THE INFLUENCE OF STATE POLICY ON THE DEVELOPMENT OF SPORTS AND PHYSICAL CULTURE IN MODERN CONDITIONS

Abstract. In the conditions of globalization and European integration, only professional sports are recognized as commercial, while the practice of the developed countries of the world proves the need to use mass sports as a means of creating new full-time and part-time jobs, stimulating the development of the local economy. It is clear that desired and necessary trends do not always arise without state assistance, only on the basis of self-organization of civil society. However, the EU's important experience in promoting cooperation between all parties responsible for developing policy in the field of sports and dialogue with sports organizations with the aim of affirming the positive values of sports and solving current problems should be adapted to the practice of life in our country.

The purpose of the article is to substantiate the role of sports and physical culture in the life of modern society.

It is noted that only in our country during the entire period of its existence, the state of socio-economic development of the regions was characterized by a number of problems, in particular, the presence of significant disparities in regional development, the low level of economic development in most regions, the presence of depressed regions, the weak development or decline of social infrastructure and the lack of the state lacks funds for its proper financing, which ultimately resulted in a low standard of living for most of the state's population.

The information guide on Ukraine's cooperation with the European Union in the fields of youth policy, physical culture and sports, published on the website of the relevant ministry, contains information that makes one think about this problem. In particular, we are talking about the activities of youth public organizations of Ukraine and their participation in European trainings and youth exchanges, the participation of representatives of Ukraine in the projects of the European Voluntary Service.

Keywords: physical culture and sports, state policy, European integration, state image, international arena.
ВПЛИВ ДЕРЖАВНОЇ ПОЛІТИКИ НА РОЗВИТОК СПОРТУ ТА ФІЗИЧНОЇ КУЛЬТУРИ В УМОВАХ СУЧАСНОСТІ

Анотація. В умовах глобалізації та євроінтеграції тільки професійний спорт визнається комерційним, тоді як практика розвинених держав світу засвідчує необхідність використання масового спорту, як засобу створення нових робочих місць повної та неповної зайнятості, стимулювання розвитку місцевої економіки. Зрозуміло, що бажані та необхідні тенденції не завжди виникають без державного сприяння, тільки на основі самоорганізації громадянського суспільства. Проте важливий досвід ЄС щодо сприяння співпраці між усіма сторонами, відповідальними за вироблення політики у сфері спорту та діалогу із спортивними організаціями з метою утвердження позитивних цінностей спорту та вирішення актуальних проблем має бути пристосований до практики життя в нашій державі.

Метою статті є обґрунтування ролі спорту та фізичної культури в житті сучасного суспільства.

Зазначено, що тільки в нашій державі протягом всього періоду її існування стан соціально-економічного розвитку регіонів характеризувався низкою проблем, зокрема, наявність значних диспропорцій регіонального розвитку, низький рівень економічного розвитку в більшості регіонів, наявність депресивних регіонів, слабкий розвиток або занепад соціальної інфраструктури та відсутність у державі коштів щодо її належного фінансування, що в кінцевому підсумку мало наслідком низький рівень життя більшої частини населення держави.

В інформаційній довідці щодо співробітництва України з Європейським Союзом у сферах молодіжної політики, фізичної культури і спорту, оприлюдненій на сайті відповідного міністерства, містяться відомості, які змушують замислитися над даною проблемою. Зокрема мова йде про діяльність молодіжних громадських організацій України та їх участь в європейських тренінгах та молодіжних обмінах, участь представників України у проектах Європейської волонтерської служби.

Ключові слова: фізична культура і спорт, державна політика, євроінтеграція, імідж держави, міжнародна арена.

Formulation of the problem. Sports and physical culture play a significant role in the life of modern society at many levels: from ensuring the health of the
nation to forming the image of the state on the international arena, from social adaptation of youth to promoting sustainable development. Physical culture and mass sports are directly related to the quality of life of all age groups of the population, high-achieving sports are an important sphere of professional life, a sector of the economy, and a means of strengthening the international authority of the state. State policy in the field of physical culture and sports is thus of great importance for the development of the country and requires the attention of the state and civil society, their fruitful interaction, because only under such conditions is it possible to achieve the creation of a favorable environment for the development of this sphere, taking into account the interests of all interested parties.

