

УДК 796.035:379.8

НОРМАТИВНІ АСПЕКТИ РОЗВИТКУ ОЗДОРОВЧО-РЕКРЕАЦІЙНОЇ РУХОВОЇ АКТИВНОСТІ НАСЕЛЕННЯ

Олександр АЖИППО¹, Галина ПУТЯТИНА²

Харківська державна академія фізичної культури,
м. Харків, Україна,
e-mail: ¹aghypopo@yandex.ua, ²putiatina.g@gmail.com,
ORCID: ¹0000-0001-7489-7605, ²0000-0002-9932-8326

Анотація. У статті розглянуто поняття «механізм розвитку», «правовий механізм». Розкрито специфіку правового регулювання оздоровчо-рекреаційної рухової активності населення. Діалектика пізнання оздоровчо-рекреаційної рухової активності становить собою зв'язок теорії і практики; принципи пізнання реального світу, детермінованості явищ, взаємодії зовнішнього і внутрішнього, об'єктивного і суб'єктивного.

Метою нашого дослідження було обґрунтування нормативних аспектів розвитку оздоровчо-рекреаційної рухової активності населення. *Методи дослідження:* аналіз літературних джерел, аналіз документів, системний аналіз, SWOT-аналіз.

Результати проведеного маркетингового дослідження та стратегічного аналізу дали змогу сформулювати матрицю SWOT-аналізу, в якій зазначено стратегію розвитку оздоровчо-рекреаційної рухової активності населення. Зокрема, основними стратегічними перспективами розвитку оздоровчо-рекреаційної рухової активності є вдосконалення нормативно-правового, науково-методичного та медико-біологічного забезпечення; оптимізація управління діяльністю організацій, що надають фізкультурно-оздоровчі послуги; інноваційний розвиток ресурсного забезпечення; розроблення соціально-ринкового механізму інноваційного розвитку оздоровчо-рекреаційної рухової активності населення; визначення балансу інтересів виробника фізкультурно-оздоровчих послуг, регіональної влади, населення і конкурентів.

У статті виокремлено чотири функції оздоровчо-рекреаційної рухової активності населення, а саме: 1) адаптацію (забезпечує економічна підсистема суспільства, яка впливає на систему через зовнішні чинники); 2) досягнення мети (забезпечує політична підсистема суспільства); 3) інтеграцію (забезпечують правові інститути та звичаї); 4) відтворення структури (забезпечують система вірувань, мораль, інститути виховання).

Висновки. Досягнення основної мети системи оздоровчо-рекреаційної рухової активності населення на державному та регіональному рівнях відбувається завдяки досягненню комплексу завдань. Виявлено недоліки в реалізації нормативно-правового механізму розвитку всіх елементів оздоровчо-рекреаційної рухової активності населення в Україні. З'ясовано, що механізм правового регулювання має на меті виконання чинних державних норм і нормативів, що повинно забезпечити права кожного громадянина держави на заняття оздоровчою руховою активністю, а також створення відповідних умов для розв'язання гуманітарних і соціально-економічних проблем для особи, суспільства та держави. Установлено основні стратегічні перспективи розвитку системи оздоровчо-рекреаційної рухової активності.

Ключові слова: рухова активність, структурно-функціональний менеджмент, нормативно-правовий механізм, SWOT-аналіз.

REGULATORY ASPECTS OF PEOPLE'S HEALTH-RELATED AND RECREATIONAL MOTOR ACTIVITY DEVELOPMENT

Alexander AZHIPPO¹, Galina PUTIATINA²

Kharkiv State Academy of Physical Culture,
Kharkiv, Ukraine,

e-mail: ¹ aghyppo@yandex.ua, ² putiatina.g@gmail.com,
ORCID: ¹0000-0001-7489-7605, ²0000-0002-9932-8326

Abstract. The article deals with the concepts of "development mechanism", "legal mechanism". The specifics of legal regulation of health-related and recreational motor activity of the population are revealed. The dialectics of knowledge of health-related and recreational motor activity is a combination of theory and practice; principles of knowledge of the real world; the determinism of phenomena, the interaction of external and internal, objective and subjective.

The purpose of our study was to substantiate the regulatory and legal aspects of the development of people's health-related and recreational motor activity. *Methods* of the research: analysis of library sources, documentary analysis, system analysis, SWOT-analysis.

