

## **Manager as Specialist in Club Paid Services**

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**Key words and phrases:** clubs; commercial sector; mass leisure; manager of socio-cultural activity.

**Abstract:** The paper studies the role of management of clubs. The abilities and skills which the manager of socio-cultural activity should possess are described; the list of their main duties is given. Besides, the paper studies the educational and training process aimed at raising entrepreneurial culture of the future specialist of socio-cultural activity.