

The commercial attractiveness of men's handball in the leading countries of the world

The democratization of the Olympic movement, the admission of professional athletes to the Olympic Games contributed to the modification of modern Olympic sports, the system of its management and training of athletes.

The popularity of professional sports is growing every year, this is due to objective reasons and, first of all, the intensification of the processes of commercialization and professionalization of elite sports, the increase in the profits of professional sports clubs and athletes, the emergence of new sources of funding, the decisions of the International Olympic Committee (IOC) regarding the admission of professional athletes in certain sports to participate in the Olympic Games.

An important trend in the development of handball at the present stage is the expansion of international contacts. As an area of cultural exchange, they have a wide range of forms and types of connections, the presence of historically established traditions, and a developed organizational structure.

The formation and development of various areas of handball in international practice, the creation of various training and competition systems, the functioning of these systems separately and in interaction with each other, the dominant influence of one or another direction of handball in the international arena determined the features of the international system

Interesting for the study is the system of organization and management of handball in Germany and Spain - countries that have been leaders in European handball for many years.

The purpose of the study is to determine the features of the functioning of handball at the international level, in the leading handball countries of the world.

Research methods.

- analysis of literary sources; legal and regulatory documents;
- method of analysis, synthesis and comparison;
- sociological methods: survey, conversation, interviewing.
- methods of mathematical statistics (method of expert assessments).

Research results and their discussion.

In world men's handball, European handball is the strongest and most popular, because teams of only this contingent win the first places at all world championships (Table 1.) and Olympic Games (Table 2.).

Table 1

Results of the World Men's Handball Championships for 2001-2019.

No.	Year	Place	1st place	2nd place	3rd place
1.	2001	France	France	Sweden	Yugoslavia
2.	2003	Portugal	Croatia	Germany	France
3.	2005	Tunisia	Spain	Croatia	France
4.	2007	Germany	Germany	Poland	Denmark
5.	2009	Croatia	France	Croatia	Poland
6.	2011	Sweden	France	Denma	Spain

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7.	2013	Spain	Spain	Denmark	Croatia
8.	2015	Qatar	France	Qatar	Poland
9.	2017	France	France	Norway	Slovenia
10	2019	Denmark Germany	Denmark	Norway	France
11.	2021	Egypt	Denmark	Sweden	Spain

Until 2013, the winners of the world championships were exclusively European teams, and in 2015, the Qatar national team won silver medals for the first time. Previously, representatives of Africa had the best results from non-European teams - the handball players of Egypt in 2001 and Tunisia in 2005 took 4th place, losing in the semi-finals to the future world champions.

Table 2

Results of the Olympic handball games among men for 2004-2020.

No.	Year	Place	1st place	2nd place	3rd place
1.	2004	Athens	Croatia	Germany	Russia
2.	2008	Beijing	France	Iceland	Spain
3.	2012	London	France	Sweden	Croatia
4.	2016	Rio de Janeiro	Denmark	France	Germany
5.	2020	Tokyo	France	Denmark	Spain

At the Olympic Games in Tokyo (Japan), the men's national team of Egypt took 4th place, which indicates the high level of development of handball in the country.

The leading countries in the world handball arena are the men's national teams of Denmark, France, Sweden, Norway, and Germany. However, the analysis of the world ranking of men's national handball teams (Table 3.) shows that the TOP-20 teams include 3 teams from the Asian continent, and one team each from the African continent and Oceania, which indicates the rapid popularity and development of handball in these territories.

Table 3

World ranking of men's national handball teams (as of the end of 2021)

No.	Country	Rating points
1.	Denmark	2419
2.	Sweden	2395
3.	Norway	2395
4.	Germany	2374
5.	France	2362
6.	Spain	2347
7.	Croatia	2317
8.	Hungary	2307
9.	Qatar	2307
10.	Iran	2296

At the present stage, the interaction of professional and Olympic sports is noted, which is carried out by attracting talented and outstanding athletes to the professionals, as well as the general participation of athletes in competitions.

In terms of sports and financial performance, Denmark, Norway, Germany, Spain and France are leaders in the European handball club arena. These clubs have at their disposal the resources to invite the world's strongest handball players, invest in attracting fans and developing marketing programs.

In Germany, the state represented by the federal government, the government of the Lands is directly involved in the development of sports in the country, despite the fact that the sports movement is headed by public organizations - the German Sports Council (DSB) and the National Olympic Committee of Germany. The link between the state and sports is the German sports conference. The lowest link in the organizational structure of sports in Germany is a sports club. Sports clubs combine into a confederation of clubs and sports confederations of the Lands, which in turn combine into sports federations, and, finally, into the DSB.

The Bundesliga in Germany (HBL GmbH) is a member of the German Handball Federation (DHB) and hosts competitions under contract from the DHB while remaining an independent legal entity.

The Bundesliga is the professional handball league in Germany. The structure of the Bundesliga has two divisions - Bundesliga 1 (18 clubs) and Bundesliga 2 (zones - "North" and "South", 39 clubs). In Bundesliga 1, the championship is held in a round robin format (no playoffs). The season ends with the All-Star Game. The Bundesliga is replenished by clubs, participating in regional competitions, which are held by the subjects of the DHB. DHB is also involved in the development of handball in the country and the organization of its own events.

The Bundesliga is the highest league in the club system and is a professional league. However, the professionalization of German handball is also noted at the lowest level and finds its manifestation in the signing of a contract between the club and the player. Contracts are concluded for a period of 1 year or 3 years.

To improve the skill level of handball players, as well as to centralize training in Germany, high-class athlete training centers have been created, which operate with the participation of the Federal Committee for the Promotion of High Performance Sports, the DRC and the NOC's elite sports department.

Thus, the organizational and managerial system of handball in Germany is built on the principle of personal participation of the state in the development of handball. The training system for handball players is a single vertically integrated system, in which the centralization of the training process is noted. The distribution of handball into the Olympic and professional areas is carried out according to such a criterion as the level of skill of the athletes. As a result, a unified system of competitions operates in Germany, and professional handball is a sport of the highest achievements. It should also be noted that for the entire system of German handball, its professionalization is characteristic.

Conclusions. The training system for handball players is a single vertically integrated system in which the centralization of the training process is noted. The professional direction is represented by the relevant structures that function only at the national level and form an independent system of competitions. Germany is characterized by the lack of a unified sports management structure at the state level, the implementation of sports development programs, taking into account historical, socio-economic, territorial characteristics, aimed at popularizing handball, strengthening the material and technical base, providing support to sports organizations / clubs by subsidizing local training budgets athletes, attracting sponsors, as well as the formation of a mechanism for preferential taxation.

Література:

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