The results of the marketing research and strategic analysis allowed to form a matrix SWOT-analysis, which describes the strategy of development of health-related and recreational motor activity of the population. In particular, the main strategic prospects for the development of health-related and recreational motor activity are: improvement of regulatory and legal, scientific – methodical, and medical-biological support; optimization of management of organizations providing physical education and health services; innovative development of resource support; development of social and market mechanism of innovative development of health-related and recreational motor activity of the population; determination of the interest balance of the manufacturer of sports and recreational services, regional authorities, population and competitors.

The article highlights four functions of health-related and recreational motor activity of the population, namely: 1) adaptation (provided by the economic subsystem of society, which influences the system through external factors); 2) achievement of the goal (provided by the political subsystem of society); 3) integration (provided by legal institutions and customs); 4) structure reproduction (provided by a system of beliefs, morals, educational institutions).

Conclusions: achievement of the main goal of the people's health-related and recreational motor activity system at the national and regional levels is ensured by solving a set of tasks. The defects in the implementation of the regulatory and legal mechanism for the development of all elements of the people's health-related and recreational motor activity in Ukraine are revealed. It was established that the mechanism of legal regulation is aimed at the implementation of current state standards and norms, which should ensure the rights of every citizen to engage in recreational motor activity, as well as creation of appropriate conditions for solving humanitarian and socio-economic problems for a person, society and the state. The basic strategic perspectives of the development of the health-related and recreational motor activity system are established.

Keywords: motor activity, structural and functional management, regulatory and legal mechanism, SWOT-analysis.

Introduction. In the conditions of socio-economic changes and transformations in the Ukrainian society, the urgent need is for state regulation in the physical culture and sports sphere. Active participation of all groups of people in physical education, increase in the number of health-related and recreational activities with the support of local authorities is a significant indication of the vitality and spiritual strength of the nation, a testimony to the social well-being, economic and defense power of the state. In the modern world

there is a re-understanding of the important role of the people's motor activity improvement, which becomes a national idea and social phenomenon, which should contribute to the strengthening of statehood and the formation of a healthy society.

Analysis of recent research and publications. At present, state regulation of the development of physical culture and sports in Ukraine is characterized by insufficient attention paid by the state in this area, in particular, the lack of an effective mechanism of

development [1]. The sports infrastructure meets insufficiently state social standards and norms, especially in rural areas, which, in general, leads to the decline in the level of people's health and working capacity [2, 3, 4]. Development and implementation of state policy in the system of health-related and recreational motor activity of the population requires the improvement of the structural execution of these functions. Ukraine has a system of state administration in this area, which promotes the implementation of state policy, and develops certain mechanisms for its implementation. But at the present stage of the Ukraine's development, there is a need for a dialectical approach to understanding and rethinking the changes in socio-economic, political, demographic and spiritual life of people in order to find ways to improve the conditions for ensuring adequate motor activity. It is important not to lose the positive experience gained over the decades, as well as to distinguish the current problems of the sphere and outline possible solutions to them [1, 8, 11, 12].

Relationship of the research with scientific programs, plans, themes. The research was carried out in accordance with the research plan of KSAPC for 2016–2018, the theme: "Methodological principles of physical education and sports strategic development in the region", No. of state registration is 0113U 004615.

The purpose of the research is to substantiate the regulatory and legal aspects of the people's health-related and recreational motor activity development.

Methods of the research: analysis of library resources, documentary method, system analysis, SWOT-analysis.

Results and discussion. The deepening of the economy re-organization significantly influences the development of market relations in the field of physical education and sports in Ukraine, which is characterized by changes in forms of ownership, forms of management, rules and methods of physical education and sports management, and the popularization quality of healthy lifestyle. Sustainable development of a market economy has certain social guidelines for the people's quality of life, the education of a person who has a harmonious combination of spiritual wealth, moral purity and physical perfection through the formation of a need for a healthy lifestyle [7].

Domestic scientists have formed a modern view of the health-related and recreational motor activity system as a set of interconnected and interacting subjects for engaging people in the proper motor activity:

- subjects that organize and implement measures for engagement in motor activity;

- subjects that promote the engaging of a person in motor activity;
- subjects that provide interaction management [3].

