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MANAGEMENT OF SPORTS EDUCATION IN TIMES OF CORONAVIRUS CRISIS

© **BILOHUR, VLADA**

Bogdan Khmelnytsky Melitopol State Pedagogical University (Melitopol, Ukraine)

E-mail: bilovlada@gmail.com

ORCID iD: <https://orcid.org/0000-0003-1053-2716>

*Мелітопольський державний педагогічний університет імені Богдана Хмельницького, 20, вул. Гетьманська,
72300 Мелітополь, Запорізька область*

*Bogdan Khmelnytsky Melitopol State Pedagogical University, 20, Hetmanskaya str.,
72300 Melitopol, Zaporozhye region*

© **ANDRIUKAITIENE, REGINA**

Lithuanian sports university (Kaunas, Lithuania)

E-mail: regina.andriukaitiene@lsu.lt

ORCID iD: <https://orcid.org/0000-0002-0691-7333>

Литовський університет спорту, 6, Каунаський повіт, 44221 Каунас, Литва;

Lithuanian Sports University, 6, str. Sporto, Kaunas municipality, 44221 Kaunas, Lithuania

Abstract.

This article analyzes the sport's education management issue in the conditions of COVID-19, which takes place in difficult conditions of uncertainty and instability, which is cultivated by value-semantic sport functioning parameters in modern society, sports-oriented approach to learning, development of physical and spiritual sports personality foundations, a fundamentally new approach to the formation of a physically healthy personality. Four methodological levels are used: 1) philosophical; 2) general scientific; 3) specific scientific; 4) technological, which made it possible to penetrate an education management issues in the sport field in the conditions of COVID-19. The purpose of the study is to conceptualize the management of education in the sport field during the coronavirus crisis, which aims to find ways to optimize the humane potential of sports. Objectives of the research: 1) to analyze ways and directions of improving sports policy to address the sport problems and healthy sports personality development in times of coronavirus crisis; 2) to reveal the sports globalization essence as an opportunity for comprehensive regulation of global problems and to make partial changes in the education system in the context of the COVID-19 pandemic; 3) to find out the sports development directions as a sustainable development factor that promotes the development of a strong state and sports society; 4) to reveal national model formation of physical culture and sports movement as an important healthy lifestyle component. The research concluded that the COVID-19 pandemic has led to an increase in the place and role of sport in human life and society. Sport is becoming the largest indicator of self-organization in physical, social and spiritual health, allows you to directly restore the vital forces of human nature, contributes to the formation of the image and image of the athlete, shows the competitive advantages of sports organizations. Educational policy in the sport field during the COVID-19 pandemic comes to the fore, because the formation of a physically and spiritually healthy personality depends on the tasks in this area.

Keywords: education management, sports, COVID-19, sports policy improvement.

Problem statement in general and its connection with important scientific or practical tasks

Relevance of the research topic - management of education in the sport field in COVID-19 takes place in difficult conditions of uncertainty and instability, which is cultivated by value-semantic sport parameters in modern society, sports-oriented approach to learning, development of physical and spiritual sports personality foundations. A new approach to the formation of a physically healthy per-

sonality. In modern conditions of COVID-19 there is a structural value transformation of youth therefore education of the healthy person should be brought to the fore. This is a social and humanitarian problem. In the conditions of COVID-19 many problems come to the fore - health, new approaches to the formation of the sport concept, state of sports regulation and all that is associated with the institutional impact on the sports development in the education context of in physical education and sports, the formation

of a modern competitive sports and healthy nation [1, p. 249-257].

Analysis of recent research and publications, which initiated the solution of this problem and on which the author relies

