

THE THEORETICAL SUBSTANTIATION OF FITNESS TRAINER'S QUALIFYING CHARACTERISTICS

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Annotation. The necessity of addition to the existing profile of professions of qualifying characteristics fitness trainer is grounded. The analysis of Ukrainian and foreign scientists' publications was made. Those publications demonstrates the contradictory tendencies of becoming health fitness and training system of relevant personnel. Specificity of fitness trainer's work in various countries was revealed. It is proved that the fitness trainer should have knowledge of a wide range of issues: social, political, biological, medical, psychological, pedagogical, sports et al. The problem of the fitness trainers' distribution on the skill's levels was discussed. The following categories were proposed: fitness trainer and personal fitness trainer. Qualifying characteristics of the profession "fitness trainer" were designed. Grounded qualifying description fitness-trainer with presentation of sections: «task and duties», «must know», «qualifying requirements».

Key words: profession, fitness, trainer, qualifying, characteristics.

Introduction

Daunting and currency of a problem of determining the expertise of professionals in fitness industry defined social order that has a clearly defined legal framework: National Classifier of Ukraine "Classifier of professions" DK 003:2010, Law of Ukraine "About physical culture and sports" (www.hrliga.com/index;gost.at.ua/.../zakoni.../zakon...osvitu; <http://zakon2.rada.gov.ua>). So, in 2010 in Ukraine was added to a previous Classifier a new professional name of a work – 3475 "fitness coach". In this document the name of a specialty referred to a professional group of "specialists" and placed in section R: "Arts, sports, entertainment and rest" in subsection 93: "Activity in the sphere of sport, organization of rest and entertainment" where the subgroup 93.13 is: "Activity of fitness centres".

According to the previous information, there is a need for identification and standardization of requirements of the profession "fitness coach", development of tasks and duties, determine the list of required knowledge of the specialist, limit its liability.

This will promote the clear regulation of labor activity of the personnel, namely: 1) development of job descriptions for employees who define their duties, rights and responsibilities; 2) assignment and increasing of categories for the post according to the acquisition by a person with the necessary knowledge and the results of operations attestation; 3) the effective management of the fitness center; 4) professional development of specialists and improve the system of continuous education.

The paper is done under the theme 3.9 "Improvement of scientific basis of sports for all, fitness and recreation" of Consolidated Plan of research in the field of physical culture and sports on years 2011-2015 (№ state registration 011U001735).

Purpose, tasks of the paper, material and methods

Purpose - justify the qualifying characteristics of the profession "fitness coach".

Methods: method of system analysis; analysis and generalization of scientific and methodological literature, advanced domestic and foreign experience; the method of comparing and contrasting.

Results

The content analysis of "Handbook qualification characteristics of professional workers" (Issue 85 "Sporting activities") [4] demonstrates the need of addendum to the existing relevant professional qualification characteristics of fitness coach that requires proper research. For this, it is necessitate to examine the following issues: the concept of fitness coach and versions for its interpretation in Ukraine and abroad; specific occupational features of healthy fitness; professional requirements for fitness coach.

Systematic analysis of the concept "fitness coach" shows that today there is no single interpretation of it. According to modern concepts and existing traditions of the USA an occupation "fitness coach" is treated as a personal trainer [2]. In Europe, the notion of fitness coach understand those names of professional work as "lead instructor of gymnastics hall / personal trainer", "pilates trainer", "yoga trainer", "program managers", while clearly marks out professional fitness instructor and fitness trainers (www.aehesis.com; www.eose.org/sect/proj/ProjCD.php).

It should be noted that in the leading countries the existence of profile higher education is not a prerequisite for a fitness trainer (personal trainer, group program trainer, specialized software trainer). Although, according to the Bureau of Labor Statistics of the USA, more employers in the fitness industry point to the need of higher education for fitness trainers [9]. Furthermore, analysis of the educational level of staff leading fitness centers in the USA and Europe demonstrates the growing competitiveness of fitness trainers with higher special education. This is confirmed by the appearance of individual training programs with an emphasis on the sphere of fitness at universities and colleges. These

educational institutions include the University of Texas Austin, University of Alaska Anchorage, University of Findlay, Universitat Salzburg, etc.

