

Dialectical approach for structural and functional management in the health-improving and recreational motor activity system of the population

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Purpose: substantiate the content of structural and functional management system of health-improving and recreational motor activity.

Material & Methods: analysis of literature sources and documents, system approach, dialectical approach, system-functional analysis, organizational analysis.

Results: the dialectic of cognition of structural and functional management system of recreational motor activity presupposes a connection between theory and practice; the principles of cognition of the real world, the determinism of phenomena, the interaction of external and internal, objective and subjective.

Conclusion: achievement of the main goal of recreational motor activity system of the population at the state and regional levels is provided by the solution of a complex of tasks.

Keywords: system of recreational motor activity, functional management, dialectical approach.

Introduction

Forming and ensuring the implementation of public policy in the system of health-improving and recreational motor activity of the population needs to improve the structural design of the implementation of these functions. In Ukraine, a system of public administration has been established in this sphere, which facilitates the implementation of state policy, and certain mechanisms for its implementation have been developed. But at the present stage of development of the Ukrainian state, there arises the need for a dialectical approach to the comprehension and rethinking of changes in the socio-economic, political, demographic and spiritual life of people with the purpose of inventing ways to improve the conditions for ensuring adequate motor activity. It is important not to lose the positive experience gained over the decades, and also to highlight the current problems of the sphere and outline possible solutions to them [1; 7; 9].

For the functionaries of the sphere of physical culture and sports, the problem of a healthy nation is now extremely urgent – the stressful nature of life, low wages and economic strategy – all this has a negative impact on the health of people today. History has given our generation in Ukraine a unique case: the transformation period. In recent decades, in the social sciences and humanities, there has been a significant increase in interest in the problems of the safe existence of man. The need for a new outlook on the world and the place that a person occupies in him forces the researchers to seek new ways of understanding and solving the oldest worldview problems. Vector of knowledge moves to phenomena related to the prevention of threats in everyday life, with the provision of personal and social security [2; 6; 8].

Socio-economic analysis of the grounds for the safe development of society creates the possibility of theoretical substantiation and practical implementation of such measures that allow maximum avoidance of the negative influence of

the external environment. An effective step in solving these problems is the implementation of the National Strategy for improving motor activity in Ukraine for the period until 2025 "Motor activity – a healthy lifestyle – a healthy nation", in which, based on the results of the analysis of the world experience and the current state of development of the national system of health-improving and recreational motor activity, the goals and the main tasks aimed at creating conditions for increasing the level of attracting the population to health-improving and recreational motor activity that will contribute to solving humanitarian and socio-society and state problem.

Relationship of research with scientific programs, plans, themes. The research was carried out in accordance with the plan of the research work of the KSAPC for 2016–2018, the theme: "Methodological bases of the strategic development of the sphere of physical culture and sports in the region", the state registration number 0113U004615.

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Material and Methods of the research

Analysis of literature sources and documents, system approach, dialectical approach, system-functional analysis, organizational analysis.

Results of the research and their discussion

Deepening economic reform significantly affects the development of market relations in the field of physical culture and sports in Ukraine, characterized by changes in ownership forms, forms of management, rules, methods of managing physical culture and sports, the quality of popularization of a healthy lifestyle. Sustainable development of a market economy has certain social guidelines for the quality of life of the

population, for the upbringing of a person who has a harmonious combination of spiritual wealth, moral purity and physical perfection through the formation of the need for a healthy lifestyle. The mission of physical culture and sports provides for the creation of conditions for ensuring the harmonious development of the individual, the optimal movement activity of each person as the potential of a socially and economically developed society [7].

Domestic scientists formed a modern idea of the system of health-improving and recreational motor activity – as a set of interrelated and interacting subjects to attract people to the appropriate motor activity:

- subjects that organize and conduct activities that attract to motor activity;
- subjects that contribute to attracting a person to motor activity;
- subjects that contribute to attracting a person to motor activity [3].

Organizational and managerial and economic activities in the system of health-improving and recreational motor activity of the population are aimed at meeting the growing needs of the population for high-quality sports and health services that promote human development, the introduction of a European value system and the development of physical culture and sports in regions and in the country.

