

ANALYSIS OF THE FACTORS INFLUENCING THE PROCESS OF ATTRACTING ADULTS TO REGULAR PHYSICAL ACTIVITY AT THE LOCAL LEVEL

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Annotation. The purpose of the study - the optimization of system performance sport for all and the establishment of effective organizational relationships between the various entities at the municipal level. Conducted a survey of the ordinary citizens of working age (610 persons), 100 specialists, 2 expert groups (15 and 18 respectively). The factors influencing the process of attracting people to the motor activity: individual, social, economic, infrastructure. Classified factors comprehensively assessed the extent and consequences of the influence of each process on the system at the level of local communities. A set of actions to minimize the impact of constraints and maximizing the manifestations of factors conducive to attracting people to regular physical training and sports. The basic directions of activity: access of the general public to low cost sports facilities, tools, equipment, creation of environmentally safe and comfortable environment for practicing physical activity, overcoming the deficit of public awareness of the organization of motor activity.

Keywords: sport for all; physical activity, factors; municipal level.

Introduction

In present social-economic conditions role of human factor in structure of social production of material and spiritual wealth is quickly growing. The health of a person, as manpower, is of special importance in conditions of constantly growing deficit of cheap material resources and demand in searching of ways of product's cost price decreasing by increasing of non-material factors' using (A.S. Galchinskiy, 2006; Yu.P. Michuda, 2008; G.A. Rodin, 2009; O.Yu. Bobrovska, 2010).

Provisioning of conditions for preservation and improvement of human health in Ukraine shall be ensured, first of all, by such social structures as system of health protection (Z.S. Gladun, 2000; N.I. Sokolova, 2005; O.Ye. Bayeva, 2006; V. Kuzmenko, 2007), education (N.G. Dolbysheva, 2005; S.V. Korolinska, 2007; O.L. Blagiy, 2009; T.S. Bondar, 2010), culture (O.I. Leontyeva, 2005). Special role in this process shall be played by by social system of physical education and sports, which develops and implements basic principles of motion activity principles for different populations' strata: program, resource, organization-management provision (T.Yu. Krutsevych, 2003; V.M. Platonov, 2006; M.M. Bulatova, 2007; M.O. Oliynyk, 2008; I.I. Prykhodko, 2010).

Since 2003, in Ukraine there has been developing movement, which is now rather popular and is recognized as social phenomenon of international level, called "Sports for all" [7;9;10]. Appearance of this idea was determined by demand in searching of actual ways of creation conditions for motion activity of all population's strata in order to preserve and improve health (M.V. Dutchak, 2009).

Sports for all is an open system, which functions under influence of different both positive and negative factors, which are formed in related systems [1]. Among main factors, which influence on process of human people's involving in motion activity there are the following, the most important ones: individual or internal and social economic, infrastructural, or external, which facilitate or hinder the process [4].

Among recent scientific works, devoted to studying of factors, which influence on process of different population strata's involving in regular motion activity, rather interesting are the works of domestic researchers M.V. Dutchak, T.Yu. Krutsevych, G.V. Bezverkhnia, foreign authors [11-16] and other [1;3]. The problem of determination of the most effective factors, which would facilitate to activate the process of population's involving in regular motion activity at local level, has become rather urgent. Organizational strategic interaction of all concerned municipal structures shall be a direction of priority in improvement of system "Sport for all" [5;6;8].

For further optimization of this system's activity it is necessary to determine and evaluate dominating factors, classify them and estimate level and after-effects of influence of every of them on process of "Sports for all" functioning at level of local communities. For this purpose, as a result of analysis of data from literature sources and with the help of sociologic questioning we determined the most important factors, which influence of process of population's involving in motion activity most of all.

The research has been carried out as per "Combined plan of scientific & research works in sphere of physical culture and sports for 2011-2015" of Ministry of Ukraine of family, youth and sports by topic 3.9. "Improvement of scientific principles of sports for all, fitness and recreation" (state registration number: 0111U001735).