As you can see from the fig. 1, there is a positive dynamics of changes in some indices indicating the popularization of health-related and recreational motor activity among the population. However, the data do not reflect the demand. It complicates the process of identifying current trends in the policy on the development of the people's health-related and recreational motor activity system.

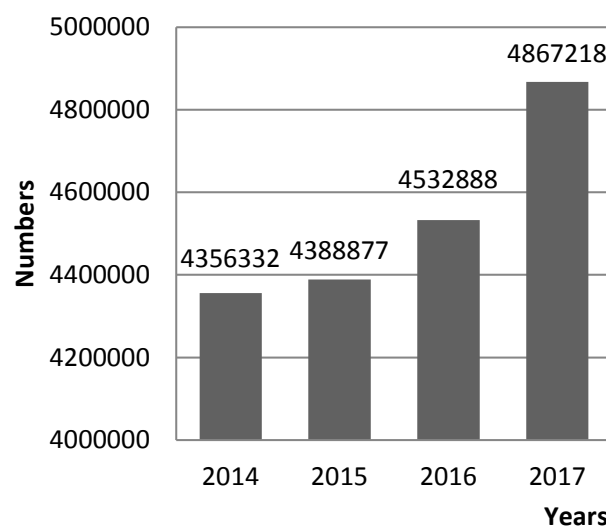


Fig. 1 Total number of people engaged in health-related and recreational motor activity [5]

This is due, in our opinion, to the imperfection of the use of organizational, managerial, financial and economic technologies in the activities of primary centres (sports clubs, fitness centers, sports complexes) and government bodies (state, branch, regional, municipal levels). At present in Ukraine the following components of the health-related and recreational motor activity of the population are in the formation stage:

- the management system of health-related and recreational motor activity of the population at the national and regional levels;
- formation and implementation of the development of people's health-related and recreational motor activity policy;
- effective preparation and provision system of health-related and recreational motor activity.

Organizational, managerial, and economic activities in the system of health-related and recreational motor activity of the population are aimed at satisfying the growing needs of people in high quality sports and recreational services that will promote the development of human potential, the implementation of the European system of values and

the development of physical education and sports both in regions and in the country.

Based on the theory of structural functionalism developed by Tolkotta Parsons [6], we can distinguish four functions of the people's health-related and recreational motor activity system, namely (scheme AGIL):

- 1) adaptation (A) (provided by the economic subsystem of society that affects the system through external factors);
- 2) goal achievement (G) (provided by the political subsystem of society);
- 3) integration (I) (provided by legal institutions and customs);
- 4) latency (L) (provided by the system of beliefs, morals, educational institutions).

The analysis of the people's health-related and recreational motor activity system at the national level suggests that the achievement of the goal: "Motor activity – healthy lifestyle – healthy nation" provides for the following functions: ensuring coordination of the actions of all interested parties; planning and forecasting of the estimation of fitness level and physical preparedness of all population groups; organization of new institutions (Pan-Ukrainian Fund for Development of Motor Activity and Healthy Lifestyle "Active Ukraine – Healthy Nation"); organization of the operating organizational structure of the health-related and recreational motor activity system and its legal regulation; regulation of public sports events for active family rest in the places of people's mass recreation; motivation; organizational design; monitoring; marketing [1].

The reforms and reorganization processes encourage the establishment of an effective governance system that is a prerequisite for the autonomy and self-regulation of physical education and sports organizations, which should strive to develop trust and economic management based on the latest knowledge, the adoption and implementation of an integration strategy, interaction with youth groups, monitoring and analysis of activity indices.

An effective measure to adapt and integrate the people's health-related and recreational motor activity system is the creation of organizational conditions for conducting an annual evaluation of physical preparedness of the population, which started in the regions since January 2017 and can be represented as decomposition of life standards of the population through a comprehensive analysis of indices of physical fitness [1, 7, 10]. Undoubtedly, the subjects of management, forming their range of strategic tasks to ensure optimal motor activity of the population, also perform the function of coordination and monitoring of the regional institutions activities. In the

Kharkiv region structural and functional management of the people's health-related and recreational motor activity system is formed as follows:

- it combines all spheres of life and should be in a state of information exchange with the authorities, business, public institutions and directly the population;
- regional health development policy, which involves a negotiated and coordinated mechanism at the expense of resource potential (financial, economic, innovation, medical, pedagogical, human and recreational) through the development of a database, based on social standards and, organizational and economic standards;
- strategy for the development of health-related and sports organizations in the region, implemented through the introduction of health-saving technologies, improving the quality of services; the formation of a balanced demand mechanism.