In the countries of former Soviet Union (Lithuania, Latvia, Estonia, Russia, Ukraine), where the sphere of healthy fitness being formed, concepts of interchangeably fitness instructor take place, specialist of physical exercise and fitness trainer, is a system, of so-called “double standards” when there is no correspondence between form and content. This is due to the imperfection of the legal framework of the education system, reform of professional standards in these countries [8, p. 237].

According to some scholars, the fitness industry refers to the social sphere (ie, services). In their view, “the fundamental difference between the physical fitness culture is that fitness is a form of physical training, which combines the basic foundation of sports activities and the availability of comfortable social and cultural conditions in which the process of “consumption” of the product defined as fitness services. Sphere of fitness services develops its own specific laws and principles, foremost of which is the economic side of fitness services. People, as consumers of these services, pay their own fit. From this perspective, fitness services – is a physical activity for anyone wishing to spend their money, have fun and health benefits” [8, p. 219].

The researchers noted that the theoretical foundations of fitness club management differ from other organizations as “on sale” and “consumer” is a paid service designed to promote health. Thus, the main aspect is the incorporation of consumer demand. “Copartnership” of executor and consumer of fitness services is one of the features of healthy fitness areas unlike other groups of social services. Specific is the fact that quality fitness services to consumers can be appreciated fully only after the act of sale, and the result (general state, dynamics of health indexes, development of physical qualities) can occur after a while. In addition, the authors noted a fundamental difference between work fitness trainer and coach of the sport. This is some of the provisions: fitness trainer have to work on the development of optimal qualities (not maximum) that lead to achieve client objectives in order to maintain an optimal balance between the rate of development of these qualities and positive impact on the health of the client; selection of tools, techniques and organizational forms of training sessions is determined not only by their functional necessity and reasonableness; fitness coach have to take into account factors such as emotional intensity classes, correspondence classes organizational form task motivation and mood client fashion to certain areas of fitness -training [6].

According to research of current trends in the fitness industry, size and age range of consumer fitness facilities around the world are changing. Previously dominated independent and group classes of persons of first period mature age, now the big interest evoke, for example, services for consumers of “family sport”, children and the elderly with variations in health status. This requires both a high level of professionalism as each of the participants, and the coherence of the whole system, aimed at the high quality of the final product and its market competitiveness fitness services (<http://www.aacu.org>).

The problem of establishing professional qualifications and relevant competences of professionals in the field of health fitness contacted both Ukrainian and foreign scientists. In particular, it was studied the question of perfection of Ukrainian system of classification of occupations in the field of physical culture and sports [5]. In Volkov K.D. dissertation is considered the questions of determination specific professional competencies that must be formed in a gym instructor [3]. According to this scientist, professional preparedness of specialist in physical culture and sports for accomplishment of gym instructor in healthy fitness and characterized by a set of components that form the special professional competence: subject-professional, communicative, commercial, analytical and reflective and image-representational, and certain personality traits. These specified by the author include: integrity, sociability, kindness and tact, diplomacy, artistry and stress.

Lisitskaya T.S., Sidnyeva L.V. developed requirements for professional knowledge and skills of instructors from basic aerobics, weight training, martial wrestling, aqua aerobics and proposed general and specific model characteristics of experts from different types of fitness. These authors emphasize that for conducting group cardio training instructor has control over the implementation of exercises by every member of the group; to conduct an individual assessment of the effectiveness of training; have different styles of teaching; demonstrate optional versions of implementation exercises to achieve moderate or high intensity. Large value is given to create by the authors proper design of the program: the optimal sequence of elements in combination; the ability to make logical substitute some other elements, to create combinations, to choose the best music in character, tempo-rhythmic characteristics, emotionality. Furthermore instructor should monitor the load intensity and possess a high level of musicianship; ability to perform emotional and expressive movements; know the technique of dance elements; have technology of training to hard-coordinated exercises. The main duties of instructor in the implementation of strength training with free weights and weighting of its own weight carried by the authors: the provision of practical assistance, insurance during exercise, adherence to safety when used sports equipment and inventory. Professional instructor’s duties in aqua aerobics are the ability to swim well, the skills on the water rescue and aiding medical first aid (Lysytskaya T.S., 2007).

