

## CORRELATIONS BETWEEN THE GENERIC SEGMENT OF STRUCTURE AND NUMBER OF OFFICIALLY HELD SPORTING MANIFESTATIONS IN TEAM-SPORTS AND THE BUSINESS AND SPORTING ACHIEVEMENTS

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### **Summary**

*Quality issue of the pure (primary) sporting product and of the service, as well as its reflections on the success of the sporting organisations, has a critical influence. In the sporting industry, especially when talking about the competitive sports, and more than in any other industry, the sporting product quality, and especially the primary product quality (pure sporting product), is very clear and measurable in terms of the realised sporting and business achievements. The purpose of this research work is to objectify the potentials and the attractiveness of the primary sporting product in the following team-sports: football, basketball, volleyball, and team-handball from the Canton of Sarajevo for the competitive 2003/04 season, based on the conducted correlation analyses of the generically significant structure and number of officially held sporting manifestations segment and the business and sporting achievements. By observing the significance of the primary sporting product within team-sports, reflected in the generic structure and number of officially held sporting manifestations segment and its correlation with the business and sporting achievements, it is possible to quantify the successful management of the sporting organisations focused on the sustainable development in terms of the selection of the generic strategies with a clear accent on the fact that only the „efficacy“ of the sporting achievement implies the „quality“ of the business achievement.*

**Key words:** *correlation, sporting manifestations, business and sporting achievements*

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