

PROBLEMATICS OF INVOLVEMENT OF YOUTH IN MASS AND PROFESSIONAL SPORTS ACTIVITIES

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Abstract

Today the strategy of human development should predominate on a scale of the state. In fact the formation and the progress of the nation, and therefore of the state itself, are possible only if all the necessary favorable conditions for the self-development and self-realization of each individual are created. The author examines the current state of the development of sport and its relevance. The attention is focused on the development of sport, as one of the priority issues of state policy of Ukraine. The author covers thorny questions of problematics of involvement of youth in sports activities, tasks of the existing sport system in Ukraine. The legal framework, state legislative acts, materials of state institutions, social polls, conclusions of specialists in the sphere of sports, sports observers are used for the research. The author emphasizes the need of the solution of a number of existing problems at the state level and creations of necessary conditions for sport progress in Ukraine. The use of international practices is suggested and recommendations are given for taking concrete steps in the creation of an effective model for the development of sport that is provided on condition of the active participation of the state and society.

Key words: sports activities, youth, value orientations, healthy lifestyle, legal framework, state policy.

Андрій Коваль. Проблематика залучення молоді до занять масовими та професійними видами спорту. Сьогодні стратегія людського розвитку має виходити на перше місце в масштабах держави, адже формування та розвиток нації, а отже, і самої держави можливе лише за умови створення всіх необхідних сприятливих умов для саморозвитку та самореалізації кожної окремої особистості. Здійснено дослідження сучасного стану розвитку спорту, його актуальності. Акцентовано увагу на розвитку спорту як на одному з пріоритетних напрямів державної політики України. Висвітлено гострі питання проблематики залучення молоді до занять спортом, завдання наявної системи розвитку українського спорту. Для досліджень використано нормативно-правову базу, державні законодавчі акти, матеріали державних інституцій, соціальні опитування, висновки фахівців у сфері спорту, оглядачів спортивної сфери. Підкреслено необхідність розв'язання низки наявних проблем на державному рівні й створення необхідних умов для розвитку спорту в Українській державі. Запропоновано використання досвіду інших країн і надано рекомендації щодо здійснення чітких кроків у побудові ефективної моделі розвитку спорту за умови активної участі держави та суспільства.

Ключові слова: заняття спортом, молодь, ціннісні орієнтації, здоровий спосіб життя, нормативно-правова база, державна політика.

Андрей Коваль. Проблематика привлечения молодежи к занятиям массовыми и профессиональными видами спорта. Сегодня стратегия человеческого развития должна выходить на первое место в масштабах государства, ведь формирование и развитие нации, а значит и самого государства возможно только при условии создания всех необходимых благоприятных условий для саморазвития и самореализации каждой отдельной личности. Осуществляется исследование современного состояния развития спорта его актуальности. Акцентируется внимание на развитии спорта, как на одном из приоритетных направлений государственной политики Украины. Освещаются острые вопросы проблематики привлечения молодежи к занятиям спортом, задания существующей системы развития украинского спорта. Для исследований использованы нормативно-правовая база, государственные законодательные акты, материалы государственных институций, социальные опросы, выводы специалистов в сфере спорта, обозревателей спортивной сферы. Подчеркивается необходимость решения ряда существующих проблем на государственном уровне и создания необходимых условий для развития спорта в Украинском государстве. Предлагается использование опыта других государств и предоставлены рекомендации для осуществления конкретных шагов в построении эффективной модели развития спорта при условии активного участия государства и общества.

Ключевые слова: занятия спортом, молодежь, ценностные ориентации, здоровый образ жизни, нормативно-правовая база, государственная политика.

Introduction. Obviously, the state of the public health is one of the most important social indicators of the progress of a society, the potential of economic growth and state security, which reflects the well-being of the whole nation, its social, economic, ecological, demographic, and sanitary and hygiene status, etc.

Health and quality of life are determined by a variety of factors related to each other. Therefore, issues related to improving the health and well-being of the population cannot be limited to the health sector and requires a multi-faceted approach, in particular, active participation and involvement of other sectors of society at all stages of improving the life quality and health promotion. It's common knowledge that investing in children and young people health is a prerequisite for human and economic development. Such an investment is sport. As a social institution, sport plays a significant role in a society, providing facilities for socialization, social mobility, and making human life strategies. Sports activities lay the foundations of a healthy lifestyle, working ability, teach to overcome difficulties and work on the result.

Relevance and viability of the article research are conditioned by the necessity of expedient, effective development of both mass and professional sport in Ukraine.

The Aim of the Study. To investigate the current state of sport development, its relevance. To provide a characteristic of the factors that affect the involvement of youth in mass and professional sports. To analyze the legal framework, state legislation, materials of state institutions, social polls that characterize the current state of the sports sphere. To cover existing issues at the state level that affect the creation of conditions for the qualitative development of sport in Ukrainian. To suggest the use of international practices and work out recommendations for taking distinct steps in the formation of an effective sport model.

