

**MODERN TRENDS IN PHYSICAL CULTURE AND SPORTS
MANAGEMENT IN UKRAINE**

Anastasia Bondar¹

Iryna Petrenko¹

Oleksandr Tomenko²

Kharkiv State Academy of Physical Culture¹,

Kharkiv, Ukraine

Sumy State A. S. Makarenko Pedagogical University²,

Sumy, Ukraine

Purpose: to highlight modern trends in the management of physical culture and sports in Ukraine on the basis of generalization of the scientific heritage of domestic scientists.

Material and methods: theoretical and practical research of domestic scientists, official documents, methods of comparison, synthesis, analysis.

Results: in the context of our country's European integration, the norms and standards introduced by the European Union governing physical activity and sports should be adhered to, and a roadmap for the development of sports should be developed at the state level. There is a need to separate the field of sports at the legislative and organizational level, so in scientific circulation and in the legal field, in accordance with European law, it is advisable to introduce the concept of "sports" to describe the activities of sports organizations and other business entities physical culture and sports services and carry out activities in such areas as health physical activity, sports in education and training, mass sports and sports for all, high-achievement sports and professional sports. The concept of "physical culture" should be included in scientific and social circles to outline the activities of people related to

the use of physical exercises. These issues should be regulated at the legislative level and appropriate amendments should be made to the Law of Ukraine "On Physical Culture and Sports" and bylaws governing the field of sports.

Conclusions: modern trends in the management of physical culture and sports in Ukraine are the transition to European standards, changing the mechanisms of state policy, decentralization of power, market development and improving the quality of physical culture and sports services through the introduction of state standards.

Keywords: physical culture, sports, sphere of physical culture and sports, sphere of sports, physical culture and sports organizations, management, decentralization, reform.

Introduction

Domestic scientists [4, 10, 12, 26] in their studies substantiate the need to reform public administration in the field of physical culture and sports in the context of decentralization of power, while the authors [3, 10, 16] suggest using the experience of other states. Researchers [9, 12, 25] agree that the expansion of the powers of local governments will have a positive impact on the use of local resources and will contribute to increased responsibility. O. Kuzmenko, relying on Western European experience, notes that national minimum standards guaranteed within the framework of a decentralized administration structure will help to balance the development of physical culture within the state.

Along with the reform of the administrative system and the distribution of powers between state authorities and local self-government, researchers are interested in the issues of commercialization of sports [2, 11], transition to a market economy [6, 18], changes in the forms of economic activity in the field of physical culture and sports [9, 11, 16]. In their studies [6, 16, 18], scientists noted that the sphere of physical culture and sports is specific and characterized by features of economic activity, since it is aimed primarily at improving people's health, taking this into account, the market of physical culture and sports services is developing. In addition,

there is sport as a separate type of economic activity, and this issue was also considered by modern researchers [6, 11]. A. Krasovskaya, A. Koshevoy [9] developed a marketing concept of sports management and substantiated the possibility of its use in the context of the institutional transformation of the sports sector.

In the course of analyzing the results of modern scientific research on the problem of managing physical culture and sports, questions arose that require clarification and additional study, in particular:

- use of the concepts "branch of physical culture and sports", "sphere of physical culture and sports", "sphere of sports";
- mechanism for the implementation of state policy in the field of physical culture and sports in the context of decentralization of power

Given the above, the purpose of the study was to highlight the current trends in the management of physical culture and sports in Ukraine based on the generalization of the scientific heritage of domestic scientists.

Material and Methods of research

The study used theoretical and practical research of domestic scientists, official documents, methods of comparison, synthesis, analysis.

Results of the research

The study showed that today there is no doubt about the important role of physical culture and sports in the life of a person, society, state, this is discussed in the scientific works of modern researchers and legal documents [17, 22, 25]. In domestic literature, the issues of sectoral management and the formation of state policy in the field of physical culture and sports are widely disclosed [1, 3, 10] with reference to Article 49 of the Constitution of Ukraine, which states that the state takes care of the development of physical culture and sports. In addition, the basis for further scientific exploration in the direction of finding effective ways to introduce a fundamentally new model of physical culture and sports management in our state has been formed [26].

