

Experience of the USA and European Countries in Improving the Quality of Physical Education and Sports Education

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Abstract: The article describes what results the use of foreign experiences in the development of sports education can bring us today. Conclusions are presented as a result of studying the sports education system of foreign countries. It was emphasized that physical education and sports are important in ensuring health and active lifestyle at all stages of human life.

Key words: sports, foreign experience, US schools, educational system in France, Finnish model, child development, hygienic requirements, physiological development.

Study of international experiences in professional sports activities and its management. Use of innovative technologies in the teaching of physical education and sports education system. Sports education in the USA and specific methods of teaching it. Physical education sports education and its functions in European and Asian countries. The process of training athletes in Belgium and Germany and its special importance. Information about the study of the models of the USA and European countries in the organization of physical education and sports activities is provided.

Summarizing foreign experience shows that:

- in all civilized countries, physical and sports activities are given great importance in schools during the entire period of study. In most foreign countries, physical education classes are held at least three times a week, the most hours correspond to the primary school age, which is the most convenient for the formation of skills and the development of physical abilities;

- sports disciplines and types of sports taught in school programs of different countries are constantly growing; great importance is attached to sports and outdoor games;

- in different countries, school and extracurricular forms of physical education and sports work complement the physical culture lessons that are an integral part of national programs of physical education of schoolchildren.

There is a tendency to make school physical education programs flexible enough to allow the teacher to make changes in the content of education depending on the age and gender of the students, climatic conditions and financial situation, national values and traditions. National sports and physical exercise are increasingly included in the compulsory and extracurricular programs.

In many foreign countries (Austria, Germany, the USA, France, Japan, etc.) more sports competitions are held among schoolchildren. One of the tasks of the state program of the school is the development of physical abilities and the selection of sports talents, and special organizations are being established to organize sports

training and sports competitions. In Italy, these are school sports groups (associations), initiative sports clubs in the USA, sports associations in France, sports clubs in Japan, etc.

In many foreign countries, programs of nationally targeted physical education and sports events (promotions) for children and adolescents are very popular: in Austria "Week of School Sports", in Germany "Preparation of Youth for the Olympic Games", New "Kiwi Sports" in Zealand and others.

Due to the fact that school sports have become a mass phenomenon of social importance, special state sports committees that provide financial support for sports have gradually been established by state bodies.

Foreign specialists (D. Buswell, K. Escott-Helene, D. Andrews, etc.) are conducting scientific research to "build a bridge" for the wider inclusion of school physical education in the system of social values and relationships. "On the one hand, schools, on the other hand, between public recreation centers and promotion of a healthy lifestyle, long-term sports and physical education.

In a series of studies, D. Baswell and D. Andrews raise the question: can students studying physical education at universities traditionally focus mainly on big sports, in which they can properly perform physical education and health work will they get ground for the introduction of an active lifestyle to the masses?

Experts, the public, members of the governments of most foreign countries are not satisfied with the current situation in the field of physical education of schoolchildren and are constantly looking for ways to improve it.

Generalization of foreign experiences shows that sports organizations are the main organizational form of physical education and sports in many developed countries of the world. In foreign countries, there are various sports clubs focused on health, as well as popular football, hockey and other sports clubs. For example, in Germany, there are 85,500 sports and recreation centers, where 5.9 million participants engage in more than 100 different types of activities. There are over 15,000 clubs in the US, about 6,000 clubs in Finland, and more. When analyzing foreign literature in the field of sports, physical education and sports, it should be remembered that foreign authors do not use the term "physical culture" familiar to us. In most foreign countries, other terms are used: "fitness" - physical training;

"physical education" - physical education; Physical rest - physical recovery. The word "sport" comes from the French word "de sporte" (entertainment) and refers to various sports activities related to the comparison of results in competitions. The following sports are distinguished in the USA:

- basic sport, or in Europe it is called "sport for all";
- school and college sports, sports in various sports clubs, associations, including sports with the highest achievements, including the Olympics (the last sports leaders call it "amateur sports");
- professional sports.