To achieve the aim of engaging young people in sports, it is appropriate to set clear goals to be achieved, namely:

- formation of consciousness of each citizen of our country concerning the necessity of motor activity, as an important part of a healthy lifestyle; popularization of physical culture and sports and healthy lifestyle among all age groups and segments of the population, especially children and youth;
- creating the conditions of systematic motor activity for health improvement, taking into account interests, wishes and individual characteristics of each person.

Thus, Oleksandr Lozovytskyi, Research Director of the Ukrainian Public Scientific Organization «Experts of Ukraine» emphasizes the need to identify possible conditions, ways, and mechanisms of social and educational work with young people, which is conditioned by the process of humanization of modern society. The new generation, which is growing in a free market economy, and is significantly different from the previous, has its own values, priorities. As the expert notes, the most important task of youth socialization is the organization of leisure time, which significantly and completely affects the formation of moral, spiritual, intellectual, cultural, physical qualities of the individual. One of the factors that forms the value orientations of young people is the practice of physical culture and sports as an effective means of developing a healthy young person [6].

The data presented in the annual report to the President of Ukraine, the Verkhovna Rada of Ukraine on the situation of youth in Ukraine (according to the results of the year 2015) are interesting and informative for analyzing the issues of youth involvement in sports [9]. Thus, according to data received from the poll center of independent sociological research «Omega», more than a third of young people (40,7 %) aren't engaged in sports exercises at all. Actually the number of such young people in cities (40,2 %) and countryside (41,6 %) does not differ. The number of people unoccupied with physical activity increases with the age of a young person – from 32,0 % among young people aged 14–19 to 47,7 % among young people aged 30–34. The survey data are given in table 1.

Table 1

Distribution of Answers to the Question «How Many Hours do you Spend on any Physical Activity or any Active Sport During the Last Week (7 Days)?», %

	14–19 Years Old	20–24 Years Old	25–29 Years Old	30–34 Years Old	Total
None	32,1	38,4	42,1	47,7	40,7
About an Hour	30,6	29,0	30,6	26,4	29,1
Approximately From 2 to 3 hours	20,6	18,6	15,6	12,2	16,4
Approximately From 4 to 6 Hours	7,9	6,1	5,9	6,4	6,5
7 Hours or More	5,2	3,6	3,2	3,6	3,8
Difficult to Answer	3,6	4,3	2,6	3,6	3,5

According to a sociological survey lack of free time (40 %), lack of own funds for visiting sports centers (30 %), inability to organize themselves and their sports (14 %) affect sporting activities or various types of motor activity of young people. 11 % of respondents indicated insufficient number of sports clubs, fitness

centers or lack of them near their home or place of study/work. 8 % of respondents indicated a low level of improvement and comfort of existing sports facilities. 4 % of young people do not exercise because of their health. 26 % of respondents do not interfere with sports [9].

These surveys give us the opportunity to conclude that the existing ways of involving in sports should be more effective and oriented towards the spiritual, physical and cultural needs of young people, creating equal opportunities for the realization of creative, professional and intellectual potential.

The study of sport development in Ukraine was carried out by S. Zaporozhets, who investigated the problems that hamper the development of Ukrainian sports: the outdated management system, the low level of financing and the unsatisfactory state of the sports industry [5]. S. Nikitenko analyzed the positive and negative trends in the development of the sports sphere [7]. D. Gubenko made an assessment of the financial level of Ukrainian sports following the results of the Olympic Games in 2016 [3]. The interaction of mass sports, professional sports and sports of higher achievements is considered in the article of A. Vatoropin [2]. N. Bachynskaia gave a characteristic of professional sports development in our country and prospects for the process of integrating national sports into the international system [1].

According to Edwin Ozolin, the Honored Master of Sports of the USSR in athletics, a candidate of pedagogical sciences, one of the main factors to be involved in sport is public opinion that is formed under the influence of the media and a family. For young athletes, the most important factors are joy and pleasure. In this case, satisfaction is evaluated by the following factors, as: to be with friends; to stand well with a coach; feel a sense of victory; to be a member of a team. Athletes also define such factors as the winning of medals and prizes; team competitions; training in the gym [8].

The factors that influence the decision of an athlete to stay or leave sports activities are the following:

- stress characterized by a double load of education/work and sports training, lack of time required for quality workouts;
- injuries;
- influence of parents (they play a major role in the motivation and support of a young sportsman)
- influence of a coach (both in problems of improving the sport results and in the completion of a sports career);
- motivation characterized by a personal orientation to a high result; a real evaluation of possibilities for successful competitions; teaching to overcome difficulties, helping to stay in sports for a long time;
- conflict of interests (between serious sports and leisure time);
- social activity;
- criticism of professional sports.

Consequently, we can make the following conclusion. Sportsmen are set to be the part of the social structure, which should be taken into account when compiling any training or competition programs. A kind of positive impulse in the development of sports careers of young sportsmen is created thanks to the support of (emotional, material and information) their families (namely, parents). The parents should be involved more often in the training process. Creating a positive psychological climate and constant personal improvement in the theory and practice of sport are the keys to successful and effective work in future. It is important to consider the interests of the sportsman in order to prevent his premature completion of sport, and to increase the skill level in the methods of motivating sportsmen, that will make the effective process of interaction between the coach and the sportsman.