Carl Rogers and Abraham Maslow believed that the highest manifestation of self-actualization is creativity, and one of its main drivers is the experience openness. This concept experience determined the scientific thought direction of the founders about humanistic psychology. In the 1980s, when psychologists began to systematically study the fundamental facts of personality, they discovered a kind of character trait that makes it possible to distinguish people from each other, and called it "openness of experience." An important role in the analysis is played by "healthy transcendence" as a new phenomenon, a consequence of the harmonious integral integration of our "I" for the sake of educating sports society. It presupposes the existence of a harmonious part of being generally. Healthy transcendence requires us to master ourselves, to bring to the surface the best we have, and to raise the bar for all mankind, increasing the sport stability principles [6, p. 160-171]. In this regard, a significant contribution to sports education development in COVID-19 was made by Regina Andryukaitene, Akranglyte Gintare, Lekavičius Tomas, Skirmantas Inkevičius, Svagzdiene Biruta, Pupkis Algirdas, Šarūna Bičiūšas, Lina Jaruševačičė. The fundamental research for us was the article by Bilohur Vlada, Andriukaitiene Regina & Makieshyna Yuliia "Educational policy in the sport field during the COVID-19 pandemic: challenges, threats, development trends" Humanities studies: Collection of Scientific Papers. Zaporozhye: Zaporozhye National University, 2021. 7 (84), [2, p.65-74], which showed that educational policy in the sportfield during the COVID-19 pandemic comes to the fore because it depends on the tasks in this physically healthy and spiritually hardened personality area formation. Pandemic COVID-19 has led to an increase in the place and role of sport in human life and society, which becomes the largest indicator of self-organization of the physical, social and spiritual health of a person, allows to restore directly vital human nature forces, to promote the formation of image and image athlete as a competitive sports organizations advantage [10, p.115-136].

Highlighting previously unsolved parts of the general problem to which this article is devoted

The past year has been unpredictable, difficult and groundbreaking for many people around

the world. Restrictive measures in connection with the COVID-19 pandemic have led to changes in people's normal activities, including sports and physical activity. Mass sports proved to be the most sensitive to the effects of COVID-19. However, the pandemic also affected professional sports and interested stakeholders: athletes, coaches, instructors, administrative staff (employees of sports organizations), volunteers, officials involved in competitions (judges, members of delegations); enterprises, especially micro and small businesses (fitness clubs, gyms, retailers, event organizers, marketing agencies, sports manufacturers). The COVID-19 pandemic has shown that the world needs to be better protected from threats, to strengthen health care and sanitation to increase protection against pandemics, including through adequate health funding. It is necessary to continue to support the economy to protect jobs and promote a dynamic, sustainable, balanced recovery [3, p. 135-152].

Purpose and formation of the goals of the article (task statement)

The purpose of the research is to explore the theoretical and practical foundations of sports education management in the context of COVID-19, which are aimed at finding ways to optimize the humane potential of sport. Objectives of the study: 1) to analyze ways and directions of improving sports policy to address the problems of sports and healthy development of sports personality in times of coronavirus crisis; 2) to reveal the essence of sports globalization as an opportunity for a comprehensive settlement of global problems, to make partial changes in the education system in the context of the COVID-19 pandemic; 3) to find out the directions of sports development as a factor of ensuring the sustainable development of the country, which will promote the development of a strong state and a healthy society; 4) to form a national model of physical culture and sports movement as an important component of a healthy lifestyle.

Research hypothesis. In modern society, the institutionalization of sport in terms of COVID-19 is determined by the trends of human dimension of sport as a social practice. Preservation of the integrity of the socio-cultural purpose of sport, which contributes to the fuller development of the individual and the identification of his physical and spiritual strength; it represents the sphere of self-determination, self-actualization, self-presentation, self-development of personality. Sport should be seen as the basis for maintaining good health within

the physical and spiritual culture of the individual, focused on the fuller manifestation of its essential strengths. Recently, there are trends not only competitive but also commercial strategy, in the context of which the final result loses its connection with the development of essential human forces. Thus, the harmony between the humanistic essence of sport and the ways that underlie the achievement of the result is lost.

The methodological basis of the study are traditions - philosophical and anthropological, existential, personalistic, metaphysical, ontological, communicative philosophy, the principles, methods and approaches of which help to reveal the problems of sport at the present stage. The methodological principles of polyphony and dialogue provide the process of creating a meaningful space of sports action, and the method of synergy ensures finding the share of cooperation that should avoid aggression and promote synergy of sports teams to achieve results.

Four levels of methodology are used: 1) philosophical: 2) general scientific; 3) specific scientific; 4) technological. The first level - philosophical knowledge: existentialism, positivism, neo-positivism, pragmatism, the second level - general scientific methodology: systematic, activity approaches, characteristics of different types of research, their stages and elements: hypothesis, object and subject of research, purpose, tasks, etc.). The third level - specific scientific methodology, ie a set of methods, principles of research used in a particular scientific discipline, in this case, in the philosophy of sport. The fourth level - technological: methods and techniques of research. One of the main tasks solved by the process of management of education in the field of sports in the conditions of COVID-19 is to ensure the optimal development of physical qualities inherent in man. Physical qualities are called innate (genetically inherited) morpho-functional qualities, due to which physical (materially expressed) human activity is possible, which gets its full manifestation in expedient motor activity. The main physical qualities include muscle strength, speed, endurance, flexibility and agility.