The expression "mass sport" is rarely used abroad. The terms "sport for all" or "recreational sport" are usually applied to this sport.

All these types of activities in foreign countries are carried out by different people and different organizations. But all of them are united by one common basis - the main organizational link in the management of all types of activities is the sports club, fitness or sports fitness clubs.

The implementation of development programs in foreign sports shows that various sports clubs are operating in countries with a market economy. Thus, M. Wolff, a well-known American expert in the field of sports and fitness, distinguishes the following types of clubs:

- commercial wellness centers and sports clubs;
- private sports clubs;
- clubs of health centers in hotels, large buildings, parks;
- clubs belonging to various associations;
- sports clubs, corporations, firms, company centers;
- clubs of cardiovascular rehabilitation centers; - sports and medical centers clubs;
- Amateur and professional sports circles.

Many clubs are members of various associations - the American Club, the Health and Tennis Corporation, the Association of Top Clubs and many other community associations.

Generalization of foreign experience shows that the following types of clubs are distinguished depending on the student contingent: for children; school (recreation, sports and interests); student (health and sports); in enterprises and firms (health care and sports); but in the place of residence, in parks (healthcare and sports); in large clinics and spas (medical and health); sports clubs for sports; for women; for families and others. Aerobics, running, bowling, bodybuilding, golf, tennis, swimming clubs, etc. are distinguished depending on the selected or preferred training programs.

In recent years, multi-purpose clubs have become increasingly popular abroad. For example, in the USA, almost every fourth club is multi-purpose. These clubs are designed to provide services and meet a wide range of sporting and recreational interests of customers. Such clubs usually have various sports facilities: sports facilities, gyms, children's gyms, swimming pools, running tracks, etc. From an economic point of view, foreign experts distinguish between state and private sports organizations. Team sports clubs are financed from the budget of the republic, region or city. Private clubs are financed by private capital and their activity depends entirely on the owner of the club.

There are also commercial and non-commercial sports clubs. In this case, the criterion for classifying clubs is the possibility of profit. State sports clubs are usually non-profit (non-profit) organizations, private clubs are usually commercial organizations. State and private sports and sports organizations differ in many ways: goal orientation, economic mechanism and work efficiency. Each sports organization chooses training programs in accordance with its functional purpose. Analyzing the programs of foreign sports organizations, it should be noted that they are focused on the actions of the population in various sports and physical education activities. For this, sociological studies are regularly conducted abroad at the request of sports clubs.

Recently, the nature and direction of sports and health clubs has changed somewhat. If earlier health restoration, restorative or competitive aspects prevailed, now the programs have become more complex and serious, women and children are given a lot of attention: women do physical exercises, children play, dance, etc. Sports organizations with personal trainers are especially popular: with overweight women, elderly people with no experience in physical exercise, as well as people who want to seriously engage in body shaping and shaping. Members are willing to pay \$25 an hour for personal care.

Summarizing foreign sports organizations shows that sports clubs in different countries have their own characteristics. In this regard, we emphasized the following: the American model of the sports club; the German model of the sports club and finally the Scandinavian model of the sports club.

German expert G.G. Optimal organization of sports clubs in Kemmera, Germany is characterized by the following indicators: - one club per 1,000 inhabitants is recommended (average); - Each sports organization must provide programs for both age groups; - competitive and non-competitive sports programs are mandatory for each club;

- Club membership - paid (the fees are paid based on the average hourly salary of a qualified specialist); - 10 or more main national sports are cultivated in each society; - all other species not suitable for climatic or geographical conditions should be accommodated in a neighboring club within an hour's distance. Every year, clubs hold not only about 10 million sports events, but also 8,200 different trainings. One of the components of the activities of sports organizations is the training of employees to work as sports leaders on a voluntary basis. There are 1.4 million men and women in the country who volunteer as chairmen, board members, judges, treasurers, and more. Their work is estimated at 3.6 billion West German marks, or \$2 billion, annually. Every year they spend 185 million hours on the sports field or at their desks. What government, company, or other system can support them? Of course, there are professionals who work permanently in sports, but their number (10 thousand) is very small compared to 1.7 million fans.