The Law of Ukraine «On Physical Culture and Sports», based on the Constitution of Ukraine, defines such concepts as mass sports, non-Olympic and Olympic sports. The definition of children sports is given as a sport, «which provides children with the views of sports and identifies their abilities to further sports».

The development of children sports is followed by children and youth sport, «which ensures the involvement of children in a certain kind of sports from the children sport for providing their sports specialization and conditions for the transition to reserve sports». Sport of higher achievements is formed on the basis of reserve sports and is characterized by further specialization and individualization of the training process of sportsmen for the preparation and participation in sports competitions at the national and international levels. Professional sport is considered separately, and is determined as a commercial activity in sport that «is associated with the preparation and holding of spectacular sporting events at a high organizational level for profit» [4].

An important issue today is the preparation for a sports reserve in basic sports and the achievement of the main tasks, such as receiving prizes at international competitions. Experts and researchers point out the existence of a crisis in «big» sports (including professional sports and sports of higher achievements) due to excessive regulation, increased injuries, and the use of banned drugs. A. Vatoropin points out that mass sports are focused

on strengthening health through competitive activity, professional sportsmen focus their attention on receiving material prizes, and sports of higher achievements is focused on participation at high-level sports competitions in order to demonstrate high results [2]. Consequently, massive and professional sports, as well as sports of higher achievements, have to solve one common task using a variety of facilities. At the same time, young person is unlikely to be engaged in professional sports or sports higher achievements, without engaging previously in mass sports, which can indicate the importance of mass sports as the first step in sports activities.

The use of positive international practices will allow building an effective model of interaction of mass sports and sports of higher achievements. For example, school and student sports are the basis for the formation of teams of professional sportsmen in the United States. The Canadian sport model is based on the mass, the involvement in the national sport – hockey, is carried out in childhood. In Norway, sport develops on the principles of mass, availability of high-quality sports infrastructure, government financing of sports clubs, which are obliged to involve all children in sports. Sweden sports model is also of interest. It is based on the club system. About 90 % of all children are members of sports clubs. And the path to professional sports begins with the junior high school. Coach teachers combine the main work with the coach work on a voluntary basis.

What should our state do to ensure equal access of young people to opportunities for physical education and sports?

The key step is to solve a number of economic and social problems at the state level and create the following conditions, such as:

- creation of effective sport advertisement for a social cause;
- targeted, broad propaganda and popularization of a healthy lifestyle, creation and cultivation of the values of health and healthy lifestyles;
- improvement of the physical education system for the formation of active physical culture among young people in the system of formal education and the expansion of additional free opportunities for physical education and sports in the system of educational institutions;
- creation, development and modernization of sports infrastructure accessible to all segments of the population: sports grounds, swimming pools, modern sports centers with sections of the Olympic and non-Olympic sports;
- active running of all-Ukrainian, interregional and regional physical culture events, festivals, organization of sports camps;
- support the development of physical culture and sports in countryside by regional authority and community involvement;
- development of a model of cooperation between pre-school, school, higher educational institutions and the Youth Sports School for the selection of talented children and youth;
- development of effective mechanisms for allocating of funds at the state level for the qualitative functioning of the Youth Sports School. In most regions, local budgets provide payment only for communal services and salaries for coaches of the Youth Sports School, and the purchase of new inventory and sports wear is often made by parents of sportsmen);
- modernization of the infrastructure of the Youth Sports School at the expense of public-private partnership;
- use of leading international practices such as USA, Canada, Sweden, Norway.

Conclusion. The activity of the formation of a healthy lifestyle should be developed and improved in accordance with the requirements of the present. This is possible on the assumption of the learning, rethinking and reorganization of various sections of cultural and educational work, the introduction of domestic innovative ideas and world experience.

It should be noted that the problem of reducing the number of young people appears both because of economic factors, and because of the emergence of a diverse range of attractive activities for young people, the increase in opportunities for alternative choice of their leisure. Earlier, sport was an impetus to move within a particular social group, and today incitement is entertainment centers, entertainment drinks, computer games, accessible halls of «national lotteries», easy access to narcotic substances.

Taking into account the foregoing, we conclude that there is an urgent need to create a comprehensive effective model aimed at involvement in mass sports. Such a model should be based on the principles of the theory and practice of the formation of a healthy lifestyle recognized by the international community. A model should not be worked out on the parallel development of mass and «big» sports, but on the vertical direction of development, when mass sport is the sports reserve that allows candidates to be selected for national teams and professional clubs. This created system will enable the realization of the potential of sport as a mechanism for

maintaining and keeping a healthy lifestyle when the goal of winning at any price is not necessary. Children and young people are simply engaged in sports, and at a more mature age, they make a choice between a professional sport career and self-realization in another sphere.

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