The systems approach considers all components in close interrelation with each other; reveals the unity of the relationship of all components of the pedagogical system (goals, objectives, content, principles, forms, methods, conditions and requirements); highlights the general properties and characteristics of individual components.

The personal approach affirms the idea of the essence of man as a person; orients the organ-

ization of the pedagogical process with a focus on the individual as a goal, result and criterion of effectiveness; requires recognition of the uniqueness of the individual, the right to liberty and respect; uses reliance on the natural process of creative development, self-development of the individual.

The activity approach affirms the idea of activity as the basis, means and main condition for the development and formation of personality; focuses the individual on the organization of creative work as the most effective transformation of the world around; allows you to determine the most optimal conditions for the development of personality in the process of activity.

The culturological approach requires consideration of the problem in comparison with similar processes in the history of domestic and foreign scientific thought, from the standpoint of changes in modern culture; provides a focus on social and cultural requirements for the formation and development of personality [4, p. 132-146].

Presentation of the main material of the research with substantiation of the obtained scientific results

1. Improving sports policy to address sports and healthy development of sports personality in times of coronavirus crisis

In most countries of the modern world, sports policy is one of the priority areas, which is constantly changing due to its capabilities at the organizational, legislative, economic, social levels in order to create the most favorable conditions for solving sports problems, supporting innovation in sports. , improving the conditions for healthy sports development of the individual. Sports governance is driven by large-scale transformations to overcome the COVID-19 pandemic, which can be developed in a market economy by economic, political and cultural factors. But at the same time, in no case, you can not lose the spiritual approaches to the development of sports; this requires a combination of physical and spiritual components of the concept of sports development. Sport today is a way to overcome stress and depression, destructive mental breakdowns and psychosis, various health problems; the desire to escape from the stresses of the urban environment. Sport today is formed as a humane and playful model that requires the use of all opportunities for personal development, because the basis of sport - competitive activity aimed at maintaining physical health and personal development, human resource management in sports organization [5, p. 147 -159].

The main goal set by the states in the context of the COVID-19 pandemic is to overcome its main threats, the gradual resumption of sports activities and the industry as a whole, the removal of restrictions related to the pandemic. Physical culture and health-improving activities are among the most affected, for two or three months of the most difficult period of the pandemic new methods of involving our citizens in physical culture and sports, new models of competitions, training have been developed and implemented. The normative base which allowed to provide restoration of educational and training and competitive process in sports schools, national teams is developed; implemented a set of activities that allowed fans of physical culture and sports of all ages, including people with disabilities, to lead an active lifestyle at home.

Particular attention was paid to state support of organizations implementing projects in the field of physical culture, grassroots sports and sports reserve. The results of 2020 are a common merit of sports organizations, authorities, which in the shortest possible time have developed and presented for public free use of digital solutions that allow our citizens to maintain their health through exercise. The experience of working in an epidemic has once again shown that countries unite in the face of any difficulties, contributing to the development of philosophy of sport as a substantial basis for personal development and expression of the generic nature of competition [7, Pp.145-164].

2. Sports globalization as an opportunity for integrated regulation of global problems and the ability to make partial changes in the education system in the context of the COVID-19 pandemic

The problems generated by the conditions of the COVID-19 pandemic help to form the worldview of human survival, thereby accelerating the pace of their implementation in social practice. The conditions of the COVID-19 pandemic reveal to us a lot of examples of the manifestations of the mechanisms of human survival in conditions of instability in anthropo-socio-cultural systems. Globalization in sports is the transformation of sports into a phenomenon of a global, universal plan, which significantly affects all aspects of people's lives. Sports globalization contributes to the realization of the interdependence of the world as a whole. The globalization of migration processes leads to a growing number of refugees, large-scale illegal migration, various forms of displacement, increased demand for highly skilled labor. All this leads to the formation

of globalism as a type of consciousness on a planetary scale, which arises in the process of globalization and increases the factors of training athletes of higher skill in the context of the competencies of staff of sports organizations [11, p. 137-152].