When summarizing the array of scientific legacies of domestic authors, we were faced with the need to define such definitions as "sphere of physical culture and sports" and "sphere of sports", which the authors widely use in their works, sometimes identifying them. At the same time, we did not meet the interpretation of these concepts in modern scientific literature and regulatory documents. It should be noted that the Law of Ukraine "On Physical Culture and Sports" [20] contains the wording "sphere of physical culture and sports", however, the text of the document does not specify this term, but only definitions and directions of physical culture and sports are presented (Table 1).

Table 1

Definition of the terms "physical culture", "sport" and their directions in accordance with the Law of Ukraine "On physical culture and sports"

Physical culture	Sport
The activities of the subjects of the sphere of physical culture and sports are aimed at	
ensuring the physical activity of people with the aim of their harmonious, primarily physical, development and maintaining a healthy lifestyle	identification and unified comparison of people's achievements in physical, intellectual and other fitness through sports competitions and appropriate preparation for them
Directions	
<ul style="list-style-type: none"> - physical education of different groups of the population, - mass sports, - physical culture and sports rehabilitation 	<ul style="list-style-type: none"> - children's sports, - children's and youth sports, - reserve sport, - sports of the highest achievements, - professional sports, - sports of veterans, - olympic sport, - non-Olympic sport, - service-applied and military-applied sports, - sports of persons with disabilities, etc.

Table 1 shows that physical culture and sports are the activities of subjects in the sphere of physical culture and sports that have different goals and directions. In the scientific works of modern domestic scientists, you can find different concepts for designating the types of activities associated with the use of physical exercises, in particular, domestic scientists actively use the concepts of "branch of physical culture and sports", "sphere of physical culture and sports", "sphere of sports". Let's consider these concepts in the context of the sources we analyzed. Domestic authors use in

their works the concept of "branch of physical culture and sports" in the context of managing the sector of the national economy [3, 11, 12, 16].

This use of the term is inherent in post-Soviet countries, including Ukraine, since already at the time of independence until 1994, the "All-Union Classifier of Branches of the National Economy" (1976) was used on the territory of our state, in which physical culture was an integral part of the industry "Health care, physical culture and social security", referred to the non-productive sphere of activity. In 1994, the "General Classifier" of "Sectors of the National Economy of Ukraine" (1994) was approved, in which the object of classification was "a branch of the national economy of Ukraine, that is, a set of production units that perform one or more similar types of production activities". In this Classifier, physical culture was also classified as a non-productive sphere of activity "Health care, physical culture and social security" (code 91000), sports belonged to this industry within the sub-sector "Physical culture and sports" (91700) [5]. The classifier noted that the type of production activity is not a type of economic activity as in the international classification, where the type of economic activity is used as a classification feature of economic entities, regardless of ownership and organizational and legal forms of management. Therefore, in this case, the concept of "branch of physical culture and sports" means a non-productive sphere of activity, a branch of the national economy - namely: a set of economic entities, regardless of ownership and organizational and legal forms of management.

It turned out that the concept of "sphere of physical culture and sports" is used by the authors in the study of the state management of physical culture and sports and the formation of state policy in this area [1, 2, 22] in accordance with the Law of Ukraine "On physical culture and sports" [20].

In his own scientific works V.A. Sutula notes that the phrase "physical culture and sport" is widely used in Ukraine in the scientific works of domestic scientists and at the legislative level to determine and regulate people's activities in the relevant area of public life, namely in the "sphere of physical culture", in this concept "sphere physical culture" is defined as a sphere of people's activity associated with the use of

physical exercises, and "physical culture" is a historically determined activity of people associated (directly or indirectly) with the use of physical exercises and its individual and socially significant results, the main areas of physical culture are physical education, sports, physical fitness (physical recreation) [23].

The concept of "sphere of sports" [6, 9, 11] is more often used in studies devoted to the management of physical culture and sports organizations, entrepreneurial activities of business entities in the provision of physical culture and sports services, and other issues related to economic activity in the field of sports. This, in our opinion, is explained by changes in the Classifier of types of economic activity in accordance with international standards, in which only sports are classified as types of economic activity [8].

