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STRATEGIC APPROACHES IN PUBLIC ADMINISTRATION BY THE DEVELOPMENT OF PHYSICAL CULTURE AND SPORTS FOR THE STUDENTS OF HIGHER EDUCATIONAL ESTABLISHMENTS

Abstract. The analysis and generalization of the preparedness of the forming system for the development of physical culture of students in higher educational institutions of Ukraine with regard to regional features were conducted, the model of students' preparedness for the development of physical culture was improved.

Keywords: physical culture, sportization of physical activity, the model of students' preparedness, physical preparedness, sport oriented technologies, health state, wellness learning technologies, multicriteria approach.

СТРАТЕГІЧНІ ПІДХОДИ В ДЕРЖАВНОМУ УПРАВЛІННІ РОЗВИТКОМ ФІЗИЧНОЇ КУЛЬТУРИ І СПОРТУ ДЛЯ СТУДЕНТІВ ВИЩИХ НАВЧАЛЬНИХ ЗАКЛАДІВ УКРАЇНИ

Анотація. Проаналізовано та узагальнено систему формування готовності до розвитку фізичної культури студентів у ВНЗ України з урахуванням регіональних особливостей. Удосконалено модель готовності студентів до розвитку фізичної культури.

Ключові слова: фізична культура, спортизація фізкультурної діяльності, модель готовності студентів, фізична підготовленість, спортивно-орієнтовані технології, стан здоров'я, оздоровчі технології навчання, багатокритерійний підхід.

СТРАТЕГИЧЕСКИЕ ПОДХОДЫ В ГОСУДАРСТВЕННОМ УПРАВЛЕНИИ РАЗВИТИЕМ ФИЗИЧЕСКОЙ КУЛЬТУРЫ И СПОРТА ДЛЯ СТУДЕНТОВ ВЫСШИХ УЧЕБНЫХ ЗАВЕДЕНИЙ УКРАИНЫ

Аннотация. Проанализировано и обобщено систему формирования готовности к развитию физической культуры студентов в вузах Украины с учетом региональных особенностей. Усовершенствовано модель готовности студентов к развитию физической культуры.

Ключевые слова: физическая культура, спортизация физкультурной деятельности, модель готовности студентов, физическая подготовленность, спортивно-ориентированные технологии, состояние здоровья, оздоровительные технологии обучения, многокритериальный подход.

Target setting. Analysis of scientific-methodical literature and generalization of advanced experience of the departments of physical education

of higher educational institutions of Ukraine reflects the crisis of the discipline "Physical culture", which occurred in the 90-ies. Sportization of physical activity in educational institutions is one of the directions for addressing these challenges. The modern system of sports training is an extremely complex social phenomenon. Planning is one of the most important aspects, which provides systematicity and purposefulness of management process. Education technology was developed in order to implement the preparedness of the forming system for the development of physical culture of students in higher educational institutions of Ukraine from a regional perspective. The structure of preparedness for the development of physical culture among students in higher educational institutions of Ukraine is a multicomponent model. Multicriteria approach is one of the fundamental principles of innovative education, including in the sphere of physical culture. This approach is one of the promising ones in solving problems of preparedness forming for the development of physical culture among students in higher educational institutions of Ukraine.

Analysis of recent researches and publications. S. M. Dombrovska, V. H. Ariefiev, M. D. Zubalii, T. Iu. Krutsevych, A. S. Kuts, R. T. Raievskiyi, S. M. Sinhaievskiyi, B. M. Shyian, A. D. Dubohai and others devoted their studies to the improvement and development of the system of physical education of student youth.

However, the existence of these studies, the obtained results and the developed scientific-methodical recommendations according to formulated

directions can be used to solve priority contemporary problems of management of the industry, namely, to increase the effectiveness of public authorities in development of physical culture and sports. At the same time, systematic analysis of available sources indicates their general or narrow professional nature. In addition, the theoretical foundations of public administration of physical culture and sport in higher education for student youth are treated episodically, without an integrated approach that leads to a lack of evidence-based conclusions, recommendations and proposals which should contribute to the qualitative solving of industry development tasks.

The purpose of the article. To analyze and predict the long-term model of specialists' training in physical culture and sport in higher educational institution.

The statement of basic materials. Sport oriented technologies play an important role in the educational process. Analysis of scientific-methodical literature and generalization of advanced experience of the departments of physical education of higher educational institutions of Ukraine reflects the crisis of the discipline "Physical culture", which occurred in the 90-ies. These trends were identified by our research. This has resulted into the reduction of motivation to regular physical training and sports, physical fitness of students and level of health. The alarming situation required making science-based changes and additions to the existing basic curriculum for physical education in higher educational institutions of Ukraine through the development of innovative techniques, which form a

stable motivation to learning activities and regular physical activity.

Sportization of physical activity in educational institutions is one of the directions in solving these problems. Sports, which completes the value of physical culture, has always been a powerful social phenomenon based on which interests, motives, needs for physical training are formed, and wide involvement of knowledge-based sports technology, as it was proven in professional sports, improves the efficiency of the movement conditions.