Proponents of globalization model a certain image of the future and accordingly seek to restructure society. Globalization puts social transformation in the framework of the spatial organization of social relations and trade-offs, which are characterized by prevalence, intensity, speed and impact. Globality is today a qualitative characteristic of the modern world, which reveals the movement towards integration and integrity, manifested in all dimensions of existence and human consciousness, means the formation of common social, economic, political, legal relations [19, p. 247-258]. In different parts of the world, people react differently to global change: globalization can not only unite but also divide peoples. Globalization potentially includes the ability to comprehensively regulate global problems and the ability to make partial changes to the system. All the above processes show that globalization is becoming the main paradigm of social development, which should form the concept of innovative sports management [12, p. 27-38], which is based on strengthening resilience and overcoming the effects of the pandemic.

According to experts in sports medicine at the Technical University of Munich, the most dangerous complications that can result from COVID-19, in addition to inflammation of the heart muscle, include heart rate disorders (arrhythmia), scarring (fibrosis), and obstruction. vessels. To avoid such diseases, people who do sports in their spare time, as well as professional athletes, with a positive test for coronavirus, German doctors recommend for a long time to give up training and undergo a thorough medical examination before returning to them. Due to the COVID-19 pandemic, it became difficult for us to get together to compete, play and support our teams. The pandemic has caused great harm to individuals, communities, organizations and the economy. Measures taken to combat the pandemic have affected all aspects of our lives, including sports. However, sport itself can play an important role in strengthening resilience and overcoming the effects of a pandemic. Sport can help in efforts to return to greater vitality and equality in the world.

Sport can promote justice, team spirit, equality, inclusiveness and perseverance. Sport and physical activity can also help us survive these times of crisis,

as they reduce anxiety and improve physical and mental health. Professional sports also provide employment and income for many people around the world and are an integral part of the economic success of many communities and regions. Sport transcends all boundaries, breaks stereotypes and gives hope to people all over the world, but this is possible only when we restore peace on a "better than before" basis and help end the pandemic, protecting everyone from COVID-19. Now, as never before, we must act as a team to defeat the pandemic, ensure a fair and equal distribution of vaccines, support each other and emerge from this crisis stronger [8, p. 92-111].

3. Sport as a factor in ensuring sustainable development, which contributes to the development of a strong state and a healthy society.

The 2030 Agenda for Sustainable Development recognizes the important role of sport in the field of social progress. One of the important factors in ensuring sustainable development is also sports. We recognize the growing contribution of sport to the development of the world, as it promotes the principles of tolerance and respect, the empowerment of women and youth, individuals and communities, and the achievement of health goals. In the modern world, awareness of the role of physical culture as a factor in improving the nature of man and society is growing significantly. Healthy lifestyle in general, physical culture and sports, in particular, become a social phenomenon, a unifying force and a national idea that promotes the development of a strong state and a healthy society through the organization of physical activity in the field of leisure [9, p. 112-121]. In many foreign countries, fitness and sports activities organically combine and unite the efforts of the state, its governmental, public and private organizations, institutions and social institutions. The development of sports in various territorial units, especially in cities, is carried out by municipal bodies, and on the ground - communes and communities, which spend for these purposes from 1 to 3% of their total budgets, produce and implement together with sports organizations municipal and municipal sports policy. State support for the development of adaptive physical culture and sports is of particular importance.

Aiming at the mass involvement of our citizens in sports, a healthy lifestyle, we must, above all, think about preparing a healthy nation. The Ministry of Education and Science of Ukraine has continued systematic work to improve the management system of physical culture and sports. The topic of sports

development in the countryside is one of the most important. In order to organize personnel and methodological support for the development of sports in rural areas, we need to include this area in the main activities of the updated state program. Sport is a unique branch where public administration should be organically connected with the activities of self-regulatory organizations, which are all-Ukrainian and regional sports organizations, and with the development of cultural and sports activities [13, p. 39-49]. Premature return to intensive training after suffering from COVID-19 can lead to serious health problems, warn German doctors.

