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THE IMPROVEMENT OF THE LEISURE MANAGEMENT SYSTEM AT THE LOCAL LEVEL (BY THE EXAMPLE OF “SUMY LEISURE CENTER OF YOUTH”)

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The theme the leisure of youth in our country does not lose its relevance. How to rely on creative types of leisure activities and ensure direct participation of each individual is the main question of formation of personal qualities that promote active leisure activities and major factors in the development of social infrastructure. The situation in the state requires immediate implementation of measures aimed at further improving of mechanisms of the state youth policy realization in Ukraine.

At the regional and local levels, issues of youth policy are dealt with by the relevant organizational units which work with the youth at local state administrations and local self-governments; social services for young people (including social centers for children, families and young people) which make decisions, ensure the development and implementation of local target programs, coordinate the activities of relevant management bodies. One of such social serviced organization is Sumy Leisure Center of youth.

Municipal establishment "Sumy Leisure Center of youth" of Sumy city Council is a specialized entity in the implementation of the state youth policy and it extends its activity in the city of Sumy. "Sumy Leisure Center of youth", is founded mainly at the expense of the city budget, as well as charitable contributions of legal entities and individuals [1]. Nowadays "Sumy Leisure Center of youth" contributes to the implementation of youth programs and development initiatives of young people in Sumy.

To determine the improvement factors of leisure management system, in order to know what measures offer to young people and in which it really will take part and the main shortcomings in the activities of institutions, we have developed a questionnaire and conducted a survey among the youth to 35 years (100 respondents), the results of which are presented in Figure 1.

The survey allowed generalizing a problematic situation in the organization and management of leisure organization in Sumy city:

- 1) the lack of the legislative bases of functioning on the regional level of the public institutions, and therefore was open only urban resource center, called the Leisure Center of youth, given by the law on local self-government;

- 2) the lack of knowledge about entertainment and intellectual training, courses and competitions among the youth, especially in rural areas, and in areas far from of Sumy city;

- 3) the lack of funding for youth policy of municipal and regional budgets that are unable to place some of the planned contests and competitions;
- 4) the lack of information portal for cooperation with young people, volunteers and other public organizations;
- 5) a small percentage of the national Patriotic and educated youth;
- 6) the increase of illegal behavior of youth and growth of youth unemployment;
- 7) the lack of effective cooperation with political parties and authorities.

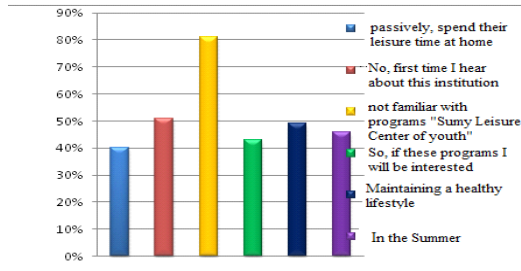


Fig. 1 The survey results

Based on the research, for improvement of the activities of organization "Sumy Leisure Center of youth" it is necessary to implement the following activities:

- 1) to save costs leisure activities it is necessary to attract more volunteers, especially among students of higher educational institutions, and sponsors (organizations, enterprises, legal entities and individuals);

- 2) with the aim of increasing the number of participants, promotion and recognition of "Sumy Leisure Center of youth", it is proposed to create the Internet forum based on an existing website, which will inform about the planned activities of the leisure activities of Sumy and Sumy region;

- 3) to improve the quality and culture of the planned activities on the organization of leisure of youth, because the effectiveness leisure activity is achieved not only by increasing the number of educational measures, but also by improving their quality;

- 4) in the organization of leisure of youth managers must create a strategy for the development of leisure. The strategic aim of the "Sumy Leisure Center of youth" is the implementation of the strategy "development of leisure" in the case of the improvement of performance indicators of leisure activities;

- 5) implement strategic planning and strategic control in the activities of the "Sumy Leisure Center of youth";

- 6) it is useful to conduct periodic surveys at the regional level to identify problems in the organization the leisure of youth.

Implementation of these measures will enhance the effectiveness of the management of "Sumy Leisure Center of youth" and improve of social infrastructure at the local level.