The results of the conducted marketing research and strategic analysis allowed forming a matrix SWOT-analysis of the functioning of health-related and recreational motor activity of the population (Fig. 2).

The people's health-related and recreational motor activity system is a dynamic and rapidly changing sector of the economy with underestimated macro- and meso-economic consequences. Solving the tasks of life support and development of the people's health-related and recreational motor activity system, we propose not to miss a number of critical points: to develop and apply organizational projects, management technologies, "integrators" of local resources, models of attraction of attention and financial means of physical education and sports organizations, to study the internal resource of physical education and sports movement, to develop financing programs.

In modern library resources, the concept of "development mechanism" of socio-economic systems (which includes the people's health-related and recreational motor activity system, taking into account the theory of organizational development by L. Greiner) is irreversible, directed, regular, and programmed change in organization and consciousness of staff (their universal property). By overcoming the crisis of the transition period, as a result of development, there is a new quality of the object state – its composition and structure, taking into account the strategic direction of system development, specification of the functions and structure of the system management. Moreover, the strategy of system management should be based on the development of organizations internal capacity with its maximum expression and demand. The process of subjects development of the people's health-related and

recreational motor activity system is characterized by the existence of a close relationship between the phenomena of stability and uncertainty, therefore the system is only partially dynamically stable. The development process, although of a continuous nature, includes the likelihood of crisis situations, which causes instability. Violation of relative stability occurs not only because of the accumulation of quantitative and qualitative changes in the system elements, but also in the interrelationship between them.

In particular, the regulatory and legal aspects of the development of people's health-related and recreational motor activity combines the complex of the signs content creating, namely: the influence of the state on the social life of people in order to organize it, maintain or transform it, based on power; measures, means, methods, levers, and incentives by which such influence is exercised. Unfortunately, today this mechanism does not fully meet the needs of society. This fact is confirmed by the characterization of the current state of the domestic system of recreational motor activity, which is presented in the National strategy for motor activity improve-

ment in Ukraine up to 2025 "Motor activity – healthy lifestyle – healthy nation" [9].

The main disadvantages and problems of state regulation of recreational and recreational motor activity of the population are related to attempts to identify and solve fundamentally new problems, using the old methods and principles of centralized management that do not produce the desired results. At present, the mechanism of decentralization of management in the field of physical education and sports is only under development. In particular, the existing mechanism of legal regulation of people's health-related and recreational motor activity, as a single system of regulatory and legal means, methods and forms through which regulatory and legal standards are translated into the putting in order social relations, the interests of the law subjects are satisfied, the law is established and ensured, does not fully ensure the mechanism of development because of the lack of subordinate acts that would ensure the implementation of the established legal mechanism for regulating health-related and recreational motor activity of population.

<p>External environment</p>	<p>Opportunities: Adoption of the national strategy for the development of the HRRRA; legislative regulation of activity; interaction with state and public management bodies of the PES; organization of training, retraining and professional development of personnel; weakening of competitors' positions.</p>	<p>Threats: Changes in wishes and income levels; appearance of competitors; increase in the mortality rate of children; economic crisis in the country; political crisis in the country; cultural crisis; social crisis.</p>
<p>Strong sides: Attractiveness and interest in "fashion" types of motor activity; meeting the needs of viewers and television; health-related and recreational achievements in motor activity participants; quality of the PF; the total coverage of all population groups contingent; cost-effectiveness of resource support.</p>	<p>Forces and opportunities area: Due to effective management, the opportunity to improve the quality of providing physical education and sports services and the implementation of modern organizational and management technologies in the activity increases; licensing and certification of activities; additional workplaces; total involvement in physical education and sports.</p>	<p>Forces and threats area: Close cooperation with state bodies of physical education and sports minimizes corruption; qualified and safe work at training sessions is a competitive advantage for the population.</p>
<p>Weak sides: Qualification of personnel; availability of all necessary organizational components; use of innovative technologies in organizational and managerial activity; organizing and conducting training sessions; systematic collection and analysis of statistical data on the activities of primary centres; effective funding mechanism; lack of development strategy.</p>	<p>Weak sides and opportunities area: Lack of innovative technologies in organizational and managerial activity reduces competitiveness; The use of interaction with public authorities of the PES will allow the use of ethical and social responsibility of health-related and recreational motor activity on the basis of sustainable development principles.</p>	<p>Weak sides and threats area: Increased competitiveness of other organizations that provide similar services; the lack of a well-developed sports infrastructure hinders the possibility of conducting innovative types of motor activity.</p>