Purpose, tasks of the work, material and methods

The purpose of the work is further optimization of activity of “Sports for all” system by creating of efficient organizational interaction between different structures of municipal level

Tasks: a) determine and evaluate dominating factors; b) classify factors and estimate the level and after-effects of every of the mentioned factor’s influence on “Sports for all” functioning at level of local communities; c) determine directions of further organizational measures.

For determination of positive and negative factors, which, accordingly, facilitate or hinder the process of population’s involving in motion activity at local level we invited for questioning the following people:

- Ordinary citizens of workable age – residents of the chosen municipal formations (610 persons);
- Practicing specialists, who represent different structures of municipal level and are directly or indirectly connected or can be connected with the process of different population strata’s involving in motion activity (100 persons);
- Two groups of experts (15 and 18 persons accordingly), who, in opinion of organizers of questioning, are the most competent in problems of “Sports for all” activity at local level.

The methods of the research: analysis of literature sources; analysis of documents; questioning (written and oral); expert evaluation; systemic analysis; organization analysis and organization diagnosis; methods of data analysis. For processing of questioning results we used methods of theory of information and method of fuzzy sets.

Results of the researches

As per purpose and tasks of the research we determined opinions of different groups of respondents about three main aspect of “Sports for all” activity at municipal level, videlicet:

1. Questions, revealing personal attitude of different population strata to activity of “Sports for all” system (see table 1);
2. Social economical factors, which influence on “Sports for all” as open dynamic system activity, (see table 2);
3. Technological and natural factors of formation, functioning and development of infrastructure of “Sports for all” system t level of municipal communities, see table 3.

As a result of questioning of municipal communities’ population and specialists, with the help of fuzzy sets theory [2], by three mentioned blocks of questions we determined factors, which, on the one hand, influence positively and, on the other hand, hinder the process of population’s involving in motion activity. Analysis of the obtained data, as well as group expert questioning by voting method permitted for us to select the most important factors among all (see tables 1-3) for further determination of priority directions of “Sports for all” system’s development in conditions of municipal communities by mean of activation of organizational interconnection between subjects of municipal level, who are mostly concern with improvement of its efficiency.

Table 1

Personal factors, influencing on population’s motion activity

Factors	
Favorable	Unfavorable
<ul style="list-style-type: none"> • Desire to be healthy; • Desire to have attractive body • Improvement of emotional level; • Reduction of body weight; • Any kind of sports is preferable. 	<ul style="list-style-type: none"> • Absence of proper conditions for motion activity; • Deficit of free time; • Absence of specialist’s assistance.

Table 2

Social-economic factors, influencing on population’s motion activity

Factors	
Favorable	Unfavorable
<ul style="list-style-type: none"> • Desire to have healthy, attractive body; • Understanding of necessity of “Sports for all” system’s existence; • Readiness of population to take part in improvement of sport facilities. 	<ul style="list-style-type: none"> • Insufficient material provision of vital demands; • Low level of population’s general physical culture; • Preference of treatment instead of prevention from diseases; • Low level of population’s social activity.

Table 3

Technological and natural factors of "Sports for all" system's functioning at level of municipal communities

Factors	
Favorable	Unfavorable
<ul style="list-style-type: none"> • Possibility to practice motion activity in ecologically and aesthetically attractive conditions; • Location of conditions for motion activity close to place of residence; • Organizing of zones, free of smoking, alcohol drinking and other anti-social phenomena. 	<ul style="list-style-type: none"> • Absence of elementary conditions in place of people's rest (including sanitary, technical); • Absence of information about work of non-profit establishments; • Absence of consulting concerning independent trainings; • Absence of bicycle tracks, bicycle parking places, centers of sport facilities' hiring.

After determination of ordinary citizens' and specialists' opinion about positive factors and factors, which hinder the process of population's involving in motion activity we offered this block of questions to experts for them to minimize influence of subjective factors, which are peculiar to fuzzy sets. We proposed to experts to range the determined factors by voting.