The modern system of sports training is an extremely complex social phenomenon. The use of various personal patterns should be considered in the training process. Thus, some principles of sports training are formed: increasing load, continuous training, periodicity and cyclicality, systematicity, visibility, accessibility.

In the last decade, there is a situation in education which shows that traditional forms of education and training model cannot meet the needs of educational services, usually concentrated in big cities.

This motivated the widespread use in scientific research in the field of physical culture and sports, that resulted in innovative developments of computer science, qualimetry, involving at the same high-tech hardware, high performance computing and information technology.

Planning is one of the most important aspects, which provides systematic and targeted management process. Given the subject of our research, we will talk about social planning, which refers to a scientifically based framework of objectives, indicators, tasks of deve-

lopment of specific areas and the basic means and methods to achieve them [1, p. 79]. The process of state management of physical culture and sport development is impossible without planning, which due to the time aspect, the level of structural and functional coverage, scope and targets can be divided into following categories: current, prospective, medium and long term, indicative, directive, strategic.

In order to implement the system of preparedness forming developed by us for the development of physical culture of students in higher educational institutions of Ukraine, taking into account regional peculiarities, the technology of learning was designed based on the integration of problem-modular, sports-oriented, informational and wellness technologies, integrated quality control of the educational process.

Its main principles are as following:

- conversion of sport oriented learning technologies, which have proven themselves in high performance sport in a training process, taking into account the demands, needs and capabilities (level of health) of students when choosing sports, modern wellness and movement systems, which are of the most importance in the aspect of physical self-development of a person;
- implementation of wellness learning technologies based on diseases which are typical for different areas of Ukraine;
- integration of sports and wellness technologies, which allow to effectively implement the principle of wellness orientation in the training activities of students and to enhance training technology in sports by the means of

wellness and rehabilitation methods of physical culture;

- integration of theory, history and methodology of various forms of physical culture in the educational process of “Physical culture” discipline;

- the principle of priority of regional socio-cultural and bio-social factors of preparedness for the development of physical culture;

- the principle of intensification of the educational process which is implemented through various forms of education using information technology, scientific and research activities of teachers and students;

- the principle of the personality priority in the educational which process is implemented through providing the most comfortable psychological and pedagogical conditions of educational activities (modern logistics support of physical culture and sports facilities, highly qualified teaching staff), application of relevant educational technologies training tailored to requests and needs of students in the sphere of physical culture, formation of subject-subject relations.

Developing new integration technology of preparedness forming for the development of physical culture of students in higher educational institutions of Ukraine, we relied on the advantages of integrated teaching systems, which include: compaction or concentration of learning material, learning duplication elimination; the elimination of congestion, saving of teaching time; integration of multiple academic subjects; strengthening motivation for cognitive activities; the dynamism of the integration process, due to the development of science.

Representation of the concept of “health” in modern society, and significant systematic deterioration of the population health of Ukraine gave grounds to consider the construction of the “Physical culture” discipline on the basis of paired laws of divergence and convergence. Divergence — is the expansion of the boundaries of the project situation to ensure a sufficiently wide and the most fruitful search of solutions space [2]. This process is used in research to generate many ideas. The purpose of the divergent approach is to restore the original version of the project, to identify the aspects that allow obtaining fundamentally new and at the same time implemented changes in the project. We want to mention the features of the divergence and convergence techniques in the aspect of creative problem solving. The following qualities are typical for the divergent approach: instability and vagueness of the objectives; temporary removal of restrictions; deferred judgments. The following qualities are typical for the convergent approach: narrowing search fields, the reduction of uncertainty, elimination of alternatives.

Based on the analysis of scientific-methodical literature and our own research, the model of students preparedness for the development of physical culture was developed; it has a modular component structure and includes: motivational target module; content module; operationally functional module; reflection module.

The first module — “Motivational target module” — is represented by these components: motivation for the subject; motivation for the competition activities; motivation for research

activities. The criterion for the motivation forming of to the subject activity is the attendance of lessons and elective course, that is the performance of the movement load by students. In accordance with state educational standards for physical education, the minimum amount of movement load is four hours per week for first and second courses, and two hours for senior courses [3, p. 79].

This amount of exercise gives supportive result. In order to obtain the target effect, which is one of the tasks of the discipline, an increased movement load is required – up to 8–12 hours per week, depending on the level of physical health of students, through the elective course. Motivation forming of the volume increase of an individual load is carried out on the basis of students' information receipt about movement kinds of sport, basic, rehabilitative, adaptive, recreational, physical education, health, physical development, functional state of the organism, physical fitness. Then we study the demands and needs of students in the field of physical culture. The requests are mapped to the possibilities of their implementation in higher educational institutions of Ukraine [4, p. 27]. Psychological and pedagogical conditions of the classes' organization for the selected students are created in accordance to the physical activity types. During the lessons the students learn to compare their health with the queries in the sphere of physical culture and real individual capabilities. This scheme allows students to define themselves in sports, modern movement and health systems, to generate interest to occupations within the subject activities.