Formation of a national model of physical culture and sports movement as an important component of a healthy lifestyle

The end of the XX century in many countries was a period of modernization and construction of modern sports facilities. On completely new economic and legal relations effective models of physical culture and sports movement are created, low-cost behavioral programs which are directed on formation of moral and material responsibility of the person for a state of own health and a way of life that are not least defined by negative demographic processes are actively implemented. The global trend is also a huge increase in interest in high-achievement sports, which reflects the fundamental changes in modern culture. The processes of globalization have to some extent been stimulated by the development of modern sports, especially Olympic sports. Abroad, sport at all its levels is a universal mechanism for human recovery, a way of human self-realization, self-expression and development, as well as a means of combating antisocial phenomena. That is why in recent years the place of sports in the value system of modern culture has increased sharply. The world sports movement has become one of the most powerful and massive international movements. The Olympic sports society includes more than 200 countries. Thus, there is a steady trend in the world to increase the social role of physical culture and sports. It is manifested:

- 1) In increasing state role in supporting the physical culture and sport development, social forms of organizations and activities in this area;
- 2) In the widespread physical culture and sports use in disease prevention and health promotion;
- 3) In the continuation of active creative people longevity;
- 4) In the organization of leisure activities and in the prevention antisocial behavior of young people;
- 5) In physical culture and sports use

as an important component of moral, aesthetic and intellectual development of youth;

6) In the involvement of the able-bodied population in physical culture and sports;

7) In the use of physical culture and sports in the social and physical adaptation of the disabled, orphans;

8) In a sharp increase in revenue growth from sports shows and the sports digital social industry [18, p.140-153].

At the same time, the deteriorating children health, half of whom have chronic diseases, is of particular concern, and the lack of motor activity provokes diseases of the cardiovascular and musculoskeletal systems. Due to the low health level, about 1 million school-age children are now completely excluded from physical education. The prevalence of hypodynamics among schoolchildren reached 80%. For the first time in 40 years, doctors faced the malnutrition problem of young conscripts, which is reflected in the staffing of the Armed Forces with a healthy contingent. The national model of physical culture and sports movement as an important component of a healthy lifestyle should solve the following tasks:

1) Preservation and strengthening physical and mental people health;

2) The formation of vital motor skills and abilities, the diverse physical abilities development of student youth;

3) Education of the younger generation, able to resist such negative phenomena as drug addiction, drunkenness, tobacco smoking, antisocial behavior, etc.

4) Social consolidation, strengthening the unity and cohesion of the nation;

5) Nation development and its physical education systems, which allow revealing the creative potential of the individual;

6) Accessibility of all population segments to physical culture and sports;

7) Continuity of physical education process at all human life stages;

8) Reproduction of a healthy population;

9) Ensuring the ability of broad sections of the population to adapt to difficult situations and withstand increased stress;

10) The creation of a powerful sports industry, which is economic system part;

11) Effective social and physical rehabilitation of the disabled;

12) Ensuring the leading positions of athletes in the international sports movement and the full

integration processes of Ukraine into the world community;

13) Creation a new ideology of coverage in the media (especially on television) of physical culture, sports and a healthy lifestyle.

In recent decades, instead of radically modernizing the increasing human potential system in accordance with modern life requirements, only cosmetic transformations have taken place. To create a national model of physical culture and sports movement, to solve strengthening people's physical health problems, a single action strategy of various ministries and departments, public organizations, financial and industrial associations, enterprises, commercial structures, scientists and specialists, legal education of an individual as basics of the functioning of a democratic society [16, p.165-181].

This strategy should be aimed at creating the most favorable conditions for the recovery of citizens in the workforce, in educational institutions, at the place of residence, in places of recreation. The country should have an effective system for monitoring physical fitness and development, physical health of various categories and population groups, especially children and students. Monitoring results will provide quick opportunity to analyze the situation and develop programs aimed at forming healthy lifestyle. The problem of healthy lifestyle should be considered comprehensively, solved by program methods by many ministries and departments, agreeing with the priorities and socio-economic development objectives, areas of structural science and technological policies, national needs forecasts and financial resources, and economic analysis, social and ecological state of the country on the basis of Agile management [14, p. 130-139].

Conclusions

In difficult economic conditions, it is also advisable to shift focused efforts to primary prevent programs and a behavioral-oriented program that support and develop positive trends and people's desire for a healthy lifestyle. It is necessary to preserve and restore the best traditions of the domestic physical culture and sports movement, to continue the search for new highly effective health programs. The World Health Organization (WHO) is at the forefront of the fight against the coronavirus pandemic COVID-19. WHO experts are supporting governments in their fight against the epidemic. In order to defeat this virus, we must conduct the most aggressive attack - by testing each suspicious case, isolating each patient and providing him with better care, as

well as identifying all those who have been in contact with already confirmed patients and their careful examination "[17, p.60-73]. Despite the pandemic, we must provide children with a quality education, work with the government to establish distance learning systems, exchange experiences and provide access to new technologies and practices, and continue research on digital management and the digital economy [20, p.170-181].

