

**INNOVATIVE DIRECTION OF THE PROFESSIONAL TRAINING OF FUTURE
MASTERS OF PHYSICAL CULTURE AND SPORTS**

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Physical culture and sports is an industry, the specificity of which is the organization and conduct of various health and sports events. However, such training of future specialists in physical culture and sports is not given sufficient attention in the practice of modern higher education in Ukraine. The article substantiates that special attention should be paid to the preparation for the organization of health and sports events at the level of master's training of future specialists in physical culture and sports. The future Master of Physical Culture and Sports as a future organizer is defined as a person who, as part of the organizing committee (team), including as an initiator, will be able to organize all the necessary actions and elements that ensure the preparation and conduct of health and sports events. The article identifies similarities and differences in the organization of events for professional athletes and the general public. In accordance with the need to solve the problem formation of readiness of future masters of physical culture and sports for the organization of health and sports events, innovative directions of such training are presented.

Keywords: organization, future masters of physical culture and sports, health and sports events.

Improving the professional training of future masters of physical culture and sports is an important modern educational, theoretical and practical problem. At the same time, physical culture and sports are an industry, the specificity of which is the organization and conduct of various health and sports events. Such events are a powerful component of ensuring the fulfillment of important socio-cultural tasks in the life of modern society. However, such training of future specialists in physical culture and sports is not given sufficient attention in the practice of modern higher education in Ukraine.

We consider it important that special attention should be paid to the preparation for the organization of health and sports events at the level of master's training of future specialists in physical culture and sports, since students of this age and level of training have:

- the first level of higher education has been obtained, which allows you to better understand the importance and features of organizational training for events of various scales;
- greater experience of one's own participation in various physical culture and sports events, which can become the basis for one's own improvement as a future organizer of such events;
- a greater level of general personal maturity, which allows you to show greater initiative, activity and prudence in decision-making to prepare for the organization of health and sports events.

We would like to note that after graduating from the magistracy, the preparedness of specialists in physical culture and sports for the organization of health and sports events will continue to improve. The scale of organization of health and sports events can be different: at the level of a specific institution (a separate school or university), at the city level, be all-Ukrainian or international. Of course, it would be difficult for a graduate of a higher education institution to immediately, for example, become the initiator of the organization of an international event. Such experience and such a level of readiness is achieved with the acquisition of a certain professional experience. However, future Masters of Physical Education and Sports should be able to organize events at the beginning of their careers with the lowest possible level of complexity and on a smaller scale, gradually improving in this process.

The analysis of the Standard of Higher Education of the Second (Master's) Level of Higher Education in the specialty 017 Physical Culture and Sports allows us to determine that the preparation of students for the organization of health and sports events corresponds to the acquisition of the following competencies:

- ability to develop and manage projects;
- ability to motivate people and move towards a common goal;
- ability to develop and implement innovative projects in the field of physical culture and sports;
- ability to manage work or educational processes in the field of physical culture and sports, which are complex, unpredictable and require new strategic approaches;
- ability to solve problems in the field of physical culture and sports in new or unfamiliar environments in the presence of incomplete or limited information, taking into account aspects of social and ethical responsibility [1].

As well as the following learning outcomes:

- make effective decisions to solve problems in the field of physical culture and sports, generate and compare alternatives, assess risks and resource needs;
- clearly and unambiguously convey their own knowledge, conclusions and arguments on physical culture and sports to specialists and non-specialists, in particular to students;
- search for the necessary information in scientific literature, databases, other sources, analyze and evaluate this information;
- organize the effective work of the team aimed at achieving certain goals, taking into account economic, legal and ethical aspects;

- develop and implement scientific and applied projects aimed at solving innovative problems in the field of physical culture and sports, as well as related interdisciplinary projects [1].