Considering the concept of "sphere of sports", we note that the concept of "sport" in modern scientific literature is used for the property of a specific area of human activity, the feature of which is the presence of competitive activity and special training for it, and the goal of playing sports is the greatest result [19]. Sport is a special socio-cultural phenomenon, which is a historically determined activity of people associated (directly or indirectly) with the use of physical exercises aimed at preparing for and participating in competitions, as well as individual and socially significant results of such activities [23].

According to the Law of Ukraine "On Physical Culture and Sports" (in the first edition), which was put into effect in 1994, the term "sport" was defined as "an organic part of physical culture...". This is reflected in the title of Chapter III "Sport is a special area of physical culture activity" [21].

In 1996, the State Classifier of Ukraine DK 009:96 Classification of Economic Activities was approved, the objects of classification in which were already the types of economic activities of business entities (individuals and legal entities) within the framework of the State Program for the Transition of the International System of Accounting and Statistics [14]. According to the Classifier, economic activity is a process of combining actions leading to the receipt of an appropriate set of products or services. The type of activity takes place when resources (equipment, labor,

technological means, raw materials and materials) are combined to create the production of specific products and the provision of services. As in the "General Classifier" of "Sectors of the National Economy of Ukraine" (1994), an industry is a set of all production units involved mainly in the same or similar types of production activities. To highlight sectors of the economy, Section and Subsection are introduced, and for deeper detailing of Classifier groupings: section, group, class, subclass. In this classifier, physical culture disappears as a type of economic activity, and Section O Collective, public and personal services included sports in Section 92 "Activities in the field of recreation and entertainment, culture and sports", Group 92.6 "Activities in the field of sports". For the first time in regulatory documents we meet the term "sphere of sports" [7].

In 2011, the Law of Ukraine "On Physical Culture and Sports" came into force in a new edition, where sport is a separate type of activity of subjects of the sphere of physical culture and is regulated by Section IV "Sport" [20].

In 2012, the National Classifier "Classification of Types of Economic Activities" DK 009:2010 [15] was put into effect, created on the basis of European classifications, where the most generalized groupings of types of economic activity at the section level, which make it possible to identify the main sectors of the economy. In accordance with the Classifier, sport was included in the "Section R" "Arts, sports, entertainment and recreation", Section 93 "Activities in the field of sports, recreation and entertainment", group 93.1. "Activities in the field of sports" [8].

Therefore, it is advisable to use the term "sphere of sports" in cases related to the types of economic activity reflected in the Classifier. At the same time, there is a contradiction between the current Law of Ukraine "On Physical Culture and Sports" (1994), which regulates the activities of the subjects of the "sphere of physical culture and sports" in the areas of physical culture and sports and the classification of economic activities DK 009:2010 (2010), in which presents the types of economic activity in the "sphere of sports", according to European standards and there is no mention of the "sphere of physical culture and sports". This issue needs to be settled at the legislative level in order to get rid of the dualism in the management of the

sphere, which is divided into "physical culture" and "sport", the directions of which are regulated by various ministries and departments.

The concept of "sphere of sports" is also found in works devoted to the study of the "European model" of the sphere of physical culture and sports" [4] and the experience of European countries in regulating physical activity and sports [10, 25] for further use in the process of reforming the domestic system of physical culture management. culture and sports This is explained by the fact that in the countries of the European Union all the activities of people related to the use of physical exercises are classified as "sports" [27]. In the White Paper on Sport of the European Union, the Council of Europe defines "sport" as all forms of physical activity which, through casual or organized activities, aim at the expression or improvement of physical fitness and mental well-being, the formation of social relations or the achievement of results in competitions at all levels [28].

The main directions of the development of motor activity and sports in European countries are: health-improving physical activity (as a means - sports movement); sports in education and training (sports and physical activity); mass sports and sports for all broad sections of the population; elite sports and professional sports [13].

You can see the contradiction between the areas of motor activity and sports of the European Union defined by the Council of Europe and the areas of physical culture and sports established by the current legislation of our country (Table 1), which requires additional study and regulation at the legislative level and making appropriate changes to the Law of Ukraine "On physical culture and sports.