The pandemic has rolled over the global education market system, which has been building for decades, forcing us to reconsider distance possibilities and online education. Even skeptics have wondered: of course, they say, online will not replace traditional forms of higher education. With a large number of manuals, trainings for teachers on the organization online learning and the use of digital tools, there is a decrease in the quality teaching and significant proportion unwillingness of teachers to take available opportunity advantage for this learning form. In addition, not all subject areas (e.g. medicine, technical and creative specialties) can be taught online.

Students feel stress due to the fact that there is no possibility of personal communication with teachers, a fundamental change in the learning process, which they expected when entering. The quality and quantity of educational resources required for the study of the discipline is either insufficient if the university or a particular teacher did not deal with this area of work from the beginning, or excessive if students are invited to use all materials available in the public on recognized educational platforms. Direction of training, but without proper navigation. The infrastructure of many universities currently does not have enough capacity to organize online learning.

There is an increase in the psychological burden on students and teachers in connection with the "translation" of many educational and administrative

realities online. Due to the close dependence of the tasks solution into effective higher education and entrants quality entering the university, many universities (and partly the relevant governing bodies in the countries) note the problems faced by educational organizations in the transition to distance learning, including graduates this year. This challenge, on the one hand, requires adequate preventive normative and organizational nature measures on the part of universities, to work with the contingent that is an entrant this year; on the other hand - forms the tasks and opportunities for the development of this working area of the university with schools in the following periods.

However, sport still faces many challenges in realizing its full potential. Too often we see cases of intolerance, racism, hatred and violence in sports. Sports organizations, leaders, players and fans should do everything possible to stop such pranks and seek the full use of the sports positive power. As in many other areas, sports also show corruption. Corruption kills sport, and there should be no tolerance for abuse, including doping. Our task is to fight steadily against such violations and to encourage an atmosphere of good governance, integrity and transparency.

We must strive to ensure that the goal of achieving sustainable development goals is at the forefront of the work of all sports organizations. Despite all these difficulties, the enormous positive force and sports attractiveness will continue to unite people, contributing to peace and building a more open society on our planet through the implementation of common values and principles. Sport has historically played an important role in any society and serves as a powerful advocacy platform that can be used to promote a world culture. It is and will be one of the most effective and universal tools for advancing the ideals of the United Nations and achieving sustainable development goals.

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БИЛОГУР, В. Е. – доктор философских наук, профессор кафедры теории и методики физического воспитания и спортивных дисциплин, Мелитопольский государственный педагогический университет имени Богдана Хмельницкого (Мелитополь, Украина)
E-mail: bilovlada@gmail.com
ORCID iD: <https://orcid.org/0000-0003-1053-2716>

АНДРЮКАЙТЕНЕ, РЕГИНА – доктор, лектор кафедры менеджмента спорта и туризма (Каунас, Литва), Литовский университет спорта (Каунас, Литва)
E-mail: regina.andriukaitiene@lsu.lt
ORCID iD: <https://orcid.org/0000-0002-0691-7333>