However, our previous survey shows that "the smallest number of surveyed future masters of physical culture and sports (only 5%) believe that they have a high level of such training and are confident that they could organize health and sports events. Another 21.6% of students chose the answer "rather high than no", that is, it can be assumed that they could cope with the task of organizing such events to some extent, although they are not fully convinced of their ability to do so" [2]. Thus, we came to the conclusion that it is necessary to improve the professional training of future masters of physical culture and sports for the organization of health and sports events [2].

The problem of improving organizational skills and qualities of future specialists in physical culture and sports is highlighted in particular by O.A. Ignatyuk, S.M. Reznik, O.G. Romanovsky, P.F. Rybalko, T.O. Solodovnyk and others. [3; 4].

The Law of Ukraine "On Physical Culture and Sports" defines the concept of "organizer" and pays special attention to the organization of health and sports events, which emphasizes how important such activities are in this field and, accordingly, the need to prepare future masters of physical culture and sports for it.

Therefore, the future Master of Physical Culture and Sports as a future organizer is defined as a person who, as part of the organizing committee (team), including as an initiator, will be able to organize all the necessary actions and elements that ensure the preparation and conduct of health and sports events.

We have identified similarities and differences in organizing events for professional athletes and the general public.

Common features of the organization of such events are:

- promotion of physical culture and sports;
- ensuring interest in increasing physical activity and a healthy lifestyle among the population;
- taking into account the objectives and purpose of the event, the age capabilities of the participants, the scale of the event, the type(s) of sport in which the event is held, etc.;
- education of certain character traits (stability, endurance, balance, courage, willpower, perseverance, determination, etc.);
- promoting the versatile development of the individual;

- ensuring the entertainment and aesthetics of the event;
- provision in the planning and implementation of certain stages and elements of the event (informational, financial, logistical, medical support, etc.).

Distinctive features of events for professional athletes are:

- the leading function of the events is competitive, control, training, restorative;
- clearer, more regulated rules and regulations;
- selection of stronger athletes for further participation in competitions;
- mandatory participation in official competitions to confirm their status and level of training;
- providing opportunities for the implementation of the leading motives of participants-athletes – to show the best result and win;
- providing opportunities for obtaining/confirming a sports category;
- promoting the improvement of sportsmanship.

Distinctive features of events for the general population are:

- the leading function of the events is educational, health-improving, recreational, entertaining, cultural;
- ensuring an increase in the physical activity of the population;
- simplified rules of conduct;
- lack of selection, ensuring maximum involvement;
- can be a way of outdoor activities;
- contributing to the improvement of the physical and mental condition of participants;
- a greater variety of forms and types of conduct;
- convenience in terms of time, conditions, venue to attract a wider range of participants;
- accessibility for participation of the population of different age, social groups and different levels of fitness, which is ensured by adjusting the level of intensity, complexity, duration of physical activity;
- The sports, competitive component is less than entertainment, aesthetics, an opportunity to have fun and receive explanatory and propaganda information.

In accordance with the need to solve the problem of forming the readiness of future masters of physical culture and sports for the organization of health and sports events, we have identified innovative areas of such training, which should include the following issues:

- drawing up a calendar plan for events;
- drawing up the scenario and program of the event;
- budgeting;
- identification of sources of financing and provision of material and technical resources, attraction of sponsors;
- marketing and advertising support of the event;
- document flow during the organization of the event;
- drawing up operational plans;
- information support of the event: attraction of participants;
- ways to ensure security and prepare the city for events;
- medical support of the event and, if necessary, anti-doping control;
- personnel management and work with volunteers;
- communication and negotiation;
- current control and adjustment of activities;
- determination of criteria and methods of evaluation of the activities carried out, summing up.

Thus, it is substantiated that special attention should be paid to the preparation for the organization of health and sports events at the level of master's training of future specialists in physical culture and sports. The similarities and differences in the organization of events for professional athletes and the general public are identified. In accordance with the need to solve the problem of forming the readiness of future masters of physical culture and sports for the organization of health and sports events, innovative directions of such training are presented.

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