Continuous improvement of the process of formation and implementation of state policy in the field of physical culture and sports is especially relevant in the era of globalization and under the conditions of Ukraine's European integration. As a part of the globalized world, our state must take into account the general trends of world development, including in the field of physical culture and sports, adapt the experience of other countries, which can give positive results when it is established on our soil. Under the conditions of rapid changes and dynamic development inherent in globalization, the tasks of state policy in the field of physical culture and sports must be constantly adapted and adjusted in accordance with the requirements of life.

Considerable attention is paid to the issues of state management of physical culture and sports, its functions and structure in the works of M. Dutchak. The research of I. Hasyuk, presented in his doctoral thesis and numerous publications, devoted to the perspectives of state management of physical culture and sports, sectoral programs for the development of physical culture and sports, the organizational and legal foundations of the development of this sphere, the evaluation of the effectiveness of state management and the training of specialists should be highlighted separately.

managers in the field of physical culture and sports [2].

Analysis of recent research and publications. Actual problems of the impact of globalization processes and European integration on the development of public administration in Ukraine and other countries are highlighted in the works of V. Bashtannyk, R. Voytovych, I. Kravchuk, O. Orzhel, L. Prokopenko, O. Rudenko, O. Rudyka, N. Rudyk and many other Ukrainian scientists who made a significant contribution to the scientific and practical support of the reform of the domestic public administration system in accordance with European and international standards.

The purpose of the article is to substantiate the role of sports and physical culture in the life of modern society.

Presenting main material. The official website of the European Union (EU) states that governance in the field of sports at all levels must be based on certain
principles. In particular, it is said that the EU, respecting the autonomy of sports organizations, promotes compliance with the following principles: democracy; transparency; accountability in the decision-making process; representation of all interested parties [1, 2].

For example, in Germany, issues of sports development belong to the functions of different levels of government. According to German legislation, the responsibility for the development of mass sports lies with the federal states and territorial communities. However, at the federal level, issues of mass sports development that affect general interests are resolved.

Such a flexible approach to the distribution of responsibility for supporting mass sports and physical culture is a good example of effective management in this area. In general, EU countries have built the organizational structure of public administration in such a way that certain functions belong to the level of administration at which they can be performed most effectively. And the field of sports, with its potential to create new jobs and contribute to the local economy, has sufficient potential to stimulate the development of regions. Today, regional development is an extremely urgent problem for Ukraine.

According to Ukrainian scientists, throughout the entire period of its existence, the state of socio-economic development of regions in our country was characterized by a number of problems, in particular, the presence of significant disparities in regional development, the low level of economic development in most regions, the presence of depressed regions, the weak development or decline of social infrastructure and the state's lack of funds for its proper financing, which ultimately resulted in a low standard of living for most of the state's population [4, p. 24].

Therefore, under such conditions, it is necessary to fully use all the available development resources, including the potential opportunities of the sports sphere and its role in the development of the economy, which has long been defined and used in the European Union.

In Ukraine, at the same time, Article 5 of the Law "On Physical Culture and Sports" states that state management of physical culture and sports is carried out by the central executive body, which ensures the formation of state policy in the field of physical culture and sports, implements state policy in the field of physical culture and sports, with the assistance of other state authorities and local self-government bodies, respectively [3]. In Article 6 of the same Law, among other things, it is said that the central body of executive power, which implements state policy in the field of physical culture and sports, interacts with central bodies of executive power, other bodies of state power and local self-government bodies in the field of physical culture and sports [3].
recognition of physical culture as an important factor in the comprehensive development of the personality and the formation of a healthy lifestyle;
recognition of physical culture and sports as a priority direction of the humanitarian policy of the state;
recognition of sports as an important factor in achieving physical and spiritual perfection of a person, formation of patriotic feelings in citizens and a positive international image of the state;
guaranteeing equal rights and opportunities of citizens in the field of physical culture and sports;
ensuring humanistic orientation and priority of universal values, justice, mutual respect and gender equality;
promotion of continuity and sequence of physical education and sports for citizens of different age groups;
ensuring the safety of life and health of persons engaged in physical culture and sports, participants and spectators of sports and physical culture and health events;
creation of conditions for social and legal protection of citizens in the field of physical culture and sports;
affirmation of ethical and moral values of physical culture and sports;
ensuring diversity, high quality and availability of physical culture and sports services for citizens;
provision of conditions for support of physical culture and sports;
encouragement of charitable activities in the field of physical culture and sports;
providing support to public organizations of physical culture and sports orientation;
ensuring access of disabled people to sports facilities;
focusing on modern international standards in the field of physical culture and sports, combining national traditions and achievements with world experience in this field.