Based on the theory of structural functionalism of Tolcott Parsons [5], we can distinguish four functions of the system of health-improving and recreational motor activity of the population, namely (the AGIL scheme):

- 1) adaptation (A) (provides an economic subsystem of society that affects the system through external factors);
- 2) achievement of the goal (G) (provides the political subsystem of society);
- 3) integration (I) (provide legal institutions and customs);
- 4) reproduction of the structure (L) (provide a system of beliefs, morality, institutions of upbringing).

Structural and functional analysis of the system of health-improving and recreational motor activity of the population at the state level allows us to assert that the achievement of this goal: "Motor activity – a healthy lifestyle – a healthy nation" provides for the implementation of the following functions:

- ensuring coordination of actions of all stakeholders;
- planning and forecasting of the assessment of the level of physical health and physical readiness of various population groups;
- organization of new institutions (the All-Ukrainian Foundation for the Development of Movement and Healthy Lifestyles "Active Ukraine is a Healthy Nation");
- streamlining the current organizational structure of the system of health-improving and recreational motor activity and its regulatory and legal regulation;
- regulation of public sports events for active family recreation in places of mass recreation of citizens;
- motivation;
- organizational design;

- monitoring;
- marketing.

An effective measure to adapt and integrate the system of health-improving and recreational motor activity of the population is the creation of organizational conditions for conducting an annual assessment of the physical preparedness of the population, started in the regions from January 2017 and can be represented as a decomposition of living standards through a comprehensive analysis of indicators of physical condition [4].

Undoubtedly, the subjects of management, forming their own circle of strategic tasks to ensure the optimal motor activity of the population, also perform the function of coordination and control of the activities of regional institutions. An integral part of this task is the creation of a monitoring system with reference points in the regions. In the Kharkov region, the structural and functional management of the system of health-improving and recreational motor activity of the population is formed as follows:

- management of the system of health-improving and recreational motor activity of the population in the region by ties unites all spheres of life and must be in a state of information exchange with structures of power, business, public institutions and the population directly;
- regional health development policy, which provides for a negotiated and coordinated mechanism at the expense of the resource potential (financial-economic, innovation-investment, medical-pedagogical, human and recreational) through the formation of a database, guided by social standards and organizational and economic standards;
- strategy for the development of sports and fitness organizations in the region, which is implemented through the introduction of health saving technologies, improving the quality of services; formation of balance mechanism of demand and interests of the population.

Conclusions

Achievement of the main goal of the system of health-improving and recreational motor activity of the population at the state and regional levels provides the solution of the following tasks:

- integrated assessment of the resource potential of all the subjects of the system;
- analysis of the organizational mechanism of regional management of physical culture and sports on the basis of management-audit methodology;
- development of a social and market mechanism for the innovative development of the system of health-improving and recreational motor activity of the population, in which, in contrast to existing approaches, the solvent demand for the "basket of services" of fitness and health services, the corrective factor of consumer needs, the volume of physical culture and health services, taking into account the economic the state of the sphere of physical culture and sports and its innovative potential, which allowing to strengthen the socio-market component in the activities of the regional administration of physical culture and sports;
- determination of the balance of interests of the manufacturer of physical culture and health services, regional authorities, the population and competitors;

- formation of approaches to the determination of specific sectoral, regional and innovative characteristics of the system of recreational and health-improving and recreational motor activity, including: the guidelines for the development of the competitive environment in the region, the degree of commercial influence of competitors on pricing, the development of an effective monitoring system;
- development of practical recommendations for the improvement of management and marketing systems for physical culture and sports organizations of various forms of ownership;
- development of recommendations on the formation of a system of internal and external communications of regional sports and sports organizations.

Organizational mechanism of the system of health-improving and recreational motor activity of the population is provided with resources, taking into account the priorities of increasing employment, social integration, gender equality, equal access to facilities and services, intergenerational solidarity, access to information and participation in various aspects of sport for personal development, identity and belonging, physical and mental well-being, empowerment.

Prospects for further research in this direction include the development and introduction of technology to increase the effective performance of subjects of the recreational and health-improving and recreational motor activity system.

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