The specific of the sphere of fitness services and the role of fitness trainer studied Bestavishvili T.G., who emphasizes the “customer-oriented” nature of the fitness trainer, the importance of diagnostic needs and motives of fitness club client, considering the psychological characteristics of fitness trainer and criteria of efficiency of his work [1].

It is known that the fitness industry in the USA is at a very high level of functioning. National Strength and Conditioning Association (NSCA) identified the following list of professional duties personal trainer (fitness trainer): “personal trainer – a fitness trainer that uses a unique approach for estimation, motivation, education and training of

persons that engaged with their needs related to changes of their health or physical preparation. He has been developing safe and effective program of exercise, provides first aid, if necessary, and guide individuals to achieve their personal goals. In addition, states that the responsibility of a personal trainer is to motivate people to regular physical activity [10].

It should be noted that in the USA there is no single standardized job descriptions of fitness trainer, and each club makes its own demands. These requirements may include (in addition to conventional): advising clients on nutrition, consultation in physiotherapy, conducting of types of healthy and rehabilitation massage, developing fitness programs for people with disabilities and special populations, registration of new members, writing newsletter, holding club holidays etc. [7, c. 648].

To develop requirements for post of fitness trainer should be aware the specifics of practice fitness trainer. Our analysis of this kind of activity indicates the presence of a number of specific features. These include: teaching orientation activities; unregulated routine; work in the evenings and on weekends, a significant level of physical activity during the day coach, high emotional nature of the work, certain requirements for appearance.

Summarizing the above it is clear that the fitness trainer should have knowledge of a wide range of issues: social, political, biological, medical, psychological, educational, sports, etc. Besides the dynamic development of fitness industry requires continuous professional training by passing appropriate courses, conventions, workshops, additional training and continuous learning.

In connection with the foregoing, in our opinion, there is a problem of distribution of fitness trainer on qualifying categories (levels, degrees) and in the prescribed manner approved them. For example, in Ukraine coaches may be I, II and higher categories; instructor Methodist of a gym makes sharing on the instructor Methodist of a gym and senior instructor Methodist of a gym. In most European countries adopted a system of unified qualifying levels - Europäisches Qualifizierungssystem (EQSF), in which IV qualifying level assigned to the level of athletic trainer and teacher. Condition for qualification is to have bachelor in "sports", "health", "kinesiology" or the presence of the third level and more than 300 hours of practice as a fitness instructor or practical work as a fitness trainer for 6 months. V level of qualification in fitness – is a level of bachelor, master or doctorate in the field of sports, health and prevention. It is assumed that this level of specialist engaged mainly in teaching, research and management activities (<http://www.der-fitnessberater.de/einstufung-fuer-fitnesstrainer.html/>).

In Latvia, there is a distribution of fitness trainer on A, B, C categories, which can be obtained after passing the certification examination of the Council of sports federations Latvia - Latvijas Sporta federāciju padome (LSFP) (<http://www.lsfp.lv/32/>). Category A assumes existence of education degree in sport; work experience for 5 years as a sports coach or training curricula for not less than 60 hours. Category B is for person who has the highest sports teaching education, work experience for 2 years or the last five years was the training program for not less than 60 hours. Category C is for person who has a school education, awards of sports federation in the last five years, learned professional training programs in the amount of not less than 320 hours. Thus, in many countries there is a distribution of practice of the profession "fitness trainer" on qualification levels. Similar conditions for professional growth of fitness trainers need to take in Ukraine.