The economic value of the system of sports clubs is simply remarkable: the state saves 3.6 billion marks due to unpaid labor. An additional 3.5 billion marks make up the annual financial budget of the clubs. The clubs spent 20 billion marks on education, sports uniforms, transport, food and literature. Millions of participants have created a true sports market that has the best consumers compared to high-level athletes with much shorter playing time in major sports.

According to German experts, the sports organization is the most effective as a form of organizing sports and leisure activities with the population for the following reasons: - it is aimed at the interests of the population and creates an opportunity to choose a wide range of sports; - focused on competitive activities: encourages participation in regional and local level competitions;

-oriented to a healthy lifestyle: a more convenient form for people to participate in competitive events compared to individual sports or commercial sports programs;

- focused on voluntary work in the field of sports: a large part of those who work as leaders here on a voluntary basis;

- economical: the price of the lessons is a little lower due to the voluntary work of the managers. Many sports clubs in Germany are based on the following principles in their activities:

- there are no people who do not want to play sports, the organization is not well organized;

- beginners should offer sports in the simplest form so that the first steps in sports bring success;

- there must be a person (teacher, friend, relative, etc.) who invites and directs the beginner;

- the path to sports is almost always a path of two. In addition to purely philosophical and organizational considerations, German community clubs adhere to the following practical principles.

1. Availability of sports organizations: services are provided at low prices.
2. In addition to offering a specific sport, the club also offers the presence of spouses. During training, vacations, club members get closer to each other, and acquaintances connected during sports often go out to have fun together, the club becomes a "second home".
3. Physical education and sports teacher pay attention to each student. Sports halls are equipped with modern fitness equipment.
4. Young people can independently organize their free time and participate in the development of programs.
5. Team sport is the best sport. Sources of financing of foreign sports clubs.

From the beginning of the 80s, a new philosophy of free time, a hedonistic concept began to dominate in developed Western countries. It involves replacing specific tasks in sports clubs and centers with specific tasks that provide an opportunity for those busy in informal, free communication, to escape from the problems of everyday life and ultimately to improve their health. Such a philosophy, according to Western leisure experts, is more in line with the modern, updated life ideas of the people of our time. This has led to significant changes in the field of sports and fitness services. More and more beautiful sports clubs and centers have appeared in leading foreign countries. Modern foreign sports organizations and centers are not only sports and recreation, but also an excellent complex of entertainment, education, trade and business services. Sports and recreation organizations and new types of centers are usually private, commercial organizations adjacent to traditional small and medium-sized clubs. Meeting the diverse needs of customers and providing them with high-quality service is the key to commercial success.

Foreign experience shows that new type of sports clubs and centers pay customers 9-10% more and earn 12-15% more than average clubs and accordingly expand their business further. .

An analysis of foreign research data shows that about 70 percent of commercial sports and health clubs are small businesses, with fewer than 100 employees and annual revenues of \$3.5 million. There are also strong clubs. More than one percent of clubs have annual revenues of more than \$3.5 million. However, approximately 70 percent of all sports and fitness clubs in the United States have less than \$1 million in revenue.

At the beginning of the section, it was noted that various clubs - public and private, commercial and non-commercial organizations - operate in foreign countries. Different clubs have different sources of funding.

