportive blocks they speak to and make the important speculations for every area, which is appropriate for the exercises to expand the cooperation. People who will in general be keen on games can make tracks in an opposite direction from games in the event that they cannot discover appropriate (offices, gear) to do sports in their quick surroundings.

The way toward bundling the games item is to guarantee that the item is obtained in the most suitable manner to the desires and wants of the buyers in the objective gathering. Since the purchasers will separate the methods for displaying the item as it varies.

Bundling is a solid procedure, in other words the advantages of mechanical games items; Strong and tough metal polished ash, for example, agreeable and lightweight tennis rackets. In any case, the bundling of the headquarters games item (the diversion or the occasion itself) requires correspondence with the desires for the item and giving data before the buys. For instance; sports advertisers can pack the amusement or occasion as a family movement and offer family tickets

Bundling, which is a component of circulation in games displaying, is confounded in theoretical games items. Utilization at where it is created handicaps the bundling component in dynamic games items. In non-physical games items, bundling for the most part incorporates data pamphlets, promotions, which have the character of publicizing before action. The initial movies that incorporate the most significant snapshots of the period are additionally utilized as an all-encompassing bundling capacity that gives data about the item's substance.

# International Sport Events in Azerbaijan

## Baku 2015 the European Games

The European Games, the most up to date mainland multi-sport amusement to be added to the global games schedule, occurred in Baku, Azerbaijan from 12 to 28 June. At an expense of $ 6.5 billion, Baku 2015 effectively facilitated games festivity 6.5 and pulled in no less than 28,000 outside guests.

**The expenses of the Games**

The 2015 diversions are in the $ 6.5 billion zone, which incorporates the fundamental foundation use, the movement costs of the considerable number of competitors and authorities, and the expenses of the working council. In 2014, the Azerbaijan Ministry of Finance affirmed a $ 900 million government store to be utilized in aggressive conditions. The dispersion was $ 280 million for the Olympic Stadium and $ 190 million for the Water Sports Palace. From that point forward, it has been affirmed that the real expense of the Olympic Stadium is over $ 640 million, and that it is 20.5 million worker hours to finish. It is misty where extra subsidizes originated from. Youth and sports serve Azad Rahimov affirmed a month ago that the all-out working spending plan of the recreations was 1.174 million manats ($ 1.12 billion).

Heydar Aliyev International Airport in Baku was utilized by 280,405 individuals in the matches, 228.182 from worldwide flights, the staying 52.221 from household flights. In excess of 28,000 outside guests remained in Azerbaijan. Most of guests who purchased tickets for European Games originated from Russia, England, Germany, the Netherlands, Italy, Switzerland, Spain, the United States and the United Arab Emirates.

## Formula 1 the Baku City Circuit

The Baku City Circuit (BCC) has today put its largely financial effect in the city in the city in June 2016 after the main race in the city facilitating the Formula 1 race in the capital of Azerbaijan. US $ 277.3 million.

A report arranged by the PricewaterhouseCoopers (PwC), a BCC report, is a quantitative appraisal of the monetary effect of the Formula One Grand Prix in Baku since the main race day, beginning toward the start of June 2016.

The last figure in the measure of $ 277.3 is a blend of the immediate and roundabout aftereffects of working expenses related with the landing of F1 in Baku, considering the expenses for different administrations, including proficient administrations, lodgings and general settlement, providing food, transportation, transport and different administrations. Social and social administrations, agribusiness, postal and broadcast communications, discount exchange and power, gas and water.

This immediate recipient's biggest recipient has been distinguished as a business change in direct deals, legitimately identified with the arrangement of products and enterprises to F1 visitors and members (e.g. inns, cafés, transportation administrations, and so on.). Visitor the travel industry worth $ 22.7 million over the span of two Grand’s Prix visits to Europe by visiting and visiting visitors of the Formula 1 Grand Prix (2016) and Azerbaijan Grand Prix (2017) was held in Baku up until now.

The complete effect of the Direct Expenditures was $ 164.2 million in the two Grand’s Prix.

Circuitous expenses have likewise beneficially affected the travel industry of Baku, as immediate providers for the Formula One Grand Prix, as any extra income produced by these organizations and organizations pitching products and enterprises to different associations. In the wake of arranging the primary race in the roads of Baku in 2016, the group total $ 14.9 million.

Half-week direct expenses of the F1 because of entry in the capital of Azerbaijan are US $ 113.1 million.

We were amazingly supported and satisfied with the way that this business gave positive outcomes to the monetary effect of Formula 1. This extraordinary game we are prepared to underscore that this astounding show isn't only an exhibition occasion, but instead an impetus for monetary, social and social changes that will keep on driving this city, in reality, this nation gives openings and advantages to everybody who lives and works here Baku has been a mind blowing knowledge to observe Baku to Formula 1 and the other way around, and we have more participation and accomplishment with the world's biggest bike title we look forward.

# Conclusion and Implications

## Results and Suggestions

We have procured general hypothetical and useful data. When all is said in done, we have taken in the idea of financial aspects as a donning idea. We have seen that sports promoting has been quickly creating and potential. Sports have more effect on the economy. Spending recreations like duties. The state's fundamental income is gotten from charges, which is an immediate effect. Nevertheless, vacationers go to the nation. This is the improvement of the travel industry. Improvement of the travel industry causes foundation advancement. For this reason, the state is putting resources into new ventures and creating the travel industry offices. Subsequently, new occupations are made. The travel industry additionally builds up the development business. We realize that development greatly affects the economy.

Game is a significant region. Since it joins an extraordinary human culture. Everybody adores sports. Sports are a typical language for all individuals. Sports are an image of harmony. Right now huge firms promote themselves as sponsorships of games amusements.

Sports is considered non-oil segment. For this, individuals need to build their enthusiasm for games. In spite of the fact that there is yet another territory in our nation, there is a future point of view. These are my recommendations for our nation. We need to compose worldwide games rivalries in our nation. Accordingly, our nation will be known more. Visitor stream to the nation will increment. Since there is potential for games rivalries. In this way, the economy will develop into the creating outside money. New occupations spot will be made. For instance, the most famous football match-ups can be facilitated. Mountain sports amusements can be created. In some hilly territories, of-road races can likewise be sorted out rally.

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