

## Improvement Efficiency of Fitness Clubs Operation

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**Abstract :** An attention is concentrated on a service quality estimation of sport services. A typical mathematical model was developed at the base of the «general economic theory of mass service» accounting pedagogical requirements of fitness services. Also it took into account a dependence of the club member number versus on a value of square of sport facilities. Final recommendations were applied to the fitness club resulted in some improvement of the quality sport service, an increasing of the revenue from club members and profit of clubs.

**Keywords :** fitness club, efficiency of operation, facilities, service quality, mass service

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