The main source of funding for public sports organizations and non-profit organizations is subsidies from various levels of state bodies, primarily local government authorities. The amount of these subsidies and the percentage of the total estimate varies from club to club and country to country. Additional membership fees, additional paid services, sponsorships, licensing, community funds, and more. The main sources of financing of private and commercial sports and fitness organizations abroad are as follows:

- membership and entrance fees, up to 70% of all income;
- income from fees for educational programs and consultations;

- up to 30% of the payment of additional and related services in some clubs;
- income from new club members (most foreign clubs operate at 70-80% of their current capacity and therefore plan to increase the number of club members and the corresponding financial income);
- income from licensing activities and other commercial activities;
- funds of sponsors and charity funds. It should be noted that foreign club professionals use very flexible systems for paying membership fees. Along with the tiered system of membership fees, a system of discounts is also used. Thus, a 6% discount is offered to club members who pay a monthly membership fee in advance for a year. Economic analysis of activity of circles.

Foreign experts pay great attention to the economic analysis of the activities of sports and health clubs. This can be seen by reading the recommendations of American financial management experts for managers of sports clubs.

1. Personal control over all items of the expenditure part of the estimate is required.

2. As a result, compare your club's income with industry averages and reject activities that require expenses that do not fall within the framework of generally accepted norms.

3. It is necessary to analyze in detail the largest items of expenses.

4. Effective use of the computer, carrying it out throughout the year and controlling the costs of comparing financial income with forecasts.

5. Contracts with suppliers of relevant services are carried out on the basis of the best selection.

6. To reduce costs, it is better to buy equipment together with other clubs or organizations.

7. It is necessary to collect information about the possibility of an increase in the prices of utility and postal services and plan to take measures in advance.

8. Employees should be aware of the club's financial policy in the field of expenses. Criteria for evaluating the effectiveness of circles. The average sports club in the US has between 1,500 and 2,000 members. Clubs are open, usually daily 17 hours. The most popular opening hours are from 4 am to 8.30 am.

Owners of commercial sports and fitness organizations in the United States use the ratio of total annual income to the total area of the complex as a criterion for evaluating the effectiveness of the club. For clubs (centers) without tennis courts, the following indicators are used: \$30 per square meter is "satisfactory", \$35 per square foot is "good", and \$40 per square meter is "excellent".

In foreign clubs, it is customary to summarize his activities until the end of the year. In this case, the number of new members of the sports organization, as well as those who left the club for any reason, should be taken into account. Several foreign clubs are operating at full capacity, so almost all of them plan to increase their membership during the year. Given that most clubs are operating at 70-80% of their potential, a 6-8% increase in club membership each year is satisfactory.

8-10 percent - good and 10-12 percent - good.

Taxation of sports organizations. In many foreign countries, preferential taxes are imposed on sports and health clubs that encourage entrepreneurship and small businesses.

For example, in 1990, a law on helping sports clubs came into force in Germany. Profits not exceeding 7,500 marks are not taxed under the Corporations Tax Act.

Sports clubs are also suitable for this article. Clubs also have the right to pay damages caused by one type of activity in another form.

It is important to ensure that the financial performance of the club as a whole does not suffer. Otherwise, he is deprived of tax benefits. Therefore, the sale of sports goods and equipment carried out by a sports club can bring a lot of profit to it. Given that the price of goods sold in clubs is lower than in specialized stores, this law clearly gives clubs great advantages.

But the German legislator did not stop there. They created an opportunity to reduce taxes on the capital turnover of the club. If the capital turnover of the club in the previous year did not exceed 60,000 marks, then such a club was given the right not to deduct 1% of the taxable capital turnover before paying tax. In such a situation, a detailed description of income and expenses will be provided with the consent of the club.

In France, a system of various tax incentives is used for sports organizations. Since 1993, such a tax rate for them has been set at 33.3 percent instead of a variable rate from 34 percent to 42 percent for other types of organizations. Property income of sports clubs and sports facilities is taxed from 10 percent to 24 percent. In this case, sources of income are taken into account.