According to the Ministry of Labor and Social Policy from 29.12.2004 № 336 (http://donetsk.medprof.org.ua/uploads/media/выпуск_1частьна1) determined that the qualifying description of worker profession should have the following sections: "Tasks and Responsibilities", "Must Know", "Qualification Requirements". Section "Tasks and Responsibilities" consist typical professional tasks, duties and responsibilities for a particular position, links to industry the necessary knowledge. In section "Must Know" there are basic requirements for specialized knowledge required for implementation of relevant common tasks and responsibilities, as well as knowledge of laws, regulations, guidelines and other regulations, methods and means that the employee must be able to apply when performing their professional duties. In section "Qualification Requirements" according to the specific position are defined requirements for educational and qualification requirements to postgraduate education, and minimum requirements for work experience.

As a result of the theoretical analysis we have developed and presented below qualification characteristics of the profession "fitness trainer".

Tasks and responsibilities. Provides an initial interview with the client to discuss goals and fitness programs, preferences regarding exercise, expected results, terms and place of training. Conducts preliminary assessment of state of health and risk factors for disease. Performs physical fitness testing, evaluation of physical performance, functional state of the human body. Inform the client about the test results and discuss a plan of cooperation. Interacts with system of specialists in different areas (medicine, psychology, spa, administration). Composes agreement in providing fitness services. Prepares accounting documents, logs, etc.. Conducts training on safety use of special equipment, the behavior of the club, sanitation and hygiene in order to prevent injuries. Demonstrates, explains and teaches clients proper technique of physical exercise, including the use of equipment with regard to the level of physical fitness and age. Develops training programs in strength and aerobic direction with determination phase, goal, general and specific objectives, the means of rational parameters of motor activity, forms of organization, control methods, criteria of efficiency for people of different sex, age and physical condition. Has basic fitness techniques from different areas and types of health fitness. Store preventive physical exercise for people who have risk factors for cardiovascular system, metabolism, musculoskeletal. Develops recreational and animation programs for people of all ages, gender, profession. Personally conducts classes on the client. Forms stable motivational interest in maintaining a healthy lifestyle and

regular physical activity. Provides consultation mode and balanced nutrition. Participates in initial consultations with specialists of sales. Participates in corporate celebrations and other activities of the club. Speaking literate language, a high level of culture and erudition. Increases the professional level in Continuing Education. Abides by the club where he works. Promotes a positive socio-psychological climate in the team and the client. Checks roadworthiness equipment and inventory. According to your client classes prepare various equipment and tools. Provide first aid for injuries and acute pathological conditions that may arise during the course of fitness.

Must know. Regulatory and legal documents relating to physical culture and sports; the foundation of labor law, civil and administrative law, the main historical phases, trends and problems of development of physical culture and sports as an organic part of the social system and human culture, anatomy, physiology and biochemistry functioning of the human body including physical activity; basic theory of human health; complex factors promoting healthy lifestyle; theory and technology of health and recreational physical activity; current approaches to the development of personal and group fitness programs for people of all ages, sex and physical condition; the theoretical and methodological foundations of sport for all; specificity, structure and direction of physical recreation; a set of knowledge and skills in management and marketing; principles of psychology and pedagogy, including psychology of communication; teaching techniques of forming motivation to regular physical activity; modern computer technology in the field of fitness.

Qualification requirements. Fitness trainer: higher education, educational qualification Bachelor level without work experience requirements.

Personal fitness trainer: complete higher education, educational qualification of "Master" without requirements for work experience or educational qualification "Bachelor", experience 4 years.

Conclusions

The current Handbook of qualified characteristics of professional staff Issue 85 "Sporting activities" there is no qualifying characteristics of fitness trainer, although this profession introduced in the National Classification of Ukraine DC 003:2010. To study and develop appropriate specifications defined specific areas of improving fitness and basic requirements for a fitness trainer. Grounded qualification characteristics of fitness trainer presenting sections: "tasks and responsibilities", "should know", "qualifications".

Prospects for further researches. Planned development of fitness trainer profession in Ukraine, the definition for the specified list of professional competences and support appropriate educational technologies that provide training fitness trainers on educational qualification bachelor.

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