Fig. 2. Matrix SWOT-analysis of the people's health-related and recreational motor activity system

An analysis of the scientific achievements indicates that today the necessary foundation has been created to ensure a balanced state management influence on the identified problem. Important sources of analysis are O.V. Andreeva, M.V. Dutchak, O.M. Zhdanova, L. Ya. Chekhovska, and others. Today, some ways are identified in Ukraine and a mechanism for implementation of the health-related and recreational motor activity strategy is proposed, which involve solving difficult and multidimensional complex problems, namely, the development of modern sports infrastructure; active promotion and social advertising; improvement of the regulatory and legal framework; active interaction of stakeholders; financing, planning, scientific and methodological support; modernization of educational policy; the introduction of a system for assessing the quality of services, social advertising, monitoring systems. The state creates conditions for improving motor activity, which determines the modernization and activation of the reform processes of physical education and sports balanced development.

Conclusions. Ukraine is undergoing a stage of multifaceted transformation that covers all spheres of public life. The specificity of today's period is that the effectiveness of new levers of market regulation is offset by the rather strong positions of old forms of social, economic and, regulatory and legal relations, which significantly reduces the stability of the system, health-related and recreational motor activity and the effectiveness of its functioning.

On the basis of theoretical analysis of the regulatory and legal aspect of the development of

health-related and recreational motor activity, it has been established that the mechanism of legal regulation is aimed at the implementation of standards and norms current state, which should ensure the rights of every citizen of the state to be engaged in health-related and recreational motor activity, as well as the creation of appropriate conditions for solving humanitarian and socio-economic problems in favour of the individual, society, and the state.

The basic strategic perspectives of the health-related and recreational motor activity system development are established. In particular they are: – improvement of the regulatory and legal, scientific-methodical, and medical-biological support of the system; – optimization of organizations management providing physical education and health services; – innovative development of resource support; – development of the social and market mechanism of innovative development of the people's health-related and recreational motor activity system, in which, unlike the existing approaches, the solvent demand for "basket of services" of physical education and health-related services is taken into account, adjusting the factor of the consumers' needs, volumes of physical education and health services taking into account the economic state of the physical education and sports sphere and its innovative potential, which allows to strengthen the social-market component in the activities of regional bodies of physical education and sports management; – determination of the interests balance of the producer of sports and recreational services, regional authorities, population and competitors.

СПИСОК ВИКОРИСТАНИХ ДЖЕРЕЛ

1. Ажиппо О. Діалектичний підхід до структурно-функціонального менеджменту в системі оздоровчо-рекреаційної рухової активності населення / Ажиппо О., Путятіна Г. // Слобожанський науково-спортивний вісник. – 2017. – № 6(62). – С. 7–10.
2. Андрєєва О. Соціально-психологічні чинники, що детермінують рекреаційно-оздоровчу активність осіб різного віку / Олена Андрєєва // Теорія і методика фізичного виховання і спорту. – 2014. – № 3. – С. 35–40.
3. Дутчак М. Теоретичний аналіз дефініції "оздоровчо-рекреаційна рухова активність" [Електронний ресурс] / Дутчак М., Баженков Є. // Спортивна наука України. – 2015. – № 5(69). – С. 56–63. – Режим доступу: http://nbuv.gov.ua/UJRN/SNU_2015_5_11
4. Жданова О. Форми залучення населення до рухової активності / Ольга Жданова, Любов Чеховська // Проблеми активізації рекреаційно-оздоровчої діяльності населення : матеріали ІХ Всеукр. наук.-практ. конф. з міжнар. участю. – Львів, 2014. – С. 208–214.
5. Міністерство молоді та спорту України [Електронний ресурс]. – Режим доступу: <http://dsmsu.gov.ua/index/ua/> (дата звернення 20.01.2018)
6. Парсонс Т. "Функциональная теория изменения", Американская социологическая мысль / Парсонс Т. – Москва : Изд-во МГУ, 1994. – 262 с.
7. Приступа Є. Аналіз ринку фізкультурно-оздоровчих послуг у Львові / Приступа Є., Жданова О., Чеховська Л. // Слобожанський науково-спортивний вісник. – 2017. – № 6(62). – С. 79–84.
8. Сутула В. А. Предпосылки формирования в обществе потребности в здоровом образе жизни / Сутула В. А. // Физическое воспитание студентов. – 2011. – № 6. – С. 92–95.
9. Про Національну стратегію з оздоровчої рухової активності в Україні на період до 2025 року "Рухова активність – здоровий спосіб життя – здорова нація" : указ Президента України від 9 лютого 2016 р. № 42/2016