According to the French Tax Code, organizations that participate in sports events are generally subject to profit tax, as it is a matter of conducting paid events related to commercial activities. Taxes related to sporting events are equated to entertainment taxes and surcharges on ticket prices. A collection from sports shows is money paid by the organizers of sporting events in proportion to the entrance fee. However, sports organizations are exempt from income tax if the competitions they hold are of particular interest to local teams and regions. This charter applies to sports organizations whose commercial activities are not provided for. A futuristic essay on the future of German sports and health clubs looks to analyze the foreign experience of the sports club movement.

According to German experts, now sports clubs should be open to young and old, strong, weak and disabled, foreign citizens and immigrants. It belongs to the country club, which has about a hundred members, and the city club, whose members often exceed a thousand. there are social activists. Although management is involved everywhere, both types of sports clubs are supported by voluntary helpers. People are playing more sports, more varied and longer. Society becomes sport, but the original meaning of sport is lost. If we talk about young people, he wants to make his sports lifestyle as free as possible, so that he has what they have proven, not the best forms of sports in commercial studios, and not in solidarity societies with sports clubs. looking for something more expensive though. types of services, but the environment and classroom time are not always appropriate for the needs of young people. It is necessary to eliminate these deficiencies in the organization of the work of these clubs. In the future, there are clubs dedicated only to him.

German experts say that managers on the way to the future should fully comply with the following principles: - the emerging sports movement should be more autonomous and free, taking into account the growing importance of sports in society, actively protect its interests, should determine the priorities of its activities and be able to withstand the increasing pressure of the state;

- the dynamics of change can no longer be distinguished in the form of high-achievement sports, mass sports and rehabilitation sports, or the long-known pyramid

model. The sports club remains the foundation. You can't do without the upper part of the sports structure, although it has a unique shape; - the organizational unity of sports can be provided in the face of activity in the professional and commercial spheres only in new forms and in a new order of tasks.

Sports are more than spectacular events, with sporting records, victories and medals that still retain their appeal. Sport is presented as an enjoyable personal activity for millions of people with many volunteer community supporters. Social work in the field of sports should be considered as one of the most effective actions against the discontent of the state.

Legislation on sports in foreign countries regulates all issues related to personnel resources in this field, as well as salaries of various categories of personnel. In this case, the municipal sports committee determines the qualifications of municipal sports employees - director of sports affairs, deputy of sports affairs, sports instructors, sports instructors whose salaries are paid from the state budget for special groups of the population.

In Finland, training of specialists and teachers in the field of physical education is carried out in 11 physical culture and sports centers and educational institutions. For example, Viyerumyaki Sports and Physical Education Institute has the best sports center, its activity is based on the business idea of "development, production, sale". The center has a developed infrastructure, there are 11 full-time employees in the center, and it is possible to hire another 800 out-of-state employees during the year as needed.

The educational system of training sports coaches lasts 3-4 years. A part of the costs of the center is covered by the Ministry of Education. The amount allocated by the state to organizations that cannot cover their costs is only 10%. 38% of the income is spent on employee salaries.

Scientific information resources. In recent years, scientific and informational resources have become important in the field of JMS. According to the authors, the listed resources can be divided into 2 legal types - promotion of a healthy lifestyle, implementation of scientific information systems in the activities of coaches and sportsmen.

In Finland, sports organizations are entitled to direct state funding. Of this, less than 20% of training time of coaches in the field of JMS is included in the field of scientific research. In addition, the state supports any other organizations conducting research in the field of sports and physical education. The total budget of the leading French sports TV channels is 1.3 billion. constitutes a franc.

Promotion of grassroots sports in Germany through various companies and programs, in the Ministry of Family, Elderly, Women and Youth Affairs, under the motto "movement, play and sport at the service of the elderly" with many organizations and joint projects with the German Sports Confederation plays an important role.

The main goal of the project, developed on the basis of the principles of competition, is the selection of a number of special initiatives and their awarding, a project aimed at stimulating the development of sports suitable for all residents in the future, various types of activities and all their possibilities for adults who engage in sports and other consists of the use of people of different age groups.

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