УПРАВЛЕНИЕ ОБРАЗОВАНИЕМ В СФЕРЕ СПОРТА ВО ВРЕМЕНА КОРОНАВИРУСНОГО КРИЗИСА

В статье проанализированы вопросы управления образованием в сфере спорта в условиях COVID-19. Это происходит в сложных условиях неопределенности и нестабильности, культивирующих ценностно-смысловые параметры функционирования спорта в современном социуме, спортивно-ориентированный подход к обучению, развитие физических и духовных основ спортивной личности, принципиально нового подхода к формированию физически здоровой личности. Для анализа использованы четыре уровня методологии: 1) философский; 2) общенаучный; 3) конкретно-научный; 4) технологический, позволяющие проникнуть в управление образованием в сфере спорта в условиях COVID-19. Цель исследования - концептуализация управления образованием в сфере спорта во времена коронавирусного кризиса, которая направлена на поиск путей оптимизации гуманитарного потенциала спорта. Задачи исследования: 1) проанализировать пути и направления совершенствования спортивной политики для решения проблем спорта и развития здоровой спортивной личности во времена коронавирусного кризиса; 2) раскрыть сущность спортивной глобализации как возможность комплексного регулирования общемировых проблем, чтобы внести частичные изменения в систему образования в условиях пандемии COVID-19; 3) уяснить направления развития спорта как фактора обеспечения устойчивого развития, что способствовало бы развитию сильного государства и спортивного сообщества; 4) показать пути формирования общенациональной модели физкультурно-спортивного движения как важной составляющей здорового образа жизни. В результате проведенного исследования мы пришли к выводу, что пандемия COVID-19 привела к росту значимости спорта в жизни человека и общества, стала крупнейшим фактором самоорганизации физического, социального и духовного здоровья человека, позволила восстановить непосредственно жизненные силы человеческой природы, способствовала формированию образа и имиджа спортсмена, конкурентного преимущества спортивных организаций. Образовательная политика в области спорта во время пандемии COVID-19 выдвигается на первый план, так как от задач в этой сфере зависит формирование физически и духовно здоровой личности.

Ключевые слова: управление образованием, сфера спорта, COVID-19, совершенствование спортивной политики

БИЛОГУР, В. Є. – доктор філософських наук, професор кафедри теорії і методики фізичного виховання та спортивних дисциплін, Мелітопольський державний педагогічний університет імені Богдана Хмельницького (Мелітополь, Запорізька область, Україна)

E-mail: bilovlada@gmail.com

ORCID iD: <https://orcid.org/0000-0003-1053-2716>

АНДРЮКАЙТЕНЕ, РЕГИНА – доктор, лектор кафедри менеджменту спорту і туризму, Литовський університет спорту (Каунас, Литва)

E-mail: regina.andriukaitiene@lsu.lt

ORCID iD: <https://orcid.org/0000-0002-0691-7333>

УПРАВЛІННЯ ОСВІТОЮ У СФЕРІ СПОРТУ В ЧАСИ КОРОНАВІРУСНОЇ КРИЗИ

В статті проаналізовано управління освітою у сфері спорту в умовах COVID-19, що відбувається в складних умовах невизначеності та нестабільності, яка б культивувала ціннісно-сміслові параметри функціонування спорту у сучасному соціумі, спортивно-орієнтований підхід до навчання, розвиток фізичних та духовних основ спортивної особистості, принципового нового підходу до формування фізично здорової особистості. Використано чотири рівня методології: 1) філософський; 2) загальнонауковий; 3) конкретно-науковий; 4) технологічний, що дали можливість проникнути в управління освітою у сфері спорту в умовах COVID-19. Мета дослідження – концептуалізація управління освітою у сфері спорту в часи коронавірусної кризи, спрямована на пошук шляхів оптимізації гуманного потенціалу спорту. Завдання дослідження: 1) проаналізувати шляхи і напрями удосконалення спортивної політики для вирішення проблем спорту та здорового розвитку спортивної особистості у часи коронавірусної кризи; 2) розкрити сутність спортивної глобалізації як можливість комплексного регулювання загальносвітових проблем і вносити часткові зміни у систему освіти в умовах пандемії COVID-19; 3) з'ясувати напрями розвитку спорту як чинника забезпечення сталого розвитку, що сприяє розвитку сильної держави і здорового суспільства; 4) формування загальнонаціональної моделі фізкультурно-спортивного руху як важливої складової здорового способу життя. Для аналізу використано чотири рівня методології: 1) філософський; 2) загальнонауковий; 3) конкретно-науковий; 4) технологічний, що дали глибоко та всебічно проаналізувати дану проблему. У результаті проведеного дослідження прийшли до висновку, що пандемія COVID-19 привела до зростання місця і ролі спорту у житті людини і суспільства, який стає найбільшим показником самоорганізації фізичного, соціального і духовного здоров'я людини, дозволяє відновити безпосередньо життєві сили людської природи, сприяти формуванню образу та іміджу спортсмена як конкурентної переваги спортивних організацій. Освітня політика у галузі спорту під час пандемії COVID-19 висувається на перший план, тому що від завдань у цій сфері залежить формування фізично здорової і духовно загартованої особистості.

Ключові слова: управління освітою, сфера спорту, COVID-19, удосконалення спортивної політики

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