10. Чеховська Л. Сучасний стан і проблеми розвитку інфраструктури масового спорту України / Л. Чеховська // Науковий часопис НПУ ім. М.П. Драгоманова. Серія 15, Науково-педагогічні проблеми фізичної культури (фізична культура і спорт) : [зб. наук. пр.]. – Київ, 2017. – Вип. 3К(84)17, т. 1. – С. 526–531.

11. Chekhovska L. Mass sport events in the activity of children and youth clubs in Iviv to involve children into physical activity / Chekhovska L, Turka R. // Journal of Physical Education and Sport. – 2015. – Vol. 15, is. 3. – P. 538–542.

12. Physical activity strategy for the WHO European Region 2016–2025. – Copenhagen : WHO Regional Office for Europe, 2015. – 27 p.

REFERENCES

1. Ажиппо ОЮ, Путятіна ГМ. Діалектичний підхід до структурно-функціонального менеджменту в системі оздоровчо-рекреаційної рухової активності населення. Слобожанський науково-спортивний вісник. 2017;6(62):7–10.

2. Андрєєва ОВ. Соціально-психологічні чинники, що детермінують рекреаційно-оздоровчу активність осіб різного віку. Теорія і методика фізичного виховання і спорту. 2014;3:35–40.

3. Дутчак МВ, Баженков ЄВ. Теоретичний аналіз дефініції «оздоровчо-рекреаційна рухова активність». Спортивна наука України. [Інтернет]. 2015;5(69):56–63. Доступно: http://nbuv.gov.ua/UJRN/SNU_2015_5_11

4. Жданова О, Чеховська Л. Форми залучення населення до рухової активності. В: Проблеми активізації рекреаційно-оздоровчої діяльності населення. Матеріали ІХ Всеукр. наук.-практ. конф. з міжнар. участю. Львів; 2014, с. 208–214.

5. Міністерство молоді та спорту України. Статистика. [Інтернет]. 2018 [цитовано 2018 Січ. 20.]. Доступно: <http://dsmsu.gov.ua/index/ua/>

6. Парсонс Т. "Функциональная теория изменения", Американская социологическая мысль. Москва: Изд-во МГУ; 1994. 262 с.

7. Приступа Є, Жданова О, Чеховська Л. Аналіз ринку фізкультурно-оздоровчих послуг у Львові. Слобожанський науково-спортивний вісник. 2017;6(62):79–84.

8. Сутула ВА. Предпосылки формирования в обществе потребности в здоровом образе жизни. Физическое воспитание студентов. 2011;6:92–95.

9. Про Національну стратегію з оздоровчої рухової активності в Україні на період до 2025 року "Рухова активність – здоровий спосіб життя – здорова нація": Указ Президента України від 9 лютого 2016 р. № 42/2016.

10. Чеховська Л. Сучасний стан і проблеми розвитку інфраструктури масового спорту України. В: Науковий часопис НПУ ім. М.П. Драгоманова. Серія 15, Науково-педагогічні проблеми фізичної культури (фізична культура і спорт). 36. наук. пр. Київ; 2017;3К(84)17;1, с. 526–531.

11. Chekhovska L, Turka R. Mass sport events in the activity of children and youth clubs in Iviv to involve children into physical activity. Journal of physical education and sport. 2015;15(3):538–542.

12. Physical activity strategy for the WHO European Region 2016–2025. Copenhagen: WHO Regional Office for Europe; 2015. 27 p.

Стаття надійшла до редколегії 11.09.2018

Прийнята до друку 23.10.2018

Підписана до друку 31.10.2018