Training sessions' construction on the principles of sports training and the competition method dominance (organization of competitions between groups, courses, faculties, and physical health monitoring) develops for students a need to increase the movement load to demonstrate the highest results in different competitions of various personal levels [5].

Within the research, students perform statistical processing of the results of educational achievements: filling in an individual information-analytical card of the student, processing the survey results, evaluation rating of the current and final academic performance of each student, training group, course, faculty. Under the guidance of teachers the data is analyzed, recommendations for the correction of one's educational achievements and improving the quality of the educational process are developed. The students; involvement (especially of students exempted from practical lessons due to their health) in various areas of the educational process of the department allows them to assert themselves, to be convinced of the importance of physical culture for the general and professional culture of personality forming, to begin interdisciplinary research in the areas of ecology, computer science and other sciences [6, p. 99].

The second module is "Content module". It includes the following components: cognitive awareness and individual style of educational activity. The evaluation criteria of cognitive awareness are formed with the results of history and theory of physical culture knowledge, methods of development of movement abilities and skills, health

basics for healthy life style forming and professional activities.

The third module is “Operationally functional module”, and it represents the components of movement skills (physical fitness and physical health) and physical health (physical development, functional state of body systems, diseases).

The fourth module – “Reflection module” – included the self-discovery position formation, self-improvement and self-development reflection in the sphere of physical culture, individual and social personality characteristics necessary for effective sports and fitness activities [7].

The process of preparedness forming for the development of physical culture in the course of training was divided into three stages.

At the first stage – self-determination – the first-year students in the process of medical-pedagogical control received information about health status, level of physical development, functional state of the body and physical fitness and health. Based on the information on the possibilities of choosing various sports and modern wellness and movement systems the students had the opportunity to determine the choice of movement activity. At this stage our task was to develop the students’ motivation to the subject.

The second stage – self-help – was focused on building an in-depth knowledge about sports and modern wellness and movement systems and acquiring practical skills in different types of physical culture. The motivation to the regular practice of the chosen type of movement activity was formed.

At the third stage – self-development:

- knowledge fundamentals on sports training, therapeutic and adaptive physical culture, ability to plan physical activity and control the physical condition in the process of their implementation and motivation for the competition activities were formed;

- the students received knowledge about the importance of physical culture in professional activity, the effect of exercise on the body, possibilities of disturbed functions’ correction by means of physical culture and ability to arrange preventive classes, taking into account the type of professional activity. At this stage physical activity and healthy lifestyles motivation forming was our task [8, p. 11].

The result of each stage of the students training should be the achievement of a particular purpose that satisfies the management principles well-known in the SMART theory: specificity, measurability, attainability, relevance, consistency over time.

Thus, increasing the motivational value of the students’ attitude towards physical culture and sports will be effective if the proposed curricula for physical education takes into account the demands and needs of students in the sphere of physical culture and sport, taking into consideration age, gender and socio-demographic characteristics. Priority of the sports oriented approach to organization of educational process in higher educational institutions of Ukraine will provide the continuity of the sport movement and remove contradictions between the request and implementation of it by the students in different types of sports activities.

The process of forming of steady necessity of physical improvement should be humanistic in form and personality oriented in content. The fact of human rejection of coercion its resistance is the important point. It develops stubbornness, unwillingness to follow for whatever reason. You can not possibly achieve positive results in any cultural need forming, including physical development if you ignore this axiom. Dialogism is one of the components of the personality-oriented approach; it means that the teacher and the student solve the task of improving knowledge, skills and abilities together. The teacher, who leads the dialogue, must have the relevant information of student's needs in the sphere of physical culture and sports. In this regard, the task is to determine the student's need of information about the needs and requirements in the sphere of physical culture and sport [9, p. 67].

Conclusions. Thus, the preparedness for the development of physical culture of students is the new qualitative characteristics of the individual formed in the process of physical education in higher educational institutions of Ukraine, which has a high level of competence, capacity for self-determination, self-improvement, self-development in the field of physical culture, is able to extract the relevant forming components in the process of self-development and professional development. The structure of preparedness for the development of physical culture among students in higher educational institutions of Ukraine is a multi-component model consisting of: motivational-target, content, operational-functional and reflexive modules.

Modern trends of science development in Ukraine are characterized by the change of thinking and learning styles paradigms, the changing nature of learning activities, learning technologies, the growing diversity of organizational forms of training, thus indicating the intensification of innovative processes in education. One of the fundamental principles of innovative education, including in the sphere of physical culture, is multicriteria approach which involves consideration of conflicting interests in a purposeful education system that connects the task of physical education forming, its philosophical and moral aspects in one, and allows to take into account national and regional specificities. This approach is the promising one in solving problems of preparedness forming for the development of physical culture among students in higher educational institutions of Ukraine because it opens the possibility of constructive reflection, integrated self-development and personality forming of an individual, who is ready for self-determination, self-improvement and self-development in the system of physical culture.

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