According to domestic researchers, all programs for the development of physical culture and sports adopted during the years of independence of the Ukrainian state were not fully implemented and realized, crisis phenomena in the field progressed, measures to improve the state management system in the field of physical culture and sports did not bring the desired results [2, with. 29]. Therefore, the development of state management in the field of physical culture and sports is characterized by terms that are far from efficient and effective. These problems, as well as a number of others, become especially acute in the conditions of globalization and European integration, which dictate high standards of public life and state administration.
The information guide on Ukraine's cooperation with the European Union in the fields of youth policy, physical culture and sports, published on the website of the relevant ministry, contains information that makes one think about this problem. In particular, we are talking about the activities of youth public organizations of Ukraine and their participation in European trainings and youth exchanges, the participation of representatives of Ukraine in the projects of the European Voluntary Service. Particular attention is paid to interaction within the Erasmus+ program, which also focuses on youth exchanges, volunteer service, training of employees to work with youth, implementation of projects with the participation of youth organizations [4].

At the same time, it should be emphasized that on the website of the Ministry of Youth and Sports of Ukraine, if you open the "Mass Sports" and "International Experience" pages in sequence, you can see the "empty category" entry on the "International Experience" page [5]. This leads to the conclusion that the Ministry's interest in studying the EU experience as part of the international experience remains unrealized. A similar situation is observed in the section "Child-youth dispute" [4]. On the pages dedicated to sports of higher achievements, there are no links related to the study of international experience. By the way, continuing the topic of informing the public about the activities of the Ministry, we cannot ignore the fact that "cooperation with the central bodies of executive power" is also marked as an "empty category" [3].

Separate attention should be paid to the position of the EU regarding the role of sports as a factor that helps create new jobs and is an important sector of the economy. By the way, in Article 4 of the Law of Ukraine "On Physical Culture and Sports" [5], which deals with the principles of state policy in the field of physical culture and sports, there is no mention of the creation of new jobs and the development of the economy, although it is noted that physical culture and sports is recognized as a priority direction of the humanitarian policy of the state, ensuring the diversity, high quality and availability of physical culture and sports services for citizens, ensuring conditions for supporting the areas of physical culture and sports; encouragement of charitable activities in the field of physical culture and sports; focusing on modern international standards in the field of physical culture and sports, combining domestic traditions and achievements with world experience in this field, and others.

Therefore, only the provision of diversity, high quality and availability of physical culture and sports services for citizens and the promotion of charitable activities in the field of physical culture and sports can be indirectly attributed to the sphere of economy.

Conclusion. Thus, in the conditions of globalization and European integration, the need for a systematic study of successful foreign experience of state
management of physical culture and sports, especially European experience, which can bring Ukraine closer to European standards in the humanitarian sphere, is becoming urgent. The study and adaptation of international and European experience should be carried out directly within the framework of the Ministry of Youth and Sports of Ukraine or with its assistance and to order, which will guarantee the applied and practice-oriented nature of the relevant research. In particular, one of the most important tasks in the framework of the study and adaptation of the European experience in managing physical culture and sports should be the issue of effective distribution of functions within the framework of the implementation of the appropriate state policy between all levels of management and interaction with civil society.

Only professional sports are recognized as commercial, while the practice of developed countries of the world proves the need to use mass sports as a means of creating new full-time and part-time jobs, stimulating the development of the local economy. It is clear that desired and necessary trends do not always arise without state assistance, only on the basis of self-organization of civil society. However, the EU's important experience in promoting cooperation between all parties responsible for developing policy in the field of sports and dialogue with sports organizations with the aim of affirming the positive values of sports and solving current problems should be adapted to the practice of life in our country.

Further studies on increasing the efficiency and effectiveness of state policy in the field of physical culture and sports in Ukraine, and its adaptation to European standards, are promising.

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