To implement the five functions of sports defined in the White Book on Sports, in Ukraine, according to European requirements, it is necessary to ensure the proportional development of professional, mass and elite sports [13]. This requires reforming, firstly, the mechanism for implementing state policy in the field of sports; secondly, the system of authorities and the expansion of the powers of local governments and public physical culture and sports organizations.

The state policy in the field of sports should be aimed at forming a conscious attitude of citizens to physical exercises, awareness of their need to promote a healthy lifestyle, increase the effectiveness of elite sports. The instruments of state policy should be state social standards and norms determined by laws in order to provide social support to the population and guarantee consumers the quality of physical culture and sports services [4]. However, the procedure for establishing such guarantees in our country is not defined, which confirms the need to adopt the relevant Law of Ukraine "On state social standards and state social guarantees in the field of physical culture and sports" [26].

Today, in the field of physical culture and sports, there is a dependence of management objects on subjects, which is especially evident in the interaction of national sports federations and the central executive body. Thus, the balance between state power and municipal power, between the state and civil society in the process of managing the sphere of physical culture and sports in Ukraine is violated [13]. To ensure the implementation of European standards, it is necessary to define the scope of sports and its directions at the legislative level, in accordance with which to single out the subjects of the sports sector and determine the administration system. In many countries of the world, the following sports management structure has been built, where: mass sports - the public sector; big sport - non-state sector. The state should finance sports for all, and in big sports the share of state financial participation can be reduced to the required minimum. But state control over the activities of professional sports, on the contrary, should be strengthened [17].

Conclusions / Discussion

Among the current trends in the management of physical culture and sports, the main ones are the transition to European standards, changes in the mechanisms for implementing state policy, decentralization of power, market development and improving the quality of physical culture and sports services through the introduction of state standards. Since Ukraine is striving to become a full member of the European Union, it must comply with European norms and standards, including those regulating issues of physical activity and sports, which means that a roadmap for the

development of sports should be developed at the state level in accordance with the tasks and directions specified in white paper of the European Union. There is a need to single out the sphere of sports at the legislative and organizational level, therefore, in the scientific circulation and in the regulatory field in accordance with European legislation, it is advisable to introduce the concept of "sphere of sports" to determine the activities of sports organizations and other business entities that provide sports and sports services and activities in areas such as recreational physical activity, sports in education and training, grassroots and sports for all, elite sports and professional sports. The concept of "physical culture" is expedient to involve in scientific and public circulation to determine the activities of people associated with the use of physical exercises. These issues should be resolved at the legislative level and appropriate changes should be made to the Law of Ukraine "On Physical Culture and Sports" and by-laws regulating the field of sports.

At the same time, the so-called "European sports model" should not be built in Ukraine, because due to the diversity and complexity of European sports structures, an unrealistic attempt to determine a single model for organizing sports in Europe [28]. This means that we should, based on the core values and functions of sport defined by the Council of Europe, transform the field of physical culture and sports into the field of sport, taking into account the existing conditions, opportunities, resources, traditions and values that are characteristic of our country.

Prospects for further research in this direction are to improve the system of regulation of the market of physical culture and sports services.

Conflict of interests. The authors declare that no conflict of interest.

Financing sources. This article didn't get the financial support from the state, public or commercial organization.

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Received: 17.11.2021.

Published: 23.12.2021.

Information about the Authors

Anastasia Bondar: PhD (Physical Education and sport), Docent; Kharkiv State Academy of Physical Culture: Klochkivska str., 99, Kharkiv, 61058, Ukraine.

ORCID: <https://orcid.org/0000-0002-2816-4985>

E-mail: anastasiabond1@ukr.net

Iryna Petrenko: PhD (Physical Education and Sport), Docent; Kharkiv State Academy of Physical Culture: Klochkivska str., 99, Kharkiv, 61058, Ukraine.

ORCID: <https://orcid.org/0000-0003-4252-1130>

E-mail: ivpetrenko18@ukr.net

Oleksandr Tomenko: Doctor of Science (Physical Education and Sport), Professor; Sumy State A. S. Makarenko Pedagogical University: st. Romenskaya, 87, Sumy, 40002, Ukraine.

ORCID: <https://orcid.org/0000-0002-1097-965X>

E-mail: rehabsc.tt@gmail.com