Comparing the data, obtained by us as a result of population's questioning with factors, mentioned by specialists we can make the following generalizations. Population sets main hopes, concerning organization of motion activity, on own forces and the positive fact is that members of local communities are ready to participate in this process in case if proper initiative and organization-management activity of appropriate structures is available. In its turn, representatives of these structures rely, mainly, not on own efforts, concerning rationalization of available resources' using, but on solution of existing problems at the cost of additional financial contributions from outside. Rather high percentage of the questioned points at need in using of organizational reserve, which is combined decision on municipal level of existing problems by means of activation and optimization of interaction between all structures that is directly or indirectly close to the process of population's involving in motion activity. This information became useful for us during development of complex of measures oriented on optimization of "Sports for all" system at municipal level.

Basing on results of group experts' questioning we can affirm that there is clearly seen a number of factors, connected with infrastructure of "Sports for all" system at local; level, both positive and negative, which are inter-alternating by their essence. These factors concern conditions of motion activity's organization in places of people's rest. Concerning organization of population's motion activity at the places of residence, first it is necessary to pay attention to improve in proper state the existing health related, physical culture facilities and to using of alternative possibilities. Attention should be also paid to a number of factors, which, as on to day, are not related by experts to the factors of priority. They are: conducting of separate mass measures, building of big highly expensive structures, selectiveness of access to some sport objects and etc.

Finalizing task of our research was determination of main actions on neutralization of unfavorable factors, listed in table 1, and stimulating of favorable factors' influence to involving of population in regular motion activity. Generalizing the obtained data we can outline the following directions of activity:

- Ensuring of population's access to profitable sport facilities, equipment, specialists;
- Overcoming of deficit of population's awareness concerning motion activity.

Each of directions shall stipulate complex of specific actions, which require urgent realization. Basing on data, obtained by empirical research we determined such actions for every of the researched direction:

1. *Ensuring of population's access to physical culture-sport objects:*
 - building of many-profile sport complexes;
 - improvement of local sport sites;
 - improvement of parks, other rest areas;
 - using of other, alternative possibilities.
2. *Ensuring of proper conditions for motion activity:*
 - building of new objects at places of residence and in areas of people's rest;
 - organization of network of commercial services;
 - limitation of activity of subjects, who do not facilitate health improvement;
 - improvement of existing base.
3. *Overcoming of deficit of required information:*
 - using of mass media;
 - conducting of mass sport measures;
 - organization of consulting centers, involving of volunteers, public organizations;
 - explanatory work with population with participation of medical workers of primary health protection link.

It should be noted that this list is only of general, theoretical importance; it is an outline of actions to be implemented at municipal level in national scale. In conditions of every separate municipal community it is necessary to

consider peculiarities of those communities, cultural, mental, economical, natural geographic, infrastructural, organizational - legislative and etc. moments.

As it has been noted above all these actions, to be implemented, can not be realized effectively by any subject of spot system independently, being isolated from surroundings. It is conditioned by such specificities of sport system as its open and non-linear character and dynamic of development. The best and the quickest effect from implementation of the listed actions can be expected only under condition of existence of effective organizational interaction between all structures, which directly or indirectly concern with these problems.

Conclusions:

So, on the base of data, obtained in the process of the research we can make the following generalizations: Measures on optimization of "sports for all" system shall be oriented on a consumer, mainly with not high income; there is a demand in differentiated economic regulation of "Sports for all" system processes' governmental provisioning both on local and national levels.

1. Most of respondents have personal interest in development of "Sports for all" system and wish to be involved in regular motion activity.
2. Most of ordinary citizens are insufficiently informed about "Sports for all" system's activity and about measures, which are implemented for improvement of motion activity conditions.
3. There exists a demand in searching of ways of material base usage's rationalization for ensuring of motion activity; meaning material base that is a municipal property. It shall be used in interests of all categories of citizens, after its improvement up to proper state. First of all there must be improved the objects, which do not require much investments. In this case it will function more effectively.

The prospects of further researches in this direction are: determination of stake holders' circle, which are in structure of municipal formations; determination on theoretical level of forms, principles and procedure of interaction's organization between them that shall be the next task of our research.

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